

CHAPTER I

INTRODUCTION

A. Background of the Study

Travelling is an essential part of life (Alex par. 1). People need to travel for a variety of purposes (Alex par 2-6, Merith par. 2-11), some for vacation or relaxation, some for business, some for visiting their friends and family. They can travel by bus, train, car, motorcycle, ship, or airplane. For people who want to travel, people usually reserve their itinerary in advance, they can do it by themselves or they can ask tour and travel agencies to do it for them.

Due to the high demands for tour and travel agencies, many tour and travel companies have been established in last recent years. Most of them have to compete with each other that prioritize in lower price and customer satisfaction to attract more customers to use their service. The main goal of these companies is to serve their customer with high quality of service according to the customer's needs. One of those companies is TX Boebat tour and travel where I did my apprenticeship.

The problem I encountered during my apprenticeship mostly was how to fulfill the customers' demand for quicker service. For instance, when a

customer wanted to buy an airplane ticket by phone, I needed to input their profile and destination data in the computer system. But I took a long time to search for the three letter destination city code that was needed to complete the destination data. Therefore, the customer felt disgruntled by my service.

Such a problem happened because of my lack of tour and travel experience and knowledge. Furthermore, this problem could impact the image of the company itself if it gives slow customer service that makes the customer have to wait a long time just to book one ticket. In addition, another employee had to accompany me when I was helping the customer. Due to this fact, I agree that employees in tour and travel companies are required to have knowledge about tour and travel terms. Moreover, they have to serve the customers well and quickly, so that, customers can be happy with the service and can come again for the next time.

B. Identification of the Problem

To make this study easy to be analyzed, I will state questions, specifically:

1. How can TX Boebat Tour and Travel transfer tour and travel knowledge effectively to a new trainee?
2. How can TX Boebat Tour and Travel serve the customer more efficiently?

C. Objectives and Benefits of the Study

Based on the problem that I encountered, the objectives of this study are stated below.

1. To find out how to train a new trainee to have tour and travel knowledge that help in serving the customers.
2. To find out the best way to solve the problem that I encountered that I cannot fulfill customer demand for quicker services during the apprenticeship at TX Boebat.

While the benefits of this study are stated below.

1. For TX Boebat, to know the most efficient way to give the best customer satisfaction by training their staff to master their roles.
2. For the readers, to know how to overcome this problem if they encounter the same problem.
3. For me, to know and understand that every problem has several potential solutions and I have to choose the best one.

D. Description of the Institution

TX Boebat was established on April 12, 2009. The name of TX is an acronym of "Thanks", while "Boebat" was taken from its location, Jalan Buah Batu (Bubat). TX is the name of a tour and travel company which is a franchise. The owner named his company TX Boebat so that it can be easily known and remembered.

Before running his own business, the owner worked for about twenty years in an export-import company. His experiences in cargo and customs

and his interest in tour and travel made him learn about routes.

Consequently, he knows a lot about flight routes.

Then, the owner wanted to establish his own business in tour and travel. For this purpose, he surveyed several tour and travel franchises. As a result of his survey, he decided to choose TX because he thought its management was the best. As the next step, he bought the franchise of TX and established TX Boebat. He started to run the business on April 12, 2009, and he still runs it until now.

TX Boebat serves customers who want to book tickets, make hotel reservations, and also go on tours and cruises. TX Boebat serves customers by telephone, text message, e-mail, and face to face. Moreover, TX Boebat will deliver the ticket or hotel voucher to the customers' home if they wish.

E. Method of the Study

The data of this term paper are collected from my experience and observation during my apprenticeship, which I recorded in my apprenticeship journal and library research. The sources for the theories used in this term paper are gathered from books and electronic sources.

F. Limitation of the Study

This term paper will focus on my experience when I did my apprenticeship as selling staff at TX Boebat Tour and Travel for one

month, from July 20 – August 19, 2009; especially the way to serve customers more quickly.

G. Organization of the Term Paper

This term paper will be divided into four chapters, which are:

Chapter I is Introduction. This chapter consists of the background of the study, identification of the problem, objective and benefits of the study, description of the institution, method of the study, limitation of the study, and the organization of the term paper.

Chapter II is Problem Analysis. This chapter consists of two parts. First, the causes of the problem that I encountered during my apprenticeship will be discussed. Second, the effects of the problem are described.

Chapter III is Potential Solutions. This chapter consists of two potential solutions. Each potential solution has potential positive effects and potential negative effects. In this chapter, I describe those potential solutions and their positive and negative effects one by one.

Chapter IV is Conclusion. This chapter contains the best solution that has been chosen to solve the problem.