

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Nowadays, we can see that the mobility of people around the world grow quickly. People travel not only around domestic areas, but also to international destinations. Some people travel to a place for business purposes, some others travel for a vacation. The increase in the number of people travelling is caused by the proliferation of inexpensive flights, leisure parks, theme parks, museums, and other tourists attractions. The growth of people's mobility affects the tourism industry around the world, so that the tourism industry has been growing very rapidly in the last ten years.

The growth of people mobility does not only affect the tourism industry in other countries, but also in Indonesia. In Indonesia, tourism industries have been growing even more rapidly. This is due to many places of tourist attractions in Indonesia, which continue to grow over time. In contrast, the number of Indonesians who travel also increases. This condition triggers the development of tourist agencies in Indonesia.

To meet the demand of Indonesian people who want to travel, there are some travel agencies established in every city in Indonesia. Some tourist agencies also start to open branches or offer franchises. One of them is PanoramaWorld, which opened at Jalan Cihampelas Bandung. It is expected that with the establishment of this youngest PanoramaWorld, people, especially the residents of Bandung, are provided with some accommodation, cruise tickets, helping to apply visas, passports and various other tourism facilities.

Based on my observation during my internship, the travel business in PanoramaWorld does not run as well as I had thought before. There were not always many people coming to the travel agency to use the service. Thus, I can say that this travel agency has a problem concerning the number of customers. So, in this paper, I want to share about overcoming the lack of customers in the travel business at PanoramaWorld Cihampelas. I will try to propose some potential solutions that can help PanoramaWorld to increase the number of customers.

## B. Identification of the Problem

In this term paper, the problem will be analyzed to find out the answer of the following questions:

1. Why did PanoramaWorld experience a lack of customers?
2. How does the lack of customers affect PanoramaWorld and its employees?

3. What should PanoramaWorld do to overcome this problem?

#### C. Objectives and Benefits of the Study

The objectives of this study are to analyze why PanoramaWorld had a lack of customers, and how the problem affected PanoramaWorld and its employees. Besides, the study also aims at analyzing the most effective ways to overcome the lack of customer.

There are some benefits of the study. First, for me this study can help me to know how to solve problems with less than the expected number of customers. I also hope that with this paper, the readers can get some information to be considered whenever they want to build their own business in tourism industries. This study also can help the institution in overcoming the problem that they have at the moment.

#### D. Description of the Institution

PanoramaWorld is one of the travel agencies in Bandung which is a franchise of PanoramaTours. PanoramaWorld provides tour accommodation, tickets, vouchers, visas, passports, and all the documents which are related to travelling.

In 2009, PanoramaWorld Cihampelas, which is managed by PT. Mahkota Wisata Sentosa, was established by Mr. Fadjar Triwahju Sentosa and also Mrs. Murnita Tanzil, with five employees. The service provided by

PanoramaWorld Cihampelas are providing tickets, vouchers, and accommodation, and also helping people to apply visas, and also cruise tickets. PanoramaWorld also helped companies which want to do some business review abroad.

#### E. Method of the Study

The study is done by applying both the field research and library research. In doing the field research, I used two methods. The first is observation which is done during my internship from 4<sup>th</sup> February 2013 until 30<sup>th</sup> June 2013 at PanoramaWorld Bandung. The second method is by conducting an interview with Mrs. Murnita, who is the director of PanoramaWorld Cihampelas Bandung. The interview transcript will be attached in the Appendices.

I also collected some theories which are needed to support my analysis by doing the library research. The printed and electronic resources that I used are attached in the Bibliography.

#### F. Limitation of the Study

In this term paper, the study will focus on the lack of customers during my internship at PanoramaWorld Cihampelas Bandung. The subject of research is PanoramaWorld Cihampelas Bandung. My internship period started on February 4<sup>th</sup> until June 30<sup>th</sup>, 2013. My working hours were 09.00

– 17.00 on Mondays until Fridays, and 08.00 – 13.00 on Saturdays. The analysis would concerns the things that affect the limited number of PanoramaWorld's customers during my internship. Moreover, the analysis also discusses about the potential solutions to overcome the problem.

#### G. Organization of the Term Paper

The first part of this term paper is the Abstract, the overall summary of this term paper. The second part is Declaration of Originality which guarantees the originality of this term paper. The third part is Acknowledgements which contain the purpose of this term paper and also my thanks for those who have supported me during the process of writing this term paper. The fourth part is Table of Contents, which lists contents of this term paper.

This paper contains four chapters. The first chapter is the Introduction, which contains Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study and Organization of the Term Paper. The second chapter is the Problem Analysis, that explains causes and effects of the problem. Then, the third chapter, Potential Solution, will presents three potential solutions with the analysis of the positive and negative effects of each potential solution. The last chapter, the Conclusion, consists of the best solution to the problem. The term paper ends with the bibliography and appendices.