

CHAPTER I

INTRODUCTION

1.1 Background

The travel agency industry is critical around the world, acting as a connection between travelers and various travel service providers. Travel preferences have evolved from a luxury to a necessity, and information on tourist destinations and activities is now readily available. In the tourism sector, tourists require timely and reliable information to enable them to reach their intended location (Dharmanto, A., Komariah, N.S., Handayani, M., Suminar, R., & Untari, D.T, 2019). These experts help individuals and organizations plan and book travel arrangements such as flights, accommodation, transportation, and activities. In Indonesia, the travel agent industry has grown significantly, driven by the development of the tourism sector, a large population, and increasing demand for travel services. As a result, various forms of business organizations in the form of travel agents have begun to respond to developments in transportation flows in the country, resulting in intense competition. (Almira, W., and Alodia, W. A, 2019). Indonesian travel agents offer a diverse range of preferences, providing specific packages for both local and international travel. The industry faces both problems and opportunities, including adapting to changing consumer behavior, technological advancements, and global travel trends while negotiating rules and regulations and guaranteeing client satisfaction.

Kirana Tour and Travel is one of the leading travel agencies in Indonesia. Kirana Tour and Travel is a tour operator that collaborates with several companies,

including AirAsia (ATSC Malang). Founded in 1996, Kirana Tour and Travel has become a key player in the travel industry in the country, offering a wide range of services, including tour packages, airline tickets, hotel reservations, and other travel-related services. Immanuel Ustardi Osijo, an entrepreneur and academic, founded this company. The company is committed to customer satisfaction, innovative travel solutions, and expertise in creating diverse and engaging travel experiences. With its head office in the city of Malang, Kirana Tour and Travel serves domestic and international tourists. The agency is likely to continue to contribute significantly to Indonesia's dynamic tourism sector by providing quality services and contributing to the growth of the travel industry in the region. Kirana Tour and Travel is one of Malang's travel agents that has experienced positive changes such as developing its business into several divisions, one of which is the tour division known as PergiRameRame and Gudang Ticket.

During an internship at Kirana Tour and Travel, the author entered into the fast-paced world of the travel industry, experiencing everyday operations and exchanges with agency employees. While learning about the details of travel planning, the author discovered possible concerns with team members' professionalism. Despite the agency's commitment to providing quality service, the authors observed deficiencies in communication and coordination between staff members, which had the potential to impact efficiency and overall customer experience. This realization prompted the author to explore the importance of professionalism in the travel industry, reflecting on how it influences customer satisfaction and agency reputation. The experience during the internship not only enriched the author's

understanding of the travel business but also aroused his interest in exploring the nuances of professionalism in the world of work.

The author completed a two-month internship at PT Kirana Anugerah Terindah. The author interned at The AirAsia Travel Service Center (ATSC) and Kirana Tour and Travel, where she worked in the customer service department as well as the tour and travel department, where she was a tour leader. There were other problems found when the author was on duty, such as incorrect inputting of passenger data which had an impact on the smoothness of the tour process, and there was an overlap in the tasks given to the author who only served as an assistant tour leader, resulting in the overwhelmed duty of being a Tour Leader. Based on the background of the problems encountered, **this report will discuss " Navigating Professionalism at Kirana Tour and Travel"**.

1.2 The objective of the Internship

The objectives that the author wants to obtain from carrying out internship activities include:

- a) **Optimize Operational Processes:** to identify and address operational challenges observed during the internship, such as issues with data input accuracy and task delegation. Develop recommendations to streamline processes, minimize errors, and enhance the overall efficiency of tour operations at Kirana Tour and Travel.
- b) **Explore and Support for Professional Development:** to investigate opportunities for professional development within the travel agency,

emphasizing the importance of ongoing training and skill enhancement for staff. Provide recommendations for training programs that can address identified gaps in professionalism and contribute to a more competent and cohesive team at Kirana Tour and Travel.

1.3 The Scope of The Report

This report contains precise information about the internship program at Kirana Tour and Travel. Such as internship activities, internship location, firm profile, and problems that happen during internship activities at Kiran Tour and Travel. Aside from that, this report discusses theories related to the author's problems and solutions.

1.4 The Significance

Benefits of internship activities include:

1. For Students:
 - a) Learning how to apply the author's college education. So that the author can understand not only theoretically but also practically.
 - b) The author gained new work experience that can be used as preparation before joining the real world of work.
2. For University:
 - a) Providing feedback and ideas to assess the extent to which the curriculum has been implemented following changes in industry needs.

- b) As a reference for developing lecture material to produce human resources capable of competing in the workplace.
 - c) Producing high-quality students.
3. For Kirana Tour and Travel:
- a) Improving professionalism and operational efficiency ensures smoother experiences for customers, fostering satisfaction and loyalty.
 - b) Enhancing Kirana Tour and Travel's reputation through improved services and streamlined operations helps the agency stand out in Indonesia's competitive travel industry.

1.5 Operational Definitions of The Key Term

The operational meanings for key terms based on the report are as follows.

1. Travel Service Provider

Companies help people plan and book their trips by offering a variety of services such as flights, accommodation, transportation, attractions, food and drink, and activities (Knowles, H., & Westcott, M, 2015).

2. Tailored Packages

Special travel offers or special promotional programs are created by travel agents to meet customers' specific preferences and needs for local and international travel (Kim, D. J., Kim, W. G., & Han, J. S, 2007).

3. Operational Efficiency

How well things run on a day-to-day basis within a travel agency, ensuring that travel plans are made accurately and on time, thereby providing a service that is considered high quality by customers (Zeithaml, V. A., Parasuraman, A., & Berry, L. L, 1990).

4. Professionalism

How well staff behave, have good product knowledge, and follow the rules at the travel agency, influences how they communicate and work together, which in turn influences the experience customers have (Mak, A. H., Wong, K. K., & Chang, R. C, 2011).

5. Customer Satisfaction

How happy customers are with the quality of service provided by a travel agency, including whether the agency meets their expectations, resulting in positive reviews and a good reputation for the agency in the travel industry (Kuo, N. T., Chang, K. C., Cheng, Y. S., & Lai, C. H, 2013).