

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

In conclusion, this paper emphasizes the importance of travel agents in Indonesia's expanding tourism sector, as demonstrated by Kirana Tour & Travel. The agency, created in 1996, has developed to become a major operator, providing a wide range of services in response to increasing travel demand. However, the industry's dynamic nature brings challenges, such as responding to changing consumer behavior and technology improvements. During the author's internship at Kirana Tour & Travel, the focus on day-to-day operations highlighted both positive features, such as business diversification, and places for improvement, particularly in communication and team collaboration. If these issues are not correct, they may have an impact on efficiency and overall consumer satisfaction. The research emphasizes the need for professionalism in the travel business, citing challenges such as inaccurate data input and task overwhelm as examples of the need for team members to be more committed to professionalism. By addressing these concerns and developing a professional culture, Kirana Tour & Travel can manage market challenges, contribute to Indonesia's tourist sector, and assure long-term growth and client happiness.

The author's two-month internship at Kirana Tour and Travel provided a thorough understanding of the complexities of the travel industry, particularly through rotations in the ticketing and tour and travel divisions. The author's experience at the Air Asia ticketing division provided her with valuable abilities in

airline operations, customer service, and system management, including the ability to issue tickets, handle rescheduling requests, and manage group bookings. As an assistant tour leader, the author gained experience in the journey order processing, itinerary planning, and fieldwork, which provided valuable challenges and learning opportunities. However, the internship exposed significant problems within the organization, such as errors in data input that affects tour efficiency and an overwhelmed Tour Leader role due to excessive responsibilities. These discovered problems highlight the significance of improving human resource quality and workload distribution to ensure a smooth and effective operation. Despite these problems, the author expresses thanks for the supportive environment at Kirana Tour and Travel, which started an interest in continuing a career in the tourist industry following the internship.

The identified problems within Kirana Tour and Travel, particularly incorrectly input passenger data and overwhelmed Tour Leaders demand particular solutions to support the organization's smooth operation. Addressing data input errors requires the implementation of a comprehensive training and outreach program for ticket officers that emphasizes the importance of exact data entry and focuses on passport expiration dates. This training, which is delivered to all new employees in regular sessions and maintained with refresher courses, attempts to create a sense of responsibility and attention to detail, therefore lowering the possibility of errors. Furthermore, a specialized staff will conduct frequent quality control checks to ensure the accuracy of passenger information, avoiding issues like invalid tickets and delays. To reduce Tour Leaders' overwhelmed responsibilities, a full

examination and rewriting of the job description, prioritizing core functions, is required. Setting clear boundaries and establishing effective task attribution within the group will allow Tour Leaders to focus on crucial responsibilities, while dedicated office support staff will handle administrative responsibilities, resulting in a balanced and efficient workflow. These proposed solutions aim to improve overall operational efficiency and provide participants with a seamless travel experience at Kirana Tour and Travel.

5.2 Suggestions

The suggestions offered for Ma Chung University's English study program, it is recommended that the tourism focus class be enhanced further by emphasizing practicable, practical coursework in the classroom. More classroom activities will better prepare students for real-life situations, promoting a greater understanding of tourism-specific language requirements. By engaging students in practical exercises, simulations, and case studies, the program ensures that they are not only skilled in theoretical aspects but also capable of using language skills in actual field environments.

A suggestion for Kirana Tour and Travel is to implement a comprehensive training and development program that focuses on increasing team members' professionalism and efficiency. This project should include ongoing training sessions that emphasize effective communication, attention to detail, and devotion to industry standards. To specifically address the issue of inaccurately entered passenger data, a systematic training program for ticketing staff should be

implemented, emphasizing the crucial need for accurate data entry, particularly for passport expiration dates. Regular quality control checks by a specialized staff can be used as a proactive technique to ensure the accuracy of passenger information and avoid problems like incorrect tickets or delays. Furthermore, establishing a culture of responsibility within the organization and encouraging a commitment to continuous development in the field of human resources will contribute to long-term advances in professionalism. By applying these suggestions, Kirana Tour & Travel may improve operational efficiency, ensure high-quality services, and strengthen its reputation among competitive travel companies.