

A review for creating a tour package: A case study for students of tourism

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Abstract - The aim of this research is to find out how to arrange tour packages that are competitive and can generate profits but can also satisfy consumer satisfaction, in this case tourists. A series of activity stages are carried out before the tour package is carried out, planning, implementation and evaluation. The planning stage includes exploring tourist destinations, creating an itinerary, preparing human resources, logistics, supporting supplies. The tour implementation stage includes creating a tour package and financing. The evaluation stage is the stage of reviewing the tour package by paying attention to the concepts of target market, market segmentation and positioning. This research is qualitative research. Data from this research were obtained from observations, literature studies and interviews with tour package organizers. The data obtained was then collected and reduced and then analyzed.

Keywords: tour packages, tour planning, tour implementation, tour implementation and evaluation

1. Introduction

One of the ways to sell tourist destinations to provide maximum benefits for tourism organizers is through tour packages. There are several basic definitions about tour packages. Sari & Yanita said that a tour package is a tour plan that has been arranged on a permanent basis, with a certain price which includes costs for accommodation, transportation, and so on (Sari & Yanita, 2020). Suwantoro (2004) defines tour packages as travel products sold by travel agency companies which include hotel costs, travel and other facilities (Suwantoro, 2019). Meanwhile, according to A Yoeti Oka (in Fiyan & Rachmadi, 2018) a tour package is a tour planned and organized by a travel agent or travel agency at its own risk and responsibility, including the duration of the tour, the places to be visited, accommodation, transportation, food and drinks have been determined by the travel agency and the quantities have been determined (Fiyan & Rachmadi, 2018).

Bojamic and Calantone state that a tour package is a combination of many components of a tourism product that combine together, consisting of transportation, accommodation, tourist attractions and food sold to tourists at a certain price (Marus, 2021). Tour Packages Tour packages are a collection of various tourism products and services arranged by tour organizers, called tour operators, services consisting of transportation, tourist destinations, guides, food and

accommodation (Cetin & Yarcın, 2017). From the definition above, it can be concluded that a tour package is a tour package arranged at a certain price. Tour package prices generally include all components included in the tour, such as transportation, meals, accommodation, guide, etc. The package tourism program is prepared in full, so that if tourists cannot participate in the entire program, they can claim compensation for the program that was not followed, except according to certain agreements. When designing and compiling a tour package, several basic components need to be considered so that the implementation of the tour package can be maximally successful. The tourism component includes the facilities involved in organizing tourism, where tourism occurs because of the integration between various facilities that are mutually supportive and sustainable (Lumanauw, 2020). Tourism components include (1). Means of transportation. Transportation facilities are related to tourist mobilization, but transportation is not only used as a means to take tourists from one place to another, but is also used as an attractive tourist attraction. (2). Accommodation facilities. Accommodation facilities are needed if the tour is held for more than 24 hours and it is planned to use certain accommodation facilities as a place to stay. (3). Food and beverage facilities. Apart from facilities of the hotel, there are also restaurants that stand independently. (4). Tourist objects and attractions. Tourist objects and attractions can be differentiated on the basis of the origins that characterize the object or attraction, namely natural tourism, historical tourism, cultural tourism, pilgrimage tourism and entertainment tourism. (5). Entertainment facility. Entertainment is essentially one of the tourist attractions. Entertainment is mass in nature, held for the general public and even involves the public directly and there is no charge for those who enjoy it, where this kind of entertainment is called amusement. (6). Souvenir shop. Souvenir shops are closely related to souvenirs or mementos in the form of certain items. (7). Tour guides and tour managers (guides and tour managers). Tour guides and tour organizers are after-sales officers who act as representatives of companies that manage tours to carry, lead, provide information and other services to tourists in accordance with agreed events.

After the tour ends, it is necessary to pay attention to whether tourists feel satisfied or not. This satisfaction is important to ensure that tourism is sustainable and tourists are willing to come back to the tour package service provider concerned. Consumer satisfaction, in this case tourists, is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in question with the expected performance (or results) if the performance is below expectations, the consumer is not satisfied. If performance meets expectations, consumers are satisfied. If performance exceeds expectations, consumers are very satisfied or happy (Daffa & Ratnasari, 2022). It is stated that consumer's satisfaction is a consumer's positive feelings related to a product/service while using or after using the service or product. In relation to tourism, tourist satisfaction is the level of a person's feelings after comparing their perceived performance or results compared to their expectations (Arianto & Kurniawan, 2021). Another opinion states that visitor satisfaction is a person's level of satisfaction after comparing the perceived performance of the product with their expectations, so in assessing the level of satisfaction, a measurement is made between the suitability of the tourist's expectations served compared to the actual service (Supriyadi & Komara, 2020). Visitor satisfaction is a person's level of satisfaction after comparing the perceived product performance with their expectations, so in assessing the level of satisfaction a measurement is made between the suitability of the expectations of tourists served compared to the actual service provided by the manager (Priyanto, 2018). Consumer satisfaction can be defined as a customer evaluation of a product or service that meets customer needs and consumer expectations. Failure to meet consumer needs and expectations is assumed to be dissatisfaction with the product or service (Sulistiyana et al., 2015). Indicators of customer satisfaction include product quality, service or company quality, product prices that are comparable to product quality, accessibility to get products easily, implementing digital marketing strategies, implementing a customer engagement system, and a direct sense of attachment from customers to the product (Utama, 2017).

Planning is the process of making plans to achieve certain goals (Mintzberg, 1981). This includes identifying the goals to be achieved, analyzing the current situation, and developing strategies to achieve those goals. Planning also includes allocating resources such as time, money, and energy to achieve desired goals. Planning aims to help individuals or organizations achieve desired results efficiently and effectively. When planning a tour package, it is necessary to consider the concept of STP (Segmenting Targeting Positioning) (Pyo, 2015). 1). Market segmentation. The segmenting or segmentation stage is carried out by dividing customers into groups of people with the same characteristics and needs. This step is to meet the needs of each group in a more effective way than just using one approach for all customers. To carry out market segmentation, you can use the approach: a). Demographic. Basing it on the audience's personal attributes such as age, gender, education, employment or marital status. b). Geographical. Base customer segmentation based on certain countries, regions, cities or neighborhoods. c). Psychographics. Segmentation based on certain personalities, values, or lifestyles. d). Behavior. Base market segments by grouping people based on how they use the product, loyalty to the product or benefits they seek. 2). Determine the target or targets. The targeting stage is determining which segments will be the marketing target. To carry out this step, you must evaluate the potential and attractiveness from a commercial perspective for each segment that has been grouped. That way, you can see the suitability between the resources you have and the target segment that is considered to have the most potential to bring company profits. 3). Positioning the product (positioning). The positioning stages can be interpreted as determining how the product is represented in the minds of potential customers. The goal is of course so that your product or brand is seen as superior to competitors

In the General Indonesian Dictionary, implementation is the matter (action, effort) of carrying out a plan. Based on these limitations, it can be clearly distinguished between the definition of implementation as an act carried out by the executor. So, in this way the definitions mentioned above have different meanings but both come from the word implementation (Poerwaarminta, 2003). Meanwhile, Siagian said that in implementation there are several main things that need to be considered, namely: 1). Making detailed plans, meaning changing strategic plans (long term) into technical plans (short term) and organizing resources and staff and then drawing up certain regulations and procedures. 2). Assigning tasks means changing technical plans into practical plans, and the next goal is to divide tasks. 3). Monitoring means that the implementation and progress of carrying out tasks should not allow things related to practical plans to occur. (Siagian, 1985).

Evaluation is a process of providing information about the extent to which a particular activity has been achieved, how that achievement differs from a certain standard to find out whether there is a difference between the two, and how the benefits of what has been done compare with the expectations to be obtained (Muchali & Budiarto, 2017). Meanwhile, Abdul Basir stated that evaluation is a process of collecting data that is descriptive, informative, predictive, carried out systematically and gradually to be able to determine policies in efforts to improve education (Fitriani et al., 2022). Djemari Mardapi defines evaluation as one of a series of activities to improve the quality and performance or productivity of an institutional unit in implementing a program (Indah, 2020). Evaluation has several objectives. 1). Provide input for program planning. 2). Provide input for continuation, expansion and termination of the program. 3). Provide input to modify the program. 4). Obtain information about supporting and inhibiting factors for the program. 5). Providing input for motivation and guidance for program managers and implementers. 6). Provide input to understand the scientific basis for program evaluation.

2. Method

This research is qualitative research. The data types include qualitative data. Qualitative data is data in the form of words, sentences, gestures, facial expressions, graphs, pictures and photos (Sugiyono, 2015). Data collection was carried out by interviewing people who have experience and are in the field of tour package services. Data sources consist of primary data and secondary data. Primary data

sources are data that directly provide data to data collectors. Primary data in this research are the results of interviews and direct observation. Meanwhile, secondary sources are sources that do not provide data directly in the form of documentation and literature studies. Data collection was carried out through (1) interviews. Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, and also if the researcher wants to find out something from the informant. (2). Observation. Observation as a data collection technique has certain characteristics when compared with other techniques. Observations were carried out by looking directly at the field which were used to determine factors that were worthy of support through job analysis survey interviews (Sugiyono, 2016). (3) Documentation. Documentation is a data collection technique using documents, both those kept by the researcher himself and other people related to the research focus (Retnawati, 2016). The collected data is then analyzed by organizing the data into categories, breaking it down into units, synthesizing it, arranging it into patterns, choosing what is important and what to study, and drawing conclusions so that it is easily understood by oneself and others. (Sugiyono, 2016).

3. Results and Discussion

From the results of an interview with Mr. Joko Saptano, former operational manager Satriavi Tours & Travel it is said that the first step in creating a tour package is planning, where this planning involves the concepts of segmentation, targeting and positioning. Second step is implementation and the last is evaluation.

Table 1 Planning based on the STP concept

No	Concept	Element	Description
1	Market segmentation	Demographic.	Age, gender, education, employment or marital status.
		Geographical.	A specific country, region, city or neighborhood. It can also be grouped into the categories of domestic tourists and foreign tourists
		Psychographics	Based on personality, values or certain lifestyles, products emerge in the form of religious tourism, special interest tourism, nature tourism.
		Behavior.	Based on how tourists use the product, their loyalty to the product or the benefits they seek.
2	Target market	Size	How big the available market is based on demographics. . geographical. psychographics and behavior.
		Profitability	How big the selected market segment can generate profits
		Accessibility	How easy or difficult is it for the market to access the products offered, in this case tour packages? This depends on the availability of means of transportation.
3	Positioning	Differentiator	Provides real differences with other packages offered by different companies. It can be in the form of number of destinations, facilities and prices.

Implementation

Implementation means creating a tour package that is equipped with an itinerary and price. Table 2 shows how field survey becomes the basis making tour packages. In preparing a tour package, it begins with field survey activities. After knowing the target market and type of tourism, the next step is a field survey. In a field survey there are several elements that need to be considered, including: destination, transportation, hotels, restaurants, personnel and supporting equipments.

Table 2 Field survey & making tour packages

No	Activity	Element	Description
1	Field survey	Destination	1). Determine one or several destinations to be visited in one trip. 2). Find out the entrance ticket prices for groups and individuals at each destination. 3). Identify the public facilities provided such as parking lots, toilets and bathrooms, prayer rooms. 4). Take photos of destinations for presentation purposes.
		Transportation	1). Type of transportation required: Minibus, 28 seater bus, 43 seater bus. 2). Calculate the distance traveled from one destination to another. 3). Understand parking fees and parking locations at the destination. 4). Ask for the basic rental price per unit per day or rental price for corporations. 5). Looking for information on operational hours. 6). Identify supporting facilities such as sound system, air conditioning, toilets. 7). Take photos of destinations for presentation purposes.
		Hotel	1). Know the location of the hotel. 2) Know the facilities. 3). Find out room prices.
		Restaurant	1). Looking for a place to have lunch/ dinner on the route to tourist attractions. 2). Identify supporting facilities such as parking lots, toilets and bathrooms, prayer rooms. 3). Know the food prices and menu. 4).). Looking for information on operational hours. 5). Take photos of destinations for presentation purposes.
		Personnel	1). Determine the number of personnel such as guides and additional personnel needed such as health personnel if it is an overland tour package. 2). Calculate the costs of each person.
		Tools/equipments	1). Identify the equipment needed according to the tour package activities. At a minimum, first aid equipment is provided which is carried out in activity 2). Calculate equipment costs.
2	Making Tour Packages	Destination	Determine tourist destinations in the same direction. For example, for the Kintamani tour, you can choose 4 tourist attractions. Penglipuran Village, Penelokan, Tirta Empul.
		Transportation	From the survey that has been carried out, it was found that PO bus XYZ could be an option because the bus is still young, the facilities are complete and optimal and the price is better than other POs.
		Hotel	Determine a hotel that is easily accessible and has prices and facilities that meet expectations.
		Restaurant	A restaurant that is suitable for lunch, for example the NN restaurant, takes into account the time and distance from tourist attractions and the facilities it provides.
		Personnel	If you only handle 1 bus, the personnel only need 1 guide and 1 office staff.
		Tools/equipments	Bot-medicine or first aid equipment only.

Example of a 3D/2N Bali Tour Package

Itinerary/Run down of activities

Day 1

1. Day 1 (Pick up at the airport - walking around South Bali - Check in)
2. Pick up at Ngurah Rai Airport according to flight hours

3. Tanjung Benoa Beach (Free play banana boat) – water games center in South Bali
4. Lunch at a local restaurant
5. Melasti Beach
6. Uluwatu Temple – temple on a cliff overlooking the Indonesian ocean + selfie spot!
7. Dinner at Jimbaran Seafood Café – Romantic dinner on the edge of Jimbaran beach
8. Check in Hotel
9. Rest

(Lunch and Dinner) Duration: 10 to 12 hours

Day 2 (Travelling to Kintamani and Ubud area)

1. Breakfast at hotel
2. Pick up at hotel
3. Penglipuran traditional village
4. Kintamani Penelokan – See views of the crater, mount and lake Batur
5. Lunch at Kintamani Resto – with views of mount Batur
6. Luwak coffee agrotourism
7. Tirta Empul Temple
8. Dinner at a local restaurant
9. Return to Hotel & Rest (Breakfast, lunch, dinner) Duration: 10 to 12 hours

Day 3 (Check out – By Bali- Airport)

1. Breakfast at hotel
2. Pick up at hotel
3. Wait for check out time – latest at 12 noon (you can check out earlier if you want to shop longer)
4. Tanah Lot Temple – a temple that stands on a sea rock with souvenir views
5. Bali souvenir center (The basket/Krisna/Joger Kuta)
6. Lunch at Lokal Resto – enjoying other Balinese specialties.
7. Delivery to the airport according to schedule

(Breakfast, lunch) Duration: 6 to 8 hours

Table 3. Price per person

Hotel	2 pax	6 pax	10 pax	20 pax
The One Legian *4	Rp.2.285.000/ person	Rp.2.110.000 / person	Rp.1.985.000/ person	Rp.1.920.000/ person
Grand Zuri *4	Rp.2.325.000/ person	Rp.2.150.000 / person	Rp.2.025.000/ person	Rp.1.960.000/ person
The 101 Fontana Seminyak *4	Rp.2.435.000 /person	Rp.2.260.000 / person	Rp.2.135.000 / person	Rp.2.080.000 / person
Golden Tulip Hote *4	Rp.2.510.000 /person	Rp.2.335.000 / person	Rp.2.210.000 / person	Rp.2.155.000 / person

Price includes:

1. Stay for 3 days 2 nights at the selected hotel
2. 2 x breakfast
3. 3 x lunch
4. 2 x dinner
5. All entrance tickets to the tourist attractions mentioned above

6. Car, driver and petrol according to the route above
7. Parking and 1 x Bali Mandara toll road
8. Driver + Car + Fuel
9. Complimentary mineral water 1 bottle per day

Package does not include:

1. Flight ticket
2. Personal expenses

Evaluation

Evaluation is the final stage after the tour package has been completed complete with costs. Destinations must be tailored to the target market. The basic costs for each cost component such as transportation, hotels, tickets, meals, guide fees must all be recalculated and then added to the expected profits. The total basic costs and profits divided by the number of participants is the selling price to consumers. If you want to give FOC (free of charge) to 1 person, you can calculate it by dividing the total basic costs and profits by the number of participants minus 1 person.

4. Conclusion

Determining the target market is very important in preparing tour packages. Before making a tour package, a field survey must be carried out with the aim of collecting concrete data on tourist destinations, restaurants, hotels, means of transportation, distance traveled, basic prices and other supporting facilities. Field surveys cannot be done online because online prices do not reflect actual prices. If this is done online, there is a big possibility that the selling price will be very high and will not compete with the prices offered by other companies, so the price will not be competitive.

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