

DEVELOPING TOUR PACKAGES OF POLEWALI MANDAR BY PT. MUBARAK TOURS AND TRAVEL, MAKASSAR

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Abstract

Tour packages are an important part of attracting tourist visits to tourism destinations. The availability of tour packages in tourism destinations is important so that tourists can enjoy tourism products. This research aims to 1) identify tourism components in tourism destinations; 2) knowing the packaging of tour packages by travel agencies. This research uses a research and development approach with a study in Mubarak Tours and Travel. The author utilizes qualitative data through interviews with company staff in 2023. This study shows the components of tourist destinations used in accordance with the recommendations by the Polewali Mandar Tourism Office which is expected that this product can be a reference for tourism travel business actors who want and will package tour packages in the Polewali Mandar area. Areas that have a lot of tourism potential that are quite diverse, both natural tourism, cultural tourism, artificial tourism, pilgrimage tourism, culinary and marine tourism. This potential then becomes the focus of researchers in preparing tour packages. This potential then becomes the focus of researchers in preparing tour packages. In packaging tour packages at PT. Mubarak Tour And Travel has not yet compiled a tour package for the Polewali Mandar destination, which can be seen from the situation and conditions that the components of the tour package are very good and for transportation, PT Mubarak Tour And Travel provides several transportation that is matched according to the transportation needs that will be issued, the transportation details included in the package can change the plane ticket, ground transportation, or a combination of both and depends on the agreement and the type of package being prepared.

Keywords: Development, Tour Packages, Destinations, Tourism Components

A. INTRODUCTION

Tourism is an industry with excellent development in Indonesia, tourism activities have a strong impact on the country's economy. The development of tourism is currently very rapid, with tourism able to create new jobs so that people can feel the benefits. These opportunities are assisted by various conditions such as good location and geographical conditions, abundant natural resources, the beauty of the natural panorama presented, and supporting flora and fauna that add to the attractiveness of the tourist destination (Fauzan, 2015: 01). The definition of a tour is viewed from the perspective of a product is an itinerary to one or several stopovers and back to the place of origin with a series of travel field components required on the trip. Tourist trips are also usually the choice of many people to

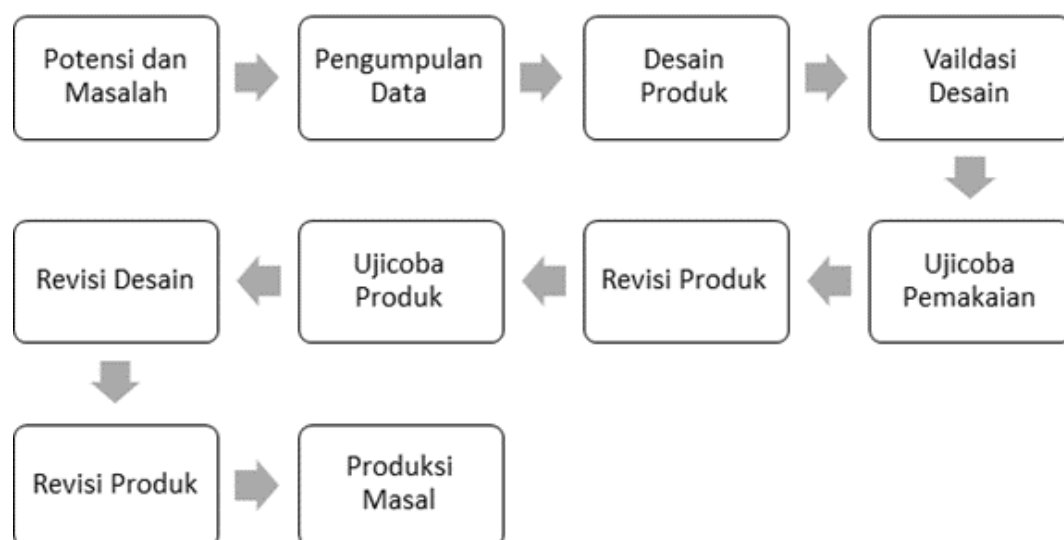
take time to enjoy new beauty. We can know that tourism has elements, namely travel activities, carried out voluntarily, temporarily, the trip is entirely aimed at enjoying tourist objects and attractions (Nuriata 2014:14).

Lumanauw (2020:01) Tour packages are the core of a travel industry, where tour packages are related to the quality and influence on tourist satisfaction and research the quality of the tour packages to be made. The development of programs for tour packages, especially involves cooperation with other local tourism businesses, such as transportation, restaurants, hotels, tour guides and so on.

Preparation of the Tour Package Travel Program, namely the tour program or tour itinerary is a collection of information that contains everything related to travel activities, tour packages must meet the interests of the trip participants, provide an overview of the program regarding the time/length of time achieved, the destination of the trip and its completeness as well as the tools of the trip then the target market and the latest in the arrangement of the trip.

B. RESEARCH METHOD

The type of research used is the type of research and development (R&D) using qualitative methods using descriptive qualitative analysis. As an R&D researcher, the study consists of one stage of preliminary study. According to Sugiyono (2009:407) the research and development (R&D) method is a research method used to produce a certain product, and test the effectiveness of that product. In order to produce a certain product that is used for research that is needs analysis (using survey or qualitative methods) and to test the effectiveness of the product so that it can function in the wider community, research is needed to test the effectiveness of the product using the experimental method. Sugiyono (2009) stated that the steps in Research and Development research consist of 10 steps. They are as follows:



Gambar 3. 1 Metode Penelitian dan Pengembangan

Sumber : Sugiyono, 2009

Based on the steps above, the researcher only takes 5 steps, this is done by the researcher to produce a tour package that is ready to be sold, the explanation of the steps above that the researcher took to create the preparation of the package is as follows:

1. Potential and Problems

The research began with the potential and problems contained in a research place, where there was a lack of information for foreign tourists to visit destinations in Polewali Mandar, Seeing the potential for tourism in Polewali Mandar, the researcher looked for a solution to introduce tourist attractions in the form of tour packages to be sold.

2. Data Collection

After conducting research on the potential and problems of the research, the researcher will collect data as a support in designing a tour package that will be carried out at the Polewali Mandar Destination, the data collected includes information on tourism components or 5A contained in 21 Polewali Mandar cities.

3. Product Design

The data that has been collected and has been developed, then the researcher will begin to design the Polewali Mandar destination tour package, in this design the researcher will make an arrangement of tour packages containing information that has been collected, this is to produce development products that are expected to increase the level of tourist visits to visit Polewali Mandar.

4. Design Validation

After producing the design that has been prepared as it should, the researcher will validate the design, while the one who will validate this product is PT. Mubarak Tour & Travel and the lecturers concerned

5. Design Revision

In the final stage after validating the design, the weaknesses or shortcomings of the product will be known, so the researcher will revise the design of the product so as to produce a tour package that is ready to be sold, then the design will be the final result that will be given to PT. Mubarak Tour Travel to be ready to be marketed.

C. FINDINGS AND DISCUSSION

a. Potential and Problem

The following is an explanation of the potential of the Polewali Mandar destination based on the results of an interview with the resource person Mr. Ridwan M., S.S as the Adyatama group of tourism and creative economy of young experts. The management is a bit difficult because of constraints in budgeting, because there is very little budget for this tourism sector, especially in Polewali Mandar, so the management is a bit difficult, we only facilitate tourist attractions, tourist destinations when the tour is viral, even that is very limited if we can help".

From the results of the interview, the researcher can conclude that Polewali has superior potential compared to districts in West Sulawesi, so this potential is the focus of the researcher. Then further get the answer from the results of the next question, namely recommendations for Polewali Mandar tourist attractions and the resource person showed a banner that contained several recommendations for tourist destinations in Polewali Mandar, then the researcher expressed his opinion about the attraction that had previously been observed.

b. Data Collection

At this stage of data collection, the researcher made direct observations in the field to find information about tourist attractions in Polewali Mandar and interviews with the resource person, Mr. Ridwan M.S.s as the adyatama of tourism at the Polewali Mandar Tourism Office, below is presented data in the form of potential attractions, attraction selection, dots, inlinery, and price calculations that are the basis for packaging Polewali Mandar destination tour packages at PT. Mubarak Tour & Travel in Makassar.

a. Design

In presenting this data, the researcher selected the components of the Polewali Mandar destination tourism that had been collected through observation, direct documentation and interview results.

1. Selection of Potential Tourist Attractions in Polewali Mandar Destination
2. Selection of Potential Tourist Amenities for Polewali Mandar Destinations
3. Accommodation Selection
4. Accessibility Selection
5. Itinerary Planning
6. Distribution Of Time (DOT)/Rundown Activity
7. Tour component planning tour package
8. Calculation of Tour Package Prices
9. Confident Rate Agent
10. Include and Exlude
11. Brochures Validasi

b. Revisi

Based on the results of the presentation of data and analysis of the Polewali Mandar Destination Tour Package Development up to the validation stage from academics and travel, the title of the tour package was obtained, namely the Polewali Mandar Tour Package. The following are the results of the revision after going through the Validation stage from the 2 parties concerned, namely Academics and Travel.

D. CONCLUSION

Based on the results of research on the Polewali Mandar Destination at PT. Mubarak documentation can draw the following conclusions: 1. The Polewali Mandar tourism component provides quite a lot of potential for tourist visits which are known to have become tourist attractions that are in demand by many people such as the Battetangga Village Bath, Mampie Beach, Gonda Beach, Bulu Botanical Garden and Imam Lapeo Mosque which each has advantages that can attract tourists to visit. and also lodging places around the city of Polewali Mandar have been facilitated and also for access to the destination of the city of Polewali it can be said that it is worth passing. 2. In packaging tour packages at PT. Mubarak Tour And Travel has not yet compiled a tour package for the Polewali Mandar destination, which can be seen from the situation and condition that the components of the tour package are very good and for transportation, PT Mubarak Tour And Travel provides several transportation that is matched according to the transportation needs that will be issued, The details of the transportation included in the package are subject to change by airfare, ground transportation, or a combination of both and depend on the availability and type of package being arranged.

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