

# Chapter I

## Introduction

In this chapter the writer elaborates Background of the Study, Identification of Problems, Research Problems, Limitation of Problems, Objective of the Study, Significances of the Study, and Frameworks.

### 1.1 Background of the study

Tourism is a part of the important industry for our country. The tourism industry has been accepted as the second largest industry after oil. Beside that, Indonesia is a country that has potential tourism aspect, due to the fact that it has a variety of supporting characteristics like hospitality, good climate, beautiful scenery, flora and fauna, culture, restaurant, airlines and travel agencies.

According to Law No. 10 of 2009 on Kepariwisataaan: *Pariwisata adalah berbagai macam kegiatan wisata dan didukung berbagai fasilitas serta layanan yang disediakan masyarakat, pengusaha, pemerintah dan pemerintah daerah.* (Tourism is a wide range of touring activities and supported by a wide range of facilities and services provided by the public, business, government and local government).

According to Yoeti (1982: 123-124):

*Ada tujuh tipe perjalanan menurut objeknya yaitu wisata budaya, wisata kesehatan, wisata komersial, wisata politik, wisata sosial dan wisata rohani. Wisata rohani ialah jenis wisata dimana tujuan perjalanan ialah untuk melihat atau menyaksikan upacara-upacara kegamaan, seperti kunjungan ke Lourdes bagi orang beragama Katolik, Umrah dan Haji bagi orang Islam atau upacara Agama*

*Hindu Bali di Sekenan.*=(There are seven trips according to its object namely Cultural Tourism, Recuperational Tourism, Commercial Tourism, Sport Tourism, Tourism Political, Social Tourism and Religion Tourism. Religion Tourism is a type of tourism that aims to see the religious ceremonies, such as visits to Lourdes for the Catholics, Umrah & Hajj for Moslem or Hindu ceremony in Sekenan Bali).

One business that begins to grow rapidly in the world of tourism is a travel agency business. Travel agency is a service business that provides a variety of assistance that includes accommodation, transportation, tickets, tour packages, and many more.

Travel agent is one of the important aspects of tourism activities. Before making a trip, one of the most important things to do is to choose a travel agency. However, determining the travel agency is not easy many travel agencies do not have a valid legality.

Travel agency is divided into two, they are general travel agency and Hajj and Umrah travel agency. General travel agency is a travel agency that serves the trip in general such as holidays, while Hajj and Umrah travel agency is a travel agency which specialized in Umrah, Hajj and spiritual tourism. The high demand and interest of Indonesian people for the Hajj and umrah made a very lucrative business opportunity, therefore many entrepreneurs are opening Umrah and Hajj travel agencies.

Hajj and Umrah every year has increased very rapidly and enthusiasts. Besides that, most of Indonesian people are Moslem, which makes Indonesia as one of the countries with the biggest Moslem population in the world. The

pilgrimage and Umrah are worship on a dream of every Moslem, especially in Indonesia.

In the end, the Government of Saudi Arabia has given the quota of Hajj for pilgrims in Indonesia that is bigger than other countries, but still it was not able to cover the amount of the demanded quota Hajj from Indonesia. Besides that, many people choose to carry out umrah first while waiting for the departure time of Hajj, because the waiting period for Hajj is very long in Indonesia, which ranges from 8 to 12 years.

As a result, there are many travel agencies in Bandung to support the situation. Two of the travel agencies are Qiblat Tour and Megacitra. Qiblat Tour and Megacitra are two of the biggest travel agencies in Bandung that has been established and developed for quite a long time. Qiblat Tour was established on August, 4<sup>th</sup> 2004 in Bandung and offers Umrah and Hajj package. The company address at Jl. Cibeunying Selatan, No.15 Bandung. One of the competitors in selling tour package Umrah and Hajj is Megacitra. Its group has been established in Bandung since 1995, and Megacitra also handles departure of Hajj/Umrah. the company address is at Jl. Cimandiri No. 20 Bandung.

Usually every travel agency has its own marketing strategy. Marketing strategy is used by the company to be more organized and to have a clearer development. With the marketing strategy, a company will achieve its objectives effectively. Marketing strategy is also usually used in the form of advertisements, brochures, websites, and information in the printed media.

Every Travel Agency Business has a marketing strategy to increase the number of customers because marketing strategy has an influence in increasing customer number and the progress of the company. As the result, the writer chooses Qiblat tour because they have an excess in worshippers umrah very rapidly, so that they were crowned as the best agent in the handling of umrah, especially on their anniversary program. On the other hand, one of the competitors is Megacitra. Both Megacitra and Qiblat Tour have already been registered in *Association of Indonesian Tour and Travel Agencies (ASITA)*. ASITA is an association in the field of travel services in Indonesia, thus making Megacitra and Qiblat Tour trusted.

In this case, the writer concludes that the marketing strategy is very important for the company's existence in order to survive. Therefore, the writer would like to find out their marketing strategy in selling Umrah and Hajj tour package. So this paper title is "Marketing Strategy of Qiblat Tour and Megacitra Tours and Travel Agency in Selling Umrah and Hajj Tour Package".

## **1.2 Identification of Problems**

Based on the background of the study, the writer identified some problems, there are:

1. Marketing Strategy used by Qiblat Tour and Megacitra Tours and Travel Agency in selling Umrah and Hajj tour package.

2. The differences between the marketing strategy used by Qiblat Tour and Megacitra Tours and Travel Agency in selling Umrah and Hajj tour package.

### **1.3 Research Problems**

Based on the background above, the researcher aims to answer the following questions:

1. What is the marketing strategy that used by Qiblat tour and Megacitra Tours and Travel Agency in selling Umrah and Hajj Tour Package?
2. What are the differences between the marketing strategy used by Qiblat tour and Megacitra Tours and Travel Agency in selling Umrah and Hajj tour package?

### **1.4 Objectives of the Study**

In this study, the writer has purposes in conducting this research in order to make it appropriate with the writer's research. The purposes are:

1. To find out the marketing strategy used by Qiblat Tour and Megacitra Tours and Travel Agency in Selling Umrah and Hajj Tour Package.
2. To find out the differences between the marketing strategy used by Qiblat tour and Megacitra Tours and Travel Agency in selling Umrah and Hajj tour package.

### **1.5 Limitation of the problem**

In this study, the writer limits the problem by using the title “Marketing Strategy of Qiblat Tour and Megacitra Tours and Travel Agency in Selling Umrah and Hajj Tour Package”. Within this research, the limitation of the problem is focused on their marketing strategy in selling Umrah and Hajj tour package.

### **1.6 Significances of the study**

Generally, the significance of the study is to expand the knowledge of the readers. From the statement above, the writer believes that significances are important to improve his works. Then there are some significances of the study, as follows:

#### **1. Theoretically**

##### **a. For the Student**

The writer hopes this paper would give knowledge about the marketing strategy at Travel Agent especially in Qiblat Tour and Megacitra for English Department, Faculty of Arts and Letters, Pasundan University.

##### **b. For the Public**

The writer expects this paper to serve as a reference for the travel agent or institution involved in tourism industry.

#### **2. Practically**

This paper can be used to add to the library collection and serve as information for English Department, to increase knowledge at Travel Agent.

## 1.7 Frameworks

