

## **CHAPTER 1**

### **INTRODUCTION**

#### **A. BACKGROUND**

Tourism is a travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. Tourism is commonly associated with international travel. It may also refer to travel to another place within the same country.

Tourism has become one of the popular global leisure activities done by people around the world to get their satisfaction to diverse experience. Today, tourism is a major source of income for many countries. It has important affects in economy strategy and country development, especially for Indonesia. The tourism sector gives huge contribution to national economy of Indonesia. From year to year Indonesian tourism businesses have significant development. It can be seen from the numbers of foreign exchange which is advanced.

Indonesia has many tourism business potentials which can be developed. Besides, this field can increase foreign exchange. It also creates opportunities for employment in the service sector associated with tourism. Tourism has a close relationship with the goods and services that provide pleasure for travelers. If travelers are satisfied with the services, they might return. Therefore, all parties involved in the tourism should strive to give their best services.

In Indonesia, one of potential cities to develop business and tourism is Solo. Solo is located in Central Java Province, and has many tourist attractions. As one of tourist destinations, Solo becomes a place which will be visited by tourists. The tourists do not only come from Solo but also from other countries. Therefore, they need transportations to commute from one place to another.

Transportation is very important to fulfill tourism need. There are many kinds of transportation. They are land transportation, water transportation and air transportation. To travel to a distant destination, tourists and businessman would prefer to choose transportation which is more efficient, that is air transportation. There are many advantages in using air transportation because of its efficiency and its facilities.

In this globalization era, the industry of air transportation is extremely developed. It can be seen from the growth of airlines in Indonesia. Therefore, the air transportation industry should have consistency in giving good service to the customers. One of the airlines in Indonesia is Sriwijaya Air. As fleet increases, Sriwijaya Air improves its service. This air transportation industry is going rapidly. Thus, flights are performed maximally to get the market and the customers have good services from Sriwijaya Air services.

Sriwijaya Air was established in 2003 and has many branch offices in Indonesian cities such as in Solo. Sriwijaya Air is one of the airline companies with good services starting from service before flight (*pre flight service*), service during flight (*in flight service*) and service after flight (*post flight service*). The

first service given to the customers is ticket reservation, continued with ticketing process and other *pre flight services* such as *city check in*, which can be done in the branch office (*Town Ticketing Office*).

The development of technology has made many changes. One of them is on the reservation system used in an airline company. Today, the reservation system is more modern, easy to be operated, quick and efficient. The ticketing process is easier and faster. Through reservation service, customers find information before making flight such as the flight schedule, ticket price and number of seat which are still available.

I was interested in doing job-training in Sriwijaya Air. There are two offices of Sriwijaya Air in Solo. There are *Town Ticketing Office* (TTO) at Center Point Purwosari and *Airport Ticketing Office* (ATO) at Adi Soemarmo International Airport. I chose Sriwijaya Air Town Ticketing Office which is located at Center Point Purwosari and acted as one of Sriwijaya Air reservation and ticketing staff. I focused on writing a final project report based on the importance of reservation and ticketing process, and another pre flight service to advance flight services in an airline company. Therefore, the title of the final project report is **“The Services of Ticketing and Reservation in TTO (Town Ticketing Office) of Sriwijaya Air Solo District”**

## **B. OBJECTIVES**

Based on the background, the objectives are:

1. To explain the services of reservation and ticketing in TTO of Sriwijaya Air Solo District
2. To describe the process of handling ticket reservation in TTO of Sriwijaya Air Solo District
3. To explain the process of *Rebook/Reschedule* and *City Check-In* in TTO of Sriwijaya Air Solo District.

## **C. BENEFITS**

Hopefully, this final project report can give the following benefits to:

### **1. The Readers**

From this final project I can give some information to the readers about job training activities of reservation and ticketing staff in TTO (Town Ticketing Office) of Sriwijaya Air Solo District

### **2. The Students of English Diploma Program**

I expect that the final project report can be useful as a reference to write the final project and give knowledge about the job training activities that I have done in Sriwijaya Air Solo District.

### **3. Sriwijaya Air Solo District**

I expect that the final project report will be useful as additional information to increase the service quality of Sriwijaya Air in the process of giving a ticketing and reservation services to the customers.