

WALKING WALKING TOUR ORGANIZER: AN INDONESIAN TRAVEL AGENT GOES INTERNATIONAL

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ABSTRACT

Walking Walking Tour Organizer is tour service located in Malang, East Java, Indonesia. So far Walking Wlaking Tour Organizer mostly serve consumer in Malang. Walking Walking Tour Organizer have commitment want to be a company could be worldwide.

Asian country should be very good for target market because most of the total of tourist visiting Indonesia is from Asian country.

Keywords: *Tour, Service, Asian. Indonesia*

1. COMPANY PROFILE



Walking Walking Tour Organizer

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The Small Business

Enterprise (SME) that become our partner in this project is Walking Walking Tour Organizer, which is a company that offers tour and travel, ticket and hotel reservation, visa, and rental car. This company was established since 2010 and officially incorporated since 2015. Walking Walking Tour Organizer is located at Jalan Letjen S. Parman 1/20A, Malang City, East Java, Indonesia. This company aspires to be one of the international travel agents with a mission to realize many people's dreams to travel around the world. Currently, Walking Walking Tour Organizer's target is Indonesian who want to travel overseas.

The company's vision is to become a worldwide-leading company at tour and travel sector, while its mission is to realize people's dreams to be able to travel around the world. Today, Walking Walking Tour Organizer has about six staffs. The detail of its organizational structure is as follows:

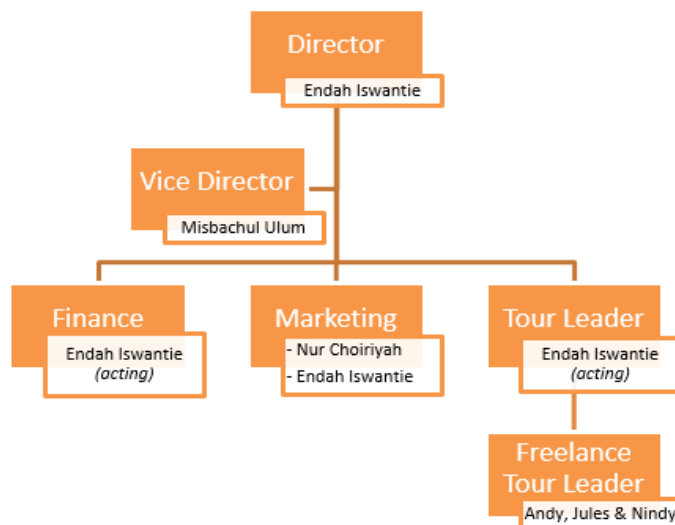


Figure 1. The organizational structure of Walking Walking Tour Organizer

Nowadays Walking Walking Tour Organizer is in the low period because it is still not a holiday season. Furthermore, Walking Walking Tour Organizer has not been recognized as a famous tour agency both locally and internationally. Through this project, our team aims to assist Walking Walking tour organizer with advice on how to become ready on exporting, or in this case become an international travel agent.

2. COMPANY READINESS

2.1 Assessment of Export Readiness

Exporting has been known as one of the most popular mechanisms where a company engages with international markets (Morgan et al. 2012). By entering foreign market, a company can be benefited because its profitable sales will likely increase (Delaney 2017). In the case of travel and tourism industry, we cannot find many travel agents that have been successfully entered international market—serve foreign customer instead of the local ones. Thus, it is potential for Walking Walking tour organizer to consider engaging in the overseas market. However, before committing its resources to participate in the foreign business actively, a careful assessment of company readiness is highly recommended. In this section, we will analyze whether Walking Walking tour organizer is ready to enter the international market or not.

The method that we use to assess the company readiness is CORE (Company Readiness to Export) methods. CORE is an assessment tool that will allow us to determine a company's readiness to expand its operations internationally and ascertain its ability to export a certain product (globalEDGE 2017). In the process, the company will be asked a set of questions by which we will be able to systematically and objectively identify its strengths and weaknesses regarding exports. Then, we generate answers (based on the responses) and then place them on four independent dimensions of readiness namely management commitment, export method, marketing strategy, and product potency. Below is the result of our CORE analysis.

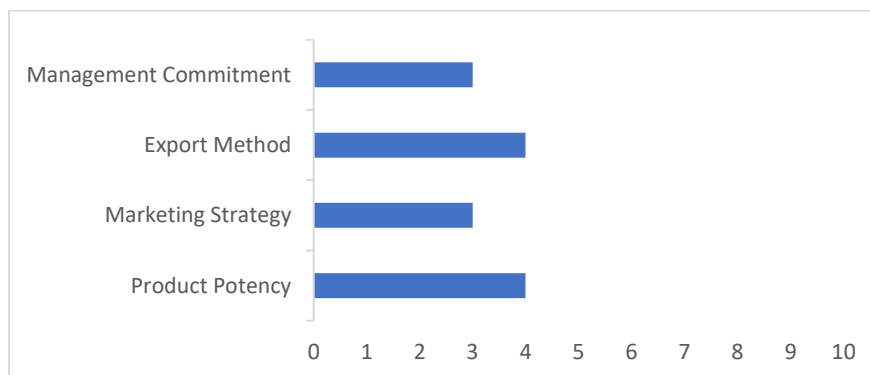


Figure 2. The CORE analysis of Walking Walking Tour Organizer

Based on the CORE assessment, we found that Walking Walking tour organizer has a high commitment in promoting their service to the world because they are willing to receive our ideas so they can expand their business internationally. This company also has a vision to be a leading international travel agent. Hence it becomes their valuable asset to do export. Regarding the export method, this company is not ready enough to do overseas activities because their service package mostly and exclusively for Indonesian people who want to travel to foreign countries. As for the marketing strategy dimension, this company has an online service like online advertisement and use their website, which also are some added values to do business

internationally. Lastly, for the product potency, they have many packages for Indonesians who want to travel out from Indonesia, but not have some package for foreign people who travel to Indonesia. In short, we assume that Walking Walking tour organizer has the potential to do overseas activities.

Therefore, we set some plan for this company to help them expand their business internationally.

2.2 Priority Market

Kotler et al. (2014) argue that a company must first decide who it will serve, in order to successfully expand its business. By trying to serve all customers, a company may not serve any customers well. Thus, a proper selection of priority market is needed so that a company may serve well and profitably.

In the case of Walking walking tour organizer, we recommend Asian countries as the priority market due to several reasons, such as:

According to data from Statistics Indonesia, the number of foreign tourists who visit Indonesia in recent years from Asian countries is relatively higher, compared to the tourists from other countries (See table 1). Thus, Walking Walking Tour Organizer can possibly promote to Asian countries, considering the growing interest of Asian countries tourists to Indonesia tourism destination.

Country of Origin	2010	2011	2012	2013	2014
USA	180 361	204 275	212 851	234 134	251 380
Canada	43 159	54 287	56 501	56 798	61 386
USA(others)	35 064	38 499	42 857	42 218	45 941
Amerika (total)	258 584	297 061	312 209	333 150	358 707
Austria	16 472	15 041	17 226	20 497	20 484
Belgium	22 328	22 551	24 129	28 329	28 084
Denmark	16 755	17 817	22 814	20 096	20 005
France	163 110	148 381	170 046	190 853	210 097
Germany	145 244	145 160	148 146	168 110	184 815
Italy	38 908	46 145	48 382	63 043	68 024
Netherlands	151 836	159 063	146 591	158 181	169 308
Spain & Portugal	42 808	36 666	46 180	65 224	68 373

Country of Origin	2010	2011	2012	2013	2014
Sweden	24 579	27 525	22 303	27 620	30 502
Norway	17 482	16 578	17 562	18 903	18 295
Finland	13 740	14 117	14 828	15 949	17 395
Swiss	34 928	35 475	35 346	42 727	47 060
UK	192 259	192 685	212 087	228 679	249 218
Russia	79 398	87 426	95 731	96 543	96 329
Europe (others)	78 573	81 235	87 150	98 251	104 604
Europe (total)	1 038 420	1 045 865	1 108 521	1 243 005	1 332 593
Africa	27 200	31 640	41 583	51 298	56 503
Middle East	144 661	175 885	148 788	188 676	195 518
Brunei	39 063	48 193	27 734	23 309	23 667
Malaysia	1 277 476	1 302 237	1 335 531	1 430 989	1 485 643
Philippines	189 486	223 779	229 806	246 497	253 237
Singapore	1 373 126	1 505 588	1 565 478	1 634 149	1 739 825
Thailand	123 825	141 771	149 760	141 349	136 833
Vietnam	28 196	36 917	40 084	39 770	44 621
Asean (others)	21 113	26 179	26 898	65 357	67 248
Asean (total)	3 052 285	3 284 664	3 375 291	3 581 420	3 751 074
Australia	771 792	931 109	961 595	997 984	1 128 533
Hongkong	78 339	86 646	90 560	112 785	112 345
India	137 027	154 237	168 187	201 009	223 607
Japan	418 971	412 623	450 687	491 574	525 419
Republic of Korea	274 999	306 061	311 618	343 627	370 142
New Zealand	32 113	36 683	55 857	66 484	76 454

Country of Origin	2010	2011	2012	2013	2014
Pakistan	6 314	6 085	6 028	6 213	6 388
Bangladesh	8 724	8 991	12 050	10 567	11 012
Srilanka	6 024	6 207	10 470	11 409	11 961
Taiwan	213 442	221 877	216 535	245 288	244 003
China	469 365	574 179	686 779	807 429	926 750
Asia Pacific (others)	64 684	69 918	87 704	110 211	104 402
Asia Pacific (total)	2 481 794	2 814 616	3 058 070	3 404 580	3 741 016
Grand Total	7 002 944	7 649 731	8 044 462	8 802 129	9 435 411

Table1. Foreign tourists visiting Indonesia by country of residence(2010 – 2014) *(Retrieved from www.bps.go.id)*

Despite being one of the key driving force of growth in ASEAN and has proven resilient amid economic challenges globally, tourism sector contribution to the total GDP and employment in ASEAN is still relatively low. The World Travel and Tourism Council (2011, as cited in Invest in ASEAN 2017) reported that tourism contributed to ASEAN's GDP (4.4%) and employment (3.2%) in 2011. In other words, the opportunities to leverage tourism business in ASEAN countries are still widely opened.

Lastly, the similarities of culture among the ASEAN countries can be an added value for the Walking Walking Tour Organizer expanding its business to the ASEAN countries

RECOMMENDED SERVICE IDEA

- Tour package 4 beaches (South of Malang)
- Tour package Batu (paralayang, peternakan kuda, coban rondo, agrowisata)

3. COUNTRY SELECTION

Data of foreign tourists visiting Indonesia by country of residence (2010 – 2014) From www.bps.go.id.

Negara Asal	2010	2011	2012	2013	2014
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Amerika Serikat	180 361	204 275	212 851	234 134	251 380
Kanada	43 159	54 287	56 501	56 798	61 386
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Total Keseluruhan	7 002 944	7 649 731	8 044 462	8 802 129	9 435 411

We choose Asian country selection because foreign tourist from Asian more than any country. Walking Walking Tour Organizer can promotion at Asian country when there are consumers who pick trip to Asia. Walking Walking can have relation with other tour travel at Asian country and cooperate. And then Walking Walking can raise sales of their products.

4. MARKETING STRATEGY

A good strategy helps a business focus on the target they serve best and how to satisfying their customer wants or needs by staying focused on profitability. Hence, we suggest Walking Walking Tour Organize for use this set of strategy:

- Segmenting: Geographical
- Targeting: Asian Countries
- Positioning: Custom Product (Consumer can choose whatever destination, hotel, and transportation)
- Promotion: Push and Pull Strategy
- Pricing: Multipoint Strategy
- Place: Via Agents

Market Segmentation

Market Segmentation by Geography

In this segmentation, markets are divided into geographical sections such as country, city, and village. The geographic area which is considered potential and profitable will be the target of the company operation. Our chosen company is engaged in tour and travel services, so that market segmentation based on geography will become one of the best alternatives if the company wants to develop their business. In this case, the ASEAN countries are arguably one of the best markets to be tapped.

Market Segmentation by Demographics

This type of segmentation could also become one of the alternative strategies. The market segment would be divided into groups by age, sex, economic, and educational level. This company can focus on targeting men and women aged 20 years or above. Those people are potential because most of them are presumably have worked so they have their own income and already live independently.

Market Segmentation based on Psychography

Psychographic segmentation examines how consumers with specific demographic segments respond to a marketing stimulus. In this case, we target the market in the form of an organization such as government, companies that have a legal entity with a large number of employees because most of these organizations provide facilities to invite employees to travel to other areas.

Market Segmentation based on Sociocultural

As a further basis for market segmentation, sociocultural segmentation that has sociological (group) and anthropological (cultural) variables are divided into appropriate segments of stage: Family life cycle, Social class, Culture and subculture, and Cross-cultural or global marketing segmentation. As such, we target people in the middle and upper class. Such as families who have children who study abroad.

Promotion and Market Positioning Consideration

Promotion is defined as the element in an organization's marketing mix that serves to inform, persuade, and remind the market of the organization and its products (Lao, 1998).

Promotions that is used in this company is advertising on social media such as Facebook and website. We take the social media facebook because of all the social media that exist; facebook

occupies the position of the most users (nearly 2 billion people) to reach the desired target market. On Facebook also available paid advertising services that can be set which target market is cool.

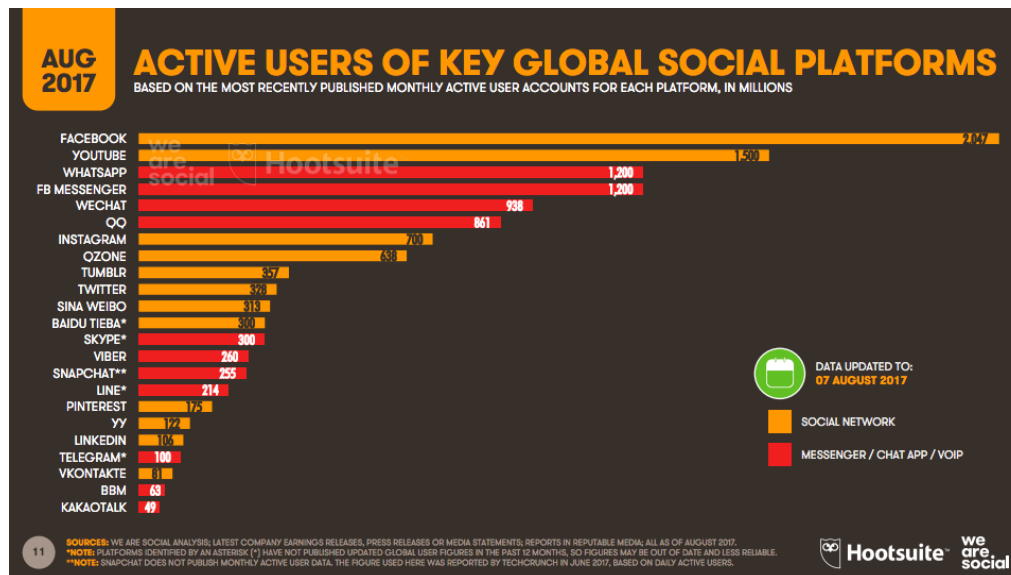


Figure 3. The number of active users of key global social platform (Source: <http://mashable.com>)

In addition, we will use direct promotion to the company. We will offer direct packages and invite cooperation for certain events. Thus, affordable target market easily and hit the target.

Pricing

The arrangement of tour cost needs to conclude all cost components included fixed cost and variable cost.

- Fixed cost is the cost that paid together with all tourist.
- Transportation cost (charter)
- Guidance tour fee
- Driver fee
- Parking fee
- Donation
- Entrance fee for car
- Toll fee
- Waiter's tip
- Variable costs defined as the cost that paid by each tourist preferences.
- Entrance fee for pax/admission fee
- Meals
- Accommodation fee
- Refreshment
- Public transportation
- Porterage fee

In addition, for surcharge 15% (the mark up price that company set up for all cost variance) and agent commission 10% (the amount of commission that being made by other agency tour). Below is an example of calculation of tour with route Bandung-Tangkuban Perahu-ciater.

Item	Cost
Fixed Cost	Rp100.000
Transportation cost (charter)	Rp 60,000
Driver fee	Rp 10,000
Parking fee	Rp 5,000
Waiter's tip	Rp 5,000
Tour guide fee	Rp 20,000
Variable Cost	Rp72,000
Admission Fee	
Tb Perahu	Rp 20,000
Ciater	Rp 22,000
Lunch	Rp 30,000
Total Cost	Rp172.000
Surcharge/mark up 15% ⁱ	Rp197.800
Commission 10% ⁱⁱ	Rp217.580
Total Price per Person	Rp 220.000

Table 2. Example of calculation of tour with route Bandung-Tangkuban Perahu-ciater

5. Product

Design: for us, design logo is already unique. With orange become the main color, already describe this company well in term of company background.

Logo: word logo is not bad idea. If company can show a good word design on its logo, it is still acceptable.

Name: would be better if the company add more name on its company name. because in uk, there is a similiar tour agency name called "walking-walking tour". So it is better if company add name like "walking-walking agency indonesia tour" or something like that to differentiate with similar name.

Core Service: core service is standard. Just like other tour agency service, provide tour experience.

Augmented Service: better if company could create a website and mobile application.

Partner and Channel

Company who has cooperated with Walking Walking Tour and Travel are as follows:

Hotel:

- Ibis Style Malang
- Hotel Balava
- Hotel Dafam Fortuna Malioboro
- Flights:
- Air Asia
- Garuda
- Citilink
- Sriwijaya
- Lion Air

So far the partner who has been working with Walking Walking Tour and Travel is only from domestic company. The cooperation can also make a relation with foreign companies like from Singapore and another company which is often related when do a travelling because this tour and travel packages offered travel abroad.

Promotion

Walking Walking tour and travel already do some promotional activities for advertising online and offline such as creating websites, using social media (facebook and instagram) and brochures. Another ways that can be considered by walking walking tour and travel to be applied as promotional activities are:

Friendly Packages

This package can be done by offering a cheaper package for consumers with more numbers like family.

Souvenirs

Giving interesting souvenirs with excellence of the product from walking walking tour and travel will give the impression to the customer

CSR

Implementation of CSR such as participating in social events and activities related to around community can make people more familiar with the tour and travel.

Mobile Application

Mobile application can make it easier for customers to make transactions directly with the company.

Customer doorprize

Doorprize that given to customers by collecting stampel after traveling with this tour and travel will certainly greatly interest the customer to use the service of Walking Walking tour and travel.

6. EXPORT PROCESS

Walking walking tour organizer is a travel and tourism company that provides the services through technology for its customers to book the ticket, hotel, visa, etc for their journey. This company offers many package as an option for its customer that accordance with their budget. So, this company doesn't export the product or goods to other countries because it doesn't have the product to be exported, but to market its services globally, this company should promote its services overseas. The purpose of this overseas promotion is to introduce the services to prospective customers in other countries.

In the case of exports and imports, it has been known that there are differences on the commercial practices and legal systems among different countries. Therefore, some documentations are needed to engage in international activities, in order to protect the interests of the exporter and importer. These documentations are usually classified into four types, namely commercial documents, regulatory documents, export assistance documents, and documents required by importing countries

- Commercial Documents:
 - Commercial Invoice
 - Bill of Exchange (B/E)
 - Letter of Credit (L/C)
- Regulatory Documents:
 - These are legal documents for export which is needed for registration.
- Exports Assistance Documents:
 - Application Form for Registration
 - REP License and CCS
- Documents needed for importing Countries:
 - Consular Invoice
 - Certificate of Origin
 - GSP Certificate of Origin
 - Customs Invoices

- Certified Invoice

7. EXPORT RISK

There are difficult times for travel agencies, when customers go to other agencies to ask questions about some remote destinations when customers search for answers in the Internet in minutes, and the customer relies on a third party agency when he can find it in the Internet, and the housing or service is found Which he is looking for on the Internet, these are reasons why travel agencies today to evolve to be distinct and different from others.

The most prominent risks are checks discarded, frequent number of airline reservations ports, low profit margin, online booking problems, changing airlines to ticket prices from time to time, the reduction of travel agents, the growth of online travel companies, the proliferation of new agents, tour operators and travel agents have led to stiff competition, as well as fluctuation in foreign exchange, and this creates further damage to travel and travel companies who carry out incoming and outgoing travel.

Also the problems or dangers facing the website of these companies are online reservations, is the lack of confidence for customers services or products and problems of payment over the Internet, and therefore must be the goal of tourism companies to increase this confidence and educate and encourage the market to secure the use of booking through its website And safe use of electronic cards in the online marketplace in general.

The risks of the road and the disruption of the means of transport and can be solved by providing alternative means as soon as possible or provide a comfortable place for tourists until the repair of the means of transport, and there are risks such as not to fix hotel reservations or breach of the hotel contract when the arrival of the client and not give him the rooms agreed upon in the contract upon arrival.

There are negative aspects of the direction of employees in the behavior followed by the client, such as lack of experience with the employee in dealing with the client and what is required of him, the training of employees and experience so as not to lose the company customers, and must know how to determine the requirements of customers and mapping on appropriate products such as characteristics, destinations.

8. RECOMMENDATION

The tourist office must be responsible to give the first impression of the tourist about the state, the more the tourist office includes elements on the high efficiency and good ability to attract

tourists and tact in dealing with him and meet all the requirements and other details that the tourist cares until he feels satisfied and grateful, and will tell others about the treatment Which he will receive, who in turn will experience and come for tourism in Indonesia.

Providing a high quality of service and maintaining the service are crucial, as those will affect the reputation of the company and its continuity in the future, and provide reasonable prices and competitor to the market any other offices that provide the same services.

There must be a "bond" to be the voice of travel agents and to protect and preserve their rights and face the travel companies that monopolize the market, and there must be a body that works on an agreement between managers of tourism offices abroad, the definition of attractive places and charming, it works to raise tourism rates. Thus, tourism companies can attract tourists to it, in addition to the existence of special laws for travel and tourism offices guaranteeing the rights of offices and their interests and the interests of their customers and customers.

Travel and tourism offices should take care and caution from fraudulent transactions such as checks without credit, and deal with trustees and customers known to pay checks to travel and tourism offices, and must verify the credibility of the company or individuals who deal with them.

Companies can often deal with cash payment, although there are circumstances that require trust in the customer and the customer trusts us. For example, if an emergency comes to him, he must travel immediately or change his travel date or anything else. The collection is later, but only with trustworthy customers, whom we have been dealing with for a long time.

9. CONCLUSION

Walking Walking Organizer should be choose Asian country for target market. It makes Walking Walking Tour Organizer selected by tourist from Asian country and get increase purchase of their products

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11. APPENDIX

Questions and answers of the owner of Walking Walking Tour Organizer

Q: *Since when this company be founded?*

A: *Since 2010, but officialy incorporated since 2015*

Q: *What is the company vision and mission?*

A: *The vision is To be a company or startup company at tour and travel sector that could be worldwide.and the mission is To actualize all of people dreams that to be able to travel around the world.*

Q: *What is the current situation in Walking Walking Tour Organizer?*

A: *Still in low season.*

Q: *What is your special tour package?*

A: *Europe tour package*

Q: *If your product not ready to marketed overseas, will you receive our ideas?*

A: *Yes, we do. (for inbond tour)*

Q: *How many tour guide do you have?*

A: *All of our tour guide is freelance, except me.*

Q: *How to Walking Walking Tour Organizer market it service to foreign countries?*

A: *We haven't do it yet, because we sell outbound tour package (our target are Indonesian people that want to travel to foreign countries)*

Q: *What is Walking Walking Tour Organier speciality?*

A: *We provide backpacker or flashpacking tour package.*

Q: *Which customer mostly use this service, personal or group?*

A: *Mini group*

Q: *Do you ever recive foreign people here?*

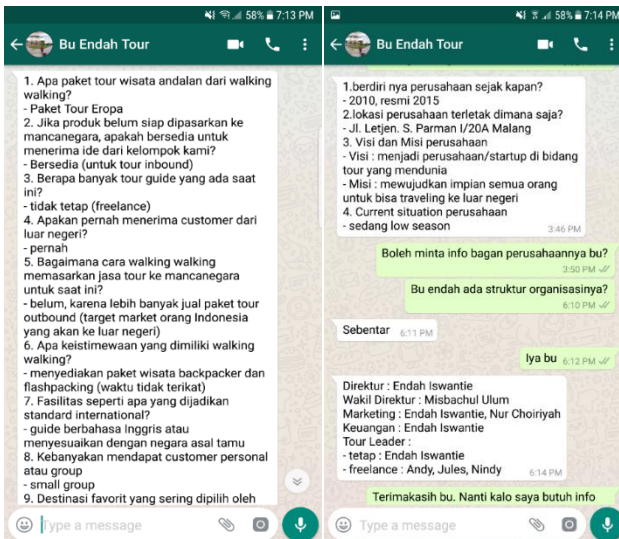
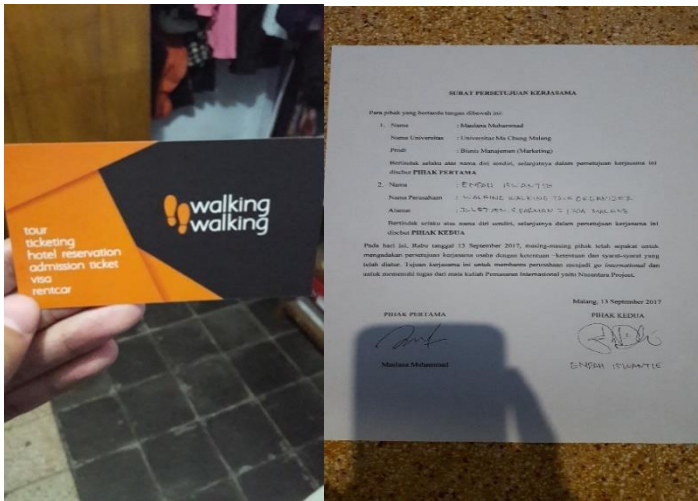
A: *Yes, i do. More than 2 times*

Q: *Which is favorite destination that customer choose?*

A: *Thailand and Europe*

Q: *How many cutomer have ever used this service?*

A: *± 50 customers*



Link Instagram : <https://www.instagram.com/p/BY8sdooHFW-/>



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Ketut Sadhunata Wisnu kepakistan
Glenn Evorius Pattiata - akper
Gian Avila Chandra - transportasi
WenseslausSalivian K - Akper
NicoArviana - kreatif
Fransiscus Danny Aguswahyudi S
Chrissant dea arini-
Ahmad arif al rizky
Nico Setiawan Yusuf
Evania Liana Marcos
Joshua Putra Anenlie
Fauziah Isnaini
Felicia Anggawinata
Leni Cynthia Dewi
Ferry Setianto
Nuriah
Josephine christina w
Dwirobby
Abigael brilliana c.
Maulana Muhammad
Valencio Chrisdiant
Lavinia Angeline
Fransisca Grace S.
Jessica Berta Joewono
Qonitah Lutfatullaili
Jeremy Kenny Valentino
Denis Mahendra
Yeremia Alfa J
Diva ArthaPuspita Sari