
FEASIBILITY STUDY OF TOUR GUIDE MANAGEMENT BUSINESS**Oleh****Ahmad Kurniawan¹, Debby Rusmiati², Dewi Turgarini³, Caria Ningsih⁴****^{1,2,3,4}Program Studi Magister Pariwisata Universitas Pendidikan Indonesia****Dr. Setiabudi Street number of 229 Bandung****Email: ¹ahmadkurniawan015@upi.edu, ²debby88@upi.edu, ³dewiturgarini@upi.edu,
⁴caria.ningsih@upi.edu****Abstract**

The phenomenon in the field is seen by many Indonesian tour guides who are now increasingly showing a decrease in the number of jobs that can be obtained. Not to mention, due to the ongoing pandemic, this has caused a lack of enthusiasm for the tour guides who have long been involved in revitalizing the tourism sector today. Based on the findings, it was found that 80% of tour guides do not have permanent jobs in guiding tours in the field, even though they are licensed and certified tour guides, so there needs to be management that accommodates Indonesian tour guides to be able to get a more definite job. Seeing this phenomenon, it is necessary to have management that accommodates the tour guides, thus providing the ability of researchers to review this research related to the feasibility study of tour guide management business on CV. PGM Organizer. With the aim of knowing how feasible this business is to be run so that it can be known to the maximum and according to the needs of the company. Through descriptive qualitative research methods using purposive sampling through data collection techniques by observation, interviews, and documentation. That way it can be seen that the results in sales made by the management of this tour guide are successful and get good profits. Therefore, to run the wheels of the economy in the world of tour guides, it turns out that there is a need for management that can accommodate it so that the activists of the travel industry can feel the same way.

Keywords: Business; Appropriateness; Tour Guide Management; Qualitative.**INTRODUCTION**

By looking at the soaring data on cases exposed to the endless COVID-19 pandemic, many tourism industries, including travel agents, have experienced a drastic setback in finding consumers to use their services in travel activities. As a result, many employees at travel agents experience layoffs (termination of employment) unilaterally, one of which is a tour guide or tour guide in it. Many tour guides have joined the Indonesian Tour Guide Association, but their work is not allocated directly to travel agents. Even though they have met many requirements like a professional tour guide who already has competency certification, licenses and so on. Therefore, researchers see an opportunity by forming a tour guide

management that can provide jobs in accordance with their respective guiding fields. Of course this is a motivation for tourism workers to be able to restore the tourism sector even in the midst of the current pandemic. Including writers who were originally freelance tour guide workers at various travel agents. Because many travel agent companies went out of business, the author also felt a sudden loss of work. Therefore, the author thought of making a tour guide management that is intended for all tourists to continue traveling accompanied by a professional tour guide.

The tour guides that we have prepared have a lot of experience in tourist guidance, both in guiding beaches, mountains, lakes, valleys, history, cultural, mystical, geotourism, wellness, honeymoon and so on. Then

consumers can also use the services of a tour guide according to the language skills needed, both Indonesian, Arabic, Korean, Japanese, Spanish and so on. The tour guide services offered can also help overland, planning activities, itineraries, travel concepts.

The management of this tour guide will invite tourists to enjoy the best destinations chosen by tourists. The destinations indicated during the trip will certainly bring tourists traveling according to their needs. Of course, being brought by a professional tour guide who has been certified will make the tour more memorable and meaningful for tourists who follow it.

On the other hand, West Java Province, including the Indonesian island of Java, which is famous for its many destinations that make tourists will be served with activities that produce edutourism, of course. It is the power of story telling that will lift this business to the forefront to answer the challenges of tour guides and help travel agents in finding professional tour guides in the midst of the current pandemic.

LITERATURE REVIEW

A business feasibility study in a narrow sense is a study of the ability of a business to be run successfully by considering the existence of financial benefits or profits. Whereas in a broader definition, a business feasibility study is a study related to the success of an investment project that is carried out profitably from various aspects, namely employment, utilization of remaining resources, efficiency of foreign exchange, and the opening of new business opportunities (Umar, 2015).

The definition of feasible in the assessment of a business is the possibility that the idea of a business being implemented can provide significant benefits, both in terms of financial benefits and in terms of social benefits (Agus, 2018). In the research of Kasmir and Jakfar (2016) also explained that there are stages that need to be carried out in a feasibility study in

order to facilitate the implementation of a feasibility study and effectiveness in the analysis and assessment process. The following are the stages:

1. Information and Data Collection

All necessary data and information must be collected as completely as possible, both qualitative data and quantitative data. The data collected can be primary data and secondary data. Data and information collection can be obtained from various trusted sources, such as authorized institutions (World Bank, Central Statistics Agency, and others).

2. Data Processing

After the required data is collected, the next step is to process the data. Data processing must be carried out correctly and accurately and carried out using methods and measures commonly used for business research. This processing needs to be carried out carefully for every aspect that is reviewed. Then at the end of this stage, the data that has been processed is confirmed and re-examined regarding the correctness of the calculations that have been done previously.

3. Data Analysis

The next step is to analyze the data to determine the eligibility criteria for all aspects. The feasibility of a business is determined by the criteria that have met the requirements based on the criteria that are eligible to be used.

4. Decision Making

After obtaining the results of measurements with these criteria, the next step is making decisions based on these results. The decision whether or not a business is feasible to run is decided according to pre-determined criteria. If the decision is declared ineligible, it should be canceled and the reasons stated.

5. Giving Suggestions

The final stage in the business feasibility study is to provide advice to certain parties based on the study report that has been prepared, and recommendations for improvement can be included if necessary.

In previous research, Kasmir and Jakfar (2016) suggested that the creation and assessment of the feasibility of a business should be carried out with predetermined steps and each step is carried out correctly and completely. At each step there are various aspects that must be researched, measured, and assessed in accordance with the provisions that have been set. In determining the feasibility of a business, there are several aspects that need to be investigated, each aspect is not independent, but is interdependent. This means that if one aspect is not met, it is necessary to make improvements or additions so that it affects other aspects.

RESEARCH METHODS

In this study, the researcher focuses on a descriptive qualitative research approach by using data collection techniques through observation, interviews, and documentation (Pantau, 2017). Observations are used to see how far this business's financial calculations are ranging from financial projections to knowing profits. In the interview approach, it is aimed at customers, both travel agents, event organizers and independent consumers who use this business service, in order to see how appropriate this business is to continue. Next, the documentation study on the tour guide management business is taking place.

DISCUSS

Business Description

Tour guide management business is a management business that invites tour guides who have joined the Indonesian Tour Guides Association and have had various kinds of experience in scouting, both proven from a tour guide license or competency certification that has been issued by BNSP (National Agency for Professional Certification) Indonesian tourism, so that the guide services offered can really help customers or tourists to be accompanied during the trip to see the beauty of the destination, listen directly to stories telling from

professional tour guides while enjoying the atmosphere of traveling as well as possible. Without a doubt his ability to bring language that is easy to understand and adapted to customer needs, so that tourists who visit directly to the destination. Of course, this service can also save tourists' budgets for traveling in West Java Province, throughout the island of Java, and can also be done overland around Indonesia.

Market segmentation

Market segmentation is intended by:

1. All Indonesian travel agents
2. MICE event organizer
3. Individual customers
4. Student majoring in tourism
5. Geography major
6. Students majoring in history
7. Tourism Vocational High School students
8. Prov/District/City Tourism Office
9. Community of travel lovers

Marketing strategy

1. Pricing Strategy

The pricing method used in this business is the value pricing method, which means the price is as low as possible but still pays attention to the quality and quantity of the products offered, so that the benefits that tourists get include cheap travel prices, adding insight, tourist knowledge, eliminating boredom at home, accompanied by a professional tour guide who is reliable and of course a memorable happiness.

2. Promotion Strategy

The promotion method used in this business, of course, uses direct selling and sales promotion. We promote this business directly on the list of predetermined target markets. So that consumers are looking for clear and in accordance with the target. Of course, also through social media platforms such as Instagram to attract customers to use this service.

3. Positioning Strategy

The positioning approach method that we use is the function concept method, because tour guide management is very useful for

consumers, especially travel agents, event organizers, individual customers, tourism students, geography, history and tourism lovers can enjoy the panorama of tourism destinations in a renewable concept. in Indonesia.

4. List of Cooperation with Travel Agents and tour guide

Table. 1 List of Travel Agent and Event Organizer in 2022

Travel Agent Name	Address	PIC	Join Date
AAA	Lolong Belanti	Gemi	27 February
BBB	Prof Hamka Street	Monarisa	19 February
CCC	S Parman Street	Kiki	20 February
DDD	Ulak Karang Street	Liza	20 February
EEE	Komp. Gurun Indah	Tommy	19 February
FFF	Beringin Raya Street Lolong Belanti	Deswira	17 February
GGG	HOS Cokroaminoto Street	David	13 February
HHH	S Parman Street	Afriadi	7 February
III	Street Raya Padang-BKT	Andri	10 February
KKK	Beringin Raya Street	David	7 February
LLL	Veteran Street	Aventus	6 February
OOO	A Yani Street Bukittinggi	Indowisata	3 February
PPP	Jhony Anwar Street	Emmy Said	12 February
QQQ	Jhony Anwar Street	Harry	12 February

Table. 2 List of Tour Guide Service In the year of 2022

Full Name	Language Proficiency	Area of Ability
Syar Muslim	Bahasa, English	Beach, Mountain
Deden Syarif Hidayat	English, Arabic	Historical
MH. Anang Hidayat	Spanish	Geopark
Mochammad Nurdin	English, Arabic	Pilgrimage tour
Jaenal Arifin S.P	Bahasa, English	Honeymoon
Nanang Zulkarnain	Dutch	Historical
Idang Setiabudi	English	Cultural
Didjih Supardi	Bahasa, English	Wellness
Leli Suniarti	Mandarin	Urban tourism
Anita Indriani	English	Culinary tour
Herman	France	Special Interest Tour
Yeni Rosnawati	Dutch	Natural tourism
Rudi Praja	Bahasa, Arabic	City tour
Dewi Ratih Lusianawati	Bahasa	Museum tour

5. Price List of Daily Tour Guide Services

Table. 3 Service Price of Category

Category	Service Price
Local Guide	IDR 300.000
City Tour	IDR 500.000
Overland	IDR 750.000

Company Financial Projections

Table 4. Asset Company

Number	Asset	Total
1	Laptop	3.000.000

2	Printer	600.000
3	Table	200.000
4	Chair	200.000
5	Office phone	700.000
Total		4.700.000

Table 5. Underlying Asset Annually

Number	Asset	Price	Life-Time	Residual Value	P-S	Annual Depreciation
1	Laptop	3.000.000	5	300.000	2.700.000	540.000
2	Printer	600.000	5	60.000	540.000	108.000
3	Table	200.000	4	20.000	180.000	45.000
4	Chair	200.000	4	20.000	180.000	45.000
5	Office Phone	700.000	5	70.000	630.000	126.000
Average		4.700.000	5	94.000	846.000	172.800

Table 6. Monthly Fixed Cost

Number	Monthly Fixed Cost	Quantity	Price
1	Internet Quota	1	150.000
2	HVS Paper	1	50.000
3	Printer Ink	1	100.000
4	Office Rental	1	1.000.000
5	Employee salary	2	2.000.000
6	Electricity	1	200.000
7	Water	1	100.000
8	Tour Guide Insurance Costs	1	100.000
9	Phone Charges	1	200.000
10	Promotion Fee	1	500.000
TOTAL			4.400.000

Table 7. Monthly Variable Cost

Number	Monthly Variable Cost	Quantity (Daily)	Total
1	Travel Expense	1	100.000
2	Monitoring	1	100.000
3	Consumption	2	50.000
4	Drink	2	30.000
5	First Aid	1	50.000
OVERALL TOTAL			330.000

Table 8. CGS (Cost of Goods Sold)

Table 9. Break Even Point

BEP (Break Even Point) = CGS - Variable Cost	Information
22	Local Guide
11	City Tour
7	Overland

Table 10. Benefits of One Category of Tour Guide Services

Category	Selling Price	Profit
Local Guide	300.000	100.000
City Tour	500.000	100.000
Overland	750.000	150.000

Table 11. Total Overall Gross Profit

Number	Service Sales Results	Date	Category	Selling Price	Amount	Needs (Daily)	Total
1	Tcidaya	27 February	Local Guide	300.000	2	1	600.000
2	Andi Travel	19 February	Overland	750.000	1	2	1.500.000
3	Arabia Tour	20 February	Local Guide	300.000	2	2	1.200.000
4	Aries Jaya Wisata	20 February	Overland	750.000	3	3	6.750.000
5	Ghina Holiday	19 February	Local Guide	300.000	4	2	2.400.000
6	Glorie Tour	17 February	Overland	750.000	2	2	3.000.000
7	Harby Tour	13 February	City Tour	500.000	3	1	1.500.000
8	Indowisata	7 February	City Tour	500.000	1	1	500.000
9	Keumala Holiday	10 February	City Tour	500.000	1	1	500.000
10	Menjelajah Express	7 February	Local Guide	300.000	1	2	600.000
11	Mioang Medina Wisata	6 February	City Tour	500.000	2	2	2.000.000
12	Sajawali Mas Travel	3 February	City Tour	500.000	3	3	4.500.000
13	Sarosa Merapi Indah	12 February	Local Guide	300.000	2	2	1.200.000
14	Sultan Holiday	12 February	Local Guide	300.000	2	1	600.000
TOTAL OVERALL GROSS PROFIT							26.850.000

Table 12. Net Profit

Total Gross Profit	Profit	Total Profit
600.000	100.000	200.000
1.500.000	150.000	300.000
1.200.000	100.000	400.000
6.750.000	150.000	1.350.000
2.400.000	100.000	800.000
3.000.000	150.000	600.000
1.500.000	100.000	300.000
500.000	100.000	100.000
500.000	100.000	100.000
600.000	100.000	200.000
2.000.000	100.000	400.000
4.500.000	100.000	900.000
1.200.000	100.000	400.000

600.000	100.000	200.000
26.850.000	Net Profit	6.250.000

Table 13. Estimated Profit/Loss

Estimated Profit/Loss		PROFIT (NP-FC)
Net Profit	Fixed Cost	
6.250.000	4.400.000	IDR. 1.850.000

If viewed from the profit and loss table above, it shows that in the prediction in February this business has experienced a profit of IDR. 1.850.000. That way the capital that has been issued has been covered with the resulting profits. It is clear that there have been sixteen travel agents and event organizers who have used the services of this tour guide. The results of interviews conducted said that this tour guide agent has worked optimally to help many customers who make trips, both tourist trips and official visits used by event organizers.

The tour guides who have worked with CV. The PGM Organizer has been equipped with various abilities and expertise, both in the skills of various types of languages and in the field of scouting. This makes it easy for consumers who use our services.

From the last table shows that CV. This PGM Organizer is said to be feasible in the implementation of business to continue to be developed. By updating the management of tour guide services, which prioritizes service to consumers and correcting any slight mistakes that occur, this is the best record for this tour guide service management company.

CONCLUSION

Establishing a business requires careful preparation and concept. It is hoped that the established business will not only stand at that time but can also grow to be even bigger. We have established this business concept based on tour guide management to answer the challenges of travel agents and event organizers

in reviving tourism activities in the midst of a pandemic and consumers can also get to know more about tourism insights in West Java, throughout the island of Java, Indonesia. This business is certainly expected to have a good impact on various parties, especially the list of target markets that we have determined.

Seen in the table of advantages that CV. This PGM Organizer can make a profit this February, so there is no doubt that using the tour guide services that we offer can help all consumers in any form of travel.

The success of a business cannot be separated from the implementation of the strategies that we have compiled. For that, we need readiness and accuracy in implementing the strategy. Suggestions and inputs for further researchers that a business feasibility study like this can continue to be developed along with the development of the travel agent market and various parties are needed to achieve this business goal.

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