

World of Travel



And Tourism

Sanksi Pelanggaran Pasal 113
Undang-Undang No. 28 Tahun 2014 Tentang Hak Cipta


1. Setiap Orang yang dengan tanpa hak melakukan pelanggaran hak ekonomi sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf i untuk Penggunaan Secara Komersial dipidana dengan pidana penjara paling lama 1 (satu) tahun dan/atau pidana denda paling banyak Rp 100.000.000 (seratus juta rupiah).
2. Setiap Orang yang dengan tanpa hak dan/atau tanpa izin Pencipta atau pemegang Hak Cipta melakukan pelanggaran hak ekonomi Pencipta sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf c, huruf d, huruf f, dan/atau huruf h untuk Penggunaan Secara Komersial dipidana dengan pidana penjara paling lama 3 (tiga) tahun dan/atau pidana denda paling banyak Rp 500.000.000,00 (lima ratus juta rupiah).
3. Setiap Orang yang dengan tanpa hak dan/atau tanpa izin Pencipta atau pemegang Hak Cipta melakukan pelanggaran hak ekonomi Pencipta sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf a, huruf b, huruf e, dan/atau huruf g untuk Penggunaan Secara Komersial dipidana dengan pidana penjara paling lama 4 (empat) tahun dan/atau pidana denda paling banyak Rp 1.000.000.000,00 (satu miliar rupiah).



World of Travel and Tourism

Go your own way!

Risky Sri Widyawati



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FOREWORD

First of all, I would say thank you to Almighty God because of His bless and grace, writer can finish this book. Apart from that, I also want to thank my parents, family, and friends who have supported this last point. Furthermore, I would say thank you to my English For Spesific Purpose lecturer, Dr. Zalzulifa, M.Pd., who gave me this chance to make a book for my portofolio in my future. Many things will be conveyed to readers about “The World of Travel and Tourism”. This book can also help students majoring in tourism with their college assignments. This book based on material of Publipreneur Based Language Learning-English For Spesitic Purpose (PBLL-ESP). Finally, the author hopes to become a medium for readers to deepen their knowledge of tourism.

JAKARTA

2020



Thank to those who joined this lecturing and succes built the team work as the implementation of PBL Collaborative Project Approach - Publishing, Photography and Broadcasting. The learning target for the publishing students are textual language either in sentence building or making start-up business profile.

Hence the photography students contributed in strengthening the message by inserting photos or illustrations within the text. While the broadcasting students used the manuscript as the medium of narrating their voice for making an audio book.

In this lecturing students had been scouted to use the basic skill of reading, writing, listening, speaking through learning steps of Prewriting, drafting, revising, editing, publishing, marketing, delivering. The student's competence indicated by the learning porpolios of two options, namely:

Option I: Sentence Building

Find a short article on the specific subject and do Content Analysis through the following indicators:

1. Sentence building 5W1H based the chosen subject
2. Listing Verbal and Nominal Sentence
3. Changing sentences into active either passive form
4. Identifying Pattern of Tenses
5. Classifying list of difficult vocabulary
6. Translating Paragraph into Indonesia
7. Explaining Reasons why author uses the tenses

Option 2: Making Start-Up Corporate Identity

Deciding Business Profile of specific product with the following indicators

1. Brand Logo
2. Vision
3. Mission
4. Strategic Program
5. Plan of actions
6. Controlling Systems
7. Business letter
8. Inquiry letter
9. Memo
10. Facture
11. Bibliography
12. Curriculum Vitae

For the pre-requisite of successful teaching learning PBL, so the students must have partnership for reviewer and editor as well as building their own blog and you tube channel registered into www.zalzulifa.com. The learners studied the Basic Course Outline and freely searched many references in the site for acquiring top achievement of voice recording on youtube channel.

Last but not least, in this occasion let's thank for those who appreciated the language used verbally, visually and virtually within the possibly produce printed, audio, interactive and augmented book widely needed worldwide.

Thanks



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PART 1

Magic Tourism

1. The Long Journey

Business travel and tourism is certainly not a new phenomenon. People travelling because of their work for many centuries. Travel in primitive times was carried out to find food by hunting, then developed with trade, religion, war, migration and other activities according to their motivation. In the Roman era, trips were also carried out for pleasure activities at beachside resorts. However, some forms of business tourism, such as incentive travel, are modern inventions.

With the existence of commercial airplane, the second world war, and the development of jets in the 1950s, which was marked by the growth and development of international travel, the development of tourism became increasingly rapid.

- **Before The Modern Era (before 1920)**

The first journey made by primitive peoples from one place to another with the aim of survival. 400 BC began to be considered modern because the Sumerians began to have goodwill, where at that time the letters, wheels, and the function of money in trade began to be discovered. Tourist missions were first carried out by the Phoenicians and Polynesians for commercial purposes. Then the tourism mission for fun was first carried out by the Romans in the first century to the fifth century. Generally the aim was not for recreational activities as the current understanding of tourism, but to increase knowledge of how to live, the political system, and the economy.



- **The Industrial Revolution**

In the structure of European society and economy there is population growth, urbanization, the emergence of tourism-related businesses in industrial cities, employment expanding to the industrial sector, a shift in investment from the agricultural sector to intermediary businesses such as banks, including international trade. These are the things that create the tourist market.

- a. Improved transportation technology / means of transportation.
- b. The travel agency appeared. The world's first travel agency is Thomas Cook & Son Ltd. 1840 (UK) & American Express Company 1841 (United States).
- c. The rise of the hospitality industry. The development of the transportation system has also led to the emergence of accommodation (hotels) both at train stations and in tourist destination areas. Apart from accommodation, there are also many restaurants and bars and the like, such as coffee and tea shops that have emerged as a result of urbanization.
- d. The emergence of literature on tourism businesses, among others: "Guide du Hotels to France" by Michelui (1900) and "Guide to Hotels" by the Automobile Association (1901). The development of tourist areas in Egypt, Italy, Greece and America. The trip was arranged and coordinated by Thomas Cook & Son Ltd. at around the beginning of the 19th century, namely 1861.



- **Modern Tourism**

In 1914, the railroad companies in England experienced a financial collapse so that the following policy was adopted: “Steam-engined trains were changed to diesel engines and electric-powered engines and Reduction of less profitable railways”. During this period also emerged high-tech transportation facilities, such as cars and planes, as a more convenient and faster means of tourist transportation.



- **Development of Transportation Facilities in the 20th Century**

Motorization, is a means of transportation powered by an electric motor instead of a steam powered engine. The result of this motorization was the ferocity of domestic tourism, the growth of inns along the highway, the emergence of tour bus entrepreneurs (coaches) in 1920, and the emergence of traffic laws in England in 1924–1930.

Airplanes, before World War II, aircraft were used only for commercial purposes, such as transporting postal letters, packages, and so on. But since 1963, tour travel packages using airplanes, such as supersonic and concorde planes, have been introduced where travel can be reached in a comfortable and relatively short time. The emergence of travel agencies, general travel agencies, and the accommodation industry. This is largely due to the increase in per capita income of the population, especially in developed countries, such as Europe, America, Japan and other countries; and the increase in the level of public education which affects the curiosity of foreign countries.



2. The Role of Part

The tourism sector is actually able to make a significant contribution to the economy. Tourist destinations that are spread all over the world also contribute to the growth of other sectors outside of tourism itself.

a. Positive Impact of Tourism on the Economy

The tourism sector causes the local community's economy to increase dramatically. The arrival of tourists to a tourist destination also causes the emergence of foreign business people or encourages someone to become self-employed in providing services and facilities for tourists during their trip.

Opening up jobs for local residents, absorbing a lot of workforce in the tourism sector, for example:

- Become a Tour Guide to accompany you during your tour, protect and provide safety warnings for tourists, and so on.
- Become a driver to deliver or shorten the distance traveled by tourists to the destination.
- The construction of better facilities and infrastructure for the convenience and safety of tourists, this indirectly also creates equitable development in the city. The better the crowd, the faster the development in the area will be
- Getting foreign exchange through foreign tourists who come and exchange their currency for rupiah.
- Introducing native Indonesian culture to the world, so the purpose of introducing native Indonesian culture is like when visiting the Mataram King Kotagede tomb complex in Jogja, tourists are required to wear fingers for men and kebaya for women. This is meant to respect our ancestral ancestors and introduce Jogja's original culture to tourists who come.

b. Negative Impact of Tourism

- Adding to the environmental damage due to the lack of awareness for tourists.
- Opening up opportunities for criminals to act.
- It is difficult to compete with other sectors from around the world.



PART 2 Supplement Energetic

Tourism Infrastructure demands for goods and services, and the establishments which provide such services are considered as part of the tourism industry. Further, the Tourism Infrastructure also includes establishments whose products are mainly sold to visitors, though they do not form a major share of tourist consumption. Several infrastructure sectors like power, telecommunication, water supply, roads and some production sectors like travel items, sports equipment, photographic materials, medicines and cosmetics are included in this category along with Tourism Infrastructure.

The infrastructure for tourism thus includes basic infrastructure components like airports, railways, roads, waterways, electricity, water supply, drainage, sewerage, solid waste disposal systems and services. Moreover, facilities like accommodation, restaurants, recreational facilities and shopping facilities also comes under the ambit of Tourism Infrastructure. Planning for sustainable development of Tourism Infrastructure, therefore, involves the integrated development of basic infrastructure and amenities along with all the tourism facilities in a balanced manner. The basic requirements for the development of Tourism Infrastructure are:

Accommodation - Forest lodges, tented accommodation, tourist complexes / tourist lodges, wayside amenities, restaurants, tourist reception centers, pilgrim sheds / dormitories, etc. at pilgrimage centers.

Tourist transport - Mini-buses, jeeps, etc. for wild life viewing, cruise boats, ferry launchers, etc. for water transport, tourist coaches in selected circuits, special tourist trains.



For tourism brands, all marketing initiatives should be geared toward raising brand awareness, increasing desire for interaction, driving visitors to a destination, product, or related service, and compelling people to spread the word about your brand. Travel marketing can encompass traditional methods from print advertising to targeted social media ads, email marketing, and video advertising that delivers a company's message to the right audience at the right time. Although tourism marketing strategies can widely differ depending on the business, there are four stages of the travel buyer's journey that you can focus on to boost your marketing efforts.

- **Dreaming**

In this stage, travelers are just beginning to form their ideas about where they might want to go, some day in the future. If they are looking for a once in a lifetime getaway, they will want more than basic information and education on a destination; they want to be inspired. Resorts looking to draw a more affluent crowd looking for experiential travel can leverage photos, videos, and blog posts that focus on excursions and transformation. Including quotes, testimonials, and video interviews from guests who felt invigorated and inspired after their vacation can help push your destination or experience to the front of the dreaming traveler's mind.

- **Planning**

At this stage, the traveler has moved beyond dreaming and is now actively researching and planning their trip. Travel planning can be daunting: looking for details on how to get to a destination, where to stay, and what kinds of activ-

ities to enjoy once they get there is time-consuming and especially stressful when there are so many choices available. Travel brands can take the pain out of planning by detailing a comprehensive flight, hotel, and tour package to make the buying process simple. An email campaign detailing the steps to plan the vacation from start to finish with resources, package options, and DIY suggestions can entice customers to buy.

- **Purchasing and Booking**

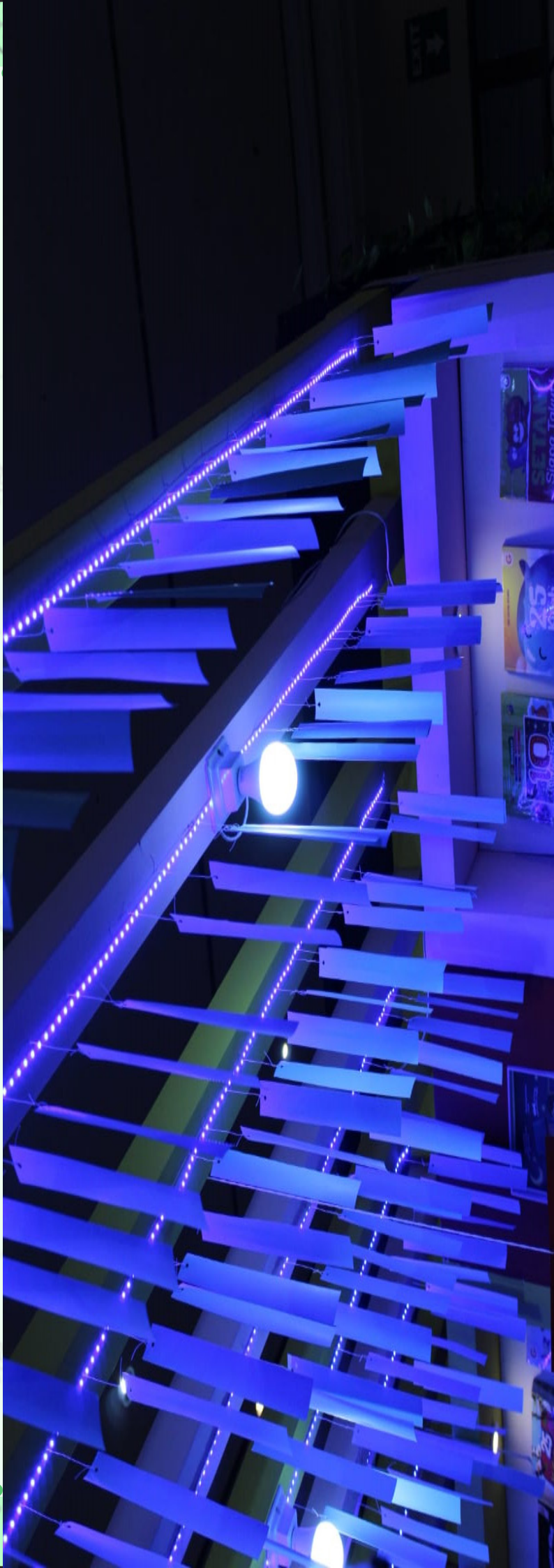
Now that the research has been completed, the traveler is ready to make a decision. Travelers (like most people) don't want to miss out on an amazing experience or a great sale. It is at this stage that creating a sense of urgency and FOMO in your marketing campaigns (either by installing a countdown timer on a landing page or using "time is running out" language in your email copy) can help move travelers from



interest to action.

- **Follow-up on the Experience**

The marketing push isn't over once a customer buys a travel product or package. The fourth and final stage is where you can actively delight your traveler by providing a memorable positive customer experience. Follow-up with customers on flight and transportation alerts and suggest fun and interesting things to do once they arrive at their destination. You can also text customers and ask how their stay is and if there is anything you can do to help make it better. Those touch points help travelers see the value of the customer service offered, and not just the overall experience of the destination, which will increase the chances that they will tell their friends about their 5-star customer experience, hopefully on social media.



Part Three Booster Travel Agency Business

Operating a successful Travel Agency Business, will depend on the following 4 conventions:

1. A practical plan, with a solid foundation.
2. Dedication, and willingness to sacrifice, to reach your goal.
3. Technical skills.
4. Basic knowledge of management, finance, record keeping, and market analysis.

As a new owner, you will need to master these skills, and techniques, if your business is to be successful. .If you're thinking of starting a business you should know how to write a business plan it is usually observed that. Despite having a great startup idea, most businesses are not successful according to common statistics within. In the first five years of operations, ninety percent of businesses fail and of the remaining ten percent only of the ten businesses last past the first five years. So what makes some businesses fail while others prosper? There may be several reasons including poor customer service, poor logistics and cost management, and inadequate product. But the major reason is the lack of a business plan. Business plans help define goals and achieve them. If you take out time to set concrete but achievable goals and chart a plan to success it can help you realize your dream and make your business flourish. I have compiled an all-inclusive list of areas that need to be considered while writing a business plan. These will help you in defining your goals and the path your business needs to take to achieve them.



- **Step one: Define your vision**

Start a business you have a clear goal in mind, you know exactly what you wish to achieve with your business. However, after some time the clarity of your vision will become blurred and you'll forget some of your brilliant ideas. Writing down your vision for the company will help you to define it and moreover it will help your staff identify with the mission. All daily activities of the business can then be aligned with your vision for the business. This should be the first step of writing a business plan.

- **Step two: Set your goals and objectives for the business**

Never assume that your goals need to be small to accommodate your limitations. Think big clearly define your short-term goals the ones that you wish to achieve within 12 months, midterm goals those that will take between two to three years, and long-term goals consider all aspects such as, the revenue you wish to generate number of outlets you want, the number of customers you need in your database, the target population and age groups as well as the amount of passive income that needs to be generated in future.



- **Step three: Define your Unique Selling Proposition**

Whats is it about you that is different from the crowd? Your unique selling point or USP will make you more attractive to potential customers. How your product and service different from others in the market? It could be anything from additional services to personalized customer service. You could even offer them better after sales warranty and support. While writing a business plan you just need to highlight the extras that your customers are getting from you to make your business stand out.

- **Step four: Know your market**

It often happens that you have a brilliant idea but someone else has already started as a business with a similar plan. This is a very common occurrence but you should not let this stop you. How many petrol stations are there several businesses can provide the same service and still survive. The marketplace is huge and it can sustain multiple businesses but for this, you should know yur market. Like the back of your hand research and find out how many competitors you have, what services they offer, what are the current and future trends of the industry know the larger picture are there certain benchmarks that can be used to gauge your business performance, such as gross turnover profit margins etc. Once you know the inner workings

of the market, you can manipulate them in your favor. This is an important part of learning how to write a business plan.

- **Step five: Know your customer**
This goes without saying customers are the most umportant part of any business and you should know the customers your business ca-ters. Today customers are spoiled for choice and they have thousand of option for every product. So if you want them to buy your product, you should know what your ideal customer wants. This is the reason why you need to define your target populations and re-search their habits while writing a business plan. Understanding the motivation behind customers ac-tion can make your business suc-cessful. You can focus on the areas that grab your customers interests and stop wasting energy on the rest. Put yourself in their shoes and then think what would make them choose you each time. Write down the idead and implement them.



- **Step six: Research the demand for your business**

You must have studied the demand and supply curve, even if you haven't it stands to logic that there should be ample demand for your product. Find out the demand before investing in a new business. The basic rule is the man should be more than supply if this holds true for your market your business will thrive, but if the demand is less than the supply your business will eventually die out. So do your homework and gather as much information as you can. You can do a secondary search right from your home over the internet or your public library. You can even visit government offices for this information, but by far the best option is primary research where you directly interact with your target audience to know their preferences and how ready they are to buy your product. So hit the road and note down all the interesting ideas you get to increase the demand. Be smart and invest your life savings only after ascertaining that there is a demand your product.

- **Step seven: Set your marketing goals**

So you have finished the research and defined your business vision. The next up writing a business plan is setting up marketing goals. These are those goals that define how your product would look like. What it will cost, how you'll distrib-

ute it and the ways in which you can promote it. Most businesses do planets, but they neglect the most important areas. You should set up measureable marketing goals that will help achieve your primary business. Objectives questions like the number of products you'll sell, what will be your product development strategy, your price merchant, delivery methods, and promotion plan should be duly considered. When you ask yourself there questions, they will help define the goals for marketing your business.



- **Step eight: Define your marketing strategy**

Know that you have your marketing goals, you need a plan to achieve them. How many products you need to produce and sell and at what profit margin so as to get your desired revenue, what will be your system of delivery and your coverage area, what will be the strategies to promote your business. The media that you will use be very specific as there will translate to action and your ultimate success or failure. Plan for every eventuality while writing a business plan. This is a very vital step of writing a business plan, so acquaint yourself with it. So that you can easily navigate through each point.

- **Step nine: Take Action!**

Without action, all else is a waste. This is the most important part of writing a business plan. You can plan all you want, but unless you do the actual work and bring customers to your storefront, you won't earn anything. Even if you find that according to the business plan, your idea isn't viable. Don't give up. There are thousands of other ideas out there and you can ultimately find one that suits you. If you wish to be wealthy, healthy, and happy there is a business waiting for you to grab it. Your business plan will provide the direction and focus, but you will need to take the first step. Writing a business plan isn't difficult if you know what you

should focus on. You now have an idea of what is important and how you should tackle the task of writing a business plan, and are better equipped to start a successful business. Start your research today, jot down all those brilliant ideas, set your goals, define a path, and don't let anyone stop you.



Example of business proposal for travel.

a. Business Profile

The travel agency business is one of the most important organizations in the tourism private sector which plays a significant and crucial role in the entire process of developing and promoting tourism in the country or at a destination. A prospective travel agency is one that makes arrangements of travel tickets (air, rail, road, and sea); travel documents (passports, visa, and other documents required to travel); accommodation, entertainment, and other travel-related services from principle suppliers. It may also secure travel insurance, foreign currency for traveling people.

b. Vision and Mission

Vision for the company will help you to define it and moreover it will help your staff identify with the mission. All daily activities of the business can then be aligned with your vision for the business. This should be the first step of writing a business plan. Following is the travel vision and mission of Alianatour.

- Vision
To be the most exciting travel company in Indonesia, delivering an amazing experience to our customers, our people and partners.
- Mission
 1. To provide our customer with well organized operation and services, targeted and great value travel experiences by applying industrial best practices.
 2. To help out people to open up their world by helping them develop professionally and personally.
 3. To give magnificent return on investment for our shareholders/partners.



c. Agency Background

Established on July 19, 2020, PT Aliana World Wide is trusted as one of the largest travel agents in Indonesia. Under the brand name Alianatour, we have more than 90 branches spread across major cities throughout Indonesia. Every year, Alianatour has successfully won several prestigious awards, including Top Travel Agent by several of the world's leading airlines such as Singapore Airlines, Cathay Pacific, Qatar Airways, KLM Royal Dutch, Garuda Indonesia, Eva Air, Lufthansa German Airlines, and many more.

The company is located at Jl. Hayam Wuruk No. 121 Mangga Besar - West Jakarta 11180

Contact person 1500383

cs@alianatravel.com



d. How to make Proposal

A business proposal is a document that's used to secure work. It can be sent by an individual or a business and is usually (but not always) a response to a specific job, project, or service that's required. Business proposals are also sometimes used by suppliers to secure business.

Think of a business proposal as a bit like a sales pitch, or a job interview on paper. You need to explain why you're the best person (or company) for the job and really sell yourself or your business.

A good proposal will outline the service you're offering and briefly explain how you will approach the task. It will also include a quote and/or an estimate to complete the work.

1. The three types of business proposals

- **Formally Solicited**

A formally solicited business proposal is made when you aim to respond to an official request for proposal. In this scenario, you know all the requirements and have more (if not all) information about a prospective buyer. You simply need to write a proposal for your buyer to evaluate.

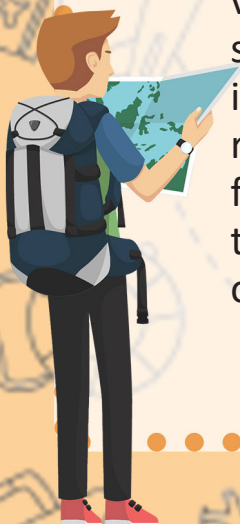
- **Informally Solicited**

Informally solicited business proposals come in where there isn't an official request for a proposal. A prospective buyer is interested in your services and asks for a proposal so they can evaluate it. An informally solicited proposal requires a lot more research from your end as a seller as they are usually created out of informal conversations and

not based on official requests which often contain more information.

- **Unsolicited**

Think of this like a marketing brochure or a cold email. Unsolicited business proposals will often be generic, one size fits all approach to business proposals and lacks any understanding of the buyer or their requirements. But with extra market research, personalization and identifying customer pain points along with proposing a customized solution based on your buyer's needs they can become very persuasive.



2. What should you include in a business proposal?

A business proposal usually aims to answer the following questions:

- Who you are and what your company does
- The problem your buyer faces
- The solution your company offers to alleviate the problem
- How your company will implement this solution effectively
- An estimate of resources (time, money, etc) required to implement the solution

At a high level your business proposal should include the following parts:

- Title
- Table of Contents
- Executive Summary
- The Problem Statement
- The Proposed Solution
- Qualifications
- The Timeline
- Pricing, Billing and Legal
- Terms and Conditions
- The Acceptance

3. How to write a business proposal?

Before you get excited and start creating your business proposal, you need to know what comprises of a business proposal. So here they are (in order):

- Business Proposal Title

A compelling title could mean the difference between someone actually opening your proposal and reading it or your proposal being stacked on top of other unread proposals that will probably be in the trash a few days later. Having said that, remember the most important elements of a good title page:

- ❑ Your name along with your company's name
- ❑ The name of the prospect (or their business)
- ❑ The date you're submitting the proposal.

- Table of Contents

This is, again, pretty straightforward. Your business proposal should be scannable, easy to pick up and read with a table of contents.

If you happen to be pitching your product or service to a C-level executive (or just anyone who is fairly busy) who doesn't have time to read your entire proposal in one go, adding a table of contents to your proposal makes it easy for them to go through it at their own pace or skim through parts of the proposal on a need to know basis.



- Executive Summary

The executive summary is a staple in all kinds of annual reports, project plans and even marketing plans. It is a concise summary of the entire contents of your business proposal.

The goals of your executive summary are:

- ☐ Introduce your company to your buyer
- ☐ Provide an overview of your company goals
- ☐ Showcase your company's milestones, overall vision and future plans
- ☐ Include any other relevant details.

- The Problem Statement

Here you state the exact problem your prospective buyer is facing. Whether or not they know the problem, your goal is to outline the problem statement as clearly as possible and develop an urgency for your prospect to find a solution to the problem. A solution you provide. A well-defined problem statement does two things:

- ☐ It shows the prospect you have done your homework instead of sending a generic pitch
- ☐ It creates an opportunity for you to point out a problem your prospect might not be aware they had in the first place.

- The Proposed Solution

The good stuff. The proposed solution section is how you can alleviate your prospective buyer pain points. This can fit onto the problem statement section but if you have a comprehensive solution or prefer to get into more details, a separate proposed solution section is also a good idea. Feel free to spare no details with respect to the solution you will provide, how you plan to deliver this solution, an estimated timeline of when they can expect your solution and any relevant details.

- Qualifications

The prospect you're pitching your solution to, likes it. But they may not trust you to fix it. Why is this? It's because they don't know you. And it's your job to convince them why they should trust you to fix their problem. This section is important because it acts as social proof by outlining what your company does best and how qualified your team is.



- **The Timeline**

To further demonstrate just how prepared you are, it's important to outline the next steps you will take should your buyer decide to work with you. You should provide your prospective client a timeline of how and when you provide all your deliverables. You can do this by making the usual flow chart or introduce more nuance to it with a roadmap. Pitching a long term project? A timeline infographic would be a better fit. If you look at this bold business proposal template below, even something as simple as a table can also do the trick.

- **Pricing, Billing and Legal**

This step is where you outline everything from your pricing, payment schedule, payment terms as well as legal aspects to this deal. The key to good pricing is to provide your buyer options, something a pricing comparison table can help with. You want to give your client some room to work with. Make sure you're not scaring off your client with an excessively high price and not undervaluing yourself in the process. Breaking up your pricing in stages is another great way to make sure your client knows what he's paying for.

- **Terms and Conditions**

This is the part where you put your money where your mouth is. In this step, you summarize everything you have promised to deliver so far and what the prospective buyer will offer you in return. This includes things like the overall project timeline from start to end, payment methods and payment schedule so the both of you are clear on what each is agreeing to. This step is very important as it outlines all the legal aspects of the deal which is why it's important to be as clear as possible in the terms and conditions of your proposal.

- **The Acceptance**

The final step of this whole ordeal. Your client has read your business proposal and he's convinced. So convinced in fact that he's ready to buy what you have to offer. This is the step where you add in a small section get all the signatures at the end of your proposal so that your client and you can sign the proposal and the both of you can make things official. Be sure to also include your contact information to act as a gentle prompt that your client can contact you in case they have any questions.



e. Memo Travel Agency Business

Memorandum is a document used for communicating news, challenges, and solutions within the company or agency. An effective memorandum has to be clear, straightforward and informative. Although they can take different forms, memos are always written in a particular format and in a formal style (which we'll cover below). One more thing to remember: memos can be sent as emails, but not every email is a memo. This is an example of a memorandum from Alianatravel.

MEMORANDUM

TO: J.C. Crewe, NIH Small Instrumentation Program

FROM: D. Mars
Department of Mechanical Engineering
Room 3-250, MIT
Ext. 617-996-2828

DATE: January 16, 1992

SUBJECT: Request for an Image Digitizing System to Support Ongoing Research (\$10,900)

This request for \$10,000 is for a picture digitizing system and plug-in board for a PC clone, and for an Ethernet board and software. The systems directly serve two NIH grants and indirectly serve other users in the XYZ community through the ability to transfer these images over the campus network. Granting this request will enable their projects to achieve a solid technological base for image analysis.

Problem
Our research has become increasingly dependent upon image analysis to extract quantitative data from pictures taken through microscopes. This requirement has been the focus of a substantial effort over the past six years to develop algorithms for analyzing

Memo headings

Subject detail

Summary


Background



f. Facture Travel Agency Business

There are five easy steps to creating an invoice, but it's important that each step is completed properly. Skipping a step, such as filling in the due date, can result in delayed payment, and putting in incorrect remittance information can result in a payment being mailed to the wrong address or being deposited to the wrong bank account.

1. Step 1: Personalize the invoice to reflect your business.
2. Step 2: Fill in all the necessary customer information.
3. Step 3: Assign terms and fill in the due date.
4. Step 4: Explain what the invoice is for.
5. Step 5: Include remittance information or a link to pay online.

		Service Company / Business Name		FACTURE/ INVOICE	
		address		DATE:	
		city state zip		FACTURE/ INVOICE #:	
		phone, fax			
		web address_email			
Vendu à/Bill To:					
#	Description	Qté/Qty	Prix/Price	Total	
Sous-Total/ Sub-Total				-	
TPS/GST # xxxxxxxx			5.000%	-	
TVQ/QST # xxxxxxxx			9.975%	-	
Surcharge				-	
TOTAL				-	
Payé/ Paid				-	
Montant Dû/ Total Due				-	
NOTES:					
<i>MERCI/ THANK YOU</i>					
http://www.InvoicingTemplate.com					

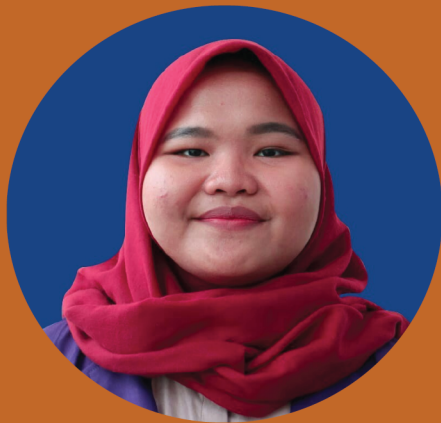


g. Inquiry Travel Agency Business

A business inquiry can be likened to the first baby step of a business-to-business relationship. Typically, you write an inquiry letter in response to a sales outreach or advertising campaign by a company with which you are not familiar. You write to learn more about the service, product or enterprise you are considering using, buying or creating a relationship with. An inquiry letter should be brief and to the point. Its primary purpose is to solicit more detailed information than was included in the original sales material.

1. Type the letter date. The date is useful should you need to refer to the inquiry in future communications.
2. Type the address of the company. If the initial sales materials included the name of the appropriate contact, type that name above the company name. If only a title or department was referenced, type that data on a separate line at the end of the address. Begin that separate line with the abbreviation "Attn:." An example is "Attn: Vice President, Business Services."
3. Use the appropriate greeting. If the sales material you received had a folksy, friendly tone, you might use the first name of the contact person. Otherwise, simply address the contact with Mr. or Ms., followed by the last name.
4. Briefly state your request. If you want a catalog or price list, simply say so. For example, "I am writing to request a product catalog in response to your recent sales mailing." If you're feeling expansive, you can include a line about your company's function, such as "My company uses widgets in the manufacture of widget frames."
5. Close with a standard closing and printed signature line. "Sincerely" and "Very truly yours" are common and appropriate closings. Include your title beneath the signature line.





RISKY SRI WIDYAWATI

UNIVERSITY STUDENT

PERSONAL PROFILE

I am an a 3rd student majoring in Publishing at Politeknik Negeri Media Kreatif Jakarta. I'am a hardworking, fast learner student, and I like to try new things so I can develop my self and make changes for the environment.

ORGANITATION HISTORY

Japanese Club

SMAN 37 JAKARTA | Oct 2017 - 2018

Saka Bakti Husada Jakarta Selatan

SUKU DINAS KESEHATAN JAKARTA SELATAN | Des 2017 - Still Counting

Pengurus Himpunan Mahasiswa Penerbitan

POLITEKNIK NEGERI MEDIA KREATIF JAKARTA | Jan 2020 - Still Counting

EDUCATIONAL HISTORY

Primary School Rambutan 01 Jakarta

2007 - 2013

Secondary School 3 Jakarta

2013 - 2016

Senior High School 37 Jakarta

2016 - 2019

Diploma-III of Publishing, Politeknik Negeri Media Kreatif Jakarta

GPA: 3.80

2019 - Still Counting

CONTACT ME AT

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Jakarta Selatan
12860

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 <https://medium.com/@itsriskysri>

SKILLS SUMMARY

- Microsoft office
- Photo and video editing
- Adobe illustrator and photoshop
- Able to work in a team
- Reliable and professional
- Adapt easily to any environment

MY INTERESTS

Books Food
Travelling Art
Film Music



SANIA MALA KHAIRANI

UNIVERSITY STUDENT

PERSONAL PROFILE

I am an a 1rd student majoring in Photohraphy at Politeknik Negeri Media Kreatif Jakarta. I am fast responsive student and I can also quickly adapt to the environment and new people.

ORGANITATION HISTORY

English Club

SMKN 59 JAKARTA | Nov 2017 – 2018

Pengurus OSIS

SMKN 59 JAKARTA | Nov 2017 – 2019

EDUCATIONAL HISTORY

Primary School 07 Jakarta

2008 - 2014

Secondary School 267 Jakarta

2014 - 2017

Vocational High School 59 Jakarta

2017 - 2020

**Diploma-III of Photography, Politeknik Negeri Media
KKreatif Jakarta**

2020 - Still Counting

CONTACT ME AT

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PETUKANGAN UTARA,
PESANGGRAHAN, JAKARTA SELATAN,
12260

✉ MALA.KHAIRANI12@GMAIL.COM

SKILLS SUMMARY

- PHOTO AND VIDEO EDITING
- ADOBE ILLUSTRATOR AND PHOTOSHOP
- PHOTOGRAPHY
- ABLE TO WORK IN A TEAM

MY INTERESTS

- 📖 PHOTOGRAPHY
- 📖 FILM
- 📖 MUSIC
- 📖 FOOD



SILLA LAILATUL RISKIANA

UNIVERSITY STUDENT

CONTACT ME AT




 Kebon kopi no 37 Citeureup
Bogor

 sillariskiana@gmail.com

SKILLS SUMMARY

- Photo and Video Editing
- Photography

MY INTERESTS

-  Photography
-  Sing
-  Draw

PERSONALPROFILE

I'am kind, hardworking, able to work in a team, and disciplined.

EDUCATIONALHISTORY

MI Miftahussibyan
2008 - 2014

State Junior High School 1 Cibinong
2014 - 2017

State Senior High School 4 Cibinong
2017 - 2020

Diploma-III of Broadcasting, Politeknik Negeri Media Kreatif Jakarta
2020 - Still Counting

WENNY DEBORA MARSAULINA NAINGGOLAN

UNIVERSITY STUDENT

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Sumatera Utara

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SKILLS SUMMARY

- Photo and Video Editing
- Photography
- Sports

PERSONAL PROFILE

I am an a 1rd student majoring in Photohraphy at Politeknik Negeri Media Kreatif Jakarta. I'm really learning about new things.

ORGANITATION HISTORY

PKS

SMA Bintang Timur 1 Balige | 2018-2019

Pengurus OSIS

SMA Bintang Timur 1 Balige | 2018-2019

Volleyball Organization

SMA Bintang Timur 1 Balige | 2018-2019

EDUCATIONAL HISTORY

Primary School Katolik Sanfancesco Balige

2008 - 2014

Secondary School Budhi Dharma Balige

2014 - 2017

Vocational High School Bintang Timur 1 Balige

2017 - 2020

Diploma-III of Photography, Politeknik Negeri Media Kreatif Jakarta

2020 - Still Counting

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Closing Statement

This book was created as the Implementation of PBLL Collaborative Project Based Approaches under the supervision of lecturer in Publishing, Photography and Broadcasting.

Thank to Mr. Zalzulifa, M.Pd for his research finding about Publip-reneur Based Language Learning (PBLL) that scout non-native speakers of English use the basic skill of reading, writing, listening, speaking within the competencies of prewriting-drafting-revising-editing-publishing-marketing-delivering.

Last but not least, in this occasion let's thank for those who appreciated the language used verbally, visually and virtually within the possibly produce printed, audio, interactive and augmented book widely needed worldwide.

Risky Sri Widyawati

World of Travel and Tourism

Tips for setting up your own travel agency. First is we have to understand the concept, what is a travel and the like. Then second, the process of forming a team. Then plan and calculate the feasibility study. For details, read in my book *The World of Travel and Tourism* will discuss the steps to starting your own travel agency.

By reading this book you will get lots of tips that you can certainly follow.