

MEDAN CITY HERITAGE TOUR PACKAGING

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Abstract

This research was conducted in the city center of North Sumatra, Medan. Medan has interesting tourist attractions to visit, one of which is historical tourism. Unfortunately, there are still very few domestic and foreign tourists who have good information about the cultural value of this building, its uniqueness and history, many do not even know about the Zone 2 Heritage itinerary, as well as the travel agents who make this heritage city of Medan packaged as a tour package and market it. .

This study aims to determine the itinerary to the historical buildings of the city of Medan and determine the calculation of heritage tour packages for the city of Medan. This research was conducted using qualitative research methods with descriptive analysis, namely data collection using observation, documentation, and interview techniques with the Indonesian Tour Guide Association.

The itinerary for heritage tourism in Medan City is an itinerary in tabular form, which can be made with a tour duration of around 6 hours or half a day. The calculation of Heritage tour packages in Medan City is based on two costs, namely fixed costs and variable costs. The selling price of the tour package that can be offered is IDR 247,000, with a minimum of 10 pax and the Merdeka field start point and is targeted at the domestic tourist market.

Keywords: *Heritage, Tour Packages, Price Calculations*

Introduction

The word tourism comes from the Sanskrit words "pari" (many times) and "wisata" (traveling). Travel, literally, means "travels made many times to a place". So that tourism can be interpreted as a journey carried out by someone within a certain period of time, held from one place to another, leaving their place of origin with a plan, with the aim of vacation, recreation, fun, and to meet various needs. Tourism has various types, one of which is cultural tourism. Cultural tourism is a tourism activity that utilizes cultural attractions as tourist objects visited by tourists, such as language, traditional houses, dances, customs, handicrafts, dress codes, ways of survival, typical food and drink, religion, the education system, old objects and buildings, and other ancestral remains.

Medan City is the third largest city in Indonesia, which has *heritage tourism potential*, has very unique cultural potential, and has a high selling value as well. One of the cultural tourism potentials of the city of Medan is the old architecture. Most of the historic buildings were built during the colonial period. Therefore, it is not surprising that some of these buildings have Dutch nuances, in which some of these buildings still stand firmly adorning every corner of the city of Medan. This building is a real witness to the struggle of the ancestors during the colonial period.

The city has three *heritage tourism zones*. Zone 1 is the Grand Aston Hotel Medan, the Post Office, London Sumatra, Bank Indonesia, the BPS Building, the Train Station, Tip Top Restaurant, and the Tjong Afie Mansion. Zone 2 is Warehouse, Madras Village, Crooked Mosque, the Indonesian Plantation Museum, and Medan City Government Housing. Zone 3 is Al Mashun Grand Mosque, Maimoon Palace, GPIB Immanuel, the Indonesian Christian Church, and the Medan Mayor's Official House. In writing this proposal, the author will write more deeply about Zone 2. The division of this zone itself is a decision from the Medan City HPI, and indeed there is no valid decree from the Medan City Government Service itself. The distribution process in each zone is based on the shortest distance from one object to another, as well as road connectivity from one object to another so that there is a circle trip, not going back and forth from the same road passing the same object. The buildings in these three zones are real witnesses to the history of the formation of the city of Medan. This is what made these buildings designated as cultural heritage in the city of Medan because their historical value is very unique and special, so it's no wonder that many millennials have made these buildings unique photo spots. Previously researched by Aini Windra, et al. Aini, Windra & Ridwan, Mohamad & Rajudin, Emrizal. (2019). Planning Of Historical Tour Packages In The Bakkara Valley, Baktiraja District, Humbang Hasundutan Regency, North Sumatra. *Pusaka (Journal of Tourism, Hospitality, Travel and Business Events)*. 1. 59-63. 10.33649/pusaka.v1i2.21. where the results of the study found that with various existing historical tourist destinations a tour package was needed that could combine various historical destinations in Baktiraja District. Based on the data and results of previous research, research is needed on the packaging of heritage tourism packages in Medan City, However, unfortunately, the people of Medan do not take advantage of the potential of this *heritage tourism* itself, as well as that of travel agents. There are still a few who make Medan's *heritage into a tour package and market it in the tourism sector*.

Literature Review

Heritage Tourism

Ashworth and Tumbrige (1999), state that "*heritage tourism* is an interpretation of past history that is present through monuments and artifacts, combined with the collective memory of individuals and groups to respond to present needs, which include strengthening identity, pride, and the need for a resource." resources utilized, for example, for tourism".

According to Ibid. (2012), *heritage* is divided into two elements, namely:

1. *Intangible heritage* (abstract) is *heritage* that cannot be touched because it is not a tangible object (language, rituals, music, dance, and beliefs).
2. *Tangible heritage* (concrete) is *heritage* in the form of tangible or tangible objects.

Each *culture* has its own history. *Heritage* is not always in the form of inanimate objects, but can also be in the form of living things or the like. *Heritage* can be used as an icon of a certain area that symbolizes major events or relics in that area. *Heritage* is evidence of or an indication of activities that are owned and still continue to have important historical value. *Heritage* is part of the social record

of people's daily lives. Besides that, the values that are owned by *heritage* are also a record that fills the memories and customs of the community.

Tour packages

According to Nuriata in Nainggolan et al. (2020: 18), a tour package *is* a tour with one or several visiting destinations that is composed of at least two certain travel facilities in a fixed travel program and is sold at a single price that includes all components of the tour. According to Nainggolan et al. (2020:19), there are nine main characteristics of a tour package in general, namely:

1. Travel is a journey around and back again to the place of origin.
2. The journey is carried out in a relaxed state.
3. Has the goal of providing satisfaction to the participants of the trip.
4. The trip is composed of various components needed to achieve the goal.
5. The trip is complemented by visiting tourist objects and attractions.
6. The trip has no purpose other than to earn a living for the destination participants.
7. Trip participants stay temporarily at the destination of the journey, not to stay forever.
8. The trip is carried out within the specified time.
9. Expenses for shopping by the person making the trip come from money earned at the place of origin of the trip and spent at the tourist area, location, or destination.

Tour packages generally consist of various components that are interconnected. Yoeti (2014: 24) states that, "The success of a good tourist spot is very dependent on 3A, namely attraction (*attraction*), accessibility (*accessibility*), and facilities (*amenities*). The following is an explanation of the 3A component:

1. Attractions

A tourist attraction is everything in a tourist destination that is the main attraction of the object, including the image imagined by tourists.

2. Amenities

Tourist facilities or amenities are things that support tourism activities at tourist attractions for the convenience of tourists, including accommodation, food management businesses, parking, transportation, recreation, and others.

3. Accessibility

Accessibility is the ease of reaching tourist destinations, including modes of transportation to reach the area, such as roads, bridges, terminals, stations, and airports.

From the description above, it can be seen that the potential of nature tourism must have supporting indicators to become a good tourist destination. The indicator is the existence of the main aspects, namely 3A (*accessibility, amenities, and attraction*), having good attractiveness as well as supporting factors for tourist attraction.

Itinerary

Nuriata (in Nainggolan et al., 2020: 84), states that *the itinerary* is a reflection of the tour package product itself and functions as an adhesive for the elements of the tour to achieve the goals of the product. Suyitno (1999:30) stated that an *itinerary* is a document that contains matters regarding the organization of tours from departure, at the destination, to the return to the place of origin. By paying attention to these two definitions, it can be concluded that an *itinerary* is a document that contains a series of activities regarding the tourism activities of a package, from the initial departure, tourist attractions, and returning to the place of origin, which is able to reflect the product of the tour package.

According to Nainggolan et al. (2020:85), a successful tour package *itinerary needs to consider several things, namely:*

1. In accordance with the potential or energy of the tourist aura
2. In accordance with the wishes, needs, and expectations that appeal to tourists
3. Pay attention to the distribution of travel time
 - a. time over the vehicle
 - b. Remaining time
 - c. Time of tourist activity: visits to tourist attractions, utilization of facilities, relaxing
4. Enchanting and efficient itinerary
5. Time management: where to eat, drink, and sleep
6. not a burden for participants
7. Provide alternative opportunities for shopping.
8. Carefully prepare places to eat and stay.
9. Pay attention to the details.
10. Be able to reflect on travel costs.

Suyitno (1999: 31), mentions that there are 3 forms of *itineraries* that are generally used, namely:

1. Description form (*essay style*)

The itinerary is presented in the form of a brief description of the program being carried out, usually containing the day or date of implementation and activities each day.

2. Tabular form (*tabulated style*)

The presentation is in the form of a table with columns containing day/date, place, time, event/ *itinerary* , and description.

3. *Itinerary* chart form

Presented in the form of pictures or graphics in the form of component symbols used based on the sequence of activities.

Nainggolan et al. (2020: 81), states that there are steps in compiling *the Distribution Of Time* , namely:

1. *The tour planner* is able to fill in the time distribution according to the needs and circumstances that have been planned.
2. After the time is well distributed, *the tour planner* must ensure that the distribution of time has taken into account the factors that time constraints can take the form of: trip duration, departure hours and times for tourist attractions (shows),

breakfast, lunch and dinner times, and schedule of other public transportation needed in the tour (ferry, plane, train, etc.).

3. Until stage 2, *the distribution of time* is considered feasible. But if *the tour planner* wants to ensure that the time that is designed is correct, *the tour planner* can ask *the guide* for help to carry out the actual time distribution, where *the tour planner* can ensure whether *the distribution of time* that is designed is appropriate for use time during the tour.

According to Wardhani (in Nainggolan et al., 2020: 88), from a usability perspective, *an itinerary* is made by:

1. *Summary itinerary*
 - a. *Brief format for brochures* (brief event schedule, mainly for brochure purposes)
 - b. *Design to inform, remind and be persuasive*
2. *Detailed passenger itinerary*
 - a. hotels, restaurants, and *all other information on a daily basis that is necessary for passengers to plan his/her day* necessary for tourists to be able to plan their activities).
3. *Operational working itinerary*
 - a. *Gives explicit instructions regarding routing, timing and the like*
 - b. purpose of keeping *guides*, escorts, tour directors and *drivers well-informed*

Tour Package Calculation

Nuriata (2014: 92), states that a product or service will not be complete without a price that must be given. Price is one of the customer's considerations in determining purchasing choices. Therefore, *tour planners* need to understand the purpose of pricing, namely:

1. To obtain a return on investment (*Return of Investment*).
2. Through the price the company will make a profit.
3. Price determines the existence of the product in the market.
4. Price can maintain the existence of the product.
5. Prices can increase sales.
6. Prices are used to win the competition.
7. Price in product *positioning*, increase prestige

According to Nainggolan et al. (2020:93), in calculating the total cost of participants (total *cost per pax*), both fixed and variable costs use the following formula:

$$TCP = F Q + V$$

Information:

TCP : Total cost of participants / Total Cost Per Pax

F : Total *Fixed Cost* / total fixed costs

V : Total *Variable Cost* / total variable costs

Q : Number of participants (*tour participants*)

Research Methodology

In this research, the methods used are descriptive methods and qualitative approaches, where the research is interpretative and natural conditions (natural setting) and the object of the research develops naturally without manipulation by the author. The data were obtained from sources that were in accordance with the research subjects, the data obtained in this research were adjusted to the objectives of the research so as to get an overview of the heritage tourism packages that were formed in accordance with the zones that were formed. The data is analyzed and forms a heritage tourism package packaging design which is divided into several zones.

A. Data collection technique

This study uses several data collection techniques, including:

1. Observation

According to Riduwan (2010: 76), "Observation is making direct observations of research objects to take a close look at the activities being carried out. If the object of research is human behaviour and actions, natural phenomena (events in the natural surroundings), work processes and the use of small respondents". In this study, observations were made at *heritage tourism objects* in the city of Medan, namely, zone 2 with the following objects as Kelling Village, Deli Tobacco Hospital, Indonesian Plantation Museum, and the last is Medan City Government Housing. To assist researchers in observing, researchers will use some *check-lists* to collect data .

2. Interview

According to Esterbeg (in Sugiyono 2017: 317), states that an interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic. The interview used in this research is a structured interview. Structured interviews are used as a data collection technique, if the researcher or data collector knows for sure what information will be obtained. Therefore, the researcher has prepared a research instrument in the form of written questions . In this study, researchers will conduct interviews with the HPI DPC Medan City .

3. Documentation

According to Riduwan (2010: 77), documentation is intended to obtain data directly from the research site, including relevant books, regulations, activity reports, photographs, documentaries, and research-relevant data ". According to this description, documentation is the methods or efforts made by the author in seeking information from diaries, history, regulations, pictures, and biographies. Sugiyono (2017: 335) mentions data analysis techniques as follows:

"Data analysis techniques are the process of systematically searching for and compiling data obtained from interviews, field notes, and documentation by organizing the data into categories, describing them as units, synthesizing them, compiling them into patterns, choosing which ones are important and which ones will be studied, and drawing conclusions so that they are easily understood by oneself and others.

The purpose of data analysis is to describe an existing data so that it is easy to understand and also to make conclusions about the characteristics of the

population based on data from the sample. Usually made by guessing and testing hypotheses. Researchers will use qualitative data analysis techniques in this study. Ghony (2016:15-16) states that qualitative data analysis is carried out descriptively with an expanded discussion based on the data obtained. Miles and Huberman (in Sugiyono 2017: 132) explain that qualitative data analysis includes certain steps, namely as follows:

1. Data Collection

Data Collecting (Data Collection) is the stage of collecting data by observation, interviews and documentation. Where researchers as key instruments in data collection. The longer in the field, the greater the amount of data obtained and the more varied it is. There are data that can be observed and data that cannot be observed, for example regarding feelings and hearts.

2. Data reduction

Data reduction, namely choosing and focusing on what is important and summarizing the main data. In data reduction, field reports are summarized, main things are selected, focused on important things, themes or patterns are sought. So field reports as raw materials are shortened, reduced, arranged more systematically, so that they are easier to control. The reduced data provides a sharper picture of the results of observations, it also makes it easier for researchers to find the data obtained when needed.

3. Data Display

Data Display according to Miles Huberman in Sugiyono (2017: 137) states that what is often used in presenting data in qualitative research is with narrative text. Researchers will also add data presentation in the form of diagrams or tables. In order for the researcher not to be drowned by the data set, therefore in order to be able to see the overall picture or certain parts of the research, efforts should be made to make measuring instruments, namely interview guidelines, observation guidelines and documentation guidelines.

4. Data Classification

From the beginning the researcher tried to find the meaning of the data he collected. For this reason, researchers look for themes, patterns of relationships, similarities, things that often arise, and so on. So the data obtained from the start tries to draw conclusions. The conclusion was initially very vague, doubtful, but with more data, the conclusion will be more complete, so the conclusion must always be verified during the research until a final conclusion is reached.

Results and Discussion

This research was conducted at Medan city. The city of Medan is a city with high tourism potential, not only Lake Toba, but also *Heritage tourism* which has a high selling value. Medan City *Heritage* Tour in zone 2 is as follows:

1. Warenhuis

This building is located on Jl. Hindus, saints. This building has two floors, strong pillars located on Hindu streets, Kesawan village, West Medan District, Medan City. On the faded walls of the building there is an inscription: construction began in 1916 by the German architect G Bos and was inaugurated in 1919 by the first Mayor of Medan, Daniel Baron Mackay.

However, the building with the status of the government of Medan City is not known for sure who the original owner is. Apart from belonging to the local government, the building which is more than 103 years old has become a cultural heritage. Secretary of the center for the study of history and social sciences (PUSSIS). This 15 x 30 meter building has a bunker for storing merchandise. This supermarket sells various types of goods, from food, clothing, to electronic products.

The owner, around 1942, chose to return to his native country, the Netherlands because the conditions in Medan City were starting to become unfavorable. Since it was abandoned, the sturdy building had served as the office of the labor department. After that, it was left neglected with age and stubble, then burned down in 2013. After the 2013 fire, this building was appointed as a cultural heritage .

2. Medan City Government Housing

Housing located on Jl . Jendral Sudirman was built since the Dutch colonial period, therefore this building has a Dutch feel, which was once occupied by nobles from the Netherlands. This building is a silent witness to the development of the city of Medan. Therefore this building is used as one of the Cultural Heritage of the city of Medan and is currently used as the official residence of the Mayor of Medan.

3. Madras Village

Kampung Madras (formerly called Kampung Keling) is the name for an area of about 10 hectares in Medan City, which is located at Jl. Teuku Cik Ditiro No 8 – 6 Upper Madras. This area is located around the districts of Medan Polonia and Medan Petisah. In this area there is the oldest Hindu temple in Medan, Sri Mariamman Temple and the largest temple in Medan, Vihara Gunung Timur; also the Jami Mosque and the Ghaudiyah Mosque which were built by Indian Muslims. Apart from that, in Madras Village there is also the Khalsa National College which is managed by the Medan Sikh Education Foundation, which was once famous for being the only school with English lessons in Medan. The area was originally called "Patisah", but then the name changed to " Kampung Madras" to reflect the land of origin of the citizens of Indian descent who live there. The name "Kampung Madras" replaces the name "Kampung Keling" which is considered to have a negative connotation because it is often used as a racial nickname (racial slur) and derogatory ridicule.

Although until the 1950s the area was still inhabited by a large number of people of Indian descent, since then this number has dwindled due to difficult economic conditions which forced them to move to other areas. Kampung Madras is now even more inhabited by residents of Chinese descent than India along with Little India, Penang.

Medan's Little India Gate in Kampung Madras was inaugurated on October 27 2018 by the Mayor of Medan Dzulmi Eldin, marked by the signing of the inscription, cutting the ribbon and releasing balloons.

4. Crooked Mosque

The old Bangkok mosque is in the alley of Ahmad Yani, Kesawan, which occupies the second oldest position in the city of Medan. The name of this mosque is somewhat unique because the name of this mosque itself is taken from an alley

that bends in front of the mosque. This mosque was built by a philanthropist named Tjong A fie, he collaborated with a local community leader, Datuk Kesawan. The community considers the Old Gang Bengkok Mosque as proof of tolerance between ethnic groups and religious communities in the city of Medan. After being built by Tjong A Fie, the mosque was handed over to Sultan IX Deli, Makmun Al Rasyid Alamsyah Perkasa.

Now the mosque is managed and managed by Muchlis (58). Muchlis is the fourth generation of Sheikh Muhammad Yaqub, an adviser to Sultan Makmun. He has devoted himself to managing the mosque for 20 years. He said that visitors to the mosque were usually dominated by local people. But not infrequently, there are several foreign tourists who come to see the architecture of the mosque building and the history of the mosque.

The architecture of this mosque is a combination of several cultures, such as Chinese, Malay and Persian. The shape of the roof resembles a temple. Then there is also Malay with a typical Malay hanging bee symbol. Then there is also from Persia, one of the symbols is the endless prefix circle that is near the inner ceiling of the mosque."

5. Plantation Museum

Indonesian Plantation Museum is located at Jl . Brigjend Katamso - kampung baru is a special museum which was founded on the initiative of an Indonesian plantation leader named Soedjai Kartasasmita. The museum was inaugurated on December 10, 2016 by the Governor of North Sumatra HT Erry Nuradi and the Director General of Plantations, Ministry of Agriculture. The management of the museum is currently carried out by the Indonesian Plantation Museum Foundation.

The Indonesian Plantation Museum contains the history and development of plantations in Indonesia which began in the pre-colonial period. The museum hopes to be a link between the past and the future. This hope is carried out by making this museum attractive for public visits and becoming a source of information and education about plantations in Indonesia.

The Indonesian Plantation Museum occupies the former official residence of the director of Algemeene Vereniging van Rubberplanters ter Oostkust van Sumatra (AVROS) or the Rubber Plantation Entrepreneurs Association on the East Coast of Sumatra. This building was built in 1916 and is colonial in style. After independence, this building became the Center for Oil Palm Research, and currently serves as the building for the Indonesian Plantation Museum.

In this study, the authors made direct observations of tourist objects accompanied by the Chairman of the Indonesian Tour Guide Association, Mr. Kus Hendro. The author conducted an interview by asking questions to Mr. Kus Hendro, who is used to handling guests in the *Heritage area*.

Heritage Tour Itinerary in Medan City

According to Nuriata (in Nainggolan et al., 2020: 84), states that *the itinerary* is "a reflection of the tour package product itself and functions as an adhesive for the elements of the tour to achieve the goals of the product". Mr. Kus Hendro also mentioned that *the itinerary* they often use is in the form of a narrative.

But *the narrative itinerary* too dense so that it is difficult to understand because it is not concise and detailed, it cannot provide concise, clear and concise information to guests. Thus the author makes the itinerary in tabular form to make it shorter, clearer and more concise and easily understood by readers.

To find out the estimated time for *Heritage tourism sites* in Medan city and in order to determine the activities to be carried out at these tourist objects, the authors traveled to find out the estimated time needed while traveling on *Heritage tours* in Medan city, following the results of the author's observations:

Based on the results of observations and *check lists* (DOT), it can be seen that the heritage tourism package *itinerary* is as follows:

the results of the research and the distribution of time that the authors got after conducting the research, it is known that the Medan City Heritage *itinerary* is as follows:

Itinerary A Half Day Heritage Tour Medan City

DAY/DATE	TIME (Wib)	DESCRIPTION
Day 01	09.00	Depart from <i>the start point</i> , Merdeka field, to Warenhuis
	09.05	Arriving at Warenhuis, the tour participants will see firsthand the building which is a silent witness to the development of the city of Medan and can take pictures/selfies <i>in</i> this building.
	09.35	Continuing the trip to Medan City Government Housing
	09.45	<i>tour</i> participants will see old colonial buildings with Dutch nuances that are neatly arranged along the road.
	10.15	Continuing the journey from Medan City Government Housing to Kampung Madras
	10.20	Arriving at the Madras village and the tour participants will be presented with typical Indian buildings and meet directly with people of Indian descent and witness every community activity.
	10.50	Continue the journey from the village of Madras to the Old Gang Bengkok Mosque
	11.00	Arriving at the Old Gang Bengkok Mosque, the tour participants will be greeted by old buildings with distinctive Chinese, Persian and Malay nuances.
	11.30	Continuing the trip to the plantation museum, which is the last destination on this tour
	11.45	Arriving at the Museum, all tour participants will witness the processing of palm oil and tobacco, as well as portraits of the workers during the colonial period, there are lots of photographs and papers used at that time.

12.15	Continue the trip to Pondok Gurih Restaurant
12.25	Arrive and enjoy lunch at the pondok savory restaurant
13.35	Travel back to Freedom Square
14.06	Arrive at Merdeka Square and the tour is over

Source: processed by the author, 2023

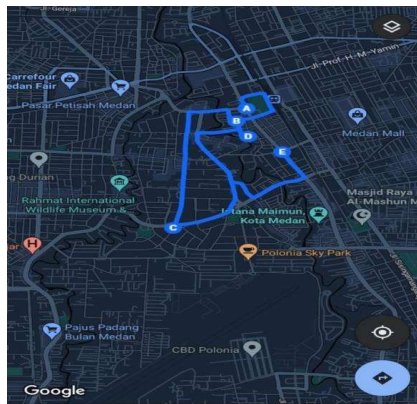


Figure 6. Map of Medan City Heritage zone 2

Source: processed by the author

The trip will start from Merdeka Square, guests will be picked up from Merdeka Square then will go to the first object, namely Warehouse, the trip from Merdeka Square to Warehouse takes 5 minutes, then after arriving at the Warehouse the tour participants will tour by enjoying the old buildings and *learning* the *history* that saved from this building. Then after completing *the tour at the first object the tour* participants will continue their journey to the second object which is no less interesting, namely the Medan city government housing, and will take a *tour* around the housing which is still used as the residence of the Medan mayor. Then the *tour participants* will continue *the tour* to the third object, namely Kampung Madras, *tour participants* will be presented with the activities and bustle of the Indian community in the village, this village also sells many Indonesian Batik motifs. It doesn't stop there that *the tour participants* will also continue their journey to the Old Gang Bengkok Mosque, where the mosque with this unique name is a historic mosque and the second oldest mosque in Medan City after the Great Mosque. Then the *tour* participants will continue their journey to the last object, namely the Plantation Museum, in this museum the *tour participants* will see portraits of colonial era workers processing palm oil and tobacco.

Medan City *Heritage* tour has been completed, the time has come for *the tour participants* to have lunch, the *tour participants* will have lunch at the Pondok Gurih Restaurant. Then after lunch the *tour participants* will continue the journey to Merdeka Square for *the drop point*, and *the tour* is over.

Tour activity takes 5 hours 6 minutes, this is due to the distance between objects to other objects, close to each other, so this *tour* is designated as a *day heritage tour* in the city of Medan.

Calculation of Medan City Heritage Tour Packages

Based on the research that the writer has done, the results of the research make it easier for the writer to calculate the Medan City *Heritage tour packages*. After making observations and interviewing the Indonesian Tour Guide Association, the writer can conclude that the preparation of a half day trip tour package can be done by calculating all the components that have been made.

When the author conducted an interview with HPI, HPI said that HPI sold *heritage tour packages* at a price of Rp. 100,000, this fee is only for bus fees and guide fees. However, the calculation of this tour package is not specific compared to the calculation of tour packages in general. Calculations are often made based on the budget price based on the components of the tour package.

Because HPI's package calculations are not yet specific, the authors calculate tour packages based on the theory from Nainggolan et al. In general, tourists will get satisfaction and pleasure if the tourism components can be fulfilled in a tour package. Based on the results of interviews and direct observations of researchers, it can be seen that tourists do not spend more than 1 day traveling on this *Heritage tour*. The preparation of a half day trip tour package starts from Merdeka Square with a total of 10 people.

From the results of interviews and *checklists*, the authors arrange a half day trip tour package with the first transportation component to be used. In this study, researchers used a 12-seat Hiace bus with a price of Rp. 900,000/day including fuel, not including *drivers*. Does not include bus parking and tourist fees

In calculating this tour package, the author uses the formula from Nainggolan et al (2020: 92), namely:

$$TCP = F/N + V$$

Information:

TCP : Total cost of participants / Total Cost Per Pax

F : Total Fixed Cost / total fixed costs

V : Total Variable Cost / total variable costs

Q : Number of participants (*tour participants*)

Then the authors add a *surcharge* of 10% for profit. The reason the author uses this formula is because this formula is easy to use and understand when calculating tour packages.

The tour package has components, namely *transportation, meals, guide fees, parking fees, driver fees, donations, entrance fees, banner fees*, and incidental fees.

The costs in the package are divided into 2 parts, namely *fix costs*, which are costs borne by all *tour participants*, such as *transportation, parking fees, guide fees, driver fees, banners, donations*, and unexpected costs, which are Rp. 1,660,000.- While *variable costs* are costs borne by each *tour participant* such as *meals* and *entrance fees*, which are IDR 58,000. So the total TCP is Rp. 224,000

Furthermore, the package is calculated with a *surcharge/ profit* taken, which is 10% of the TCP price, which is Rp. 22,400. Then TCP is added with *Surcharge* the result is Rp. 246,400, and rounding up so that the *selling price* for 10 pax becomes Rp. 247,000/pax.

Because an *itinerary* and *tour package prices* have been found in the area *heritage* city Medan, then package tour This Ready to be marketed.

Conclusions

Based on the results of the research and discussion that exist, the authors can specify several The conclusions regarding the *Heritage itinerary* and *tour packages* , in the Medan city area are as follows:

1. Itinerary for heritage tourism in Medan City is an itinerary in tabular form, it can be made with a duration of about 6 hours or a half day tour.
2. The calculation of Heritage tour packages in Medan City is based on two costs, namely fixed costs and variable costs. The selling price for the tour package that can be offered is Rp. 247,000, - a minimum of 10 pax with the Merdeka field start point and the target market for domestic tourists.

This study has several suggestions given for the use of future reports. Some of these suggestions are :

1. *itinerary is expected to be published by the Medan City government, Tour and Travel* business actors and can be promoted through the WEB and social media such as *Instagram, Facebook* and other social media.
2. The calculation of the tour package can be published to travel conventional or *online* as a basis for making/designing other tour packages in the *Heritage area* of Medan city.

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