

MODEL OF RESEARCH AND DEVELOPMENT (R&D) APPROACH ON TOUR PACKAGE PLANNING

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Abstract

This paper aims to discuss the approach of Research and Development (R&D) methods in tour package planning research. From the results of the literature review, it was found that the tour package planning research carried out so far uses qualitative methods. Conceptually, qualitative methods are not used for research that produces products. So there is a tendency that qualitative methods are not appropriate to use. This paper was prepared using a literature study approach. This paper provides a model approach to the Research and Development (R & D) method that can be used in research aimed at producing tour package products and its implementation are adjusted in accordance to the research context. This research is limited to tour package products.

Keywords: *method, model, research and development (R&D), tour package.*

Introduction

According to Utama (2014), a tour package is a trip to one or more tourist destinations that is organized by a number of different travel agencies and sold as a one-time event for a fixed price that covers all aspects of the trip. A similar comprehension from Camilleri (2019) that, visit bundles as visits that incorporate all administrations, for example, plan of transportation administrations and convenience booked by vacationers in a single cost. The tour package is unique in that the planning is done first, either by combining several products or by covering the entire program.

According to Patterson (2007), tour packages consist of two or more components at attractive prices.. The advantages of tour packages are price and comfort during the holidays. The price of a tour package is cheaper than purchasing each element separately. Comfort during the holidays is obtained by consumers from the tour package services offered. The combination of attractive prices and comfort in enjoying a vacation will facilitate the sale of tour packages offered.

According to Holloway & Humpreys (2019), tour travel packages are a combination or combination of tourism compounds that are sold to tourists at a single price and include things like transportation, lodging, tourist attractions, food and beverages, and tour leader services.

Based on the explanation from the experts above, it can be concluded that a tour package is a travel plan equipped with components in the form of accommodation, transportation, attractions and so on which become a unity in a package.

Tour package is a travel product produced and marketed by a travel agency (Project & Growth, 2015). In business, tour packages can be viewed as a product

because they are commodity goods that are traded. Understanding tour packages as a product can be accepted by seeing it as a manufacturing process, which is always in a series of inputs, processes, and outputs or raw materials are processed into finished materials (Nuriata, 1999).

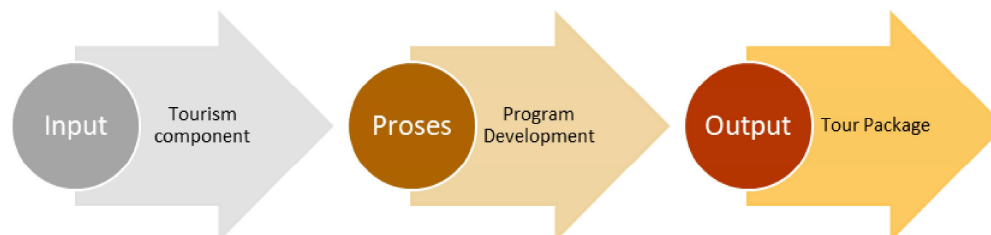


Figure 1. A series of tour package production processes (Nuriata, 1999)

Tour packages produced as a product must be based on the balance of the following three factors: (1) The form of the product itself which is a package or series of component products; (2) Business relationship between tour organizer or tour operator as program compiler with tourism component; (3) The method of distribution from producers to consumers.

This tour package planning product is reflected in a form of a travel program (itinerary). Apart from being a product, a tour package is also a system whose planning is inseparable from its sub-systems, namely tourists, facilities, time and tourist attractions.

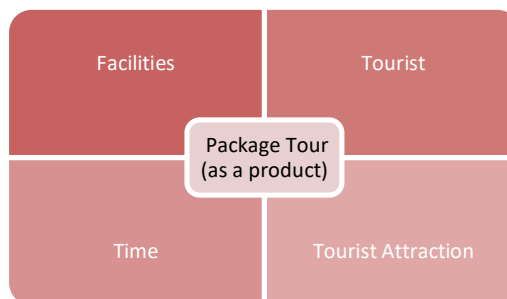


Figure 2. Tour Package Planning System (Nuriata, 2019)

Based on the explanation of the experts above, it can be understood that the position of tour packages as a product cannot be denied anymore. This certainly has an impact on the perspective of researchers in determining the research method they choose.

There are many studies whose purpose is to produce tour package products but use a qualitative approach as a method. Dias (2020) in his research entitled "Development of Tour Packages in Batik Tourism Village" resulted in two tour packages, namely one day tour package and camping tour package. This tour package is made with a descriptive method with a qualitative approach. Researchers collected data through in-depth observation and interviews. The data that has been obtained is then analyzed qualitatively and then the results are presented in descriptive form. Until this stage, tour package products are considered worthy of recommendation.

This will be different if the planning of tour package products is carried out with a Research and Development (R&D) approach, where there are structured stages in each process. Product results also cannot be recommended just like that before going through the test stage, the revision stage and then the product can be said to be suitable for sale or use.

In general, educational products are produced using the Research and Development (R&D) method frequently (Sri, 2019). Research and development methodologist in instructive examination are compulsory to create viable and proficient items or administrations connected with academic or instructive practices. This technique creates or plan the proposed models for instructive practices in certain means as notice. As Yang, You, and Chen (2005) contended that a model is a story depiction to portray the strategy or moves toward accomplishing a particular objective, and these means can be utilized to quantify achievement or disappointment in accomplishing the objective. The models are, either items or administration, delivered through Research and development technique are deliberately intended to the improvement, advancement and assessment of schooling system. Therefore, the topic of this paper is how to modify the R&D approach in order to produce tour package goods.

Literature Review

1. Tour Package Planning

According to Deskey (2001), there are several considerations that must be determined in making a tour package plan, including: 1) Selection of tourist destinations; 2) Facilities in tourist destinations; 3) Excellence of tourist destinations; 4) Access to tourist destinations; 5) Season in tourist destinations; 6) Political and security situation in tourist destinations; 7) Customs and security system in tourist destinations; 8) Price policy in tourist destinations; 9) Mileage of tourist destinations.

In the process, tour package planning is carried out through structured stages. All of these stages are related to aspects in planning. At each stage, data collection instruments are needed because data collection techniques are carried out by observation. Good planning must be based on rational considerations and accurate data. Suyitno (2006) explains the stages of planning as follows:

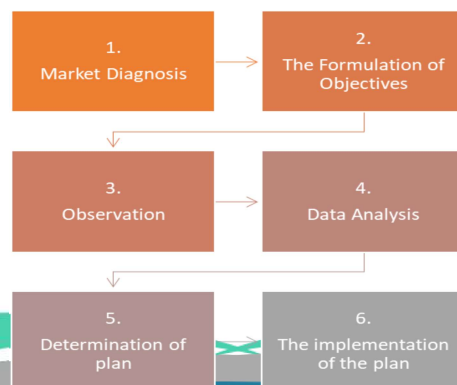


Figure 3. Stages of Tour Package Planning (Suyitno, 2006)

The stages of planning the tour package above can be explained as follows:

1. Market diagnosis, attributes of the arrangement of traveler items should be purchaser situated to figure out economic situations and requirements.
2. The formulation of objectives, must be able to respond to 5W + 1H's questions, which are as follows: who will be involved in the tour, when the tour will take place, where the tour will take place, and how the tour will be organized are all important considerations.
3. Observation, which ties hypotheses to the ground reality.
4. Data analysis is the process of processing and analyzing data obtained through observation activities. The purpose of data analysis is to: a) Choose strategies for achieving objectives; b) distinguish snags that might emerge during the time spent accomplishing targets; c) look into other possibilities.
5. Plans are established, and the analysis's findings serve as the foundation for revising the objectives' formulation. Plans are ultimately implemented as a result of these scientific advancements and preparations.
6. The final stage of planning a tour package is the implementation of the plan, which is a real activity that starts and monitors the achievement of predetermined goals.

Suyitno (2006) added that there are two types of tour packages in terms of preparation: (1) ready-made tours, which are prepared prior to receiving a request from potential participants, and (2) tailored tours, which are prepared following a request from potential participants. While Project & Growth (2015) also states that tour packages are made through the development stage of tour packages which are described as follows:

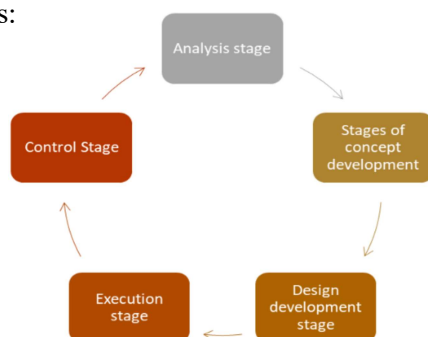


Figure 4. Tour Package Development Phase (Project & Growth, 2015)

At the analysis stage, the behavior of consumers, suppliers, and factors that will affect the demand for tour packages such as economy, climate and weather, natural resources, culture, infrastructure, facilities and prices of accommodation and tourism attractions are examined. The results of the analysis are used to develop the concept of tour packages that match the trend, for example cultural tourism, culinary tourism and then determine the theme of the tour package.

Archer (2003) explained the stages of making tour packages starting from market research. Market research aims to recognize the characteristics, needs, wants, travel patterns of the target market. Based on market information, the next step is to determine the destination or tourist attractions to be visited. After determining the places that have the potential to be visited, the next stage is to make contracts with the tourism industry such as accommodation, transportation, restaurants, tourist objects and so on. After the contract is agreed, proceed to calculate and determine the cost and selling price of the tour package. For marketing tour packages, it is necessary to make brochures or other promotional tools. The last stage is the creation of an itinerary and the issuance of travel documents such as vouchers, tickets and others. All components collaborate and work together to create a product that is interrelated and inseparable for the purpose of meeting the needs and satisfaction of tourists during the trip. The stages of making this tour package are described as follows:

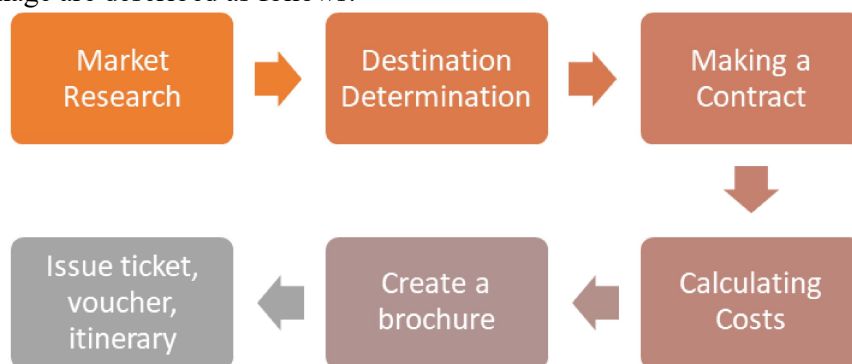


Figure 5. Stages of making tour packages (Archer, 2003)

2. Research and Development (R&D) Methods

Innovative work (Research and development) is an exploration technique for creating and testing items. There are different sorts of examination models that can be utilized as a source of perspective in Innovative work research (Amali et al, 2019), to be specific: 1) The model developed by Borg and Gall in 1983; 2) Thiagarajan's 1974 four-dimensional development model (Define, Design, Develop, and Disseminate); and 3) Dick et al.'s ADDIE development model, which stands for analyze, design, develop, implement, and evaluate. However, due to its compatibility with the tour package planning process, this paper will only discuss the Research and Development (R&D) model.

In its development stage, this development model employs waterfall grooves, as stated by Borg & Gall (1983). Because there are ten steps involved in implementation, the stages of the Borg & Gall development model are relatively lengthy: (1) conducting research and gathering data; (2) preparation; 3) Create a prototype of the product; 4) preliminary testing in the field; (5) the main product update; (6) the primary field testing; 7) functional item modification; (8) functional field testing; (9) Editing the final product; (Hamdani, 2011) and (10) dissemination and implementation The following chart shows the steps:

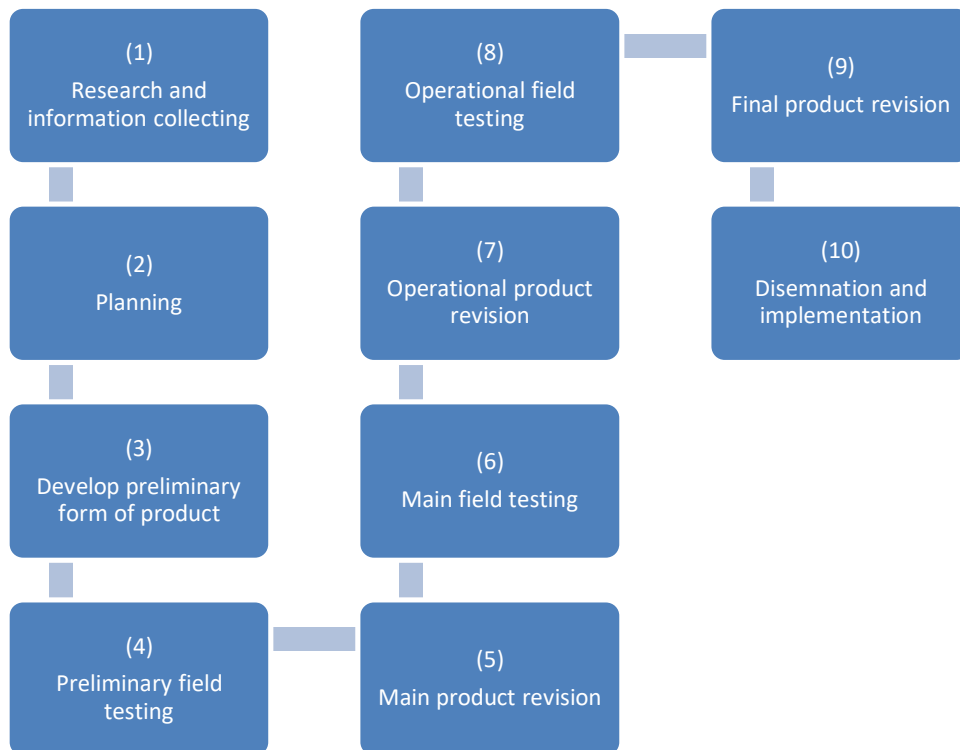


Figure 6. Model Research and Development (Borg & Gall, 1983)

The stages implemented in the development of this model are described in detail as follows:

- 1) Research and information gathering This step includes preparing to create a research framework and conducting literature reviews on the topics under investigation.
- 2) Planning: In this step, you'll develop expertise and skills related to the problem, set goals for each stage, and if it's possible or necessary, do a limited feasibility study.
- 3) Create a prototype of the product, or create a prototype of the product that will be produced. Preparing supporting components, creating guidelines and manuals, and assessing the viability of supporting tools are all part of this step.
- 4) Preliminary field testing, it is to direct introductory field preliminaries on a restricted scale. By including 6-12 subjects. In this step, information assortment and examination should be possible by interview, perception or poll.
- 5) Main item modification, that is to make upgrades to the underlying item created in light of the consequences of starting preliminaries. Based on the results of limited trials, it is very likely that this improvement will be made more than once to produce a model draft that is ready for larger trials.
- 6) The primary trials and field tests that all students participate in.
- 7) Operational product revision, or improving the results of larger trials so that the final product is already an operational model design that is ready for validation.

- 8) Operational field testing, the step that validates the produced operational model against it.
- 9) In order to produce the final product, final improvements must be made to the developed model.
- 10) Dissemination and execution, that is the step of spreading the created item/model and applying it in the field.

This Borg and Gall advancement model enjoys the two benefits and impediments. This model has the advantage of producing a product with a high validation value and encouraging a continuous product innovation process. Because the procedure is relatively complex and requires a sufficient amount of funding, this model has the disadvantage of taking a considerable amount of time to complete.

3. Qualitative Approach to Previous Research

Past examinations on the subject of 'tour package planning' frequently involved a subjective methodology as a strategy. Because the research is carried out in a natural setting, qualitative research is frequently referred to as a naturalistic research method; ethnographic research is frequently referred to as qualitative research because the data collected and analyzed are more qualitative; and qualitative research is referred to as qualitative research because the research is carried out in a natural setting. 2005, Sugiyono) Besides, Sugiyono (2005) expressed that subjective exploration information investigation is inductive, and subjective examination results underscore meaning instead of speculation.

According to Creswell (2012), there are five types of qualitative research:

- 1) Ethnography, in which primary, observational, and interview data are collected over a prolonged period of time to investigate a cultural group in a natural setting;
- (2) Grounded theory is a method of research in which participants' perspectives are used to "produce" general and abstract theories of a particular process, action, or interaction;
- 3) A case study is a research strategy in which a program, event, activity, process, or group of people are thoroughly investigated;
- (4) Phenomenology is a method of research in which the character of a particular phenomenon is identified by researchers;
- 5) Narrative research is a method in which researchers look into the lives of individuals and ask one or more people to recount their experiences.

Based on the views of the two experts above on qualitative research, it can be concluded that qualitative research is not intended for research aimed at producing a product / service. So it can be said that the use of qualitative approaches in making tour package planning **is not appropriate**.

Here are some data from previous studies that use a quality approach as a method in planning tour packages.

Table 1. Previous Research using Qualitative Approach in Tour Package Planning.

Title	Researcher	Result	Sources
Pengembangan Paket Wisata Di	Dias Kartika Sari (Sekolah	The research produced 2 tour	Final Report

Desa Wisata Batik Girilayu Kabupaten Karanganyar	Vokasi Universitas Sebelas Maret-Surakarta)	packages, namely One day tour package and camping tour package.	
Perencanaan paket wisata Tracking Desa Tenganan Kecamatan Manggis Kabupaten Karangasem-Bali	Ni Nyoman Padmi Triyani; I Ketut Suwena; I Putu Sudana (Fakultas Pariwisata UNUD)	<ul style="list-style-type: none"> • Produce Fullday Tour Tracking tour packages in Tenganan Village. • Distribution channels used in marketing distribution are carried out directly to tourists and use the services of travel agents. 	Jurnal IPTA Vol. 3 No.1, 2015
Perencanaan Paket Wisata Dengan Skydiving sebagai Main Attraction di Kecamatan Cijulang Kabupaten Pangandaran	Dwiesty Dyah Utamai; Vany Octaviany; Dina Anggraini (STP Bandung & Universitas Telkom)	<ul style="list-style-type: none"> • Tour packages made are classified according to the nationality of tourists from India, Australia, and the archipelago. 7 days 6 nights dusarasi tour package with the main activity of skydiving. 	Jurnal Ilmiah Pariwisata, Volume 23 No.1, Maret 2018
Perencanaan Paket Wisata Tirta Di Kabupaten Buleleng	Luh Putu Swandewi; I Putu Sudana; Yayu Indrawati. (Fakultas Pariwisata UNUD)	<ul style="list-style-type: none"> • Produce Fullday Tour package "Exoctic Tour of Buleleng" • The distribution channel model is direct to tourists or through travel agents. 	Jurnal IPTA Vol.2 No.1, 2014

Perencanaan Produk Paket Wisata Heritage di Paguyuban Pelestarian Budaya Bandung	Ananta Budhi Danudara (STP Bandung)	<ul style="list-style-type: none"> • The results of the study are in the form of an overview of the potential attraction of heritage tourism in the city of Bandung. • The potential market that likes this heritage package is students with the aim of being the learning process. While the potential market share is university students aged 18-25 years who indirectly have links with tourism, architects and history. 	Jurnal Kepariwisata: Destinasi, Hospitalitas dan perjalanan, Vol.1 No.1, 2017
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Research Methodology

This paper is prepared based on the author's observations and understanding of the concept of tour package products and the Research and Development method. (R&D). Based on the above, the author collects writings both from books, journals and articles related to the observed concepts. All writings or notes collected are then carefully reviewed to find relationships between one another, and observe similarities and differences.

Result and Discussion

After observing and paying attention to the approach of the R&D method made by Borg and Gall (1983), as well as comparing with the stages of the tour package planning process (Suyitno, 2006; Project & Growth, 2015; Archer, 2003), then can be built a model approach R&D method in making tour package planning products as follows:

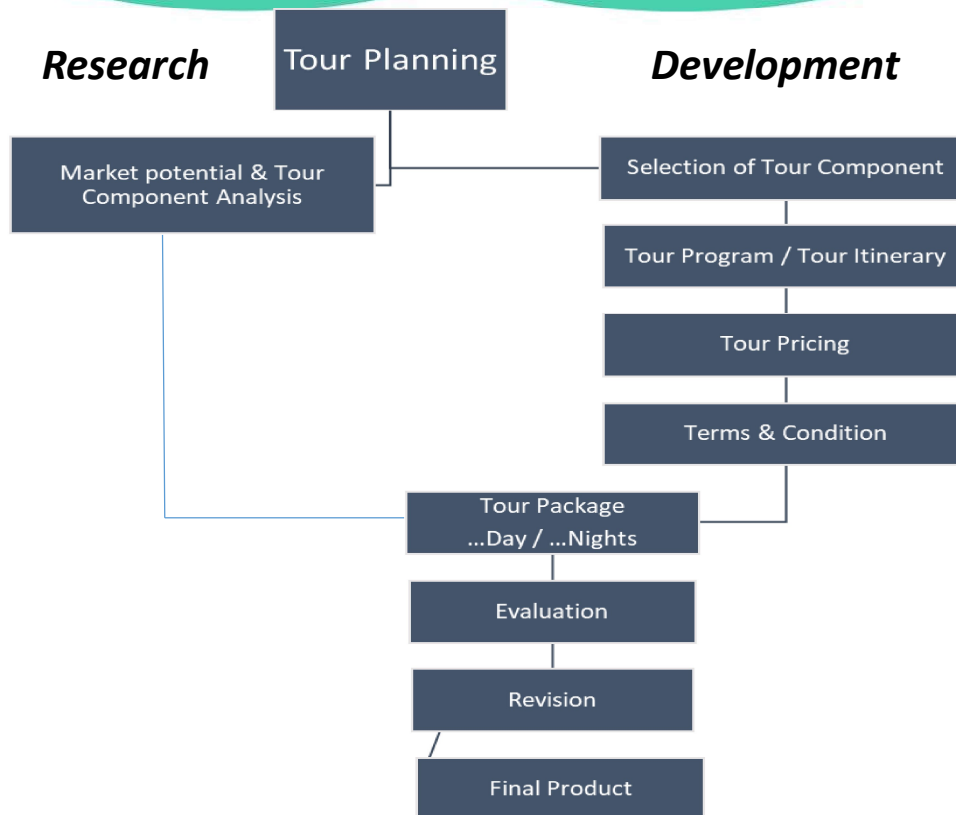


Figure 7. Research & Development (R&D) Approach Model on Tour Package Planning

As previously explained that in the R&D method there are 2 main activities carried out, namely research and development. The above approach model can be explained as follows:

1. **Research**, which is the first stage that researchers must do before carrying out the development stage. At this stage, researchers conduct an analysis of the potential market / tourists who are targeted by the tour package to be made. This is important to do so that the tour packages made are tailored to the characteristics and needs of tourists. At this stage, an analysis of the tourism components available in the selected tourist destination is also carried out. This is done to find out the completeness of the available tourist components and their conditions. That is, at this stage the data collection stage with observation is carried out at the beginning. By making observations first, researchers will get an idea of what kind of tour packages (themes) they can make. The results of observations will be the initial supporting data in building the background of the study.
2. **Development**, is the second stage which consists of a series of stages in planning tour packages, namely:

- a. **Selection stage**, which is the stage where researchers must choose the tour components that will be used in tour packages. (accommodation, tourist attractions, restaurants, transportation, and so on).
- b. **The stage of making a tour program / tour itinerary**, which is the stage where researchers determine the duration of the tour package (for example: 3 days / 2 nights); determine the order of visits of tourist attractions; determine the length of stay at a tourist attraction. Tour itinerary is presented in the form of a table which is also commonly called a rundown.
- c. **The stage of calculating the price of tour packages**, this stage researchers determine the price of tour packages to be sold by considering the ideal selling price. The price of the tour package should include other fees such as taxes, commissions, FOC (Free of Charge). Prices can be calculated by setting individual prices or group prices.
- d. **The stage of making terms and conditions**, this is related to the special provisions or conditions that apply to tour package products. Terms and conditions include aspects that are borne and not covered in the price of the tour package, payment methods and terms, and cancellation conditions.
- e. **Tour package products**, this stage tour package planning products are declared ready. Tour packages should have been made in the form of various promotional media (brochures, leaflets, etc.). However, like a product, tour packages must also go through a trial / evaluation process.
- f. **Evaluation**, because tour packages are intangible products, the process of testing product quality can be done by asking for industry assessments and academic assessments. Industrial appraisers should be done by tour planners at the Travel Bureau, while academic appraisers are carried out by teachers or lecturers who teach tour package planning subjects.
- g. **Revision**, that is the process of improving tour package products based on input and suggestions from industrial appraisers and academic appraisers.
- h. **Final product**, this is the final stage where the tour package product is declared marketable. This is because the process of planning tour package products has gone through a series of systematic and structured stages.

Conclusion

Based on the presentation of various references from several experts above, it can be concluded that the Research and Development (R&D) method approach is more appropriate to be used as a research method for tour package products. This is supported by the fact that a tour package is a product. As a product, it should be made through systematic and structured stages, so that the resulting product has validity and reliability that can be accounted for.

One important stage is from the R&D stage is the evaluation stage which also involves assessments from industry and academia. This stage is not carried out on qualitative methods, so the results of tour package products are only based on the researchers' own assessments.

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