



Review of Sailing Tour Package at PT. Manumadi Wisata Labuan Bajo

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Abstract

This study aims: (1) To find out how the process of designing a sailing tour package at PT. Manumadi Wisata Labuan Bajo and. (2) To find out the pricing process for sailing tour packages at PT. Manumadi Wisata Labuan Bajo Tourism. Data collection from this study was taken by the following techniques: interviews and documentation and data analysis was carried out by qualitative descriptive and drawing conclusions. In this case, the author reviews the sailing tour package at PT. Manumadi Wisata Labuan Bajo, because the author sees the potential of Labuan Bajo as one of the superior tourist destinations in Indonesia which has recently become a popular tourist spot that has a selling point for making tour packages so that the author was interested in raising the title. "Review of Sailing Tour Packages at PT. Labuan Bajo Tourism Manumadi". A tour package review, is a review, of the making of a tour package from the process of designing a tour package to the fixed price of a tour package to a tour package that is ready to be marketed. However, in the manufacturing process of course there are obstacles and defiance before it becomes a ready-to-sell tour package, so it is necessary to innovate by combining a tourist attraction that is a sailing tour and a tourist attraction on land. Then it is necessary to lower the markup a little and negotiate with various parties so that it becomes an inexpensive or affordable tour package and becomes a ready-to-sell tour package that is competitive for other agents.

Keywords: Tour package, design, pricing, sailing

1. INTRODUCTION

Tourism is a travel activity with the aim of recreation or vacation which includes tourism activities. Currently, people often travel by visiting several tourist destinations through open trips or tour packages provided by travel agencies or travel agents to make it easier for tourists to carry out or realize the tour they want (Rahayu, M., et al. 2024). A tour package is a travel product marketed by a travel agency or travel agent to make it easier for tourists to travel (Bafadhal, 2018). In a tour package, there are components of the tour package which include the duration of the tour, places to be visited, accommodation, transportation, means of transportation, tour guide, tourist attractions, and restaurants which have been determined by the travel agency at a previously determined price (Camilleri, 2019: Ridwan, M., & Susanto, Y. 2023). After obtaining the components of the tour package, the travel agency can create a tour package so that it becomes a tour package according to what the travel agency wants to market according to its needs. (Camilleri, 2019).

Travel agencies provide 2 tour packages, namely ready-made tours and Taylor-made tours to fulfill tourist satisfaction in traveling, and there are 2 types, namely inbound and outbound tour packages packaged as attractively as possible to face the increasingly tight competition in the tourism market. Travel agencies must also know the interests of tourists in traveling to increase sales of tour packages (Rante, Margaretha Wadid, et al. 2024). The example we take is what is currently popular with tourists, namely the sailing tour package which is currently being hotly discussed.



PT. Manumadi Wisata Labuan Bajo is one of the travel agencies in Labuan Bajo that sells tour packages such as Rinca - Komodo 3D2N, Private Komodo Tour 3D2N, Flores and Komodo Overnight at boat 7D6N. Many domestic and foreign tourists use the services of PT. Manumadi Wisata Labuan Bajo in doing sailing tours. Before designing a tour package, PT. Manumadi Wisata Labuan Bajo first determines what components to include in the sailing tour package. After determining the price components, the next step is to determine the price in designing the sailing tour package.

Designing a tour package is not easy in every package making of course there are obstacles in the process of making a tour package, especially a sailing tour because the guests stay, eat and almost all activities are done on the ship during the tour. It is undeniable that PT. Manumadi Wisata Labuan Bajo has obstacles in determining prices because there are components of the tour package that often change prices. So that is the reason the author is interested in researching and raising the title "Review of Sailing Tour Packages at PT. Manumadi Wisata Labuan Bajo".

Based on the Constitution (No.10 tahun 2009) Tourism is the whole tourism activity supported by various facilities and services provided by the community, entrepreneurs, and local government. According to Wikipedia, tourism is an important sector in Indonesia and natural and cultural wealth is an important component in tourism in Indonesia.

Tour packages according to Camilleri, (2019:4), The following things must be considered by tour package planners, namely identifying why people travel, when is the right time for the trip, and what is the motivation for choosing a holiday destination. Motivation is one of the important elements in tour package planning, including (1) physical, refreshing the body and mind for health, (2) culture, curiosity about other countries, cultures, and history (3) personal reasons, visiting colleagues, seeking new experiences, (4) social status, continuing education, seeking business contacts. Bafadhah, (2018:27) adds commercial travel agency business activities that organize, provide and organize service packages for a person or group of people. According to Zebua, (2016:32), Tourism products are all forms of services enjoyed by tourists from the time they leave their place of residence until they return home. Camilleri (2019: 16) revealed that travel agencies prepare complete tour packages for sale, such as transportation, accommodation, and various tourist attraction arrangements. In general, travel agencies are categorized into two, namely inbound and outbound. Holland & Leslie, (2018:87) for travel agencies engaged in inbound activities, namely operators who handle tourists entering the country and prepare services in the form of tour packages for tourists coming from abroad.

2. RESEARCH METHODOLOGY

This research approach In this study, the author uses an approach known as the qualitative method. The qualitative research method is a research method based on the philosophy of post-positivism, used to research natural object conditions (as opposed to experiments) where the researcher is the key instrument, data source sampling is done purposively and snowball, triangulation collection techniques (combined)) (Andarusni Alfansyur,2020:150 ;Sugiyono, 2013)

Qualitative research is a research approach that reveals a certain social situation or phenomenon by describing reality or behavior correctly or non-material aspects, formed by words based on relevant data collection and analysis techniques obtained from natural situations. The definition of qualitative research as stated by (Roosinda et al., 2021). is research that aims to understand the phenomena of what is experienced by research subjects, for example, behavior, perception, motivation, actions, and so on, holistically, and description in the form of words and language, in a specific natural context and by utilizing various natural methods.

3. FINDINGS AND DISCUSSION

At this stage, the author will describe the data and research results that have been carried out related to the focus of the research in Chapter 1, namely how the process of designing sailing tour packages at PT. Manumadi Wisata Labuan Bajo and how the process of determining the price of

sailing tour packages at PT. Manumadi Wisata Labuan Bajo. The data and information from this research were obtained from direct and online interview techniques conducted by the researcher with PT. Manumadi Wisata Labuan Bajo staff. The data presentation stage was carried out by the researcher by creating a research instrument containing several questions for interviews, data collection, and data analysis carried out by the researcher himself with the aim of finding out detailed and real information provided by the informant. The following is an explanation of the results of the interviews that have been conducted by the researcher based on the focus of the research being studied

3.1 Sailing Tour Package Design Process at PT. Manumadi Wisata Labuan Bajo

In designing a tour package, namely making a tour package that will be made into a product that has a profitable selling value for the company, but before designing a tour package several things need to be considered. A tour package is a plan or a trip related to tourism that is arranged permanently, with a price that includes costs for transportation, accommodation, excursions, tourist attractions that are already available in the activity. The following is an explanation of the results of research interviews with sources or informants by PT. Manumadi Wisata Labuan Bajo staff. To find out the results of the interview, it can be seen as follows:

3.1.1 Labuan Bajo's potential as a tourist destination

Before designing a tour package, of course, you first need to know how much potential the area has in order to measure the selling value of the area and also to know whether the area is worthy of being a tourist area in terms of its natural resources and human resources.

"In terms of potential, it is extraordinary, in terms of nature and culture it is very good, only human resources are lacking"

The following is an explanation of the results of the researcher's interview with the informant by Mr. Robert as Tour Manager at PT. Manumadi Wisata Labuan Bajo. Judging from Mr. Robert's explanation, it can be concluded that Labuan Bajo has the potential to become a tourist area but has shortcomings in terms of human resources so that it becomes one of Labuan Bajo's shortcomings to be used as a tourist destination needs to be developed further in terms of human resources.

In addition the potential factors in determining the region or area also need to be considered before designing a tour package. Each region has its own uniqueness so that it attracts tourists to visit and becomes a factor for travel agencies to create tour packages and then market them, especially Labuan Bajo is one of the areas that in recent times has had great potential to be used as a tour package.

"The first is the only Komodo in the world and is only found in Labuan Bajo, the second is Padar and Rinca which have the potential for sailing trips in Labuan Bajo, the third is the coral in Labuan Bajo which is the second best in the world. Meanwhile, Goa Rangko and Mello are land-based tourist attractions that are no less interesting for tourists to visit if they visit Labuan Bajo, but Labuan Bajo is very well known for its sailing tourist attractions compared to land-based tourist attractions"

The following is an explanation of the results of the research interview with the informant by Mr. Robert the Tour Manager. It can be concluded from the interview that Labuan Bajo is a complete tourist area because tourists can visit land and sea tourism potential. The most potential is the sailing tour because to visit several leading tourist attractions for access there, you need to do a sailing tour first. After seeing the potential and interest factors in traveling also need to be considered before designing a tour package, the interest in traveling can be seen from the tourist attractions that are often visited by tourists in doing tourism. Labuan Bajo has interesting tourist attractions to visit such as Komodo Island, Padar Island, Kelor Island, and many more. For access to these tourist attractions, tourists must cross the island using a boat so it is very interesting to visit.

"Tourists' interest is very high and very enthusiastic and every tourist who visits Komodo National Park, Padar, Pink Beach, as well as when snorkeling to see the marine life found in Labuan Bajo, none of them are disappointed, they even make repeat trips"

The following is an explanation of the results of research interviews with sources or informants by Mr. Robert as Tour Manager. It can be concluded from the interview that the interest of tourists

in visiting Labuan Bajo is very high, especially sailing trips, so there is no need to hesitate to create a sailing trip tour package in Labuan Bajo because it has a very high market selling value because to design a tour package, the interest of tourists in traveling is also very important because it is a benchmark in a travel market.

3.1.2 Considerations in Designing Sailing Tour Packages PT. Manumadi Wisata

In designing a travel package, you have to pay attention to many things so that the resulting tour package is as attractive as possible so that tourists are interested in buying the tour package offered by the travel agent.

"What needs to be considered in making a tour package is the first, namely the Object, the second is the supporting facilities, then the Community that can be invited to cooperate, the next thing that needs to be considered in designing a tour package is Accessibility or vehicles to reach the destination"

3.1.3 Components of the sailing tour package at PT. Manumadi Labuan Bajo Tourism

The components of a tour package are everything that includes the facilities involved in organizing tourism, where tourism occurs because of the integration of various facilities that support each other and are sustainable. This is confirmed by the results of an interview with Mr. Robert as Tour Manager at PT. ManumadiWisata Labuan Bajo.

"The components are, vehicle, guide, boat, entrance fee, consumption, hotel and donation fee"

From the results of the interview excerpts, it was concluded that PT. Manumadi Wisata Labuan Bajo was appropriate in determining the components of the sailing tour package, by including several components including transportation facilities, accommodation facilities, food and beverage facilities, tourist objects and attractions, entertainment facilities, souvenir shops, and finally tour guides.

3.1.4 Sailing tour package design process at PT. ManumadiWisata Labuan Bajo

In designing a tour package, it is necessary to pay attention to the steps before it becomes a tour package that is ready to sell. The stages of designing a tour package from PT. ManumadiWisata Labuan Bajo as conveyed by Mr. Robert as Tour Manager:

"In designing a tour package, we first select the tourist attractions that we want to include, such as the 4D3N, 3D2N packages, we include tourist attractions according to guest requests or our ready packages, after that we compile an itinerary according to the desired tourist attractions, after that we calculate it in the quotation"

Based on the interview results, it can be concluded that the stages in designing the PT. Manumadi Labuan Bajo tourism tour package are:

1) Inventory

Inventory is the process of selecting components of a tour package that will later be packaged into a tour package ready for sale. This process facilitates the selection of a component in designing a tour package.

2) Itinerary

Itinerary is a travel agenda or travel plan that is designed to make it easier for tourists to travel. Itinerary also functions as a travel organizer or reminder when traveling.

Table 1. Itinerary

SAILING KOMODO TRIP 3D/2N

Day 1, Labuan Bajo Airport-Harbor-kelor Island-Manjarite – Kalong Island (L/D)

Participants are picked up at Labuan Bajo airport. After the baggage process is complete, participants are then escorted to the Harbor for TRIP KOMODO so that participants can take beautiful photos. Arriving at the Harbor, participants will continue the journey using a SEMI PHINISI boat equipped with Ac Cabin and participants will stay overnight and get breakfast, lunch, dinner & snack time services on the ship. After lunch, participants will visit Kelor Island for trekking and selfie photos. Continue to Menjerite Island for snorkeling and swimming. Ending at Kalong Island to see the sunset and bats. After dinner Free program.

Day 2, Padar Island –Komodo Island-Pink Beach-MantaPoint-Kanawa Island (B/L/D)

Breakfast on the boat, after breakfast Participants will visit Padar Island where participants must climb stairs to reach the top with beautiful views. Participants can take beautiful selfies. Continue to Komodo Island to see the Komodo Animal which is the only largest reptile in the world. Continue to visit Pink Beach & Manta Point. Participants can swim and sunbathe with white and pink sand while taking beautiful selfies and videos. After that continue the journey and stay overnight on Kanawa Island. After dinner Free program

Day 3, Kanawa– Harbor - Airport (B/L)

After breakfast on the boat, participants snorkel at Kanawa Island, here participants can see beautiful coral reefs while feeding fish. After that clean up and have lunch. Return to the port where the bus will take participants to the airport back to their destination city and the tour ends.

Source: Author data processing, 2022

The data contains the itinerary for 3D2N Sailing Komodo Trip. The destinations included in the itinerary are Kelor Island, Manjarite, Kalong Island. on the first day while on the second day visiting Padar Island, Komodo Island, Pink Beach, Manta Point. And on the last day is visiting a shopping center to buy souvenirs to take back to the city of origin before the tour ends.

3) Quotation

Quotation is calculating all the components of the tour package according to the length of time the tourist wants to travel. Quotation contains prices related to the components included in the tour package and then added up according to the markup from PT. Manumadi Wisata Labuan Bajo. After adding up all the components along with the length of time the tourist wants to travel, then calculate the price with the company's markup.

3.2 Sailing Tour Package Price Determination at PT. Manumadi Wisata Labuan Bajo

Before setting the price, PT. Manumadi Wisata Labuan Bajo has a pricing process, namely collaborating with various parties in the tour package components, including the following:

3.2.1 Cooperation between PT. Manumadi Wisata Labuan Bajo and the hotel in designing tour packages

In designing a tour package to work together with the hotel to determine the price of the sailing tour package, there are stages in determining the price for each component of the tour package as explained by Mr. Robert as Tour Manager.

"First, ask for a contract rate below the public price, the way to negotiate is by telephone, if we can meet in person, we will meet directly, after that the price is fixed by sending an email or WhatsApp"

3.2.2 Cooperation between PT. Manumadi Wisata Labuan Bajo and tourist attractions in designing sailing tour packages

In addition to accommodation, an important component in designing a tour package is a tourist attraction, a tourist attraction is a reason for tourists to visit an area or place so that it makes it interesting for tourists to tourism. The cooperation carried out by PT. Manumadi Wisata Labuan Bajo with tourist attractions such as in an interview with Mr. Robert:

"There is no cooperation with the tourist attraction because for the sailing tour package, if you want to enter the tourist attraction, you pay using a ticket according to the specified price. Like the TNK Entrance, if Full Day Padar and Komodo, Entrance fee 150,000 / pax, weekdays. If it's a red date 225,000 / pax (foreigners). Local: Entrance fee 5,000 / pax weekdays, if it's a red date 7,500 / pax. There are fixed costs that must be paid if you visit TNK Regional Retribution 100,000 / pax (foreigners), local 50,000 / pax Tracking 5,000 / pax local and foreign, Observation of natural tourism 10,000 / pax local and foreign Ranger fee 120,000 1-5 people per island, Snorkeling fee 15,000 / pax"

Based on interviews with informants, it can be concluded that there is no cooperation between sailing tourist attractions. Because there are already separate provisions if you want to visit the object, you must buy a ticket. The entrance fee to visit Komodo National Park and Padar Island is charged at IDR 150,000 / pax for weekdays, while on weekends it is charged at IDR 225,000 for foreign tourists. The variable cost if you visit Komodo National Park is the Regional Retribution charged at IDR 100,000 / pax (foreign), local IDR 50,000 / pax. In Komodo National Park, tracking is needed

so you need to pay IDR 5,000 / pax for local and foreign tourists, while observing nature tourism is IDR 10,000 / pax for local and foreign tourists, Ranger fee IDR 120,000 1-5 people per island, Snorkeling fee IDR 15,000 / pax.

3.2.3 Collaboration with PT. ManumadiWisata Labuan Bajo with a guide in designing sailing tour packages

In designing a tour package, there are stages of pricing in each component of the tour package, one of the components of the package is the tour guide. The stages in determining the price of a tour package in the guide component, as stated by Mr. Robert as Tour Manager

"For now we need to use a licensed guide unlike before because there are already applicable regulations so we take a guide at HPI and each guide who masters a certain language has a different price rate. The standard price rate for an English-speaking guide is IDR 500,000/day"

It can be concluded from the quote above that to determine the price component of the guide PT. ManumadiWisata Labuan Bajo takes the price from HPI because there are already rules in effect in Labuan Bajo. For guides who have special language skills have a different price rate from guides who only master English, and the standard price for guides who master English in Labuan Bajo has a price rate of IDR 500,000 / Day.

3.2.4 Cooperation between PT. Manumadi Wisata Labuan Bajo and ship transportation parties

The ship is one of the important components in designing a sailing tour package, because the ship is a means of transportation, accommodation, a place to eat & drink during the sailing tour. In this case, to establish cooperation, an interview was conducted with Mr. Robert as the Tour Manager.

"We cooperate through direct ship observation and negotiation, because there are some ships that are difficult to cooperate with, they don't want to be tied to an agent, they only want freelancers, so if we need them, we only contact them by phone or WhatsApp if we want to make a reservation, We cooperate through direct ship observation and negotiation, because there are some ships that are difficult to cooperate with, they don't want to be tied to an agent, they only want freelancers, so if we need them, we only contact them by phone or WhatsApp if we want to make a reservation"

3.2.5 Pricing of sailing tour packages PT. Manumadi Wisata Labuan Bajo

In setting prices, each travel agency must have its own way of setting prices for tour packages, as well as PT. ManumadiWisata Labuan Bajo sets prices for sailing tour packages. Here is an interview with Mr. Robert as tour manager:

"In setting the price, we add up the components we want to include, namely fixed costs and variable costs, then set the price using a 25% markup, then add everything up to get the selling price"

Based on the interview, the pricing process at PT. Manumadi Wisata Labuan Bajo can be described as follows: after all components of the tour package have been collected and each component has a price, the final stage is to set the price for the tour package. The method is to add up the fixed costs and variable costs. Fixed costs are fixed costs that are the costs borne by the tourist group collectively. The amount of fixed costs depends on the number of groups. The fixed costs of the sailing tour package are cars, parking tolls/feels, boats, ranger fees and guide fees.

3.2.6 Obstacles faced in setting the price of sailing tour packages at PT. ManumadiWisata Labuan Bajo

In Every company must have obstacles in every process they run, both external and internal obstacles of the company itself. The obstacles faced in setting the price of tour packages such as:

1) Obstacles faced when negotiating with hotels

PT. ManumadiWisata Labuan Bajo which has obstacles in negotiating with the hotel according to what Mr. Robert as Tour Manager said in an interview.

"The problem is that there are still several hotels that are still difficult to negotiate according to the price desired by both parties, and there are several small hotels that do not have email, so it is difficult to cooperate with them"

In the interview above, it can be concluded that there are obstacles in negotiating with the hotel, some of which are still difficult to work with PT. ManumadiWisata Labuan Bajo and other factors, namely there are several hotels that still do not have email so they are still difficult to work with. and there are still many contract rates that have not been updated for a long time.

2) Obstacles in negotiating with the guide

PT. Manumadi Wisata Labuan Bajo which has obstacles in negotiating with the guide according to what Mr. Robert as Tour Manager said in an interview.

"in negotiating with the guide we have obstacles because we do not use permanent guides we only use freelance guides sometimes guides who have good language skills often put a slightly higher price and are also often used by other travel agents booked on the same date especially during the current high season"

It can be concluded from the interview that there are obstacles in negotiating with the guide especially during the high season because PT. ManumadiWisata Labuan Bajo does not have permanent guides and there is an increase in prices for guides who have good language skills.

3) Obstacles faced during negotiations with ship transportation parties

In the implementation of company operations, obstacles are often encountered that cause obstacles. At PT. ManumadiWisata Labuan Bajo when negotiating with transportation parties, especially ships. The following is an interview conducted with informant Mr. Robert as tour manager:

"The obstacle is that most ship parties do not want to be tied down, they only want to be freelance for the time being, so when we want to cooperate, we contact the ship party to make a booking. But sometimes there are parties from the ship who like to take the opportunity to take advantage of raising prices after the price is fixed on the grounds of fuel, food needs while on board, guest requests, so they take advantage of the situation to take more advantage. So that the tour package has an uncertain price increase, especially during the current high season"

In the interview, it can be concluded that there are obstacles during negotiations with the ship party, because the ship party chooses to be freelance for the time being and does not want to be tied to an agency. After negotiating, it turns out that the ship party also often cheats by taking the opportunity to raise prices at certain times on the grounds of fuel, food needs while on board, guest requests. So that PT. Manumadi is constrained in the price determination process with the ship party.

3.3 Data analysis

In data analysis, it is the result of data presentation obtained from the research location based on the title of the final project raised. The data obtained are collected from sources or informants through interviews using research instruments as guidelines containing questions that will be asked to the sources according to the formulation of the problem. This data presentation is one of the research procedures that produces descriptive research in the form of written or oral data from sources or informants who are the objects of the interview. The data described from the results of the interviews that have been obtained are as follows:

3.3.1 Sailing tour package design process at PT. Manumadi Wisata Labuan Bajo

In setting prices, each travel agency must have its own way of setting prices for tour packages, as well as PT. Manumadi Wisata Labuan Bajo sets prices for sailing tour packages.

The data analysis section in the first problem formulation discusses how the process of designing a sailing tour package at PT. ManumadiWisata Labuan Bajo. Explains the beginning of the package design which began by reviewing the potential of Labuan Bajo as a tourist destination before designing a sailing tour package. After being reviewed, it was found that Labuan Bajo has the potential to be a tourist destination because in terms of its diverse natural beauty which is rich in marine life and beautiful coral, it is the third best in the world. Not only that, Labuan Bajo also has endemic animals that are still alive, namely Komodo dragons that can only be found on Komodo Island. Another uniqueness that Labuan Bajo has is Padar which has three straits of different colored sand beaches when viewed from the peak of Padar, making tourists amazed and paying off their hard work climbing to the peak of Padar. No less interesting than Padar is Pink Beach, the colored sand makes the eyes amazed by the beauty of this unique beach sand, besides the natural beauty of Labuan Bajo, it also has a variety of cultures and the interest of tourists is very high and enthusiastic about

traveling to Labuan Bajo so that it has the potential to be used as a tourist destination even though there is still a lack of human resources (HR).

Labuan Bajo has great potential as a tourist destination so that it is very likely to open a travel business because in terms of natural beauty, culture, and the enthusiasm of the community to travel to Labuan Bajo, it is very suitable for making tour packages. In designing tour packages, PT. ManumadiWisata Labuan Bajo has several important points before designing tour packages, namely objects, facilities, people who can be invited to cooperate (HR), Accessibility.

In designing a tour package, it is necessary to determine the object first, determining the object means selecting or inventorying what objects you want to include in the tour package, then the facilities and infrastructure are choosing accommodation that is close to the last visited tourist attraction and prioritizing guest comfort of course, the next stage is the community that can be invited to cooperate, this is intended by utilizing human resources (HR) in the environment around the tourist attraction or opening up employment opportunities for the community around the tourist attraction or tourist area where the tour package is made (Said, Farid, et al., 2020). An example of a community that can be invited to cooperate is someone who knows about stories or information about tourist areas that can be told to tourists who can later be used as local tour guides so as to open up job opportunities for the surrounding community. Furthermore, Accessibility or access that can be reached to the destination of the tourist area is useful for knowing what vehicle is suitable to use to the tourist destination. For example, the tourist destination you want to go to cannot be accessed by car, then the package maker makes a package using a car, which is clearly not synchronous, so the function of Accessibility is to measure or review road access to the tourist destination. After reviewing the important things before designing a tour package, the next step is to determine the components of the tour package that you want to include in the sailing tour package at PT. ManumadiWisata Labuan Bajo such as vehicles, tourist attractions, hotels, guides, ships. After determining the components to be included, the next step is to design a tour package that will be included in the tour package that you want to market. By first taking inventory of the objects you want to include, then determining the length of the trip while making a travel plan or itinerary, the last step is to calculate or set the price of the tour package made using a quotation.

3.3.2 The process of determining the price of sailing tour packages at PT. Manumadi Wisata Labuan Bajo

In determining the price of a sailing tour package, first determine the price for each component, the components of the tour package are hotels, guides, tourist attractions, vehicles, ships. The method of PT. ManumadiWisata Labuan Bajo in determining the price for each component is, for the hotel, PT. ManumadiWisata Labuan Bajo carries out the cooperation process by making a contract rate with a price below the published hotel that has been set and collaborating via WhatsApp or email.

After all components of the tour package are collected and each component has a price, the final stage is to set the price for the tour package. The method is to add up the fixed costs and variable costs. Fixed costs are fixed costs that are the costs borne by the tourist group collectively. The amount of fixed costs depends on the number of groups. The fixed costs of the sailing tour package are cars, parking tolls/feels, boats, ranger fees and guide fees. While variable costs are costs borne per individual. The variable costs in the Komodo Trip package are Luggage Handling tour, entrance fee, local levies, WA observations, unexpected costs and snorkel & fins.

After getting the fixed cost and variable cost prices, the last stage is to determine the price of the 3D2N Komodo sailing trip tour package, the last stage is the total of cost, mark up, selling price. Mark up is used to gain profit for a company as well as PT. ManumadiWisata Labuan Bajo, the mark up from PT. Manumadi Wisata Labuan Bajo is 25%. How to get the mark up price = total cost x mark up 25%. But by putting a mark up with that nominal makes the tour package expensive, so it needs to be lowered a little to 22%, that's enough for the tour package. In order to minimize the obstacles faced and still get profit.

4. CONCLUSION

Based on the discussion above regarding the Sailing Tour Package Review at PT. Manumadi Wisata Labuan Bajo, here are the conclusions, The process of designing sailing tour packages at PT. Manumadi Wisata Labuan Bajo carries out several stages before designing a tour package from looking at the potential of Labuan Bajo as a tourist destination and the interest of tourists in traveling. In designing a sailing tour package, there are important points before designing a package, namely objects, facilities, human resources, and accessibility. After reviewing the important points, the next stage is to enter the components of the tour package, namely hotels, vehicles, entrance fees, ships and guides, then design a tour package by inventorying all components and then entering it into the itinerary, namely the travel agenda, then calculated using a quotation and then using the mark up method.

In the pricing process, PT. Manumadi Wisata Labuan Bajo adds up all the total costs and then multiplies them by a 25% markup. After that, the value of the total cost is added up with the markup to get the selling price of the tour package. There are obstacles in the pricing process at PT. Manumadi Wisata Labuan Bajo, namely guides and boats because they currently still want to freelance so that in setting prices during the high season they increase prices so that at PT. Manumadi Wisata Labuan Bajo there is an uncertain price. In the process of designing sailing tour packages at PT. Manumadi Wisata Labuan is quite good but still needs to innovate in designing packages to make them more attractive, namely by combining 47 sailing and land tour packages so that the tour package is also more attractive and can be competitive for other agents. PT. Manumadi Wisata should look for guides and ships that want to cooperate on a contract basis, not just freelance, to anticipate problems in setting prices for sailing tour packages.

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