

ABSTRACT

The development of the tourism industry in jogjakarta now increasingly increase, make travel agents wisata holding role in enhancing service for tourists, real which is in the form of a tour packages. But in fact many bureau of tourism (BPW) or travel agent that is not capable of making a tour packages which organized and held in a professional. Management in the making of a tour packages is expected to be of great help in travel arrangements desired by customers and desired by the market.

Of research conducted by writers with title management tour packages in PT. Rayniza Sumber Anugrah (Rayniza Tour and Travel) to increase service to customers” it can attract results that the management in making a tour package is very important, because in order to produce the package tours are organized, professionally organized and precise

Data collection is done by doing a direct observation, interviews with corporate managers, operational managers and staff. The focus of this research was conducted on the manufacturing process and employee administration, package tours. making process and employee administration, package tours, which meant that search process ideas, formulate a tourist destination, data collection, preparation and calculation of the price of a tour package. The management is carried out starting from the request by the consumer, the formulation, preparation, calculation of prices, the implementation to evaluation.

Key words : *travel agent, package tour, management tour package*