

INTISARI

Industri pariwisata di Indonesia berkembang sangat pesat, khususnya bisnis biro perjalanan wisata. Salah satu kunci sukses biro perjalanan wisata yaitu pada kegiatan operasionalnya. Bali Ceria Tours and Travel sebagai salah satu biro perjalanan wisata di Bali memiliki beragam produk yang mampu menunjang kegiatan operasionalnya untuk memenuhi kebutuhan wisatawan khususnya untuk wisatawan Iran.

Penelitian ini bertujuan untuk mengetahui proses *airport transfer service* terhadap *guest arrival* bagi wisatawan Iran sebagai salah satu produk yang dimiliki oleh Bali Ceria Tours and Travel. Penelitian ini menggunakan metode deskriptif kualitatif dengan melakukan pengamatan secara langsung di lapangan dan wawancara dengan narasumber, serta mengumpulkan dokumentasi yang di dapat dari pihak Bali Ceria Tours and Travel dan dokumentasi yang didapat penulis saat bertugas di lapangan.

Hasil penelitian menunjukkan bahwa proses *airport transfer service* terhadap *guest arrival* bagi wisatawan Iran oleh Bali Ceria Tours and Travel memiliki beberapa tahapan yaitu input data, menyiapkan papan nama, voucher hotel, kartu SIM, dan itinerary, menentukan kendaraan dan sopir yang akan digunakan, penjemputan wisatawan di *airport*, dan membantu wisatawan check in di hotel.

Kata Kunci: Bali Ceria Tours and Travel, *Airport Transfer Service*, *Guest Arrival*

ABSTRACT

The development of tourism industry in Indonesia is rapid particularly on tour and travel business. One of the main keys of tour and travel business success relies on its ability to maintain the operational aspect. Bali Ceria Tours and Travel as one of tour and travel business in Bali offers various products that fulfill market demands, particularly Iranian tourist market.

This research aims to examine the process of airport transfer service for Iranian tourist as one of the services offered by Bali Ceria Tours and Travel. This research employs descriptive qualitative method by conducting closer examination in the field as well as interviewing the related sources. The researcher collects photos to support the research by gathering photo from Bali Ceria Tours and Travel and personal documentation.

The result show that the process of airport transfer service for Iranian tourists done by Bali Ceria Tours and Travel consists of several steps as follows: data input, preparing airport name board, preparing hotel voucher, [re]aring SIM card, preparing itineraries, providing vehicle, picking up the tourist, and guidance in the check in process.

Keywords: *Bali Ceria Tours and Travel, Airport Transfer Service, Guest Arrival*