

## CONTRIBUTION OF RESERVATION THROUGH TRAVEL AGENT TO ROOM OCCUPANCY AT LE GRANDE BALI

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### ABSTRACT

Travel agent is a business engaged in the field of service and provides information about all things related to travel. The purpose of this study is to find out how the application of travel agent reservation with room occupancy at Le Grande Bali and to know the comparison of travel agent reservation and room occupancy at Le Grande Bali. The rationale to discuss this topic in this research with the title "Contribution Of Reservation Through Travel Agent To Room Occupancy At Le Grande Bali" because the existence of travel agent is very supportive to tourism progress in Bali especially in Hotel Le Grande Bali. Meanwhile, the data used is reservation data through travel agent and room occupancy from January to December 2015 – 2017 and January to April 2018. The theory used in this research is the theory of travel agent, understanding of reservation and theory about the review of occupancy rate room. Data in this research is obtained through data collection method that is interview, documentation, observation and literature study. Then, data analysis method used is qualitative descriptive method. Based on the results of this study, it showed that the development of the travel agent reservation rate with the hotel room occupancy rate was decreasing. The highest travel agent reservation rate was in July to October while the highest occupancy rate was in July to August. It is due to the reason that it was a high season.

**Keywords:** Reservations, travel agent, room occupancy.

### I. INTRODUCTION

Bali Island is one of eleven (11) tourist destinations known as one of the tourist attractions in the country and abroad. The uniqueness of Balinese culture can be seen from its religious ceremony. Bali is also very well known as the island of a thousand temples, because in Bali there are many temples in each district, so from that many tourists who visit the temple in Bali. Given the increasing tourism development coming to Bali, the government must provide accommodation facilities and infrastructure to support tourism.

The existence of the accommodation industry is an important component of a tourism support industry in the business of meeting the needs of consumers. One

of the most developed accommodation industries today is the hospitality industry. Enterprises is a business of providing accommodation in the form of rooms in a building, which can be equipped with food service and drinking, entertainment activities and other facilities on a daily basis with the aim of making a profit. In order to facilitate the operation of a hotel, there are several departments that have important functions and roles and different basic responsibilities in small, medium and large hotels.

The increasing number of tourist arrivals to Bali caused the hotel parties to start competing to attract guests to stay at their property and do cooperation with the company to increase room occupancy at hotel. One of the cooperation which aims to improve the reservation is cooperation with travel agent. By making reservations through travel agents, tourists become more practical to make room reservations, so travel agents can do cooperation with the hotel.

The purpose of this research is to find out how the contribution of reservation through travel agent to room occupancy at Le Grande Bali. The result of this study are expected to be a consideration in making effective decisions made by sales and marketing especially reservation. Based on the preliminary description above, this research focuses on reservation through travel agent to room occupancy at Le Grande Bali.

## **II. LITERATURE STUDY**

### **Reservation**

In a large hotel or small hotel reservation is an important part. Because before the guests who come to stay to the hotel must make prior reservation to ensure whether the guest gets the desired room or not. Especially during the high season or peak season. Reservation is a request to obtain a room made some time in advance by various sources using various reservation methods to ensure that guests will get a room on arrival (check-in).

## **Reservation Sources**

### **1. Company**

Companies travel in business or office tasks continue usually they have a fixed subscription in every tourist destination, even to have a specific place in accordance with the agreement.

### **2. Travel Agent**

Travel agents have a very important role as a partner hotel in an effort to improve the room occupancy. The travel agent helps guests in conducting room bookings to the hotel according to guest needs and sends confirmation either by letter, fax and other communication means desired.

### **3. Airline Agency**

Airline is one of the main means to support tourism activities and also as a means of transportation is very important for the life of the business world so as to facilitate the activities of human life. In addition to being an important means of transportation for the business world in general and tourism activities in particular, the airline is also a partner in charging the number of hotel room occupancy.

### **4. Government**

Government is a very fertile source, because from the government there are various sources of institutions: SOE (State Owned Enterprises), Departments within the company and Local government.

### **5. Airport Representative**

Airport representatives or hotel officers working in the airport are officers working on your newly arrived tolls and will stay at the hotel where the officers work.

### **6. Central Reservation System**

There are two types of central reservation system that is an affiliate reservation network, a hotel reservation chain that has business links such as

Hyatt, Hilton, Inter Continental and others, as well as a non-affiliate reservation network, ie reservation networks that are not tied to the hotel chain.

#### 7. Personal (Individual)

It is as a source of room bookings where guests make their own direct bookings, through the means of communication they want and pay their account directly at the time of leaving the hotel.

#### 8. Intersell Agencies

Intersell Agencies is a company that provides services in everything that the nature of reservations such as booking airline tickets, car rental and so forth.

#### 9. Internet

Internet is one reservation resource that many done by the tourists who want to book a room for their vacation. Now almost all big and small hotels have a system called "online reservation". Usually the hotel has a partnership with a particular provider with the division of results in the form of a commission from every reservation confirmation. With the online reservation system is expected the tourists more easily in choosing the desired accommodation.

### **Travel Agent**

Travel Agent is a company that earns revenue and profits by offering and selling products and services it provides to its customers.

### **Room Occupancy**

The room occupancy of a hotel room is a condition to the extent to which the number of rooms is sold, when compared to the total number of rooms capable of being sold. With the availability of a comfortable hotel room and safe travelers will be more comfortable to stay longer then, the tourism industry, especially activities related to the inn hotel, will earn more and more income if the tourists stay longer.

### **III. RESEARCH METHODS**

This research was conducted at Sales & Marketing Department at Hotel Le Grande Bali. Hotel Le Grande Bali is located in Block 5, Pecatu Indah Resort, Uluwatu Highway, South Kuta, Badung Regency. The object of research in this study is the contribution of reservation through travel agent to room occupancy in achieving company goals. Sources of data used primary and secondary data. Methods of data collection used consisted of participatory observation, structured interview, literature study and documentation. Analytical technique used is qualitative descriptive with direct data source from sales and marketing of Le Grande Bali.

### **IV. RESULT AND DISCUSSION**

#### **Room Reservation Rate**

Reservation rate is one measure of a company success to increase occupancy rates, ordering can provide an overview of the company on how much the level of sales that will occur in the period - certain periods and can provide a shadow of how many tourists will come to stay at the hotel.

#### **Room Occupancy Rate**

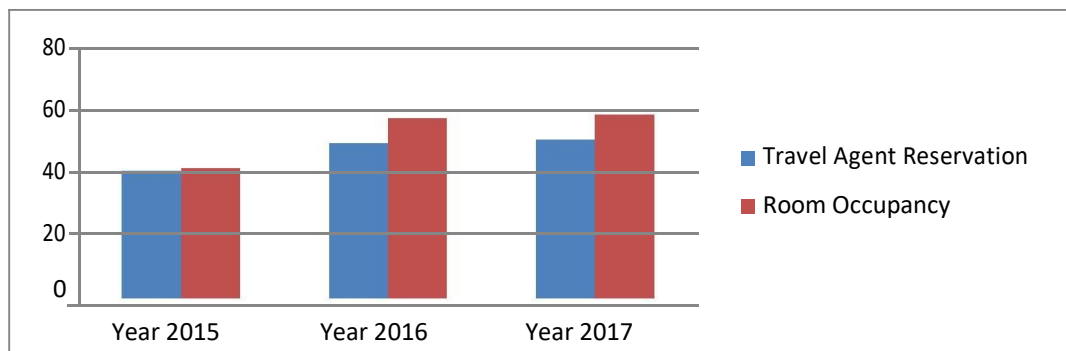
The occupancy rate of the room is a condition to the extent to which the number of rooms sold, when compared with the total number of rooms that can be sold. The high room occupancy rate of a hotel will provide high returns and profits for the hotel. Room occupancy rate is a measure of the success of hotels in selling products, where one of them is a room. Le Grande Bali has always experienced an increase and decrease in room occupancy rates. To increase the level of room reservation required the role of the sources include travel agent, online travel agent and direct reservation.

#### **Reservation from Travel Agent with Room Occupancy Rate at Le Grande Bali**

Applying the correct travel agent reservation is key inside achieve success and continuity a company. In accordance with the application of travel agent reservation which is done at Le Grande Bali hotel has a close relation with the increase of room occupancy rate that happened at Le Grande Bali hotel.

Room reservation increases occur because of the large number of travelers planning vacationing to enjoy a holiday outside their home. This of course brings its own advantages from accommodation service providers especially hotel. Herewith comparison between reservation from travel agent with room occupancy rate at Le Grande Bali as shown in Figure 1.

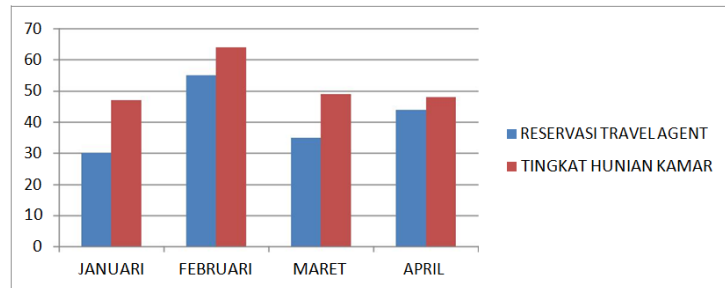
Figure 1. Comparison between reservation from travel agent with room occupancy



Source: Sales And Marketing Le Grande Bali (2018)

By comparison the development rate of Le Grande Bali Travel Agent reservation rates, which is compared with Room Occupancy Rate in obtaining data in accordance with reservation from travel agent on 2015 is 41% and room occupancy rate is 42%, reservation from travel agent on 2016 is 50% and room occupancy rate is 58%, reservation from travel agent on 2017 is 51% and room occupancy rate is 59% which states that Travel Agent Reservation Level has a great influence in increasing the occupancy rate of the rooms. Viewed in the year 2015 – 2017 reservation travel agents experience an increase that affects the increase in room occupancy rates that occurred in 2015 - 2017. The more travel agent reservation turns out to bring the result of increased occupancy rate of the rooms that are done in Le Grande Bali hotel as shown in Figure 2.

Figure 2. Monthly reservation from travel agent with room occupancy



Source: Sales and Marketing Le Grande Bali (2018)

By comparison the development rate of Le Grande Bali Travel Agent Reservation Rates , which is compared with Room Occupancy Rate in obtaining data in accordance with reservation from travel agent on January is 30% and room occupancy rate is 47%, reservation from travel agent on February is 55% and room occupancy rate is 64%, reservation from travel agent on March is 35% and room occupancy rate is 49%, reservation from travel agent on April is 44% and room occupancy rate is 48% which states that Travel Agent Reservation Level has a great influence in increasing the occupancy rate of the rooms. Viewed in the period January – April 2018 reservation travel agents experience an increase that affects the increase in room occupancy rates that occurred in January – April 2018. The more travel agent reservation turns out to bring the result of increased occupancy rate.

## V. CONCLUSION AND SUGGESTION

### Conclusion

Application reservation through travel agent has influence to room occupancy at Le Grande Bali. It could seen through level dwelling from tourist who stay at Le Grande Bali through travel agent.

### Suggestion

Reservation through travel agent at Le Grande Bali already have considerable influence big to room occupancy. However, for better income, Le Grande should be more improved the cooperation with many travel agent.

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