



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

INDUSTRIAL TRAINING REPORT

AT TRIPADIKBERADIK TRAVEL SDN. BHD.

12 AUG 2024 - 24 JAN 2025

MUHAMMAD AMIR BIN AMRAN | 2022819274 | BA246



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Tajuk Laporan	SWOT Analysis of Tripadikberadik Travel	Nama Syarikat	Tripadikberadik Travel Sdn. Bhd.

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Yang Benar



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No. Tel. :

No. Faks :

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Selangor

EXECUTIVE SUMMARY

Trip Adik Beradik, established in 2013, is a well-known travel agency based in Malaysia that provides comprehensive travel services, including visa processing, accommodation arrangements, private transportation, and professional tour guides. The agency specializes in providing special trips based on its customers' interests, assuring comfort and safety while considering cultural sensitivity. Over the years, the company has built a strong reputation for offering high-quality services, which include comfortable accommodations, small group tours, and expertly curated itineraries. Its mission is to expand travel opportunities for diverse income groups while fostering the growth of the tourism sector. This commitment is reflected in the company's emphasis on affordable yet exceptional travel experiences.

The company's primary strengths lie in its highly experienced tour guides and excellent service standards. These strengths are complemented by the agency's ability to provide personalized and culturally sensitive travel packages. Trip Adik Beradik's commitment to ensuring customer satisfaction is evident in its focus on offering private transportation, tailored itineraries, and attention to detail, which distinguishes it from competitors. However, the company faces challenges such as staff shortages and luxury package prices. The difficulty in recruiting and retaining skilled employees disrupts operations, particularly during peak seasons. Additionally, the premium pricing of its packages, while reflective of high-quality services, limits accessibility for budget-conscious travelers, potentially affecting market share.

Despite these challenges, Trip Adik Beradik is well-positioned to capitalize on emerging opportunities. Strategic partnerships with other travel agencies enable the company to expand its market reach, share resources, and enhance credibility. By collaborating with established industry players, the agency can increase visibility and offer unique travel experiences. Moreover, diversifying its travel offerings to include mid-range packages and exploring unconventional destinations can attract a wider demographic of travelers, thus boosting customer acquisition and retention.

The company must also address significant threats to maintain its competitive edge. Fluctuations in airfare and operational costs present pricing challenges, which could undermine customer trust if not managed effectively. Additionally, the highly competitive nature of the travel industry necessitates innovation and differentiation to retain market share. Competitors often engage in aggressive promotional strategies and loyalty programs, posing a risk to Trip Adik Beradik's customer base.

To overcome these challenges and sustain its growth, Trip Adik Beradik should adopt a multi-faceted approach. Enhancing recruitment strategies through competitive compensation, career growth opportunities, and employee incentives will strengthen its workforce. Offering mid-range packages and exploring new destinations can cater to budget-conscious customers while maintaining service quality. Strategic collaborations with local and international partners will enable the company to optimize costs and enhance its

offerings. Leveraging technology and data analytics to manage costs and predict pricing trends can improve operational efficiency and customer satisfaction. Furthermore, a focus on innovative marketing strategies, such as themed tours and loyalty programs, will help the company differentiate itself in a crowded market.

Trip Adik Beradik's dedication to providing exceptional travel experiences, coupled with strategic planning and operational improvements, positions it as a resilient and innovative player in the travel industry. By addressing its weaknesses and capitalizing on opportunities, the company can ensure sustainable growth and continue to deliver memorable journeys for its customers.

TABLE OF CONTENT

ACKNOWLEDGEMENT	6
CHAPTER 1: STUDENT PROFILE	7
1.0 STUDENT'S PROFILE.....	8
CHAPTER 2: COMPANY PROFILE	9
2.0 COMPANY'S PROFILE.....	10
2.1 BACKGROUND OF COMPANY.....	11
2.2 VISION, MISSION & OBJECTIVE.....	14
• Vision.....	14
• Mission.....	14
• Objective.....	14
2.3 ORGANIZATIONAL STRUCTURE.....	15
2.4 PRODUCT OF SERVICES.....	16
CHAPTER 3: TRAINING REFLECTION	19
3.0 TRAINING'S REFLECTION.....	20
3.1 DURATION:.....	20
3.2 SPECIFIC DATE, WORKING DAY AND TIME.....	20
3.3 DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT TASK.....	21
3.3.1 Airport duty.....	21
3.3.2 Visa application.....	22
3.3.3 Media and marketing.....	23
3.3.4 Accounting.....	24
3.4 GAINS: INTRINSIC & EXTRINSIC BENEFITS SUCH AS ALLOWANCE, COMPENSATION, EXPERIENCES, KNOWLEDGES, SKILLS.....	25
3.4.1 INTRINSIC BENEFITS.....	25
3.4.2 EXTRINSIC BENEFITS.....	25
CHAPTER 4: SWOT ANALYSIS	26
4.0 SWOT ANALYSIS OF TRIPADIKBERADIK TRAVEL.....	27
STRENGTH 1 EXPERIENCED TOUR GUIDES.....	28
Recommendation.....	29
STRENGTH 2 EXCELLENT SERVICES.....	29
Recommendation:.....	30
WEAKNESS 1 SHORTAGE OF STAFF.....	31
Recommendation:.....	32
WEAKNESS 2 EXPENSIVE TRAVEL PACKAGES.....	32
Recommendation:.....	33
OPPORTUNITIES 1 STRATEGIC PARTNERSHIPS WITH TRAVEL AGENCIES.....	34
Recommendation:.....	35
OPPORTUNITIES 2 BUSINESS-TO-BUSINESS (B2B) PARTNERSHIPS.....	35
Recommendation:.....	36
THREATS 1 FLUCTUATING PRICES, PARTICULARLY AIRFARES.....	37
Recommendation:.....	38
THREATS 2 INTENSE COMPETITION IN THE TRAVEL INDUSTRY.....	39
Recommendation:.....	40
CHAPTER 5: CONCLUSION	41
5.0 CONCLUSION.....	42
6.0 REFERENCES.....	44
7.0 APPENDICES.....	48

List of figure

Figure 1 : Amir Amran Resume.....	6
Figure 2 : Company trip to Pulau Perhentian, Terengganu.....	8
Figure 3: Organizational chart.....	12
Figure 4: Tripadikberadik's trip packages.....	14
Figure 5: Airport Duty for Sapporo trip.....	17
Figure 7: Saudi Visa and NZETA.....	18
Figure 8: Content and video editing.....	19
Figure 9: Editing briefing slide.....	20
Figure 10: SQL CONNECT system.....	20
Appendices 1: MATTA FAIR events.....	42
Appendices 2: Customer's feedback from Google Photos.....	43
Appendices 3: Mr. Amirul and Ms. Najiha photos with our clients on Los Angeles trip.....	43
Appendices 4: Bonding with officemates.....	44
Appendices 5: Print out daily task.....	44

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Besides, I would like to acknowledge CEO Encik Shaifulizam for this opportunity, insightful advice and support. I would like to thank my supervisor, Ms. Erna Izzati binti Ismail, for giving commitment in completing this assignment successfully. I also want to express gratitude to my workmate who helped me a lot and supported me by giving suggestions and comments for improvement to finish this assignment. I would also like to offer my special thanks to my family, especially to my parents for giving support.

Overall, I am particularly grateful for the assistance given by my lecturer, family and all of my friends. Without them, I may not be able to finish this report well. Thank you.

1.0 STUDENT'S PROFILE

MUHAMMAD AMIR BIN AMRAN

INTERNATIONAL BUSINESS STUDENT



PROFILE

I am a business graduated student, interested in working in team and excited to learn more about business in future. I additionally have a knowledge into management and marketing. Self motivated and committed to striving for motivation in future. I am striving to making profits into company and can work in teamwork. I am also can be multi-tasking while working and I have knowledge about Microsoft Office such as Word and Excel.

SKILLS & COMPETENCY LEVEL

Communication skills

- Bahasa Melayu: Expert
- English: Advanced

Microsoft skills

- Intermediate

WORK EXPERIENCE

FAMILY MART

OI Maxincome Sdn Bhd
November 2021 - October 2022

- Have experienced as Assistant Supervisor
- Receiving stock, daily count stock, management and targeting monthly sales.
- Been awarded as the Best Employee Of The Month
- Multitasking while working

EDUCATION

Bachelor of Business Administration (Hons.) International Business
Universiti Teknologi Mara (UiTM)
2022 - 2024

Diploma In Business Studies
Universiti Teknologi Mara (UiTM)
2018 - 2021

ACCOMPLISHMENT

- Dean's List Award Semester 4 | 2020
- Participated in Corporate Social Responsibility (CSR) in Mini Malaysia & ASEAN, Melaka | 2020
- Best Employee of The Month | 2022
- MUET Band 4 | 2022
- Participated in International Business Fiesta | 2023
- Project Leader for CSR event at Padang, Indonesia | 2024

REFERENCES

Lecturer
Mohd Isham Bin Abidin

Figure 1 : Amir Amran Resume

2.0 COMPANY'S PROFILE

This chapter provides a brief introduction to the internship report. It will give a clear and detailed explanation of the company's background, its history, the organizational chart, and the functions of each department.

Organization Profile



INDUSTRY PROFILE

Organizing name: TRIPADIKBERADIK SDN BHD

Office address : No 20-1 Jalan Saujana KLIA, 1/B Taman Saujana KLIA Sepang 43900, Selangor Malaysia

No.Tel : +60 (03) 83228502



SUPERVISOR

Name : Irna Izzati binti Ismail

Designation : Admin TRIPADIKBERADIK

No. Tel : 013-2302594

Email : tripadikberadik@gmail.com

2.1 BACKGROUND OF COMPANY



Figure 2 : Company trip to Pulau Perhentian, Terengganu

Trip Adik Beradik is a private company that provides a wide range of travel services, including communication, booking flight tickets, bus reservations, and hotel accommodations. The company offers packages for different activities, helps manage visa applications and other travel documents, provides travel insurance, and offers skilled and knowledgeable tour guides. Trip Adik Beradik also plans organized itineraries and gives detailed information about trips, such as weather, recommended clothing, and other important travel tips. Since it began, Trip Adik Beradik has successfully organized many trips to different regions. Its portfolio includes numerous trips to various destinations in Asia, Europe, and Oceania. These regions have been a main focus for the company, where it has built a strong presence and loyal customer base. The company has also arranged a few tours to North America, South America, and Africa. Each trip is carefully planned to ensure guests have an unforgettable experience.

Trip Adik Beradik's dedication to quality and customer satisfaction is clear in the wide range of travel services it offers. From booking flight tickets and arranging bus transportation to securing hotel accommodations, the company handles all aspects of travel planning. It also offers carefully planned packages that include various activities, helps with visa applications and other necessary travel documents, and provides travel insurance. The agency also supplies skilled and knowledgeable tour guides to improve the travel experience. In addition, Trip Adik Beradik is excellent at planning organized itineraries and providing detailed information about trips. This includes advice on weather, suitable clothing, and other important travel tips, ensuring travelers are well-prepared for their trips. With its commitment to quality and cultural awareness, Trip Adik Beradik has built a trusted reputation in the travel industry, continuously expanding and serving a wide range of customers.

Proudly identifying as a Muslim and Bumiputera-owned business, Trip Adik Beradik places great importance on its cultural and religious heritage. The agency takes pride in offering a wide variety of holiday packages that cater to the diverse interests of its customers. It also ensures that the specific needs and sensitivities of its Muslim clients are carefully addressed, providing services that align with their religious and cultural practices. While Trip Adik Beradik is a smaller company compared to other well-established travel agencies in Malaysia, it has still achieved significant milestones. With a team of fewer than thirty staff members and agents, the agency has managed to make a strong impact in the travel industry.

Since its founding a decade ago, Trip Adik Beradik has gone through two important phases. In the first five years, the agency focused on exploring different strategies to promote its brand and understand consumer demand. This period was marked by persistent efforts to establish a unique place in the competitive travel industry. Despite facing many challenges and a rough start, Trip Adik Beradik managed to maintain its independence and gradually build its reputation. During these early years, the agency concentrated on innovating and adapting to market needs. One of their key ideas was the creation of smaller, more intimate travel experiences. Trip Adik Beradik recognized the growing desire for personalized and comfortable journeys. To meet this need, they developed private tours designed to offer clients more comfort and privacy. These tailored travel packages aimed to provide a more exclusive and enjoyable experience, setting Trip Adik Beradik apart from larger, more impersonal travel services.

Over the past five years, Trip Adik Beradik has undergone significant business restructuring to improve its operational efficiency and customer service. One of the most notable changes was the strategic relocation of its headquarters. Originally based in Cyberjaya, a city known for its technological advancements and business-friendly environment, the company moved its main office to Saujana KLIA Kota Warisan, near the Kuala Lumpur International Airport. This move was made to better serve customers and streamline the management of aircraft scheduling and airport operations.

However, despite these proactive changes, Trip Adik Beradik faced unexpected challenges due to the global Covid-19 pandemic. The outbreak severely affected the travel industry worldwide, with travel restrictions, border closures, and a general drop in travel

demand. As a result, the company was unable to conduct its planned trips, leading to significant disruption in its operations. In response to the restrictions, Mr. Shaifulizam started a new venture selling "ready-packed" or "food travel-packed" Malaysian food. After the travel restrictions were lifted, Trip Adik Beradik resumed operations, making improvements to better serve its customers, including the option for customers to make payments in instalments.

At present, Trip Adik Beradik has set its sights on Brunei, Singapore, Indonesia, and Malaysia as its core target markets. The company is dedicated to addressing the travel needs of clients in these regions, using its in-depth knowledge of the local market to create tailored travel experiences. With an increasing demand for diverse travel destinations, Trip Adik Beradik is expanding its reach and offering travel packages to more countries across multiple continents. In regions such as Asia, Europe, Oceania, North and South America, and Africa, the agency is diversifying its portfolio to include an array of popular destinations. Some of the key locations now featured by the company include Turkey, known for its rich history and vibrant culture; Iceland, famous for its stunning landscapes and unique geological wonders; New Zealand, celebrated for its spectacular scenery and adventure tourism; Osaka, Japan, a city renowned for its modern architecture, lively nightlife, and delicious street food; and Milan, Switzerland, a global hub for fashion, design, and luxury.

The travel packages provided by Trip Adik Beradik are tailored to suit a variety of budgets and preferences. Prices for these trips range widely, starting from as low as 1,950 MYR and going up to 20,000 MYR, offering options for both budget-conscious travellers and those looking for more luxurious experiences. The duration of these trips is also flexible, with itineraries spanning from short getaways of 4 days and 3 nights to longer vacations lasting up to 12 days and 11 nights. Trip Adik Beradik's wide range of destinations includes both nearby and distant locations. For example, travellers can visit Phuket, Thailand, a popular destination known for its beaches, vibrant nightlife, and cultural sites, which is relatively close to Malaysia. At the other extreme, the agency offers trips to the remote and breathtaking regions of Patagonia, covering Argentina and Chile, known for their dramatic landscapes, glaciers, and outdoor adventures. Currently, Trip Adik Beradik is also introducing new trips to far-flung destinations like Tanzania, Kenya, Patagonia, Mexico, and Mongolia.

Finally, it's important to highlight that Trip Adik Beradik is a modest yet proud Muslim Bumiputera-owned travel company that is rapidly growing within the Malaysian travel industry. The company is dedicated to providing exceptional travel experiences to those who seek them while ensuring the privacy and comfort of its customers.

2.2 VISION, MISSION & OBJECTIVE

- Vision
 - To establish ourselves as a renowned and globally trusted travel agency, delivering exceptional travel experiences and unparalleled service.

- Mission
 - To enhance the quality and standards of tourism for the general public and to broaden travel opportunities for low and middle income communities in both urban and rural areas by offering affordable and accessible tourism services.
 - To provide exceptional accommodation, seamless travel experiences, and efficient tour management services at affordable prices.
 - Prioritizing the comfort and safety of our customers in every service we provide.
 - Offering you the flexibility to travel according to your own preferences or through our expertly curated itineraries.
 - Fostering strong relationships with our customers to create a harmonious atmosphere and propel the tourism sector forward.

- Objective
 - Supporting the nation's economic growth.
 - Introducing our company primarily to Malaysian travellers.
 - Delivering a range of services to fulfill the diverse demands of the tourism industry.
 - Paraphrase and make it elegant for company's vision.

2.3 ORGANIZATIONAL STRUCTURE

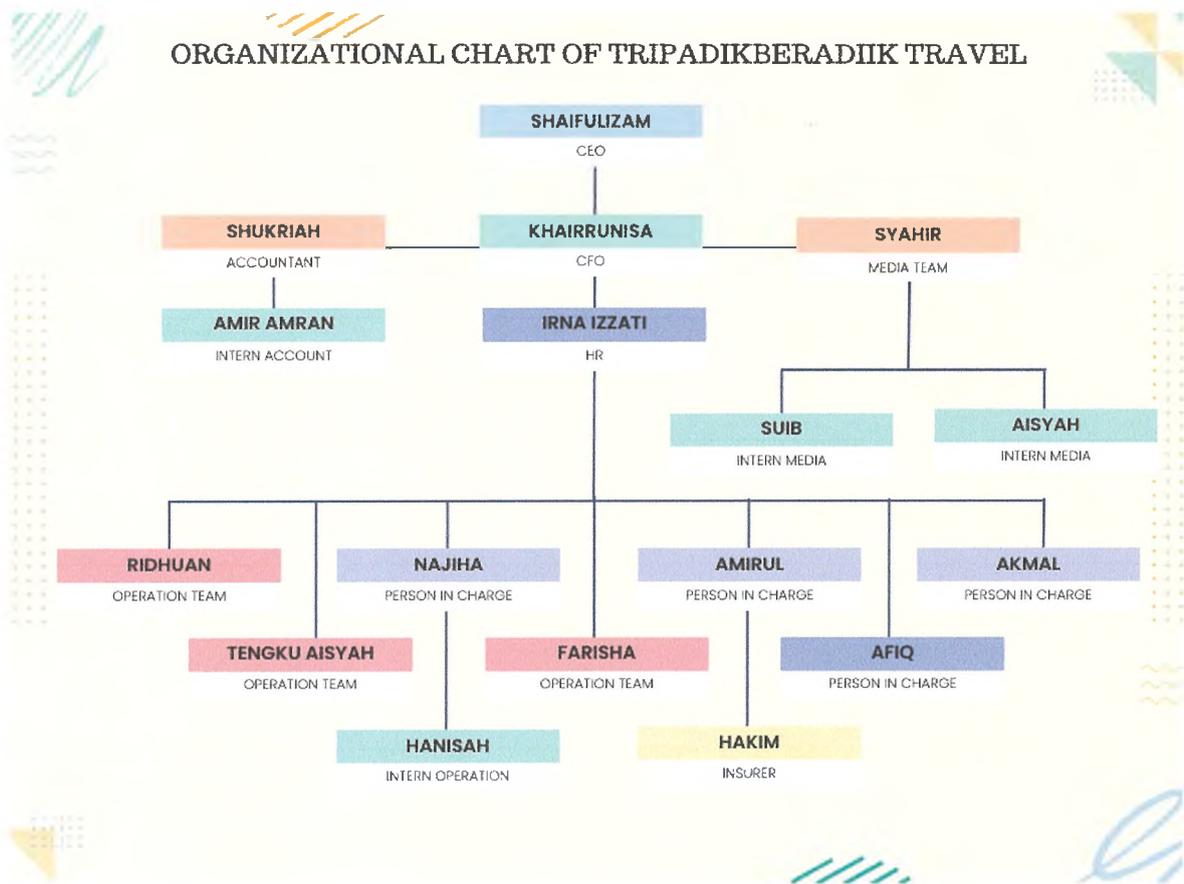


Figure 3: Organizational chart

This is the Tripadikberadik organizational chart. This chart enhances the organization's systematic and organized approach. From the top, the founder of Tripadikberadik Travel Sdn Bhd, Mr. Shaifulizam, belongs with his co-founder, Mrs. Khairunnisa. Next, the company accountant, Mrs. Shukriah, and Ms. Aysha as a human resource manager. In admin positions, Ms. Erna is the admin manager, along with her assistant, Ms. Hidayah, and Mrs. Aida. In the media and marketing department, Mr. Syahir is a media manager.

Furthermore, in the insurance department, Mr. Hakim is the insurance manager. In operation, the team has Mr. Ridhuan as manager of the operation team, along with Ms. Alia and Ms. Farisha. Last but not least, the people in charge of the trip are Ms. Najihah, Mr. Amirul, Mr. Akmal, and Mr. Abdul Afiq.

2.4 PRODUCT OF SERVICES

In this topic, I will show the pictures of the company package that is open for 2025. There are 2 types of packages such as private trips and also open trips.

PRIVATE TRIP 2025 Packages

 <p>PT ICELAND-LONDON 11D10N DEC 2025 *RM13,950 (GROUND ONLY)</p> <p>Date: 01 December 2025</p> <p>klik untuk info lanjut</p>	 <p>PT LONDON-PARIS 3-11 JAN 2025 (9D8N) *RM13,950</p> <p>Date: 03 January 2025</p> <p>klik untuk info lanjut</p>	 <p>PT TURKEY 22-30 JAN 2025 *RM8,990</p> <p>Date: 22 January 2025</p> <p>klik untuk info lanjut</p>	 <p>PRIVATE TRIP EUROPE JAN 2025 (14D13N) *RM17,400</p> <p>Date: 01 January 2025</p> <p>klik untuk info lanjut</p>
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OCENIA 2025 Packages

 <p>PERTH 30 JUL-3 AUG 2025 *RM5,950</p> <p>Date: 30 July 2025</p> <p>klik untuk info lanjut</p>	 <p>GOLD COAST-BRISBANE 23-28 JULY 2025 *RM5,950</p> <p>Date: 23 July 2025</p> <p>klik untuk info lanjut</p>	 <p>MELBOURNE X MT BULLER 12-17 AUG 2025 *RM6,950</p> <p>Date: 12 August 2025</p> <p>klik untuk info lanjut</p>	 <p>SYDNEY 31 MAY-5 JUNE 2025 *RM6,950</p> <p>Date: 31 May 2025</p> <p>klik untuk info lanjut</p>
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15

US 2025 Packages

 <p>HAWAII 30 AUG-8 SEPT 2025 *RM14,950</p> <p>Date: 30 August 2025</p> <p>klik untuk info lanjut</p>	 <p>USA LOS ANGELES 7-15 FEB 2025 *RM14,950</p> <p>Date: 07 February 2025</p> <p>klik untuk info lanjut</p>	 <p>NEW YORK 9-18 MAY 2025 *RM14,950</p> <p>Date: 09 May 2025</p> <p>klik untuk info lanjut</p>	 <p>USA SAN FRANCISCO 27 MAY-5 JUNE 2025 *RM14,950</p> <p>Date: 27 May 2025</p> <p>klik untuk info lanjut</p>
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EUROPE 2025 Packages

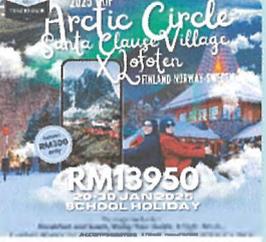
 <p>EUROPE 4 COUNTRY 11-21 APR 2025 *RM12,950</p> <p>Date: 11 April 2025</p> <p><input type="button" value="Choose another date"/></p> <p>klik untuk info lanjut</p>	 <p>ARTIC CIRCLE (FINLAND-NORWAY-SWEDEN) 20-30 JAN 2025 *RM13,950 (FULL)</p> <p>Date: 20 January 2025</p> <p><input type="button" value="Choose another date"/></p> <p>klik untuk info lanjut</p>	 <p>SWISS-MILAN-VENICE 5-14 FEB 2025 *RM12,950</p> <p>Date: 05 February 2025</p> <p><input type="button" value="Choose another date"/></p> <p>klik untuk info lanjut</p>	 <p>IRELAND X SCOTLAND 5-14 AUG 2025 *RM13,950</p> <p>Date: 05 August 2025</p> <p><input type="button" value="Choose another date"/></p> <p>klik untuk info lanjut</p>
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Figure 4: Tripadikberadik's trip packages

Here is the detailed information about the Tripadikberadik 2025 travel packages, highlighting some of the most exciting and popular options for the upcoming year. The first image shows a list of private trip packages featuring destinations like PT Iceland-London, PT London-Paris, PT Turkey, and PT Europe. These exclusive trips cater to small groups, offering a more personalized travel experience. The prices for these packages range between RM8,990 and RM17,400, depending on the destination and itinerary.

Next is the Oceania package, which covers beautiful destinations such as Perth, Gold Coast, Melbourne, and Sydney. These Australian adventures are priced affordably, ranging

from RM5,950 to RM6,950, making them an excellent choice for travelers looking to explore down under.

Another exciting option is the United States of America package, featuring iconic destinations like Hawaii, Los Angeles, New York, and San Francisco. This package is a dream for those who want to experience the vibrant cities and scenic landscapes of the USA, offered at a price of RM14,950.

Lastly, the European packages are perfect for those looking to explore a mix of classic and unique destinations. Options include the Europe 4 Countries package (London-Paris-Belgium-Amsterdam), the breathtaking Arctic Circle package (Finland-Norway-Sweden), the picturesque Swiss-Milan package, and the charming Ireland-Scotland package. Prices for these European adventures range from RM12,950 to RM13,950, providing a variety of experiences across the continent.

In addition to these featured packages, there are other exciting trips to destinations like Kashmir and New Zealand. However, the focus remains on these four continental regions (Europe, Oceania, the USA, and private trips) as they include both top-rated destinations and new offerings for 2025. These packages are designed to meet diverse travel preferences, offering memorable experiences, stunning sights, and the chance to explore cultures worldwide. This range of options ensures there is something for every type of traveler, whether they prefer adventure, cultural exploration, or simply a relaxing getaway.

3.0 TRAINING'S REFLECTION

In this topic, I will briefly explain about the duration of my internship, specific date, working days and hours. Also, I will highlight what department and what my job's scope, responsibilities and assignment tasks that i've been doing during my internship. Last part i will explain about intrinsic and extrinsic benefits while working at TRIPADIKBERADIK such as allowance, compensation, knowledge and skills that I've gained.

3.1 DURATION:

I am doing an internship in this company for 6 months starting from 12 August 2024 until 24 January 2025. In this duration, I learned so many things such as improving my communications skills, strengthening my Microsoft skills and typing skills. In the past months, I can feel the change. I have become more confident and energetic because the company trained their staff to be courageous while speaking with clients and doing content for social media engagement.

3.2 SPECIFIC DATE, WORKING DAY AND TIME

In this company, the employee's working schedule follows a structured routine from Monday to Friday, consisting of five working days each week with two designated days off. The standard working hours are from 9:00 AM to 6:00 PM, providing a stable and predictable daily schedule. This arrangement ensures that employees have ample time to focus on their professional responsibilities while also prioritizing personal commitments and leisure activities.

One of the key benefits of this schedule is the promotion of a healthy work-life balance. With weekends or two consecutive days off, employees have the opportunity to recharge, spend quality time with family and friends, or pursue personal interests and hobbies. The fixed working hours further contribute to this balance, allowing employees to plan their day effectively and maintain a clear distinction between work and personal life.

Additionally, a consistent schedule supports employee well-being, reduces stress, and enhances overall job satisfaction. By having a structured yet flexible framework, this arrangement fosters productivity and encourages a positive and motivated workforce. Such a balanced approach to work and rest underscores the organization's commitment to the health and happiness of its employees.

3.3 DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT TASK.

3.3.1 Airport duty

During my internship, I'm working in the operation department (admin positions). My task is to handle airport duty and give a short briefing to customers. Helping customers at the airport is a crucial part of my job. I make sure to check in online all the flights through their website (Emirates, Qatar, Etihad, etc) to save time when I get there. I arrive early so I'm ready to assist customers as soon as they show up. Being early also helps me handle any unexpected problems and make sure everything is ready for the clients.

When they arrive, I help check in their luggage, making sure it follows airline rules. I go to the check-in counter to get their boarding passes and arrange for family members to sit together. After that, I give them a clear and simple briefing before they go through the international gate. This includes key details about their flight, transit, and destination. I also answer any last-minute questions to make sure they feel ready and confident for their trip.



Figure 5: Airport Duty for Sapporo trip



Figure 6: Airport Duty for New Zealand trip

3.3.2 Visa application

For international trips, many countries require a visa to enter. These include Korea, Canada, Saudi Arabia, and the United States. One of the services included in the vacation package is help with applying for a visa. To apply for a visa, you need important documents like a valid passport, a recent photo, a bank statement, family information, and other personal papers. Each country has its own rules and process for visas, usually done through their official websites. To make things easier for customers, I provide full help with visa applications. This means guiding them through the steps, helping them gather and prepare their documents, and supporting them with the online application for each country.

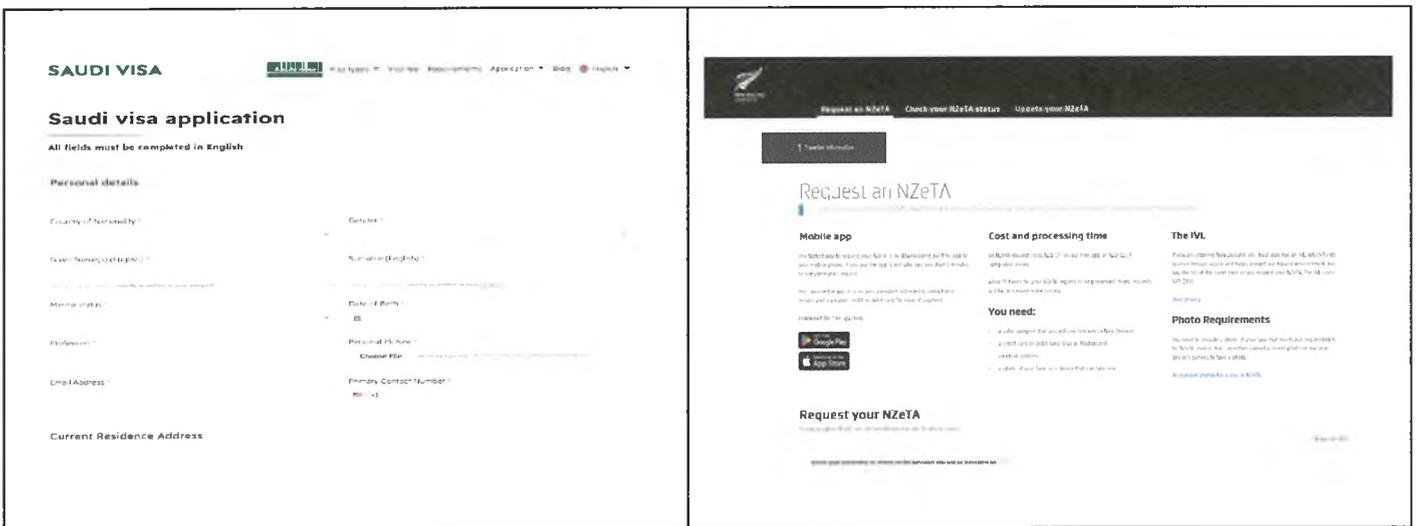


Figure 7: Saudi Visa and NZETA

3.3.3 Media and marketing

Beside that, I'm also engaged with the media department. I'm doing picture editing such as selecting a few pictures from albums that have been shared through iPhone iCloud. The picture is from a previous trip. And maybe some, I download the pictures online to make the postings look more interesting. But the most, I'm editing videos to make "instagram reels" because most of our posting is more to reels video instead of picture. It is to gain customer trust and attract more customers in upcoming trips. Other than that, I also involve in content



Figure 8: Content and video editing

Other than that, I'm editing briefing slides that explain more about flight details, accommodation and cars before the trip begins. Usually I use websites such as canva, booking.com, klook and skyscanner to gain information like pictures of the room, itinerary, hotel and car.

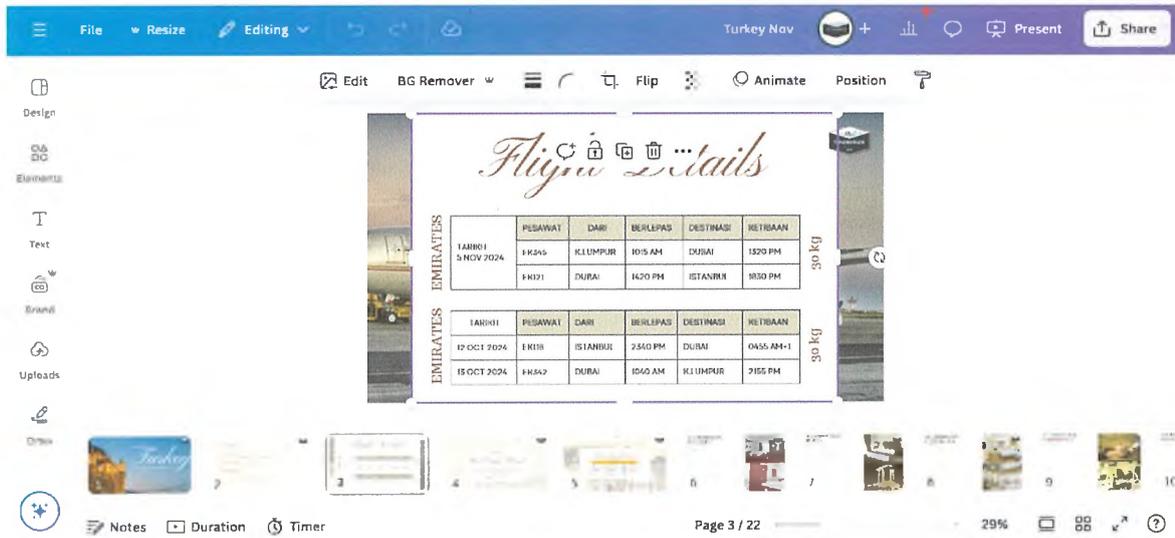


Figure 9: Editing briefing slide

3.3.4 Accounting

And for now, i'm doing an account department. My daily task is key-in customer payment and customer invoice in a system called SQL CONNECT. My job is to update customer payment and invoice into the system.



Figure 10: SQL CONNECT system

3.4 GAINS: INTRINSIC & EXTRINSIC BENEFITS SUCH AS ALLOWANCE, COMPENSATION, EXPERIENCES, KNOWLEDGES, SKILLS

3.4.1 INTRINSIC BENEFITS

- Assisting clients during airport duties, including checking in online through airline websites or dropping off baggage at the airport counter.
- Resolving issues during airport duties, such as coordinating with the counter to update customer details or selecting preferred seats (aisle or window).
- Developing confidence in speaking to customers during briefings as part of airport duties.
- Continuously learning and improving new skills, such as using Canva and CapCut for editing.
- Building strong relationships with colleagues and fostering a positive work environment.

3.4.2 EXTRINSIC BENEFITS

- Get allowance for internship RM700, but get extra income RM50 for doing airport duty.
- Receiving gifts from tour guides, for example keychain from other countries such as Seoul, Turkey and Egypt.
- Enhance my resume with my new skills that I gain from the company such as using SQL CONNECT system.
- Companies provide meals for employees for example pantry expenses such as frozen foods, biscuits and water dispensers.
- Get opportunities to join company trips and brainstorm about next year's planning.

4.0 SWOT ANALYSIS OF TRIPADIKBERADIK TRAVEL

S W O T

STRENGTHS COMPANY PRODUCED A TRAINED TOUR LEADER COMPANY PROVIDE AN EXCELLENT SERVICE TO CLIENT	WEAKNESSES COMPANY NEED TO HIRED FREELANCES TO COMPLETE THE PRODUCTS COMPANY OFFER LUXURY PRICES OF THE TRIP	OPPORTUNITIES COMPANY MAKE A COLLABORATION WITH OTHER TRAVEL AGENCY COMPANY ENHANCE BRANDING BY DOING ADVERTISING AND MARKETING.	THREATS COMPANY HAVE TO BEAR WITH INCONSISTENCY PRICES COMPANY HAVE TO COMPETE WITH OTHER COMPETITOR
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Figure 11: Swot table of Tripadikberadik Travel

STRENGTH 1 EXPERIENCED TOUR GUIDES

Tourism industry play great role in the development of a world and it positively and negatively correlated with the economic growth of the global economy (Khan et al., 2020). TRIPADIKBERADIK, a prominent travel agency in Malaysia, was established in 2013. Over the past decade, it has built a solid reputation for offering high-quality travel experiences and exceptional service. The tour guide is responsible for leading the itinerary, providing information, solving problems and ensuring user satisfaction throughout the series of trips (Marceilla Suryana, 2022). Known for its professional tour guides and customer-focused approach, the company stands out among its competitors in the travel industry. This report highlights its key strengths, offers in-depth analysis, and provides recommendations for further improvement.

Tour guides are among the most critical frontline workers in the tourism industry (Wan Aniq, 2021) One of the most significant strengths of TRIPADIKBERADIK lies in its highly experienced and professional tour guides. The team has handled numerous trips over the years, developing expertise in ensuring smooth and enjoyable travel experiences for clients (Mr. Shaiful, 2024).

Skilled tour guides can add value in conveying the intangible value of a natural, cultural and historical site through the ability to interpret attractively (Marceilla Suryana, 2022). Mr. Shaiful, the CEO and founder of TRIPADIKBERADIK, mentioned that he has played a vital role in training his team to deliver professional and efficient service. (Mr. Shaiful, 2024) This training has equipped the guides to handle a variety of challenges during trips, from logistical issues to managing client expectations. Their ability to resolve unexpected problems promptly ensures that clients feel secure and cared for throughout their journey.

Tour guides are one of the key front-line players in the tourism industry. Through their knowledge and interpretation of a destination's attractions and culture, and their communication and service skills, they have the ability to transform the tourists' visit from a tour into an experience (Ap & Wong, 2001). Having experienced guides who can adapt and address such situations quickly contributes to a stress-free travel experience. The professionalism and problem-solving skills of TRIPADIKBERADIK's guides are a major factor in the company's success (Mr. Shaiful, 2024).

Recommendation

For recommendations, I suggest the company do regular training programs. This is to maintain the high standards of professionalism, the company should implement regular training sessions. These sessions can focus on the latest travel industry trends, cultural knowledge, and communication skills. To remain competitive, tour guides must continuously learn and adapt to the latest technological advancements, such as digital interpretation techniques (Li, 2024). Another suggestion is companies can improve language skills. Expanding the linguistic skills of tour guides will help cater to a broader range of clients, especially international travelers. Communication problems can occur due to knowledge, educational, cultural, and language differences between the tour guides and foreign tourists, so it is vital to reduce miscommunication problems as much as possible (Chanwanakul, 2021).

STRENGTH 2 EXCELLENT SERVICES

Another defining strength of TRIPADIKBERADIK is the high standard of services it offers to its clients. According to Almasooudi, one of the tour guide's major responsibilities is to assist visitors during the trip to ensure them a satisfactory tourism experience (Almasooudi & Rahman, 2024). The company takes pride in providing top-notch accommodations, private transportation, and small group sizes, ensuring a more personalized and enjoyable travel experience. An excellent service provided by a tour guide will create positive word of mouth marketing and will also build a destination loyalty toward the tourist (Syakier & Hanafiah, 2021)

Firstly, the companies provide luxurious accommodations for clients. Clients are accommodated in 4 or 5-star hotels that prioritize comfort and convenience. These hotels often include meals such as breakfast and dinner, allowing travelers to focus on enjoying their trip without worrying about meal arrangements. According to Wan Aniq, once travel companies can provide good packages and knowledgeable tourist guides, tourist satisfaction will automatically be achieved. (Wan Aniq, 2021)

Second is the company provides private transportation for customers. TRIPADIKBERADIK ensures clients travel in comfort by using high-end vehicles such as Toyota Vellfire, Toyota Alphard, Hyundai Starex, or Kia Carnival. These vehicles provide ample space and privacy, allowing clients to relax during their journeys. According to Wan Aniq, within the tourism context, tourist satisfaction is the major element that service providers need to concentrate on in terms of tourists' services and tourist satisfaction is one of the most researched aspects in tourism study (Wan Aniq, 2021).

Third, the companies introduced the package with a small group size while travelling. Unlike many travel agencies that accommodate large groups, TRIPADIKBERADIK organizes trips with only 5 to 11 people. According to Campana, small group travel offers a more intimate and personalized experience compared to large group tours (Campana, 2024). This smaller group size allows for greater flexibility in the itinerary, enabling clients to explore destinations at their own pace. For instance, they can stop at scenic locations, take photos, or enjoy unique experiences without the constraints of a large group. Small groups can often adjust their itineraries and activities more easily than larger groups, allowing for a more personalized and unique travel experience (Campana, 2024). The company's focus on client comfort and personalization sets it apart from competitors. By avoiding crowded tours and prioritizing quality over quantity, TRIPADIKBERADIK ensures that each trip is memorable and enjoyable.

Recommendation:

For recommendations, I suggest that companies customise travel packages well. Introduce tailor-made travel packages to cater to specific client preferences, such as family tours, adventure trips, or cultural explorations. According to Tripathi & Singh, tour packages offer flexible itineraries that cater to diverse preferences, enhancing the overall travel experience (Tripathi & Singh, 2024). Another suggestion is companies need to expand more destinations. Offering trips to less conventional destinations can attract clients seeking unique and exclusive experiences. So, this can lead to customer loyalty. The brand to which the buyer is loyal has a leading position and appears first in his or her mind when making a purchase decision (Dudek et al., 2024).

In conclusion, TRIPADIKBERADIK excels in delivering high-quality travel experiences through its experienced tour guides and excellent service offerings. By continuing to prioritize customer satisfaction and implementing the recommendations outlined in this report, the company can further strengthen its market position and maintain its reputation as a leading travel agency in Malaysia.

WEAKNESS 1 SHORTAGE OF STAFF

TRIPADIKBERADIK is a reputable travel agency known for its excellent services and experienced staff. However, like any organization, it faces challenges that hinder its growth and operational efficiency. This report examines two key weaknesses, which is a shortage of staff and the high cost of its travel packages. Detailed explanations and recommendations are provided to address these issues. According to Handel, many employers particularly in retail, food service, and hospitality and leisure, experienced unusual difficulties maintaining normal staffing levels (Handel, 2024).

The availability of unfilled jobs—the job openings [vacancy] rate—is an important measure of the tightness of job markets, parallel to existing measures of unemployment (Handel, 2024). Despite its years of operation, TRIPADIKBERADIK continues to face significant challenges in maintaining a stable workforce. A shortage of staff has disrupted the smooth operation of its travel services, leading to potential delays and inefficiencies. According to WTTC, the sector is currently suffering from staff shortages which makes it incredibly difficult to recruit candidates to fill increasing job vacancies (WTTC & Oxford Economics, 2021).

The company struggles to attract qualified employees and retain its existing workforce. Factors contributing to this issue could include low salaries, compensation, limited career growth opportunities, or a lack of employee incentives. According to Sorn, However, it is clear that organizations must also focus on other factors beyond compensation, including job satisfaction, work-life balance, opportunities for career development, employee engagement, recognition, and communication also play a significant role in retaining employees (Sorn et al., 2023). During peak travel seasons, the demand for workers increases significantly. However, the company's inability to anticipate and plan for these periods has worsened the staffing issue. To mitigate the problem, Ms. Erna, the HR Manager, hired freelance tour guides as a short-term fix. According to Yan, "freelance tour guides" refers to people whose primary occupation is tour guiding, as opposed to part-time workers who guide tours in their spare time. They are distinguished by a flexible practice mechanism and long-term, stable industry habits (Yan et al., 2023). This allowed the company to meet immediate staffing needs and ensure that trips proceeded without major disruptions.

Recommendation:

For recommendations, I suggest the companies to improve recruitment strategies. The companies should offer competitive salaries and benefits to attract skilled workers, use creative recruitment channels such as job fairs, partnerships with tourism schools, and online job portals to expand the talent pool, while also enhancing employee retention by providing clear career growth pathways, regular performance evaluations, and training programs, as well as offering incentives like bonuses, recognition programs, and employee wellness benefits to improve job satisfaction. According to Monteiro, employer branding is the image of organization as a great place to work in the mind of current employees and key stakeholders in the external market (Monteiro et al., 2020). Additionally, the companies should plan for seasonal demand by developing a workforce plan that forecasts staffing needs during peak seasons and maintaining a pool of pre-vetted part-time workers who can be called upon as needed, thereby reducing dependency on freelancers. Companies should use all of the techniques and tools of human resource management at their disposal to improve the sense of commitment of employees and promote their retention (Monteiro et al., 2020).

WEAKNESS 2 EXPENSIVE TRAVEL PACKAGES

TRIPADIKBERADIK offers premium travel experiences that come with a premium price. These packages include luxury accommodations, own transportation like MPV cars, and exclusive travel experiences, catering to clients seeking comfort and exclusivity. However, the high cost of the packages presents a significant challenge. According to , there are many factors that influence tourists' loyalty, including tourism expectations, tourism satisfaction, and tourism quality (Shi et al., 2023).

The company's current pricing strategy, aimed at showcasing the high quality of its travel packages, leads to prices that are much higher than those of competitors. This may discourage budget-conscious travelers who prefer cheaper options, even if those options provide a lower-quality experience. This issue is particularly salient in the tourism industry, where services like travel and accommodation are highly heterogeneous and consumer demands are equally diverse. Consequently, designing discount frameworks for travel packages becomes complex due to the difficulty in pinpointing consumers' specific reference points (Wei et al., 2024).

Additionally, the operations manager, Mr. Ridhuan, has pointed out the increasing costs of offering luxury services, such as five-star hotels and meals provided such as for breakfast, lunch and dinner. (Mr. Ridhuan, 2024). These rising costs are also due to global inflation and growing demand for premium travel experiences. This situation makes it harder for the company to keep prices competitive while still making a profit, creating a challenge between staying affordable for customers and covering the higher costs of operations. According to Khan, every country of the world try to develop tourism for economic improvement of the country (Khan et al., 2020).

Recommendation:

For recommendations, I suggest the company try to fulfill customer needs and improve profitability. The companies can take several steps, starting with diversifying its package options by introducing mid-range travel packages that appeal to budget-conscious travelers while still maintaining the company's reputation for high-quality service, and offering à la carte pricing so clients can customize their trips, such as choosing a 4-star hotel instead of a 5-star, which provides more flexibility for those with different budgets. According to Włodarczyk, low-cost tourism most often encompasses individual or small group trips, using offers of nonmainstream tourist products, local or para-tourist forms of accommodation, food, or transport (individual low-cost tourism) (Włodarczyk & Cudny, 2022).

In addition, the company can optimize costs by negotiating better deals with hotel chains, airlines, and transportation providers to lower expenses without reducing service quality, and by partnering with local service providers to offer unique and memorable experiences at more affordable rates, ensuring a balance between cost efficiency and customer satisfaction. However, satisfying customers is not easy because satisfaction is subjective behavioral elements (Wan Aniq, 2021).

Furthermore, TRIPADIKBERADIK can attract more clients by introducing promotions and discounts, such as seasonal offers, early bird deals, and referral programs, which make packages more accessible, while also creating loyalty programs to reward repeat customers with discounts or complimentary services, encouraging long-term relationships. consumers repurchase intentions on the online travel agent platform can be raised by a clever combination of advertising-based promotion, competitive pricing, and high-quality online services. (Sudirjo et al., 2024).

Finally, the company can focus on emphasizing the value of its premium packages by clearly explaining the benefits, such as personalized services, access to exclusive destinations, and stress-free planning, which helps justify the higher prices and ensures clients understand the unique advantages of choosing TRIPADIKBERADIK over competitors.

TRIPADIKBERADIK faces challenges in staffing and pricing, which could impact its long-term growth if left unaddressed. By improving recruitment strategies, diversifying package options, and focusing on value-driven marketing, the company can overcome these weaknesses and continue to provide exceptional travel experiences to its clients.

OPPORTUNITIES 1 STRATEGIC PARTNERSHIPS WITH TRAVEL AGENCIES

Collaboration, specifically through multi-stakeholder partnerships, has been seen as an effective way to support initiatives in tourism development. (Graci, 2020)

TRIPADIKBERADIK is strategically positioned to capitalize on opportunities within the competitive travel industry. These opportunities include leveraging strategic partnerships, participating in major industry events, and fostering business-to-business (B2B) collaborations. Each of these areas provides a foundation for the company to expand its market presence, improve its offerings, and establish itself as a leading travel agency. This report provides a detailed analysis of these opportunities with recommendations for maximizing their potential.

Collaboration with established travel agencies is one of the most effective ways for TRIPADIKBERADIK to grow its market share and enhance its credibility. By aligning with recognized partners, the company can access new customer bases, leverage shared resources, and enhance its reputation in the competitive travel market.

The collaboration between TRIPADIKBERADIK and Terlajak Travel during the MATTA Fair, Malaysia's largest travel exhibition that attracts thousands of visitors including travelers, industry professionals, and potential clients, represents a significant milestone for the companies as it not only provides unparalleled exposure to promote its unique travel packages to a large and diverse audience but also leverages Terlajak Travel's established brand recognition to gain instant credibility among visitors, enabling the company to attract new clients who may not have been familiar with it before the event. (MATTA, 2024).

Moreover, TRIPADIKBERADIK's dedicated team, led by Sales Advisor Mr. Amirul, actively engaged visitors at the booth by tailoring their interactions to match customer preferences, thereby building strong relationships, securing valuable leads, and increasing bookings, while the company further maximized its booth's appeal through attractive visuals, detailed brochures, and exclusive offers that enhanced the visitor experience and set it apart from competitors. (Mr. Amirul, 2024)

Additionally, the strategic partnership with Terlajak Travel not only increased brand awareness by providing visibility in new markets but also reduced marketing and operational costs through shared resources, allowing TRIPADIKBERADIK to highlight its unique strengths, such as luxury travel packages and exceptional service quality, to effectively differentiate itself in the market. a process through which parties who see different aspects of a problem can constructively explore their differences and search for solutions that go beyond their own limited vision of what is possible. (Graci, 2020)

Recommendation:

For recommendations, I suggest the companies strengthen collaboration and drive mutual growth, develop long-term partnerships by formalizing agreements with trusted partners, creating annual plans for co-hosted events, shared marketing campaigns, and joint travel. According to Graci, the purpose of a partnership is to eventually produce harmony that will lead to new opportunities and innovative solutions. (Graci, 2020). Also do a promotions expand the partnership scope by collaborating with international travel agencies to enter foreign markets and niche operators like eco-tourism or adventure specialists to diversify offerings and enhance event participation by investing in larger, interactive booths featuring digital displays, virtual reality tours, customer engagement activities, and exclusive limited-time deals to encourage immediate bookings.

OPPORTUNITIES 2 BUSINESS-TO-BUSINESS (B2B) PARTNERSHIPS

Beyond consumer-facing events, TRIPADIKBERADIK recognizes the value of B2B partnerships in creating operational efficiency, enhancing service quality, and accessing new customer segments. The collaborative opportunities with SUKA Travel and WOW Vacation provide TRIPADIKBERADIK with significant advantages. SUKA Travel, known for its expertise in customized holiday packages, brings a unique value proposition to the partnership, offering highly personalized travel experiences that align with TRIPADIKBERADIK's focus on customer satisfaction, while WOW Vacation, specializing in luxury tours, complements TRIPADIKBERADIK's high-end travel packages and enhances the company's ability to cater to affluent clients seeking premium travel experiences. According to Graci, collaboration is the evolving process of alliances working together in a problem domain (Graci, 2020).

Moreover, these collaborations provide operational benefits such as resource sharing, where pooling resources like marketing campaigns, customer databases, and operational expertise helps reduce costs and improve efficiency, and diversified offerings, allowing the companies to expand its portfolio by adding unique travel options that appeal to a wider range of customers. They proposed that tourism partnerships progress through five stages: antecedents, problem setting, direction setting, structuring and outcomes. (Graci, 2020). Managing these partnerships effectively is crucial to their success, and Mr. Ridhuan, the Operational Manager, plays a key role in ensuring that these relationships are based on trust and mutual benefit, with his negotiations focusing on securing favorable terms while fostering long-term collaborations that benefit all involved parties. (Mr. Ridhuan, 2024).

Recommendation:

For recommendation, I suggest the companies to expand the B2B network and optimize collaboration, identify and approach agencies specializing in adventure tourism, wellness retreats, or educational tours, while forming alliances with local travel operators in popular destinations to offer authentic, localized experiences. According to Graci, collaboration is considered to be essential in moving the tourism industry toward sustainability. (Graci, 2020). Another suggestion is that companies also can do streamline processes through standardized agreements and regular partnership reviews to evaluate performance and improvements and launch joint marketing campaigns, including co-branded travel packages and digital promotions on platforms like Instagram, YouTube, and TikTok to showcase collaborative travel experiences and engage younger audiences. Through empowering destinations, hotels, airlines and others to promote their products to international travellers, the Internet supports tourism suppliers to distribute directly, reducing dependence on intermediaries and empowering their competitiveness (Buhalis et al., 2023).

TRIPADIKBERADIK's strategic approach to partnerships, event participation, and business collaborations positions it to capitalize on emerging opportunities. By expanding its network, enhancing customer engagement, and innovating its marketing strategies, the company can strengthen its competitive edge and achieve sustainable growth.

THREATS 1 FLUCTUATING PRICES, PARTICULARLY AIRFARES

Despite the strengths and opportunities available to TRIPADIKBERADIK, the company faces several significant threats that could affect its ability to remain competitive and maintain profitability. The travel industry is highly dynamic, and various external and internal factors influence the company's operations. These threats include price fluctuations, intense competition, and the financial risks associated with market conditions. Addressing these challenges effectively will be critical for ensuring the company's continued growth and success. According to Wan Aniq, the tour guide has a huge responsibility to create a memorable experience toward the tourist. Moreover, they also need to compete with other tour guides in terms of their performance to fulfill the tourist's needs (Wan Aniq, 2021).

One of the major threats TRIPADIKBERADIK faces is the unpredictable nature of flight prices. Airfare costs are heavily influenced by a variety of factors, including fuel prices, seasonal demand, geopolitical tensions, and global economic conditions. According to Mumbower, the global airline industry has faced many financial challenges, with the twenty-first century being a particularly turbulent time. (Mumbower et al., 2022). These factors can cause sudden and significant fluctuations in ticket prices, making it difficult for the company to maintain consistent pricing for its travel packages.

Frequent price changes create significant challenges for budgeting and financial planning. When prices fluctuate unpredictably, it becomes difficult for the company to estimate costs accurately during the trip planning process. This often necessitates frequent adjustments to the budgets allocated for specific packages, leading to operational inefficiencies and potential disruptions in service delivery. Airlines responded to these financial pressures with product and service innovation to improve their revenue streams. (Mumbower et al., 2022). Such instability can also make it challenging for the company to offer consistent pricing to customers, which is a critical factor in maintaining trust and satisfaction. Without stable and predictable pricing, customers may perceive the company as unreliable or untrustworthy, which could harm its reputation and impact customer loyalty. "Services" are different from the "Goods" mainly due to the three distinct characteristics: intangibility, heterogeneity and simultaneous production and consumption (inseparability) (Fang et al., 2020).

Heterogeneity means that different customers might have different expectations and experience, or that different service personnel might service the same customers differently. (Fang et al., 2020). Customer satisfaction and trust are closely tied to transparent and consistent pricing. Clients can become frustrated if they are initially quoted one price but later informed of increases due to unforeseen costs. For instance, if flight prices rise unexpectedly before a trip is booked, customers may feel misled or dissatisfied with the lack of price stability. This frustration can erode their confidence in the company's transparency and fairness, making it harder to retain loyal customers and uphold a positive reputation. According to Fang, the intangibility of service denotes that by comparing with "tangible goods," services cannot be seen, touched and verified in advance of sales to assure quality (Fang et al., 2020). Consistent pricing is not just a financial consideration but also a cornerstone of building and maintaining strong relationships with clients. According to Shubtsova, the government and business seek to preserve the existing economic system through financial support and deregulation. During the upcoming recession, customers may also prefer the lowest price rather than the most sustainable economic option (Shubtsova et al., 2020)

To respond effectively to this threat, the company has assigned Mr. Afiq, a key team member, to take proactive measures. He is tasked with negotiating directly with airlines to manage price fluctuations and secure more favorable terms. By establishing strong relationships with airlines, Mr. Afiq aims to secure fixed prices or discounted rates that mitigate the impact of rising costs on the company's pricing structure. This strategy allows the company to maintain greater pricing stability, ensuring that customers receive reliable and transparent pricing. (Mr. Afiq, 2024). Through this proactive and collaborative approach, the company can address cost-related challenges while strengthening its reputation as a trustworthy and customer-focused service provider.

Recommendation:

TRIPADIKBERADIK can enhance its resilience to pricing fluctuations by diversifying its supplier relationships. Building partnerships with multiple airlines will reduce dependence on any single provider, providing greater leverage during negotiations for better bulk pricing deals. According to Min & Lee, travel agencies as well as tourism bureaus are using this information ramp up their O2O business model as it is necessary for survival. (Min & Lee, 2020). Additionally, exploring alternative transportation options, such as chartered flights or collaborations with local travel agencies, can offer the company more control over pricing structures. These measures not only improve cost management but also expand the range of travel options available to customers, adding value to their experience. Online travel agencies (OTA) in order to be successful, need to meet or exceed the trust and satisfaction of prospective travelers. (Min & Lee, 2020).

Leveraging data analytics to forecast airfare price trends based on historical data and current market conditions can significantly improve the company's strategic planning. By analyzing these trends, TRIPADIKBERADIK can anticipate price fluctuations, allowing for better planning of travel packages and setting realistic customer expectations. Offering flexible pricing options or adjustable packages based on fluctuating airfare costs further enhances customer satisfaction. These proactive measures ensure the company remains competitive while maintaining transparency and trust with its clients.

THREATS 2 INTENSE COMPETITION IN THE TRAVEL INDUSTRY

The travel industry is highly competitive, with numerous well-established agencies vying for the same customer base. Competitors such as NUH Travel, Arba Travel, and Andalusia provide similar services, including luxury accommodations, customized tours, and exclusive travel packages. According to Talwar, online travel agencies (OTAs) are struggling to remain financially sustainable due to intense competition (Talwar et al., 2020). The presence of these competitors poses several threats to TRIPADIKBERADIK's growth and market share.

Pricing pressure is a persistent challenge for TRIPADIKBERADIK, as competitors frequently employ aggressive promotional strategies to attract clients. However, with the arrival of private sector travel agencies, the industry has gradually become more competitive (Othman et al., 2020). These include offering discounted rates, seasonal sales, or special packages designed to lure potential customers. In response, TRIPADIKBERADIK often feels compelled to lower its prices or provide additional discounts to remain competitive. While such measures might succeed in attracting more customers in the short term, they pose a significant risk of reducing profit margins. A decrease in profitability could impact the company's ability to maintain its high standards of service quality and operational efficiency, potentially undermining its long-term growth and reputation.

Additionally, customer loyalty is becoming increasingly difficult to maintain in an industry with numerous attractive options. According to Othman, loyalty refers to the highest acceptance level of a brand by customers that is usually visible in customers' buying behavior. Loyal customers buy more frequently and even recommend the brand to others. (Othman et al., 2020). Competitors often leverage loyalty programs, referral discounts, and exclusive benefits to retain their existing customers and entice new ones. CL can be defined as partiality of a brand and behavioral reaction over time, where an individual desires a specific brand over other brands (Othman et al., 2020). This puts added pressure on TRIPADIKBERADIK to not only attract new clients but also to implement strategies that foster long-term relationships with its current customers. Failing to do so could result in a gradual loss of its client base to competitors offering more compelling incentives and benefits.

To thrive in a crowded market, TRIPADIKBERADIK must focus on brand differentiation. The company needs to effectively communicate its unique selling points to stand out against competitors. These distinguishing factors may include premium service offerings, personalized tours tailored to individual preferences, or the expertise of its experienced staff. Without clear and consistent messaging about these unique advantages, there is a risk that potential clients may opt for competitors who are either more affordable or more widely recognized. Effective brand positioning is critical to ensuring that TRIPADIKBERADIK remains a preferred choice despite pricing pressures.

Recommendation:

To differentiate TRIPADIKBERADIK from competitors, it is essential to emphasize the company's unique selling propositions (USPs). Highlighting personalized services and expert-guided tours in marketing efforts is crucial, as these provide clients with tailored experiences not easily replicated by competitors. Showcasing customer testimonials and positive reviews can build trust and credibility, enabling potential clients to understand the high-quality experiences offered. Research has shown that positive testimonials play a critical role in influencing consumer decisions and enhancing brand reputation (Ahmad & Sun, 2020). These USPs can strengthen the company's position as a provider of premium, customer-centric travel experiences.

Innovation in service offerings is also vital for staying competitive in a crowded market. Themed tours or exclusive packages targeting niche markets, such as eco-tourism, wellness tourism, or adventure travel, can help cater to specialized interests and attract new customers. Tailored experiences like these enhance the perceived value of services, which is a known driver of customer loyalty and satisfaction (Tripathi & Singh, 2024). Offering customizable packages and flexible itineraries allows clients greater control over their travel plans, further enhancing their experience and satisfaction.

To strengthen customer loyalty, TRIPADIKBERADIK should develop a robust retention strategy. A well-designed loyalty program offering rewards such as discounts, exclusive offers, and early access to new packages can help foster long-term relationships with customers. Research highlights that loyalty programs not only retain customers but also boost their advocacy for the brand, resulting in organic growth through referrals (Hossain & Suchitra, 2022). Encouraging referrals by offering incentives for clients who recommend the service to others can further expand the client base and create a sense of community around the brand.

TRIPADIKBERADIK faces significant threats, including fluctuating airfares, intense competition, and financial risks. Diversifying supplier relationships is an effective strategy for managing pricing volatility, as it reduces dependency on a single supplier and increases negotiation leverage (Min & Lee, 2020). Enhancing brand differentiation through innovative marketing and cost control measures can help mitigate these challenges. With proactive strategies addressing these threats, TRIPADIKBERADIK can maintain its profitability and continue thriving in the competitive travel industry.

5.0 CONCLUSION

Trip Adik Beradik has established itself as a respected travel agency in Malaysia, offering a wide range of services designed to meet the diverse needs of its customers. The company is known for its commitment to delivering high-quality travel experiences, including personalized itineraries, skilled and experienced tour guides, and excellent customer service. These strengths have helped the agency carve out a unique position in the competitive travel industry. Its focus on small group tours and tailored packages ensures that travelers receive personal attention and enjoy memorable journeys, which sets it apart from other agencies.

Despite its successes, the company faces challenges that could hinder its growth if not addressed. A significant issue is the shortage of staff, which affects its ability to meet demand during peak seasons and maintain smooth operations. Hiring and retaining skilled employees has been a challenge, likely due to limited incentives and career growth opportunities. Additionally, the premium pricing of its travel packages makes it less accessible to budget-conscious travelers. While these packages reflect the high quality of service, they also limit the company's appeal to a broader audience, potentially reducing its market share.

However, the company has numerous opportunities to grow and strengthen its position. By improving its hiring practices, offering competitive benefits, and creating career development programs, Trip Adik Beradik can build a more stable and motivated workforce. The introduction of more affordable travel packages, alongside its existing premium options, can help attract a wider range of customers, including those with smaller budgets. Expanding into unique and unconventional destinations can also differentiate the company from competitors, appealing to travelers looking for new and exciting experiences.

The company also has the potential to leverage strategic partnerships with other travel agencies and businesses to expand its market reach and share resources. Collaborations with international agencies can open doors to new markets, while partnerships with local operators can enhance the authenticity of travel experiences. Emphasizing digital tools and data analytics to manage costs and predict pricing trends can improve operational efficiency, allowing the company to offer competitive pricing without compromising on quality.

In a highly competitive industry, it is crucial for Trip Adik Beradik to focus on innovation and customer retention. Developing loyalty programs, offering referral incentives, and introducing themed or niche travel packages can attract and retain customers while strengthening the company's brand. These efforts, combined with a commitment to addressing customer needs and preferences, can ensure that the company remains a trusted choice for travelers.

In conclusion, Trip Adik Beradik has a strong foundation and clear potential for growth. By addressing its weaknesses and seizing available opportunities, the company can overcome its challenges and continue to thrive. Its dedication to providing personalized and high-quality travel experiences will remain its greatest asset as it works towards becoming a

leading name in the travel industry. Through thoughtful planning, innovation, and customer-focused strategies, Trip Adik Beradik can achieve long-term success while delivering unforgettable journeys for its clients.

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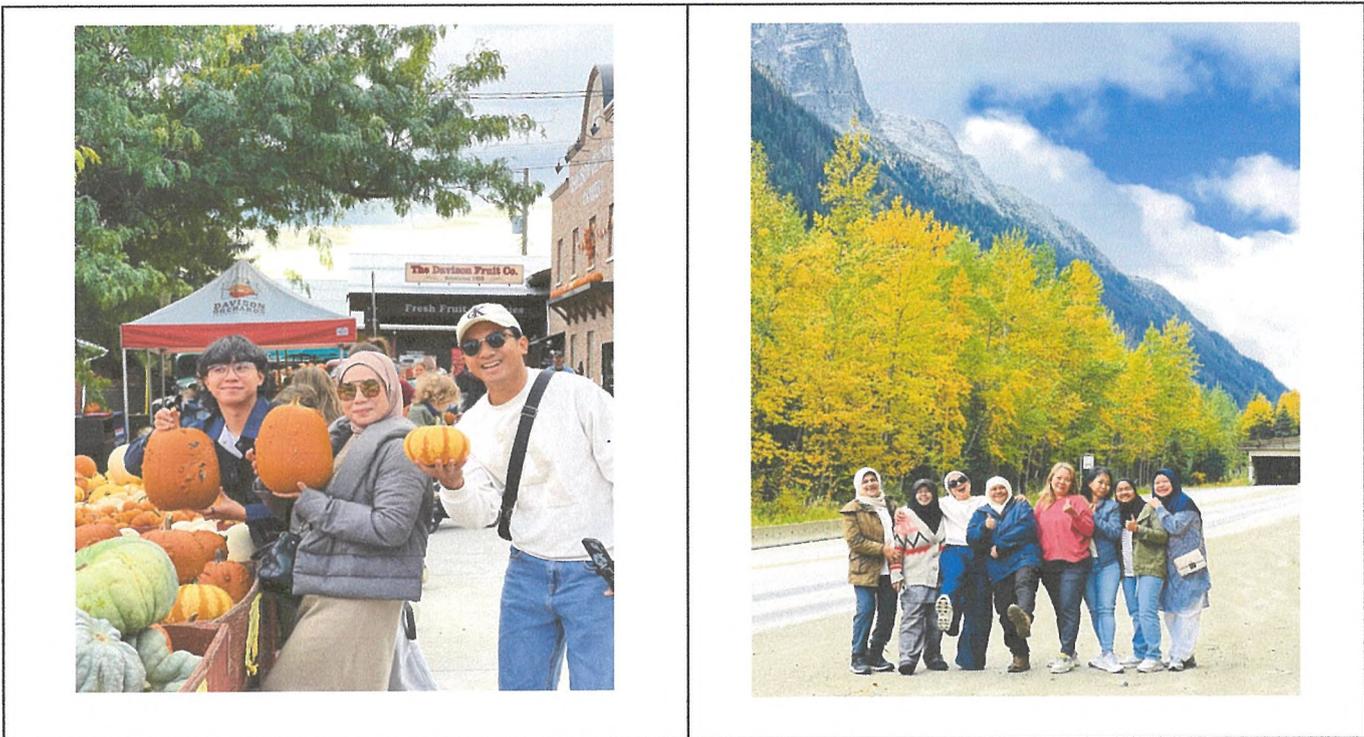
7.0 APPENDICES

<p style="text-align: center;">GENERAL DETAILS</p> <p style="text-align: center;">MATTA FAIR SEPTEMBER 2024</p> <p>Event Date 6 - 8 SEPTEMBER 2024 Open for Public 10.00am - 9.00pm Venue MITEC, KL</p> <ul style="list-style-type: none">• No entrance fee• Free shuttle bus from KL Sentral & Sunway Putra Mall	
	

Appendices 1: MATTA FAIR events

<p> Rizwana Ramli 1 review · 8 photos</p> <p>★★★★★ 4 weeks ago</p> <p>I just got back from an amazing trip to Osaka on October 2024. Accommodation, food, activities everything was perfect and well-organized! Another special highlight about this trip was my tour guide, Akmal sgt sporting, patience and very helpful! Thank you! Team semua best sgt2! I really enjoy this trip so much. Terbaik la Tripadikberadik!</p> 	<p> tadikberadiks 2 reviews · 11 photos</p> <p>★★★★★ 6 months ago</p> <p>6-14 May trip Turkey with Tripadikberadik. Everything was perfect. The Tour Guide took care of everything. Outstanding tour guide n tour leader.</p> <p>We had a wonderful tour guide, who made us feel comfortable and she very knowledgeable about culture & history of the place we've visited.</p>
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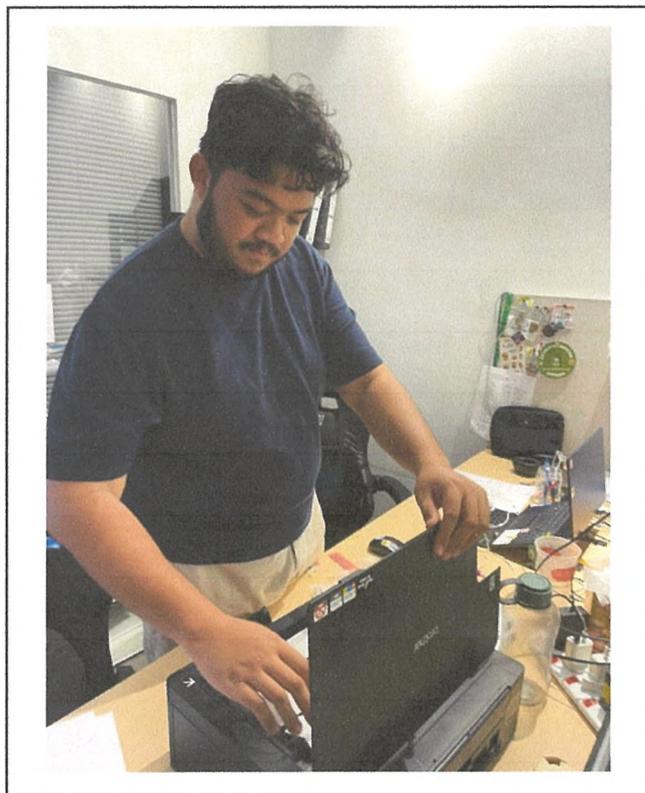
Appendices 2: Customer's feedback from Google Photos



Appendices 3: Mr. Amirul and Ms. Najiha photos with our clients on Los Angeles trip



Appendices 4: Bonding with officemates



Appendices 5: Print out daily task