

ABSTRACT

TOUR PACKAGE SALES

(The Efforts of The Marketing Agency of Tour Traveling Bureau to sell the domestic tour package to consumers in Surabaya)

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Tour traveling bureau is a company which working in service sector which made a traveling tour. All tour traveling bureau in this research selling tour traveling product in tour package type through sales agency. Because the intangibility of tour package product and a strict compete which caused sales agency conducted various efforts which used in selling to the consumer. So this research will focus on the efforts which conducted by the agency when interacted with consumers.

The informant which interviewed in this research is sales agencies of tour traveling bureau. Number of tour traveling bureau which selected has total 25 companies which shaded under East Java ASITA. The method which used in selected the tour traveling bureaus is purposive method. While the research result got a reality that the sales agencies effort's to sell tour package to consumer by mean communication either verbal or non-verbal, giving good services and establishing of flexible price, it's mean the price can fluctuating according to consumer's desire.

* **Keywords: Services, Communications and Prices.**