

**SUSTAINABLE MANAGEMENT AS THE FUTURE OF
TRAVEL INDUSTRY: CASE STUDY OF WISE STEPS
TRAVEL, JAKARTA**

THESIS

Submitted as one of the conditions for completing the Bachelor Program in
Travel Industry Study Study Programme



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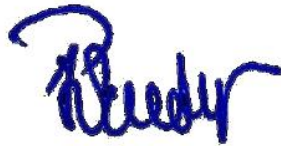
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1. This thesis is titled Sustainability Management as the Future of Travel Industry: Case Study of Wise Steps Travel Jakarta. This thesis is truly my own work based on the research I have conducted. This is not a work of plagiarism, quotation and work of others. There is no assistance from other parties except the guidance from the supervisors.
2. This thesis, does not contain works of other people that have been published unless written as the references in the bibliography including the name of the authors.
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4. This statement letter is written for suitable purposes.

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PREFACE

The immense gratitude for God that only by His grace the writer could complete this research titled "**Sustainability Management as the Future of Travel Industry: Case Study of Wise Steps Travel Jakarta**" within the given time as one of the requirements to completing the Undergraduate Programme (S1) in the Travel Industry Study Program of Bandung Institute of Tourism. On this occasion, the writer would like to express her profound gratitude for abundant encouragement, prayer, and assistance from people around her, especially:

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14. Macan Tutul Squad

This thesis discussed travel agent's sustainable management roles in sustainable business development using GSTC's Criteria for Tour Operator Poin A. The writer realizes that with various limitations, this paper is bound with mistakes and errors. Therefore, critics and constructive suggestions are much appreciated for future improvement. At last, the writer hopes this paper is beneficial and insightful for readers.

Bandung, July 2021

Elizabeth Okita Godjali

ABSTRACT

With sustainability as one of the focuses in the Indonesian National Development Plan and the new tourism trends post COVID-19 pandemic, the implementation of sustainable tourism has become necessary for stakeholders including travel businesses. Wise Steps Travel (WST) in Jakarta is one of the inbound travel businesses that has started implementing sustainability in their management and operation system. By using GSTC's Industry Criteria for Tour Operator point A, this descriptive qualitative research aim to understand the role of a Sustainable Management System in increasing the company's involvement in sustainability. Result analysis will mix the Likert and SWOT analysis with IFEM and EFEM counting elaboration. Interview result with WST's management shows that so far, the applicable sustainable management system has succeeded in providing a strong sustainability foundation in a rapid growth industry. With each dimensions have their own role on supporting sustainability, the availability of sustainable SOP and staff engagement are the strongest aspects on company's success in sustainable application. On the other hand, destination engagement and legal compliance are the weakest link in this scenario.

Keywords: Sustainable Management, Travel Industry, GSTC

LIST OF CONTENT

STATEMENT LETTER	iii
PREFACE	iv
ABSTRACT	vi
LIST OF CONTENT	vii
LIST OF FIGURES	ix
LIST OF TABLES	x
LIST OF APPENDIXES	11
CHAPTER I INTRODUCTION	1
A. Research Background	1
B. Research Focus	5
C. Research Objectives	6
D. Research Limitations	7
E. Research Significance	8
CHAPTER II LITERATURE REVIEW	9
A. Theoretical Background	9
B. Previous Research	22
C. Research Framework	29
CHAPTER III RESEARCH METHODOLOGY	30
A. Research Methods	30
B. Research Object	31
C. Data Collective	36

D. Data Analysis and Synthesis	39
E. Research Schedule	46
CHAPTER IV RESULT AND ANALYSIS.....	47
A. Research Results.....	47
B. SWOT Analysis	61
CHAPTER V CONCLUSION, IMPLICATION, AND RECOMMENDATION.	77
A. Conclusion.....	77
B. Implication and Recommendations	79
REFERENCES.....	83
APPENDIXES	95

LIST OF FIGURES

Figure 1. Wise Steps Travel Positive Impacts	3
Figure 2. Wise Steps Travel Positive Impacts Mapping	4
Figure 3. The Research Framework	29
Figure 4. Logo of Wise Steps Travel	31
Figure 5. Wise Steps Travel Operational Activities.....	32
Figure 6. (Continuous) Wise Steps Travel Operational Activities	32
Figure 7. Wise Steps' Products Integration	35
Figure 8. Interactive Model of Qualitative Data Analysis	39
Figure 9. The Spider Web Matrix	41
Figure 10. The Framework of SWOT Analysis	42
Figure 11. The Grand Strategy Matrix	44
Figure 12. Wise Steps' Customer's Review on the Company's Social Media	54
Figure 13. Wise Steps' Tour Guide SOP Document	56
Figure 14. Wise Steps' Travel Information Document for Travellers	56
Figure 15. Wise Steps Destination Engagement Programmes.....	58
Figure 16. The Spider Web Analysis of WST's Sustainable Management Effectivity.....	59
Figure 17. The Grand Strategy Matrix of WST's SMS.....	68
Figure 18. Model of Sustainable Travel Agent.....	80

LIST OF TABLES

Table 1. GSTC Indicator for Effective Sustainable Management	19
Table 2. Previous Researches.....	22
Table 3. Research Schedule	42
Table 4. SWOT of WST's Sustainability Management System.....	63
Table 5. The Internal Factor Evaluation Matrix (IFEM)	66
Table 6. The External Factor Evaluation Matrix (EFEM).....	67
Table 7. SWOT Strategy of WST's SMS.....	71

LIST OF APPENDIXES

Appendix 1. Interview Guidelines.....	95
Appendix 2. Verbatim	99
Appendix 3. Research Documentation Results	130
Appendix 4. Research Permit.....	143
Appendix 5. Turnitin Result.....	144
Appendix 6. Proofreading Certificate	145
Appendix 7. Biodata.....	146

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