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JASTH - Journal of Applied Sciences in Travel and Hospitality Vol. 1, No. 3, September 2018 245 CONTRIBUTION ³ OF OFFLINE AND ONLINE TRAVEL

AGENT RESERVATION TO ROOM REVENUE IN ALILA VILLAS ULUWATU Made

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iinpendit42@gmail.com ABSTRACT This study enlightens the contribution of offline travel agent and online travel agent reservation to the room revenue at Alila Villas Uluwatu. ²

The purpose of this research is to determine the contribution of offline travel agent and online travel agent reservation to the room revenue. Data collection technique used were observation, interview, and documentation study. The analysis technique used is statistic descriptive that are supported by qualitative analysis. The result of the research shows that the contribution of offline travel agent and online travel agent reservation for three years has fluctuated. ¹ The average contribution of offline travel agent reservations in 2015-2017 is 67.38%. In 2015 the average contribution was 77%, contributing 58% in 2016 and in 2017 the contribution of offline travel agents increased by contributing 66%, while the average contribution of online travel agent reservations in 2015- 2017 is 32.62%. In 2015 contributes 34%, in 2016 contributing an average of 42%, and in 2017 contributing 34%. There are 5 highest reservation contributions sourced from offline travel agents such as Jason Travel Korea, TMS Tour, Bali Kami, Airtours, and Windy's Bali Tour. In addition there are 5 highest reservation contributions sourced from online travel agents such as Booking.com, Agoda, Expedia, Hotelbeds, and Ctrip. The biggest contribution during 2015-2017 is sourced from offline travel agent. Keyword: contribution, offline, online, reservation, revenue

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2018 246 INTRODUCTION ⁶ Uluwatu is one of the tourist destination located in South Kuta which is famous in foreign countries. Uluwatu area is famous for its Uluwatu Temple which has its history and uniqueness, but in the last decade Uluwatu area began to grow

with the management of beaches become tourist destination for tourists and then indirectly affect the provision ⁴ of accommodation around Uluwatu area. Various types of accommodation are available in Uluwatu area such as villas and hotels. In addition supporting facilities of the accommodation are also available such as bars, cafes, beach clubs and restaurants. Hotels in Uluwatu area begin to compete to meet room revenue with various strategies. Strategies are used to increase the number of room income ranging from by providing good service quality, promoting periodically, and working with offline travel agents and online travel agents. One of the accommodation located in the Uluwatu area in cooperation with an offline travel agent and online travel agent is Alila Villas Uluwatu. Alila Villas ⁶ Uluwatu is one of the luxury resorts located at Jalan Belimbing Sari, Br. Tambiyak, Pecatu. Alila Villas Uluwatu has 65 villa units, among them 56 units of One Bedroom Pool Villa, 9 units of Two Bedroom Pool and Three Bedroom Pool Villa. To increase the room income, Alila Villas Uluwatu works with several offline travel agents and online travel agents. Cooperation made in the form of room reservation. ¹ The Offline travel agent that contributes to Alila Villas Uluwatu is Bali We, Mr & Mrs Smith, Jason Travel Korea, Hong Kong Convergent, Windy's Bali Tour, Millennium Tour and others. While for online travel agent that contributes to Alila Villas Uluwatu ie Booking. com, Agoda, Expedia, Hotelbeds, Mr & Mrs. Smith, Ctrip International and others. ⁴ At Alila Villas Uluwatu the booking sources are coming from Alila Website, Direct Booking, Offline Travel Agent and Online Travel Agent. These reservation sources contribute to the room revenue of Alila Villas Uluwatu.

JASTH - ² Journal of Applied Sciences in Travel and Hospitality Vol. 1, No. 3, September 2018 247 However, over the past three years offline and online travel agents have contributed more dominantly to room revenues. Based on the above background, the authors are interested to know how much the contribution provided ¹ offline and online travel agents to the income of the room by raising the title "Contribute Offline Travel Agent and Online Travel Agent Reservation To Room Revenue Alila Villas Uluwatu" Research

purposes In principle, research has a goal that is expected to be used to help the parties who need information. **2 The purpose of this research** are: 1. To find out how big **1 contribution of offline travel agent reservation** to room revenue of Alila Villas Uluwatu 2. To find out how much **the contribution of online travel agent** reservation to room revenue Alila Villas Uluwatu

METHODOLOGY Research location is in Alila Villas Uluwatu at Reservation Department. This research uses statistical descriptive analysis technique. This function of this technique is used to analyze data by way of describing or describing data that has been collected as it is without intending to make conclusions that apply to public or generalization. In addition, as for the steps to know that is by first doing the technique of data collection by interview method, observation and documentation study. In this study aims to find out how much the contribution of offline travel agents and online travel agents to room revenue at Alila Villas Uluwatu. **7 The type of data used** are quantitative data and qualitative data. This data includes room night data and revenue from offline travel agent contributions and online travel agents.

FINDINGS **2 AND DISCUSSION** There are five distributions at Alila Villas Uluwatu, one of the main players in the last three years is the reservation contribution through Offline Travel Agent and Online Travel Agent.

JASTH - **Journal of Applied Sciences in Travel and Hospitality** Vol. 1, No. 3, September 2018 248 Contribution Offline Travel Agent and Online Travel Agent Reservation To Room Revenue Alila Villas Uluwatu in 2015 are presented in Table 4.1 below. Table 4.1 Contribution Offline Travel Agent and Online Travel Agent Reservation in 2015 Source: Reservation Department at Alila Villas Uluwatu (Data processed). Based on table 4.1 **8** it can be explained that the largest contribute reservation in 2015 is Offline Travel Agent Reservation which provides total revenue Rp46.974.824.032 with an average of Rp3,914,568,669 and contributed 77% . In 2015, Offline Travel Agent has **7 the largest contribution in** October of Rp5,420,828,461 or in percentage of 84%. For the smallest distribution in 2015 is July as much as Rp3.193.579.383 with a percentage of 67%. Meanwhile, the distribution **1 of Online Travel Agent in** 2015 has the biggest contribution

in December amounting to Rp1,819,868,935 with the percentage of 34% while the smallest distribution is in November that is Rp452.397.496 or in percentage 12%.

JASTH - 2 *Journal of Applied Sciences in Travel and Hospitality* Vol. 1, No. 3, September 2018 249 Contribution Offline Travel Agent 1 and Online Travel Agent Reservation To Room Revenue Alila Villas Uluwatu in 2016 In 2016, Offline Travel Agent and Online Travel Agent Reserves on room revenues Alila Villas Uluwatu was fluctuated. This can be explained in Table 4.2 below. Table 4.2 Contribution Offline Travel Agent 1 and Online Travel Agent Reservation in 2016 Source: Reservation Department at Alila Villas Uluwatu (Data processed) Table 4.2 shows the contribution contributed by the offline travel agent reservation and the online travel agent reservation to the room revenue. The average contribution of offline travel agents to income is 58% with total average revenue amounting to Rp2,718,870,490. In April the contribution of offline travel agents decreased due to low season and moderate increase until October. However, on November the offline travel agent reservation decreased, and increased again on December as it approached the Christmas and New Year Eve's which is Peak season.

JASTH - 3 *Journal of Applied Sciences in Travel and Hospitality* Vol. 1, No. 3, September 2018 250 1 The contribution of online travel agent reservation decreased in March and experienced a maximum increase in August by contributing Rp3,550,537,577 or 56% of total room revenues. This is due to high season and the increasing number of gadget users that influence the interest of tourists to book rooms easily through online travel agents. The online travel agents that contribute in 2016 such as Agoda, Booking.com, Expedia, Mr & Mrs. Smith and others which have an average contribution of Rp1,931,488,367 or 42% of total room revenues. Contribution Offline Travel Agent 1 and Online Travel Agent Reservation To Room Revenue Alila Villas Uluwatu in 2017 The contribution of reservation in 2017 has increased and decreased in each distribution. This can be seen in Table 4.3 Table 4.3 Contribution Offline Travel Agent and Online Travel Agent Reservation in

2017 Source: Reservation Department at Alila Villas Uluwatu (Data processed)

JASTH - 2 Journal of Applied Sciences in Travel and Hospitality Vol. 1, No. 3, September 2018 251 Based on Table 4.3, the contribution 1 offline travel agent reservation and online travel agent to room revenue in 2017. The largest contribution in 2017 occurred in January which contributed Rp4,342,367,565 or 63% of total room revenue. In November and December experienced a drastic decline, due to the eruption of the Agung mountain that caused the number of tourists who stay down. In November offline travel agent contributed revenues of Rp2,829,339,818, then in December declined again by donating revenue of Rp1,483,418,038 or contributing as much as 43% of total revenue. Meanwhile, online travel agent contribution has increased in January and August. This increase is influenced by peak season and high season. The decline also occurred in November, as it was affected by the eruption of Agung Mountains as previously mentioned. However, in December increased by contributing Rp1,997,605,297 or 57% of total room revenues. So in the year 2017 offline travel agent gives a total contribution of Rp41.313.781.849 1 and online travel agent contributed Rp21.001.238.114. CONCLUSION The results of research and data analysis obtained the following conclusions: The average contribution of offline travel agent reservations in 2015-2017 is 67.38%. In 2015 the average contribution was 77%, contributing 58% in 2016 and in 2017 the contribution of offline travel agents increased by contributing 66%, while the average contribution of online travel agent reservations in 2015- 2017 is 32.62%. In 2015 contributes 34%, in 2016 contributing an average of 42%, and in 2017 contributing 34%. There are 5 highest reservation contributions sourced from offline travel agents such as Jason Travel Korea, TMS Tour, Bali Kami, Airtours, and Windy's Bali Tour. In addition there are 5 highest reservation contributions sourced from online travel agents such as Booking.com, Agoda, Expedia, Hotelbeds, and Ctrip. The biggest contribution during 2015-2017 is come from offline travel agent.

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