

ABSTRAK

Penelitian ini bertujuan untuk menganalisis permasalahan operasional yang terjadi saat pelaksanaan *open trip* di PT. Sri Varia Wisata, mengkaji peran *tour leader* dalam menghadapi permasalahan tersebut, serta mengetahui dampak peran *tour leader* terhadap kelancaran operasional *open trip*. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi terhadap manajer operasional, *tour leader*, dan peserta *open trip* yang dipilih menggunakan teknik *purposive sampling*. Analisis data menggunakan model Miles, Huberman, dan Saldaña yang meliputi kondensasi data, penyajian data, serta penarikan dan verifikasi kesimpulan. Hasil penelitian menunjukkan bahwa permasalahan operasional yang terjadi selama pelaksanaan *open trip* meliputi manajemen waktu dan jadwal perjalanan, koordinasi dan komunikasi, pelayanan dan fasilitas, serta karakteristik dan perilaku peserta. Dalam menghadapi berbagai permasalahan tersebut, *tour leader* berperan sebagai koordinator, komunikator, fasilitator, pemimpin kelompok, dan pemecah masalah (*problem solver*) melalui persiapan perjalanan, koordinasi dengan pihak terkait, pengambilan keputusan di lapangan, pengelolaan peserta, serta penanganan keluhan dan kondisi darurat. Peran tersebut memberikan dampak positif terhadap kelancaran operasional *open trip*, yang ditunjukkan melalui meningkatnya kepuasan dan loyalitas peserta, terjaganya kelancaran perjalanan saat terjadi kendala, serta adanya kontribusi terhadap perbaikan sistem operasional perusahaan. Berdasarkan hasil penelitian, dapat disimpulkan bahwa *tour leader* memiliki peran yang sangat penting dalam menjaga kelancaran operasional *open trip* dan mendukung keberhasilan pelaksanaan perjalanan wisata di PT. Sri Varia Wisata.

Kata kunci: *open trip*, operasional perjalanan wisata, permasalahan operasional, *tour leader*

ABSTRACT

This study aims to analyze operational problems that occur during the implementation of open trips at PT. Sri Varia Wisata, examines the role of tour leaders in dealing with these problems, and finds out the impact of the role of tour leaders on the smooth operation of open trips. This study uses a qualitative research method with a descriptive approach. Data collection was carried out through interviews, observations, and documentation of operational managers, tour leaders, and open trip participants selected using purposive sampling techniques. Data analysis uses the Miles, Huberman, and Saldaña model which includes data condensation, data presentation, and conclusion drawing and verification. The results of the study showed that operational problems that occurred during the implementation of the open trip included time and schedule management, coordination and communication, services and facilities, as well as the characteristics and behavior of participants. In dealing with these various problems, tour leaders play the role of coordinators, communicators, facilitators, group leaders, and problem solvers through travel preparation, coordination with related parties, decision-making in the field, participant management, and handling complaints and emergency conditions. This role has a positive impact on the smooth operation of open trips, which is shown through increasing participant satisfaction and loyalty, maintaining smooth travel when obstacles occur, and contributing to the improvement of the company's operational system. Based on the results of the research, it can be concluded that tour leaders have a very important role in maintaining the smooth operation of open trips and supporting the successful implementation of tourist trips at PT. Sri Varia Wisata.

Keywords: operational problems, open trip, tour leader, tour travel operations