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JET TRAVEL, INCORPORATED
MALATE, MANILA

FIELD STUDY


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and Development Studies

CAVITE STATE UNIVERSITY

Indang, Cavite

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JET TRAVEL, INCORPORATED
MALATE, MANILA

Field Study Report
Submitted to the Faculty of the
Cavite State University

In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(Major in Marketing)

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ABSTRACT

OLIVER, BENILDA SISRACON. Jet Travel, Inc., Malate, Manila. Field Study. Bachelor of Science in Business Management major in Marketing. Cavite State University, Indang, Cavite. April 2004. Adviser: Ms. Marilou P. Garcia

Four hundred eighty hours field practice was conducted at Jet Travel, Inc., located at Alonso St., Cor. A. Mabini, Malate, Manila from November 04, 2003 to March 01, 2004, to enable the author to apply her gained knowledge in Business Management in real work situations, determine the problems encountered by the agency and get acquainted and observe the norms and conduct in the office.

The needed data and information were gathered through personal observations and interviews with the management staff. Other data were gathered from the firm's records and files.

Jet Travel, Inc. is a small establishment with 13 staff involved in direct operations. For the past 42 years in the business the agency build number of clientele, international and local, to name a few: Amity International Link (U.S.A), O'Grady Peyton International (Boston, U.S.A), Standard Insurance, Department of Heath, Social Weather Stations, Medical Center Manila, Missionary Society of St. Columban, Baptist General Conference, Association of Baptist for World Evangelism, Christian Missions of the Philippines, Faith Academy and Iloilo Baptist Missionary

The services offered by the agency are the following: international and domestic airline reservation and ticketing, international and domestic bookings, visa assistance, passport processing, documentation—NSO and hotel reservation. The agency has a supplier of tickets for customers. Fiesta Tours and Travel is one of the Jet Travel, Inc

ticket suppliers. The agency protects its customers and it assures that the customers are satisfied with the services provided.

One of the main observations during the field practice is that the travel agency did not have an appropriate marketing strategy, which she believe is critical in the operations of a business like a travel agency.

During the field practice, she noted some major problems encountered by the agency like the difficulty to confirm the flight schedule of the customers, and insufficient fund or lack of capital for ticket. These problems were encountered in the ticketing.

Jet travel, Inc. employees though were observed to be very cooperative among themselves.

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MALATE, MANILA

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INTRODUCTION

A travel agency is an agency engaged in selling and arranging personal transportation and accommodations for travelers. It caters to both domestic and international travelers normally requiring travel by air or ship and in some by bus.

Travel Industry Association (TIA) is a leader in domestic and international travel, and in economic and marketing research, providing aggregate statistical dimensions that gives the industry meaning and help policy makers in the government, business and education.

The TIA's latest industry performance indicator as of November 2003, International air revenue passenger miles (RPM) increased by 22 percent compared a year ago, while domestic RPMs grew by 2.5 percent (<http://www.yahoo.com> 2004).

Today's user of travel agent is well informed about wide variety of choices available. The benefits of using travel agent in arranging travel requirement are numerous. Travel agent prearranges hotel bookings, seat preference, in-flight meals, and