



**Feasibility Study of Malaya Tour and Travel**

**FINAL PROJECT**

**Submitted as one of the requirements to obtain  
Sarjana Business Administration**

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The Panel of Examiners declare that the final project entitled “Feasibility Study of Malaya Tour and Travel” that was submitted by Nurul Ashfia majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the Oral Examinations on 11th January 2023.



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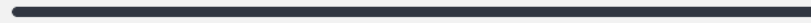
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## ABSTRACT

The data show the growing number of tourists as one of the primary factors driving tourism growth in Indonesia over the next several years. As a result of tourism development, economic activities such as employment, community income, regional income, state income, and foreign exchange earnings will all rise. This proves the growth of the tourism industry, which has the potential to expand to encourage travel agencies to continue to enhance company benefits and begin to start their business. Currently, the owner of a travel agent has decided to create a more profitable travel agent business because, based on online travel agent data, the online travel agent business has increased users and made the conventional travel agent business experience a decrease in sales. The decrease was caused by the number of online travel agents sprung. The target market for Malaya tour and travel is office employees or school student groups because it has the potential market for a travel agency in Yogyakarta and surrounding areas and meets the business's eligibility criteria. By doing feasibility study can lower the probability that a company will fail by minimizing or eliminating the risks that it faces by performing a business feasibility study. This research focused on the market, technology, management, and financial aspect of starting a business tour and travel company or travel agency. An overview and comprehension of the issues and opportunities in the company are the goals of this exploratory feasibility study. Based on the financial aspects, with an initial investment of Rp 155,000,000, - with operational cash flow in first year amounted to Rp 128.814.000, -, second year is Rp 150.174.000, -, third year amounting to Rp 171.534.000, -, and the last year is Rp 192.894.000, -, Net Present Value (NPV) generated Rp. 303.538.051, - is a positive value, BCR results amounted to 3,057 or more than one ( $> 1$ ), then it means a decent investment. Results ARR 79,58% $> 14\%$  DF as feasible, and the payback period is within 1 year, 2 months. Based on all the aspect, this business is meet the eligibility of business feasibility.

Keyword: Tour, Travel, Feasibility study, Tourism

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