



The Place and Role of Tourist Companies in the Organization of Tourist Trips

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Abstract: *This article provides information about the place and role of tourist companies in the organization of tourist trips.*

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Tourism (French: our — walk, trip), tourism — travel; one of the types of active recreation. Tourism is defined as the departure (travel) of an individual from the place of permanent residence for a period of at least 1 year without engaging in paid activities in the destination (country) for health, educational, professional or other purposes.

All travel, whether in domestic or international tourism, is classified as organized and unorganized. Individual and group travel to a foreign country or to one's own country through or with the help of travel agencies is considered organized tourism. and a trip organized by the participants to the country or abroad is considered unorganized tourism. Usually, this category of tourism is referred to as "amateur tourism" (commonly known as "wild people"). Special statistics of organized and unorganized tourism are not conducted on a national and international scale, but according to experts, organized tourism accounts for about 35% of the total volume of world tourism. , the share of unorganized tourism is about 65%. Although the share of organized travel is still far behind unorganized trips, organized tourism in absolute numbers constitutes a large number of flows and is increasing year by year. Tourist firm - aggregate concept. At the heart of it are those engaged in commercial mediation operations in the field of entrepreneurship, tourism services. The tourist company itself does not produce tourist services. He does not have the necessary means of production for this.

Therefore, it acts as a pure intermediary and buys various tourist services from producers on behalf of the consumer (hotels, transport, catering establishments and excursions, etc.). The tourist company takes the place of an intermediary between the consumer and the producers of tourist services. In most of the country, the tourist business is given to multi-business structures. They are established and operate in accordance with national legislation. They are obliged to strictly follow the established standards, requirements and conditions. For example, in the Russian Federation at the beginning of the 21st century, the tourism business of most of the foreign countries actively

participating in 10 tourist exchanges is estimated closer to the same figures. significant differences related to the conditions are visible. First of all, tourist companies are divided into tour operators (tour organizers) and travel agencies (tour agents). Tour operators. They are considered wholesalers of tourist products. Tour operators act as a link between producers of tourist services and their retailers. To create mass tourism products (inclusive trips), they buy large-scale services of hotels, restaurants, transport companies. From them, they create travel packages for group and individual trips in the specified direction. Tour operators are the main generators of organized tourism. Their main task is to study and meet market requirements. Wholesale travel companies have to invest significant financial resources to develop their business. This is necessary for own shopping center and movement of products, creation of an effective sales network, etc. The large segmentation and segmentation of the tourist market and demand make it necessary for operators to focus their products on a specific specialized direction. The main areas of specialization of the operator's activity are as follows:[1]

1. Specialization in reception and service of foreign tourists. Travel agencies engaged in this activity are called tour operators. To fulfill their main tasks, they:

good knowledge of tourist resources available in the country and information about their use, acquisition, and features of tourist trips throughout their country;

opportunities to have information about the material and technical base of tourism in one's country, to have business relations with tourist service enterprises and to use them to provide services to foreign tourists;

visa support for foreign tourists, having the right to purchase trips to the country offered by the travel agency (reference);

to sell their products in the foreign tourist market and have traffic channels.

2. Specializing in organizing foreign tourist trips for citizens of their country. Tour companies engaged in these operations are called tour operators. To perform their main functions, they:[2]

to have a good position in the outbound tourism market in their country, to be able to offer and sell tourist trips abroad to their compatriots;

to have a strong business relationship with international visitors (air and road transport, rail and water transport) to ensure that their tourists go to international destinations;

to have strong partnership relations with foreign tour operators on reception in order to provide quality service and visa support to received foreign tourists;

to have the necessary information on the conditions of tourist trips to different countries.

Specialization of tourist companies by market segments. In today's development of needs and desires of many tourists, no company, even if it is a large tourist company, cannot cover existing market segments and poverty in its activities. In practice, each tourist company chooses a relatively accessible and profitable segment of market demand. Based on this, he forms his tourist product, sets prices, uses appropriate sales and traffic channels. Thus, a specialized tourist company is created. Depending on the demographic, socio-economic and psychological characteristics of demand, we can observe the specialization of tour operators in the following areas: [3]

youth tourism (schoolchildren, students);

elderly tourism (pensioners, veterans);

mass tourism (for people with average income);

elite tourism (for high-income individuals);

bus and boat tourism;
excursion - sightseeing tourism;
tourism for recreation, treatment, sports;
convention tourism and others.

Tourist agency (agents). They act as retailers of tourist services for personal non-commercial consumption to their compatriots or foreign travelers. The retail travel agency plays an important role in the sale of tourist products of the tour operator. In addition, they provide many other services, such as hotel accommodation, catering, transport, theater and entertainment. Their main source of income is awarding commissions paid by suppliers for services sold.[4]

Conclusion:

Travel agencies are registered as a legal entity or an individual according to the legislation in force in different countries. They work in a small market. Those with a small turnover strongly depend on the tourist market situation and the policies of tour operators and transport companies. However, the functions of a wholesale tour operator and a retail travel agency cannot always be clearly demarcated. Because both of them can perform both wholesale and retail operations. Tour operators often set up private agencies for the retail sale of their tours. A tour agency can, in turn, take over smaller wholesale operations when there is a large demand.

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