

LECTURE 3

ORGANIZATION OF COOPERATION OF THE TOURIST ENTERPRISE WITH SERVICE PROVIDERS

The organization of the service process in the field of tourism should be based on the following principles:

- ☐ reliable and high-quality service to tourists along the entire path of their movement to the destination and directly in it;
- ☐ balance of material flows and optimization (with an orientation towards minimization) of stocks;
- ☐ taking into account the peculiarities of organizing recreation for different categories of tourists.

Functionally, the production and service activities of tourist enterprises include:

- ☐ formation (completion) of tours;
- ☐ promotion of tours;
- ☐ implementation of tours;
- ☐ providing service to tourists within the tour program;
- ☐ control and operational support of tours;
- ☐ responsibility for the performance of work.

The main functions of tourist enterprises include:

- ☐ studying the needs of potential tourists for tours and tourist programs;
- ☐ compiling itineraries and prospective tourist service programs;
- ☐ interaction with service providers;
- ☐ calculating the cost of the tour and determining the price;
- ☐ implementing tours;
- ☐ methodical support for tours;
- ☐ providing tourists with necessary and special equipment, souvenirs and advertising and information products;
- ☐ training, selection and appointment of specialists for travel routes (tour guides, instructors, guide-translators, etc.);
- ☐ advertising and information work to promote the tourist product to consumers;
- ☐ control over the quality, reliability and safety of tourist services.

The organization of tourism activities, like management in all areas of entrepreneurship, is based exclusively on contractual relationships. It is contracts that are the defining and sole legal form of partnership relationships in tourism.

☐ A contract is a form of documentary consolidation of partnership relations (subject of the contract, mutual rights and obligations, consequences of violation of

agreements), which mediates relationships in the process of production and sale of products and provision of various services. Contracts are mandatory for the functioning of the tourism industry and are required by the Law of Ukraine "On Tourism". To carry out its activities, a tourism enterprise concludes agreements (contracts), on the one hand, with other organizations, enterprises, private entrepreneurs, who will participate in the formation and promotion of a tourism product, and on the other - with consumers of the tourism product (tourists).

In accordance with the selected directions, the following organizational tasks are determined:

- drawing up transport schedules taking into account the dates of arrival and departure of tourists - large route rings, drawing up routes with visits to anthropogenic and natural objects (for sanatoriums - distribution of vacationers by places of receiving medical services) so as to ensure the rhythmic movement of tourists - small route rings;

- delivery of material and technical means to the premises for tourists' accommodation, creating a uniform load on the premises during the period of "peaks" and rational filling of the premises in the "off season";

- organization of food supply to tourists so that material flows are ahead of human flows (the lag is determined by the processing technology and storage terms of resources);

- organization of uniform consumption of medical services taking into account their compatibility and periodicity;

- organization of delivery of tourists to places of rest, in some cases – performers of cultural and entertainment services to vacationers;

- formation and modification of sites that provide systematized information in aggregated and differentiated form, reservation of places in tourist enterprises, as well as in autonomous enterprises of the hotel and restaurant industry; organization of information support of routes;

- installation of ATMs, rational placement of communication branches.

- No less important are agreements with insurance companies. According to the provisions of Article 17 of the Law of Ukraine "On Tourism", insurance of tourists (medical and accident) is mandatory and is carried out by entities of tourism activity on the basis of agreements with insurance companies that have the right to carry out such activities. Compensation for damage caused to the life or health of a tourist or his property is carried out in accordance with the procedure provided for by the current legislation of Ukraine.

- The next type of contracts, which are mandatory and the procedure for their conclusion is provided for by the Law of Ukraine "On Tourism", are contracts for the provision of tourist services, which are concluded between tourist activity entities and consumers of the tourist product.

Designing a tourist service is carried out in the following sequence:

- establishing the characteristics of the service;

- establishing the technology of the tourist service process;

- ☐ developing technological documentation;
- ☐ determining quality control methods;
- ☐ project analysis;
- ☐ submitting the project for approval.

When choosing partners, the subject of the agreement is determined by the purchase and sale of goods or the provision of services. When choosing a partner, it is necessary to study:

- ☐ the technical level of the enterprise and production capabilities;
- ☐ the organization of enterprise management;
- ☐ the organization and results of the work of the enterprise;
- ☐ the financial position of the enterprise;
- ☐ the rules that apply and regulate cooperation with potential partners.

For a detailed study of potential partner enterprises, appropriate information is required. In the tourism services market, there are a number of sources that contain information about enterprises.

Among the most interesting sources of information are:

- ☐ directories about enterprises;
- ☐ publications of enterprises (annual reports, catalogs, advertising publications, brochures);
- ☐ materials of specialized information companies;
- ☐ materials of the periodical press;
- ☐ bank directories;
- ☐ statistical publications on the economy and individual industries.

When choosing potential partners, it is necessary to establish general information about the company, its operating experience.

To avoid dubious transactions, it is recommended to thoroughly check all the information received.

Relationships with accommodation enterprises are determined by the following agreements:

☐ a contract on a quota of places with a guarantee of 30–80% occupancy. Under such an agreement, the tourist enterprise receives from the hotel a certain number of places, which it is obliged to fill with tourists during the period specified in the contract. In this case, it guarantees payment for 30-80% of the allocated quota of places, even if they are not used.

☐ A contract on a quota of places without a guarantee of filling. Under this agreement, the tourist enterprise does not assume any guarantee of filling the quota of places allocated to it, therefore, the usual rule of cancellation of places not used within the specified period comes into force.

☐ A contract on a firm purchase of places with full payment. Under such an agreement, the tourist enterprise guarantees the hotel full payment for the allocated quota of places, regardless of their filling.

□ A contract on a current reservation. This is the most typical contract for tourist enterprises, especially those engaged in the organization of individual tourism. Under the contract, the tourist enterprise does not receive any quota of places from the hotel. When a client applies, it sends a request for a reservation to the hotel and only after receiving confirmation does it sell hotel services.

Hotel reservations are carried out in two stages. The first provides for a reservation request from the tourist enterprise, which contains such traditional information: the tourist's name, type of service (room category, half board or full board), dates of stay. The second - processing of materials on the request with

further confirmation. Only a positive response gives grounds to consider the place reserved.

As for accommodation, now the reservation system is widely used when applying for hotel services. Here, together with the global computer network Internet, there are also global reservation systems, for example, "Amadeus/System One", "Galileo/Apollo", "Sabre/Fantasia", "WoldSpan/Abacus". It is necessary to expand the reservation system, including the private sector. At the same time, there are enough correctly structured local systems. Such systems should be centralized at the level of apartment bureaus of resort cities. Local systems, with some exceptions, are also enough for reservation of restaurant enterprises. Various forms of reservation are used: oral, written, telephone, Internet and others.

The next active element of a tourist enterprise in the provision of services and production of a tourist product is the organization and technology of catering. The technological scheme of providing tourists with food depends on the type of tour, category of tourists, the ratio of accommodation and the number of seats in catering establishments and a number of other factors.

The tourist catering industry includes: restaurants, cafes, bars, canteens, kitchen factories, buffets, grocery stores, etc. These enterprises are owned by tourist companies and leased. Most of them are part of tourist and hotel complexes.

□ According to the form of service, catering enterprises are divided into service with the help of waiters and self-service. □ According to the mode of food for tourists, these enterprises provide services in the form of full board, half board, special meals, meals for children, etc.

A number of hotels have kitchens and mini-bars in the rooms, and food service can be provided both in the room (on call, on order) and at the catering enterprise.

The range of food for tourists is divided into complex food, food for

- set of incoming services;
- quantity (boarding) and form of catering – options for providing meals in a restaurant;
- time of serving tourists with food;
- special amenities during the holiday (for example, for disabled people, vegetarians, use of the city beach, etc.);
- languages that the staff must speak;
- terms of confirmation of arrival of tourists (reservation);
- terms of cancellation of arrivals without imposing penalties;

- penalties in terms of size and terms of refusal;
- discounts for long-term arrivals, permanent loading;
- material liability for under-arrivals (quantitative), failure of arrival, refusal to accommodate guests, etc.;
- other specific issues (for example, is the cost of the room included in the use of a sauna, billiards, etc., swimming pool working hours, etc.).

Features of the organization of cooperation with transport companies

□ Transport services are among the main services of the tourism industry. The quality, volume and nature of transport services in tourism depend on the level of development of the transport complex and the state of the transport infrastructure. The state of the transport infrastructure is characterized by the density of the transport network and its technical condition.

The availability of modern vehicles, their technical characteristics (speed, reliability, comfort) affect not only demand, but also determine the preferences of tourists, guaranteeing the quality of service.

- Transport services in tourism can be divided into:
 - services for moving tourists from their place of residence to a place of leisure (land, air, water transport);
 - services at the place of leisure (excursion and internal transportation);
 - services related to the organization of transport trips (trips based on the predominant use of a certain type of transport, cruises, car tourism, etc.).

Land transport in tourism is represented by railway, road and bicycle modes of transport.

Railway travel, or transportation of tourists by railway, is a convenient means of transportation of any category of tourists, starting from individual tourists, large and small tourist groups on regular lines and charter trains and ending with the organization of special tourist and excursion trains of local and long-distance connections.

In the passenger transportation system, trains are divided into scheduled trains, which move along a strictly established route, with observance of the time interval and schedule, and non-scheduled (charter) trains, which are staffed as necessary. This also applies to tourist trains. Trains and carriages are also divided into different categories.

Categories of trains: suburban, passenger, fast, high-speed.

Car categories: seated, reserved, compartment, sleeping, restaurant car, postal.

The organization of transport by rail has advantages when a direct connection is used between the place of residence and the place of rest. This is especially important when transporting tourists abroad.

Motor transport can rightly be called a general-purpose transport in the tourism sector, since it is used everywhere: from transfers and excursions to renting small cars by tourists for personal use on vacation.

Car services used in tourist services combine three main areas:

- ☐ organization of bus trips;
- ☐ organization of trips on tourists' own transport;
- ☐ car rental.

Due to its cost-effectiveness and accessibility to the broad public, bus trips are the most popular type of tourist transportation, which is constantly developing and has a tendency to increase in volume.

The following must be stipulated in the contract with the transport company:

- ☐ brands of vehicles allocated for servicing tourists (cars, buses);
- ☐ prices and tariffs;
- ☐ schedules and operating times of vehicles;
- ☐ routes on which vehicles will be used;
- ☐ deadlines for submitting applications for the allocation of vehicles;
- ☐ deadlines for refusing applications without imposing penalties;
- ☐ financial liability of the transport company for disruption of the provision of vehicles for servicing tourists;
- ☐ financial liability of the tourist company for disruption of the use of vehicles;
- ☐ maximum waiting times for vehicles in case of tourists' delay;
- ☐ maximum waiting times for tourists in case of motor transport delay;
- ☐ basic rights and obligations of tourists, guides, tour guides when using motor vehicles during their stay;
- ☐ discounts and privileges (possible options).

A feature of air transport that distinguishes it from ground transport is the speed of passenger transport, taking into account all the time that the passenger needs to spend from the moment of departure from the place of departure to the place of destination.

The main share in the overall structure of transport services is air transport. Agreements with airlines can be of three types:

- ☐ Agreement for a quota of seats on regular flights (purchase and sale agreement);
- ☐ Agency agreement;
- ☐ Charter (aircraft rental).

Air transport companies, along with regular flights, which are operated according to the schedule, carry out charter transportation. Charter flights are flights outside the schedule.

There are regular flights that are operated on a specific route on certain days according to the schedule, regardless of the number of passengers who have purchased tickets for this flight. Tickets for a regular flight can be purchased a year before departure. Charters are organized by specific companies or airlines for the transportation of a specific group of people.

Depending on the conditions of comfort, food and other factors, airplane seats are divided into classes: first class (F); business class (C); economy class (Y); other types.

Transportation of tourists by water transport includes sea transportation and cruises, river trips and cruises, travel on ferries, catamarans, yachts, sea and river walks (excursions) and other types of water travel.

The advantages of water tourist travel include a high level of comfort, a significant amount of simultaneous passenger loading, the possibility of implementing different types and purposes of tourism (cognitive, business, educational, etc.), the possibility of full rest, a full range of life support. However, water tourist trips are not the most popular, they have some disadvantages: low speed, limited mobility, enclosed space syndrome, proneness to "seasickness" of some people, in some cases - high tariffs, etc.

Features of organizing cooperation of a tourist enterprise with business partners of related industries

□ Among the relatively wide range of partnerships with representatives of related industries, first of all, we will single out the organization of cooperation with insurance companies. After all, insurance is the main form of ensuring the safety of tourists in the country (place) of temporary stay. The safety of tourists is understood not only their personal safety, but also the preservation of their property and not damage to the environment when traveling.

□ Tourism insurance is a system of relations between an insurance company and a tourist regarding the protection of his life and health and property interests in the event of insured events.

Tourism insurance is a guarantee that all anticipated expenses related to insured events are borne by the insurer. Only an insurance company with an appropriate license can be an insurer. According to the contract, the insurer undertakes to pay insurance compensation to insured tourists in the event of insured events.

According to the Law of Ukraine "On Tourism", tourist insurance is mandatory and is provided by tourism entities on the basis of agreements with insurers.

The features of tourism insurance relate directly to tourist insurance. The following types of insurance are used:

- medical - from an accident;
- property – in case of transport delay;
- insurance of expenses related to the inability to make a trip;
- assistance – 24-hour service of service centers, which provides consulting and organizational assistance to policyholders;
- insurance of liability of the owner of motor vehicles and others.

A special type of insurance is assistance. It provides tourists or specialists sent abroad with on-site assistance in technical (car repair), monetary or other forms.

□ Assistance is a list of services (within the framework of the agreement) that are provided at the necessary time in kind or in the form of money through technical, medical and financial assistance.

Insurance for tourists on foreign tourist trips, as a rule, provides for:

- ☐ providing the tourist with emergency medical care in case of a sudden illness or accident;
- ☐ transportation to the nearest hospital capable of providing quality treatment under appropriate medical supervision;
- ☐ evacuation to the country of permanent residence under appropriate medical supervision;
- ☐ in-hospital supervision and informing the patient's family;
- ☐ providing medical drugs if they cannot be obtained on site;
- ☐ consulting services of a specialist doctor (if necessary);
- ☐ payment of transportation costs for the delivery of a sick tourist or his body (in the event of death) to the country of permanent residence;
- ☐ providing legal assistance to the tourist in the investigation of civil and criminal cases abroad.

The main tasks of cooperation with financial organizations are:

- ☐ providing production and investment activities with the necessary financial resources;
- ☐ establishing rational financial relations with business entities, banks, insurance companies, etc.;
- ☐ determining ways of effective investment of capital, assessing the rationality of its use;
- ☐ identifying and mobilizing reserves for increasing profits through the rational use of resources, labor and monetary resources;
- ☐ exercise control over the formation and use of payment instruments.

In accordance with the Laws of Ukraine “On Tourism” and “On Banks and Banking Activities”, lending of tourism entities is carried out by conducting credit operations.

☐ A credit operation is an agreement on the issuance of a credit, which is accompanied by entries in bank accounts, with a corresponding reflection in the balance sheets of the creditor and borrower.

The following types of credit operations in tourism are determined: commodity, commercial, financial.

☐ Commodity credit is a transaction that involves the provision of tourist services on deferred payment terms, if such deferral is longer than the usual terms of bank accounts, or exceeds 30 calendar days from the date of its implementation.

☐ Commercial credit is a transaction that involves the advance payment of tourist services with a deferred date of implementation, if such deferral is longer than the usual terms of the provision of these services.

☐ Financial credit is a transaction that involves the issuance of funds on loan for a certain period and at a certain interest rate with the return of the principal amount of the debt and accrued interest.

☐ An international payment card is a modern means of payment. Bank cards make life much easier for travelers: with a card, you don't need to declare funds

when traveling abroad. In addition, when traveling abroad, it is much easier and safer to get local currency by card than to exchange cash.