



lateral
ventricles

motor
cortex

thalamus

Corpus

third
ventricle

Establishment of an
effective enterprise in
the touristic market

pons

medulla

medulla

cerebellum

hippocampus

spinal cord

ESTABLISHMENT OF AN EFFECTIVE ENTERPRISE IN THE TOURISTIC MARKET

ESTABLECIMIENTO DE UNA EMPRESA EFECTIVA EN EL MERCADO TURÍSTICO.

ABSTRACT

In this paper, the authors describe the creation of an effective enterprise in the field of tourism. In order to create an effective tourist agency, it is necessary to understand the mechanism of the tourism market in general and the role of travel agencies and tour operators, in particular. Business in the tourism industry is fairly good because it is possible to open a tourist agency with the least investment and without the experience of such activities. This activity is not licensed in any way, and there is no need for permits for this reason. At the same time, competition in the tourism business is quite high, and the need for servicing travel agencies in the circumstances of the crisis naturally decreases. It is necessary to choose the direction of activity being guided by one's own interests, skills of hired personnel or general market trends. Then you need to choose one of the development models (independent travel agency, travel agency based at home, franchise or online travel agency). You can consider already later the registration aspects, organization of your office, software, the creation of a website, the selection of employees and partners, tour operators, as well as advertising. It is also necessary to choose the direction of activity being guided by one's own interests, skills of hired personnel or general market trends. It is necessary to attract buyers with high-quality service, to cooperate only with reliable tour operators - to form an image that will in future become functional for you.

KEYWORDS: tourism, tourism development, travel agent, travel agency, tourist agency.

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RESUMEN

En este artículo, los autores describen la creación de una empresa efectiva en el campo del turismo. Para crear una agencia de turismo efectiva, es necesario comprender el mecanismo del mercado turístico en general y el papel de las agencias de viajes y los operadores turísticos, en particular. Los negocios en la industria del turismo son bastante buenos porque es posible abrir una agencia de turismo con la menor inversión y sin la experiencia de tales actividades. Esta actividad no tiene licencia de ninguna manera, y no hay necesidad de permisos por esta razón. Al mismo tiempo, la competencia en el negocio del turismo es bastante alta, y la necesidad de prestar servicios a las agencias de viajes en las circunstancias de la crisis, naturalmente, disminuye. Es necesario elegir la dirección de la actividad en función de los intereses propios, las habilidades del personal contratado o las tendencias generales del mercado. Luego debe elegir uno de los modelos de desarrollo (agencia de viajes independiente, agencia de viajes local, franquicia o agencia de viajes en línea). Ya puede considerar más adelante los aspectos de registro, organización de su oficina, software, la creación de un sitio web, la selección de empleados y socios, operadores turísticos y publicidad. También es necesario elegir la dirección de la actividad guiada por los intereses propios, las habilidades del personal contratado o las tendencias generales del mercado. Es necesario atraer compradores con un servicio de alta calidad, cooperar solo con operadores turísticos confiables, para formar una imagen que en el futuro se volverá funcional para usted.

PALABRAS CLAVE: turismo, desarrollo turístico, agencia de viajes, agencia de viajes, agencia de viajes.

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INTRODUCTION

Only two types of players constitute the market of tourist services - they are travel agents and tour operators. It is the understanding of the mechanism of activity of these market institutions that will make it possible to function effectively in the tourism market.

Travel agents are engaged in the implementation of completed tours, the development and formation of prices for which are spent by the second. For a young travel agency, it is important to determine its target audience with which it will work, as well as determine the specialization of the tours that it will sell them. Experts believe that at the initial stage, the main goal of the company is sending abroad 500 tourists and overcoming the low season period. Later, in the second year of operation, the travel agency's client base will grow by 3-4 times [1, 2].

Business in the tourism industry is fair because you can open a travel agency with the least investment and without the experience of such activities. This activity is not licensed in any way, for this reason there is no need for permits. At the same time, competition in the tourism business is quite high, and the need for servicing travel agencies in the circumstances of the crisis naturally decreases.

According to the information of the Union of Russian Tourist Industry in 2015, the need for numerous emigration trends fell by 30-60%. This happened as a result of a decrease in the purchasing power of Russian residents. Because of past incidents in the society, experts give a non-optimistic forecast for a significant decrease in demand in the following areas: Turkey, France and Egypt [3].

Unfortunately, the forecasts of specialists for 2016 were justified. The same significant decline in demand and the number of Russian tourists leaving abroad is noticeable.

According to Rosturizm, the change in the number of trips by Russian citizens who traveled to foreign countries for tourism purposes for the 6 months of 2016, compared to the same indicator of 2015, is 10% (about 1 million people).

RESULTS AND DISCUSSION

Monitoring of the continued development of tourism by 2017 demonstrates that the sector has great potential for the subsequent systematic increase in its flow in the coming years. The newest trends of tourism and those that have been developed before will be able to use this trend if proper conditions could be created and a good strategy for infrastructure, business and marketing would be traced [4].

You can choose one of four options for development:

1. Independent travel agency. To do this, you need to rent a cabinet, and to hire staff. This is the most expensive method of discovery, but with the least dependence. We are liable for everything ourselves, we learn from our own mistakes. The option is similar to those who meet the following basic requirements: understands how this business operates, who has the skills of a tourism manager, contacts of potential partners (tour operators) and has individual relationships.

2. Travel agency based at home. The easiest way to enter a business without investment. So what does it take to open it? It will take only a computer, phone, printer, Internet connection. You need to be registered as an individual entrepreneur, create a page in social networks or create a website and engage in promotion. Communication with clients takes place over the phone, the Internet or Skype, or meetings are scheduled in a cafe or at home.

This option is a risky business. Russians trust the business office environment more than at home. Travel agency based at home is suitable and will be promising only for entrepreneurs with extroverts who have a wide range of communication (ideally - they have their own client base) with professional skills and experience.

3. Online tourist agency. Prosperity of Internet technologies transfers sales to the network. This way of organizing a tourist bu-

siness, like opening an online travel agency, has great prospects. First of all, it is necessary to create a website-shop where a buyer can choose and look for the options that suit him, reserve vouchers and tickets, pay for service, form the necessary set of documents/ Online agency can be either an auxiliary channel of sales, and the main, and the single one.

Pros of this option: low current costs, the need for staff is minimized, the lack of a sense of routine, the realization of tourist products occurs much quicker and with a minimum of resources, management of the travel agency could be performed from anywhere, that is, there is no locking-on to a place [5].

Disadvantages of this option: the risks associated with hacking your site, the inability to implement all necessary operations via the Internet (for example, associated with the issuance of visas: providing photos, personal signature).

4. Travel agency for franchise. This type is preferable for beginners in the tourism field, who are internally ready to establish an institution, but do not possess important information. Own travel agency for a franchise is a chance to get involved in entrepreneurship with a significant degree of competition under a well-known brand and to succeed. The relationship with a franchisor is regulated the license agreement, commercial concession, etc.

The opening of a travel agency for the franchise contains several positive aspects.

The agreement takes into account that the franchisee acquires:

- 1) Ready technological processes, including own site and special software, online booking concepts;
- 2) The right to use the famous brand and corporate identity;
- 3) Legal, marketing and advertising assistance from a franchisor;
- 4) The probability of delegating the resolution of conflicts with tour operators to the franchisor.

The initial investment at the opening of a travel company for a franchise is 150,000 - 450,000 rubles, depending on the size of the city, and it is possible to recover them for the initial six months of activity. The main disadvantage is that a franchisor often face the franchisee with a necessity to fulfill almost impossible sales plans, especially for the start-up phase. For this reason, it is necessary either specifically to select a partner who does not establish such plans, or change the requirements of the agreement [6].

In order to open a travel agency, it is necessary to carry out:

1. Registration of the company. A travel agency is able to work both in the form of a legal entity, and in the version of an individual businessman. An individual businessman is easier to register, use earned money for individual purposes and stop functioning. This kind of option is perfect for travel agencies at home. In other cases, it is better to open an LLC - the degree of trust in such companies in the Russian Federation is usually greater than in an individual businessman.

When selecting the type of taxation, it is better to rely on the simplified tax system with the tax base "revenue" (the tax amount of 6%).

2. Organization of the office. For a travel agency, there will be enough space (own or rented) with an area of 15-20 m². The office must be bright and comfortable, have a telephone and an Internet line. You will need to make repairs of the room, arrange the workplace thematically, to buy furniture, office equipment, and stationery. You must necessarily find a place for outdoor advertising on the facade of the building. The location of the travel agency is also important. Preferable option of accommodation is in a shopping center, or business center, in a zone with significant business activity. It would be well, if there were kindergartens, secondary schools, beauty salons near your office: girls walking by are usually stimulating a trip and collecting all the information about the tours [7].

3. Software. Data on the tours can be found in the websites of tour operators, or in special search engines - on Internet resources, in databases which consolidate information on a greater number of tour operators. Such

concepts give travel agencies a better look as to important services. The use of commercial software, however, can significantly save time on business processes. The most popular are the following search engines: TOURINDEX (www.tourindex.ru), "Go" (www.exat.ru) and "TOURY.ru" (www.tury.ru).

4. Choice of activities. This is the main episode for the start, from which the subsequent policy upon the opening of the business is dependent.

You can choose various appropriate tourist trends:

1) Personally familiar and experienced directions of travel;

2) Directions of travel which coincide with the specialization of employees of the organization;

3) Promising and popular types of tourism (eco-tourism trips, beach holidays, extreme tourism, wedding tourism, etc.).

You need to choose a niche where it will be most entertaining to function. All further organizational boundaries will depend on the decision made at this step: selection of personnel, selection of tour operators for the purpose of partnership, selection of effective channels for advertising purposes.

5. Creation of a website. Before creating (ordering) a website, it is necessary to make a choice - what function it will perform: representative (ordinary website being an Internet visiting card), informative with the prospect of finding tourist trips, or on-line store. A suitable alternative on combination of cost and efficiency is the second type.

6. Staff recruitment. This is one of the main difficulties when opening a travel agency. It is difficult to find a specialist with his/her own client base capable of working with people. Such experts are exceptional and costly, but the investments in them pay off, for this reason, there is no need to save on the reward. Wages for managers of tourist trips are calculated as usual: a share of the salary and the percentage of sales which depends on realization of the plan.

Employees need to be developed with the help of thematic trainings, seminars, regular familiarization tours to selected countries; such measures increase the effectiveness of managers for the reporting period.

It is possible to save on wages for an accountant, especially for the first time. With small volumes of sales, an entrepreneur can directly manage with accounting and reporting, using special free online services.

7. Selection of partner tour operators. You can sign contracts with several tour operators at the same time. You need to sign contracts with several operators for any preferred direction in order to meet all the acceptable requirements of travelers on the dates of arrival, the level of hotels and food, etc.

When looking for possible partners, you can use the federal state register which includes all legally operating tour operators, and in addition, professional ratings, reviews on special Internet resources, travel guides and other sources.

The main aspects of selection:

1) Tour operator operates according to the main tourist trends;

2) Popularity of a tour operator, its favorable image, level of reliability;

3) The conditions offered to the travel agent by the tour operator (the amount of agency fees, the cyclicity of its increase, pricing proposals for tours, etc.).

8. Advertising. It is necessary to apply all easily accessible channels with considerable return.

Work well: there are business cards available in the cash register area of supermarkets, qualified promotion of their website, useful and attractive distributing information (calendars, metro schemes, flyers and books), information on forums and social networks, announcements on advertising stands at elevators and entrances, TV programs / publications in regional media (print, radio, television).

Whatever was declared on a year-round demand for tourist trips, the substitution of ski

resorts by beach ones, but entrepreneurship process is uneven: experts observe a decline in the market from January to February. In addition, the decline that affects macroeconomics, also affects the tourism business.

It is necessary to study the demand, and quickly reconfigure when external conditions changing. It is necessary to start with interesting outreach destinations, where growth in demand is seen: now they are Moldova, South Korea, Vietnam and Sri Lanka.

In addition, you need to take a closer look at domestic tourism, the possibilities of which are great. Already in certain areas of the Russian Federation a competitive infrastructure has been formed at the present time: the Black Sea coast, St. Petersburg, the Golden Ring. Domestic exotics are also promising in terms of tourism: Gorny Altai, Kamchatka, Baikal, Kola Peninsula, Khakassia, Karelia.

And, of course, much is determined by the conformity of value and quality. It is worth offering bonuses, developing premium loyalty programs. It is necessary to attract buyers with high-quality service, to cooperate only with reliable tour operators, to form an image that will in future become functional for you.

CONCLUSIONS

Thus, in order to create an effective tourist agency, it is necessary to understand the mechanism of the tourism market in general and the role of travel agencies and tour operators, in particular.

It is also necessary to choose the direction of activity, be guided by one's own interests, taking into account skills of hired personnel or general market trends.

Then you need to choose one of the development models (independent travel agency, travel agency based at home, franchise or on-line travel agency).

Already then it is necessary to consider the aspects of registration, organization of the office, software, creation of a website, selection of employees and partners, tour operators, as well as advertising.

Only by thinking about these aspects, one can approach the business model of a tourist

agency comprehensively in the future, calculating costs, risks and profitability, launching a new enterprise project.

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