# Function of travel agency and tour operator

### **Travel agency - a fairly common type of business in tourism. Competition compels tourism firms to look for their niche by adapting to real demand, taking into account the differences between individual groups of consumers. A significant number of firms act as retail travel agencies, working directly with customers.**

### **Tour agency functions:**

### **1) advertising of the tourist product and consumer information on a possible tourist offer;**

### **2) realization of a tourist product with a full and reliable information about its consumer qualities.**

### **Tour operator - an organization engaged in bundling tours and forming a set of services for tourists, promotion and sale of tours. The tour operator develops tourist packages, provides tourist services, calculates prices for tours, transfers tours to travel agents for their subsequent sale to tourists, provides information support for the tour process.**

## GOAL!

The promotion function is the most important form of marketing activity of the tour operator - the tour operator is the most interested party in the dissemination of all kinds of information about it, applying in practice all the tools of advertising, sales promotion,

**The main functions of the tour operator include planning, pricing, promotion, informative function, innovative function, budget-forming function and integrating function.The main task of any tour operator is the planning of the upcoming tour, that is, the creation of an orderly time, meeting the required and valuable composition for the tourist and the quality of the schedule for the provision of the declared services.The only prerequisite for tour operators is the pricing function. The capabilities of each tour operator in the field of pricing are different and are determined by a number of subjective and objective factors: the scope of work of the tour operator, the possession of certain ties or unique rights for representation, exclusive contracts with hotels or carriers, the operator using the latest technology work, the use of private sources of information , the presence of a large agent network.There are several types of activities of travel agencies:**

### **1) Net sales of foreign tours (including costs for organizing advertising, issuing and selling vouchers);**

### **2) Organization of tranches from tours purchased from the tour operator (here work on providing travel tickets, selection and appointment of team leaders, guides);**

### **3) Join several tours into one (creating combined routes). A variety of connection tours can be an exit tour, starting with local service.**

### **Proceeding from these basic functions, the market policy of the travel agency is built, and its tasks are determined.**

### **Tasks of the travel agency:**

### **1) Full and wide coverage of leisure and travel opportunities for all available tours, resorts, tourist centers, etc .; promotion of this information in an advertising manner;**

### **2) Organization of the sale of a tourist product in accordance with modern methods of trade, as well as with the use of the specifics and features of the tourist market.**

## Functions of Travel Agency

## and Tour Operator

### **Travel agent - an intermediary organization engaged in the sale of tours formed by the tour operator. The travel agent purchases tours from the tour operator and realizes the tourist product to the buyer, or acts as an intermediary between the tourist and the tour operator for the commission given by the tour operator.**