

**ATTRACTIVE TOURISM**

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**ABSTRACT**

Considering the competitiveness of tourism activities in the supply and demand market, the importance of developing and promoting a tourism product will increase significantly. The main task in writing this work is to determine the role of tourism products in the tourism industry and the impact of a properly designed tour package on the creation of a tour operator company and a positive image. The sustainable economic growth of countries, the increase in prosperity, the increase in free time of the population and the strengthening of ties in all areas of activity have significantly expanded the geography of travel and increased the volume of tourist exchange.

**Key words:** tour operator, tour package, tourist product, market, service package, travel.

**Introduction**

The success of commercial activities in the tourism market is primarily determined by an attractive tourism product, so the main task of a travel company, in particular a tour operator, is to create an attractive tourism product. The term "product" reflects the quality or essence of concrete and abstract things. But the tourism product is a collection of very complex heterogeneous elements at the moment. In most cases, a tourism product is the result of the efforts of many enterprises.

To develop a tourism product that will be successful in the tourism market, the tour operator must decide for which market segment the product was created; he decides what positions he wants to take in these segments; develop and test a product concept; development of marketing strategies; assessment of the economic goal of introducing excursions; test in market conditions to determine the competitiveness of a given tourism product. The last stage is the introduction of a tourist product into the market of tourist services.

**Creation of an attractive tourism product**

The main task of the tour operator is to create a type that is supported by the corresponding service program. This product is the main travel product of the tour operator in the market. Depending on the type of tourist application and the method of organizing trade, tours can be individual and group.

Individual types provide the tourist with greater independence and self-sufficiency, but are more expensive, since the tourist fully pays for inter-directional transport, hydraulic services and other services, in contrast to group types. the price is reserved for all members of the group. Therefore, some species are not very convenient for mass tourists.

In addition, the organization of individual tours is a time-consuming process that requires the use of computer technology for booking, delivery, billing and other transactions. On the other hand, from an economic point of view, individual tourism is very beneficial for travel companies, since it brings a higher income per tourist than group tours. That is why certain places for group and individual tourism must be found in the company's strategy.

Group tours are cheaper, open to public tourists, but on group tours, each of their participants must comply with the travel procedure established for the group.

Creating an attractive tourist product is the first and most important task of a tour operator. This area of activity of tourism enterprises is directly related to production processes.

The company's product policy requires coordinated decisions between production and sale (commercial), as well as decisions about the range (variation), service programs and volume (mass) of the tourism product.

When creating a tourism product, there should be a clear answer to the question: what does a tourist buy? After all, he is not paid to live in a hotel, but to get acquainted with new feelings and the unknown; not a steak or a crib in a restaurant, but convenience, attention and a welcoming atmosphere. Therefore, the creation of a tourist product begins with the study of its consumer quality and properties, identifying the most attractive aspects for tourists. These are instructions for developing and implementing a tourism product.

The experts identified several key consumer features of the tourist product:

- Reasonableness, i.e. the provision of all services must be associated with appropriate conditions based on the purpose of the trip and the needs of the tourist;
- Reliability - compatibility of the actual content of the product with advertising, reliability of information;
- Efficiency - achieving the greatest efficiency at the lowest cost for the tourist;
- Integrity - the completeness of the product, its ability to fully meet the needs of tourists;
- Clarity - the consumption of the product, its direction should be clear to both tourists and service personnel;
- Flexibility - the ability of a system of goods and services to adapt to a different type of consumer and the ability to protect service personnel from switching;
- Usefulness - the ability to serve to achieve one or more goals (for example, recreation and knowledge), satisfying the specific needs of the tourist.

Ensuring control over the implementation of these features begins, first of all, with the study of the levels of satisfaction of tourists after the trip (survey, survey, etc.), but control over the quality of tourist service begins at the planning stage. tourism product.

Along with the above-mentioned experts, the importance of such an incomparable property as the hospitality of a tourism product was recognized. Without it, any of the most advanced tourism products will appear in person, and the tourist will not receive the expected level of satisfaction of their needs.

Hospitality in the tourism industry is a professional requirement and it is the art of making people feel welcome. The components of hospitality are respect, respect, courtesy of the staff. This concept is universal and consists of many structural factors:

- High-quality information on leisure, knowledge and entertainment opportunities for tourists from local and regional markets;
- Creating a positive image of the tourist area, potential consumer service companies (advertising, participation in tourist television, charitable activities);
- The desire of service personnel to provide tourists with signs of attention (service policy on the principle of everything for the client);
- Careful attitude of those providing tourism products to the requests and wishes of the customer (based on the principle, what else can we do for you?);

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- Take care of facilitating the direction of tourists in obtaining services (information about objects within the company, guides and treatises in a language understandable to tourists, etc.);

- A good attitude towards tourists, which should be elevated to the principle of service.

All these principles should be included in the service technology. In the technology of organizing an excursion, it is important to take into account the climate of interaction between tourists and service personnel, as well as the psychological aspects of the understanding of services and services by tourists. Therefore, the personal interests of the tourist, his spirituality in relation to him are a priority.

In this regard, it has long been practiced to pay the following signs of attention to tourists in international tourism:

- A welcome souvenir for every tourist. In addition, unlike hotel services, even confetti on a pillow can be such a memorable gift, types have the objectivity of souvenirs depending on the purpose of the trip (for business trips, these can be brochures, souvenir samples of interesting products), wimpons, etc.; for folklore - small souvenirs of a national character);

- Issue tourists with specially designed diplomas, certificates, breaststroke, etc. after the end of their trip;

- Flyers, treatises, instructions and links to the place of rest should be available to tourists;

- One of the first days of vacation (travel) is planned and for information and clarifications on additional services, it is necessary to meet tourists on the move. It is best if such a meeting is accompanied by video information.

All this is very hospitable and therefore seems attractive to tourists.

When organizing services, it is necessary to take into account the principle of release, i.e. the client must be free from all unpleasant things (serious organizational problems, ordering transport tickets and money, ordering theater and concert tickets, waiting for any kind of service, etc.).

### **Package of Services**

The complex of services includes a complex of tourist services (tour package). Tourist services are diverse: accommodation, meals, transport, sightseeing, recreational and entertainment and personal services, sports and resort programs, hiking, etc.

Tourism practices have basic and additional service concepts. What is the difference between them? From the point of view of consumer qualities and characteristics, there is no difference between them. Thus, excursions are the main services if they are included in the complex service and cost of the tour, but if the tourist, at his own discretion, purchases another excursion for a paid tour, this service will be additional. Thus, the difference between basic and additional services lies in their relation to the package or package (type) of services originally purchased by the tourist.

In practice, the main tourist product is a comprehensive service, i.e. a standard package of services sold to tourists in a single "package".

A package of services (turquoise) is a tourist product produced by a tour operator, which consists of a certain set of services: transport, accommodation, meals, excursions, etc. the needs of travelers and tourists depending on the type of tourist holiday they choose. There are two options for working with tourists in the form of an excursion and its collection:

- Carrying out the ordered tours;

- Holding inclusive events.

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