

FEATURES AND METHODS OF FORMATION OF THE COST OF TOUR PACKAGES

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Abstract: *the article examines the features and methods of forming the cost of a tourist package. In order to systematically study the characteristics of pricing of the type, all components of the travel package, their characteristics, evaluation criteria and characteristics of the impact on the market value of the service are considered in detail. The article is based on the issue of optimal use of fixed assets and working capital of the company in order to reduce the cost of production, which allows the company to provide flexibility in setting prices in a long-term development strategy. The article pays much attention to the problem of choosing a method for choosing a price. In today's market environment, travel agencies have different pricing strategies.*

Keywords: *tourism, household products, Tour package, tour, composition of travel packages, pricing strategy, methods of pricing, cost price.*

Tourism is one of the main areas of the modern economy. The object of sale and purchase in the tourist market is a tourist package, which can be organized on the basis of one type of service or a set of tourist services and goods, the sale of which is carried out during the trip.

Tourism is the highest consumer service, therefore, when developing a pricing strategy for a travel company, it is necessary to take into account many factors that directly characterize the components of the package. Tour package pricing is a unique and complex process that must take into account costs, brand, company image and goals on the one hand, and consumer demands and competition on the other.

The task of pricing in a travel company is to develop the most optimal way of setting tariffs for travel packages, which will be the key to achieving market goals in the long term.

The tourism industry is a special type of market where the subject of trade is complex. A tourism product consists of various components that can be interconnected and independent from each other. A travel product is often associated with the concept of a travel package and is a key component of it.

Accommodation services are a set of services related to accommodation in the place chosen by the traveler during his stay in the tourist center. It can be a hotel, guest house, motel, apartment, boat, villa, camping and much more. Given that catering services are mainly provided in a residential area, you should label them as services during the placement process. In the tourism economy, the following combinations of accommodation and meals are accepted: bed and breakfast (BB); accommodation, breakfast and dinner (HB); accommodation, breakfast, dinner and lunch (FB); All rooms (AI); accommodation, meal times, during the day, including room (UAI). The tourist has the opportunity to choose any of these combinations depending on economic reasons. Dishes can be "a la carte" or "scoreboard", but the attractiveness of the species largely depends on the quality and variety of dishes.

Transfer - transportation of the traveler to the place of departure, from the place of arrival to the hotel. In some cases, transferring money directly to the tourist center is also considered a service.

Regardless of the form and type of tourism, as well as the geographical features of the trip, it includes the directly presented parts, which in turn are the main components of the tour, tourist package, price.

The cost of a tour package is the cost of resources used in the production and sale of a travel product. In the process of forming a package, all expenses of a travel organization should be considered in two groups:

- Goods related to maintenance of fixed assets, payment of wages to employees, as well as services related to tourists;

- Business is associated with the cost of promoting a particular service or company.

Tour operators have a wide range of options for calculating the cost of services (customs, process, regulatory, standard, "direct costs", "standard costs"). Regardless of the choice of calculation method, all costs of the company must be taken into account.

The tourism product is the result of the efforts of many businesses, which consist of the following elements:

- Tour;
- Travel goods;
- Additional tourist, excursion and entertainment services.

The composition of tourism products for the CIS countries, taking into account the types of "inclusive" and "Package", is as follows (formula 1):

$$\text{STP (100\%)} = \text{ST (30\%)} + \text{T (30\%)} + \text{DU (40\%)} \quad (2)$$

Here is:

STP (100%) - the price of tourism products;

ST (30%) - the cost of the travel package;

T (30%) - the cost of travel goods;

DU (40%) - the cost of additional travel services.

Apparently, the travel package itself is a small fraction of the cost that tourists spend on a trip. Travel package rates are indirectly linked to other parts of travel products. The higher quality and more affordable tourist products and additional services for tourists, the higher the demand for this type.

The formation of market tariffs is a complex and important process, the management of which should be in the center of attention of the marketing and management structures of enterprises. Prices in the service sector differ from prices in the commodity market and have the following characteristics: high flexibility from various variables, intangible component of consumer goods; numerous competitors, ease of entry to the market; dependence on innovation; volatility of demand, strong dependence on the seasonal factor; high impact of marketing technologies. Based on these characteristics, as well as inherent differences in the service market, it is impossible to calculate package prices, such as product prices, leading to imprecise results. Calculation of tariffs according to the classical model, which is considered a "general" model in the price economy, is an example of the above examples. The product is currently offered on the market in a modified form (formula 2):

$$P = C + T + PR$$

Here is:

P is the price of the travel package;

C-production costs;

T-taxes (direct and indirect);

PR- Expected income (margin).

However, in the process of setting tariffs in the service sector, this is relevant for the presented formula, which raises some concerns. The model does not take into account the level of competition in the market, the unique features of the product, the stage of the life cycle, the level of consumer demand and, as a result, leads to distorted results that deviate from the market reality. There is a system of all methods for determining tariffs, and the further development of the company depends on the correct choice of one of them. To study the pricing process and the factors influencing it, the author chose the following methods:

1. Costly method;
2. Demand-oriented method;
3. Competitive approach;
4. A method based on the unique features of the service.

The composition of the tour package depends on the direction of the tour, but in any case it is a certain set of interrelated components that directly form the consumer characteristics of this product and determine its market value. ... The price of a tour package depends on three main components: transfer, accommodation, hostel. The components of these components make up the cost of the travel package.

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