



KONFERENSIYA

**“ZAMONAVIY TA’LIM TIZIMINI
RIVOJLANTIRISH VA UNGA QARATILGAN
KREATIV G’OYALAR,
TAKLIFLAR VA YECHIMLAR”**

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THE IMPORTANCE OF TOUR AGENCIES AND TOUR OPERATORS IN TOURISM AND THEIR STATUS IN UZBEKISTAN

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Organizations involved in the preparation and sale of tours are called tourist and excursion organizations. In practice, they can be called differently (travel agency, travel agency, travel agency), but in terms of the type of entrepreneurial activity in the tourism market, they are divided into 2 groups: travel agents and tour operators. A tour operator is an organization engaged in the packaging of tours and the formation of a range of services for tourists. Tour operators develop tourist routes, saturate them with services through interaction with service providers, prepare advertising and information publications for their tours, calculate prices for tours, transfer tours to a travel agent for their subsequent sale to tourists. A travel agent is an intermediary organization that sells tours formed by a tour operator.

The legal status of cooperating operators and agents is enshrined in the agency agreement, the subject of which is the delegation by the operator to the agent of the right to sell their own tours for a set amount of commission.

Responsibilities of the agent in accordance with the model agency agreement:

1. Bringing reliable information about the upcoming tour organized by the tour operator.
2. Sale of the tour after pre-booking and receiving confirmation of the booking conditions from the operator.
3. Collecting the necessary information and documents from the client and timely sending them to the tour operator.
4. Timely payment for the tour by the tour operator.

The tour operator under the agency agreement undertakes:

1. Provide the agent with information, advertising, technological and other materials necessary for the promotion and sale of the tourist product.
2. Inform the agent about the requirements and conditions imposed by the tourist from foreign suppliers of air carriers, consular, customs and other institutions.
3. Provide the agent with comprehensive information about the peculiarities of the trip, as well as the dangers that tourists may encounter.
4. Not later than the deadline from the date of receipt of the booking request, confirm the possibility of organizing the tour according to the stated conditions.
5. Issue invoices for the requested tour product.
6. Pay the agent a commission in the amount established by the agency agreement or a specific proposal of the tour operator.

Ways to stimulate the activity of agents can be roughly divided into four categories:

1. Material (directly related to the remuneration of working agents),
2. Technological (related to the improvement of the technologies of joint further work),
3. Educational (related to increasing the professionalism of agents and aimed at improving the quality of service for tourists),
4. Intangible.

Material ways to stimulate agency activity include:

- "floating" size of the commission. Most tour operators resort to increasing the commission for the most active and high-quality agents (for example, increasing the commission when a certain number of sent tourists, sold "man-days" or total sales). The only condition for an increase in the effectiveness of this method of incentives is to inform agents about a possible further increase in agency fees (a progressive scale of commission size is usually attached to a standard agency agreement) so that the agency initially strives to achieve the coveted amount or number of items;

- a bonus accumulation system for rewarding agents, which is a scheme of work according to which, when an agency sells a certain tour or travel service to the agency's "personal account", the tour operator deposits either a certain amount of money or an incentive travel service, which the agent can actually use later take advantage;

- refund of funds paid by the agency for the participation of its managers in famtura, after the travel agent sent a certain number of tourists in this direction;

- investments in travel agent activities are especially widespread in the case of organizing a retail agent network. In this case, the operator invests a certain amount of money in the agency's activities (for example, for the purchase or renovation of an office, the purchase of office equipment, advertising, etc.) on the basis of guarantees of a certain volume of the agent's sales on a monthly basis;

- joint advertising of the tour operator and its most efficient agents. Joint advertising acquires meaning only if the audience of the advertising message offered by the operator is quite wide, and the advertising itself covers many regions of the country.

In this case, in addition to information about the operator itself, the message contains the names and phone numbers of agencies in different regions, whose consumers are the recipients of advertising. Among the technological ways to stimulate the work of agencies, the most common are the following:

- priority of consideration of applications for efficiently working tour operators, which means the priority of processing applications and their confirmation as an incentive measure for distinguished agents;

- introduction of on-line booking or work on ICQ. Electronic forms of cooperation between a tour operator and an agency are becoming more and more popular in the world.

- regular informing of agents, especially regarding the introduction of new tours or directions, changes in prices or the size of the commission, availability of places for upcoming arrivals, etc.;

- increasing the efficiency of confirmation of applications. For example, many tour operators, when attracting new agencies, bet on the fact that future booking requests for agents will be confirmed within a short time (1 hour or less);

- simplification of settlement schemes, for example, providing agents with the possibility of cash settlement (when a special courier of the tour operator meets the sent sums of money at train stations or airports free of charge for the agency), deferred payment, etc. ;

- the possibility of providing agents with preferential quotas or blocks of places. This method of incentives is most relevant for agents with high sales volumes. The tour operator can provide such agencies with a quota of places (for example, guaranteed 10 places) for upcoming tours during the most peak dates.

The essence of the benefits is that the operator may not require the agent to pay in full for the block, provide him with payment by installments, etc. Educational methods of stimulating agency activity are generally aimed at increasing the awareness and professionalism of agents, which in future work leads to an increase in the quality of tourist services. In addition, regular advanced training of agents at the expense of the forces and funds of the tour operator, advertised in the tourism market, can also attract new agencies to work together with the operator.

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