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<https://doi.org/10.61796/ejheaa.v1i4.472>**Selling tours: the point where it is profitable for both tour operators and clients****Rakhimov Sardor Olimovich**

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Abstract: Selling tours is beneficial for both parties - tour operators and clients, providing the opportunity to gain access to a variety of travel offers and save on travel.

Keywords: Sale of tours, tour operators, tour, tourist, booking, special discounts.

This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license**Introduction**

Selling tours is an important aspect of the tourism industry, which has its benefits for both tour operators and customers. For tour operators, selling tours represents a source of income and an opportunity to increase their customer base. They can offer various package deals, which allows them to attract more customers and increase their profits.

On the other hand, clients also have several advantages when purchasing tours. They can access special offers and discounts that are often only available when purchasing a tour. In addition, clients can save time and effort in planning their trip, as all the details will already be taken into account in the tour package.

How do tour operators work to attract as many clients as possible, and is it profitable for both parties to sell the tour?

A month before the expected departure, when all tour operators have enough free seats on the plane, prices are kept at a certain level due to competition. Subject to high demand, free seats on the plane are actively closed and 2 weeks before departure, a few seats remain free from one or two tour operators. In this situation, tour operators increase prices, since free places will still be sold out.

Tour prices are determined by the availability of seats on the plane. And any last-minute tour is a miscalculation by the tour operator, which leads to financial losses. After the global crisis of 2008-2009. Operators make fewer such mistakes, i.e. “freebies” 2-3 days before departure don’t always happen. And if you hope and wait, then you can even spend your vacation at home. This is especially true for flights from Tashkent.

In such cases, we can advise clients: the price of the tour is suitable, the quality of the hotel and the dates of the holiday should be booked immediately. No matter how much time is left.

In the fall, one of the operators in Egypt had prices for tours 10% lower than their competitors. The wise, of course, booked offers for their tourists with this tour operator, which led to the fact that, as a rule, free seats on the plane organized by this tour operator were sold 3-4 weeks in advance. And those tourists who applied 1-2 weeks before departure could no longer count on these sweet prices, and they had to book a similar tour, but from another, ten to fifteen percent more expensive.

Your favorite hotel might just be full 3 weeks before your trip. In addition, hotels with optimal price-quality ratios are filled first, and expensive and bad hotels last, the places that remain on the eve of the trip. Conclusion: Suitable, quality, and dates - book!

On the one hand, any agency employee selects a tour for clients on the Internet. But he does this from the tour operators themselves. This is the only place where the client can find objective and 95% up-to-date information. But you need to know these sites, you need to be able to use search modules (this is much more difficult), compare tour operators (takes a lot of time), and review dozens, or even hundreds of hotels to choose the best one.

On the agency website, where only a small number of offers are posted, compared to what is possible (for example: in the telegram/Instagram channel of travel agencies, as a rule, there are from 5 to 20 indicative offers for the coming dates, profitable offers are published every day). But these offers become irrelevant after 2 days.

In such cases, clients can be advised not to waste time, let the company manager/tour operator choose the tour, and exercise the right to choose from the proposed options. Practice shows that at least 3 people a week lose offers that they thought about for a long time, and in the end, they book more expensive and worse, because they couldn't get there at the time, they didn't dare to book right away. The manager cannot hold the tickets because... they are publicly available not only for residents of, for example, Samarkand or Tashkent but also for all agencies in the CIS.

Therefore, if the price, hotel, and dates suit you, you must book immediately.

Many clients think that buying a tour directly from a tour operator is cheaper. However, it is impossible to buy from a tour operator since they do not interact with individuals.

Most future tourists contact the agency by phone. As a result, 80% of them booked a completely different option than the one they went to the agency for. Because the seats on the plane, hotel, and while the tourist gets to the agency are running out; as a result, due to the slowness, the departure and arrival times turn out to be inconvenient; the price changes upward; new profitable offers appear.

When communicating via the hotline, choose an agency for yourself, paying attention to the number of options offered, their final prices, the quality of the hotels offered, and the competence and attentiveness of the travel agency employee to you. Then, taking the passport details of all tourists and the agreed amount of deposit, send them to the office.

How do professional travel companies work:

1. work schedule convenient for clients (usually from 9.00 to 23.00);

2. free consultation;
3. Search for last-minute tours at reduced prices (using a consolidated database of all special offers);
4. choose from a huge number of offers, and this is a guarantee of low prices on the market;
5. Trusted and recommended to friends: Read customer reviews in the public domain;
6. attention to detail when selecting tours;
7. providing the necessary information exactly on time;
8. convenient office location.

Considering the above, we can recommend the following to tourists:

1. study travel agencies and websites of tour operators.
2. keep an eye out for discounts and sales.
3. track price changes for destinations you are interested in.
4. look for tours in advance so you have time to compare offers and choose the most profitable one.
5. evaluate the level of comfort and living conditions in hotels.
6. check the availability of a visa and other documents required for the trip.
7. check whether the tour price includes additional services, such as insurance, meals, and transfers.
8. pay attention to the reviews of tourists who have already visited the resort you have chosen.
9. be prepared for some inconveniences associated with the unpredictability of the chosen tour.
10. make your choice consciously and only after carefully considering all possible options.

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