

## The Role of Tourism Companies in the World Community: Their Logistics Processes

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**Annotation.** This article analyses the names of companies operating around the world, their activities, sources of income. The importance of tourism and tourist logistics in the world was discussed. The world-famous types of tourism and the importance of travel in people's lives are explained in detail. Tourism is one of the largest creators of the global middle class, with millions of people around the world growing in their local economies by providing services to visitors, and often those who have moved to new countries are involved in the tourism industry.

**Keywords:** tourism, tour operators, tour agency, travel, logistics, transport logistics, supply chain, supply chain management, business tourism, sports tourism, medical tourism.

Tourism is the movement and process of spending time outside the home to relax, unwind and enjoy while using commercial services. Thus, tourism is a product of modern social structures that began in Western Europe in the 17th century, although it existed even in classical antiquity. Tourism is different from exploration in that tourists cross a "ruined path," use established supply systems, and are deserving of enjoyment, usually isolated from hardship and danger. Tourism, however, gives rise to general categories with other activities, interests, and processes, including, for example, pilgrimage, "business tourism," "sports tourism," and "medical tourism" (international travel for medical care).

Of course, there are tour operators around the world, which are called tour agencies and tour operators. The plan covers the world's most popular tour agencies, their levels, financial condition and logistics system.

Tourism is one of the largest creators of the global middle class, with millions of people around the world growing in their local economies by providing services to visitors, and often those who have moved to new countries are involved in the tourism industry. Given that tourism accounts for 10 percent of the global economy, tourism is one of the most vibrant and important contributions.

Most tours are still sold at the destination or offline through traditional tour operator brands and travel agencies; according to technology provider Trekksoft, about 80 percent of the sector's total orders are processed offline, and only 13 percent of those orders come from operators with real-time booking connections in the industry.

The business of global tour operators has evolved over time, with the democratization of travel and the growing importance of experiences for consumers. However, online booking is mostly limited to simple types of goods like sites on sites like TripAdvisor and Viator.

The long tails of activity that have spread to different directions around the world will one day be ordered online and will radically change the sector's economy. The method of packing the tours themselves has changed to reflect the demands of global consumers, which goes against the traditional notion of what a tour is.

In many ways, the excursions and event sector is similar to the online booking situation of hotels that was difficult before the advent of Booking.com, which has helped connect various independent and boutique hotels in Europe to online booking sites.

As venture capital enters the field of excursions and activities, investors are betting on the future of this sector as the next great market that is not used in online travel. There are business fundamentals; Acquiring even one percent of the \$ 150 billion industry gives Unicorn status among the many emerging platforms in the industry.

Over the past three months, Skift has interviewed more than twenty executives and executives in the travel and events industry, ranging from small tour operators and location management companies to global travel giants and distribution technologists.

The tourism industry, which is experiencing problems on all fronts, is undergoing changes, from designing tours to sales and marketing methods, as well as logistics. There has been a wider shift in the business models of major travel

brands around the world, and now there is a digital revolution on the fringes, which has attracted big bucks from travel players like TripAdvisor and Google.

In this analysis, we look at how the tourism experience has evolved in recent years, how tour operators view the changing dynamics of their business, and the race to make online tour booking a major trend among tech companies.

Standard tour operators have an inventory, which is very cumbersome and usually takes multi-day excursions. The area of excursions and events is determined by smaller companies, which offer products with a much more limited scope. There is some nomenclature problem in the sector; small companies may consider themselves tour operators, but the industry is defined by large players who tend to sell packages rather than Travel Corporation, TUI, Thomas Cook, and a number of other activities.

While there are significant differences between package tour operators and tour operators, both sides need to be looked at when studying the future of the sector, especially since the difference is lost in the majority of consumers. Indeed, as we talk to various sector leaders and executives, the silos between these two types of travel have become so much more disturbing when it comes to consumer demand, marketing and distribution intersections.

Since the 1800s, packaged travel has remained largely the same: the traveller pays the operator for transportation, accommodation, and usually access to activities, while the operator does the work of turning these different products into a holistic experience for customers. Inside or outside travel operators, travel agencies sell packages to potential travellers and charge a commission for selling them. In this way, travel agencies act as a sales force in practice for tour operators and their products.

Because of the complexity of these trips, dynamic packaging is never involved in trips and events. It takes experience, communication, and planning to design a package type that flows from end to end.

Something more complex than an activity that lasts several hours requires a level of coordination that can be tricky for travellers, so travel agencies still act as a reliable intermediary in the sales process. In a world of digital distractions, there is a situation where travel agencies offer tour operators more opportunities than online channels in converting potential customers.

Although the structure of the sector is largely the same, despite the fact that several dominant global tour operators work with different brands, what travellers want has changed dramatically. In a world of democratic travel, diversity has now become king.

TripAdvisor data highlights the changes that have taken place in their travels. Historical and cultural excursions increased by 125 percent for global travellers in 2017, cruises by sunset increased by 86 percent, and private day trips increased by 79 percent. Food security is the fastest growing category in terms of travel costs; spending was 61 percent in 2017, with travellers from Canada, the UK and Australia taking the lead.

“If you step back and forget the category and just look at the consumer offer, it’s an experience,” said Dan Christian, a digital employee at The Travel Corporation, which is supposed to be the world’s largest travel operator. “It’s definitely not a beach holiday or a cruise ... They’re looking for more immersive experiences, cultural connections, and it’s all age levels, so it’s not demographic. It’s the same thing as children’s boomers, like millennia. Alternative the search for a holiday is now becoming commonplace.”

It is more expensive to produce more complex types with options and diversity than traditional bus types because they are still common because they are an efficient way to deliver vacationers to their destination and are easy for operators to make a profit. It is also becoming easier for travellers to book while traveling around the destination they have booked.

The major tour operators that run global brands that the consumer can’t afford to work with are connected in some way and work in several different ways to create packages.

Some work with targeted management companies, which are mainly intermediaries with connections and experience, who organize group trips to specific destinations. Others, including Intrepid Travel and G Adventures, have set up their workplaces on their personal addresses, eliminated third-party route management companies, and tailored products to consumers’ unique experiences. produced.

Travel agencies have also tried to take advantage of consumers’ demand for different experiences. As components of travel become easily booked goods online, package tours remain difficult to sell digitally.

“Privatization is a new luxury,” said Cece Drummond, managing director of routes and experiences at Virtuoso Luxury Travel Agency. “So, by ordering these tours through travellers, you know you can really get something that suits the needs of the traveller ...

“There are about 150 [travel management companies] on the site; we have about 60 tour operators and portfolios. We work with both, and it’s very interesting because the lines are so blurry between the two types of suppliers. If you want to put each one in a box, you really can’t. ”

#### Here is a list of the most profitable travel companies

No	Name	Location	Monthly income (billion)	Number of employees
1	ExpediaGroup	Bellevue, Washington	\$99	24,000
2	BookingHoldings	Norwalk, Connecticut	\$92.7	24,500
3	American Express Global Business Travel	JerseyCity, NewJersey	\$33.7	17,400
4	BCD Travel	Utrecht, Netherlands	\$27.1	13,800
5	CWT	Minneapolis, Minnesota	\$25	18,000
6	FlightCentre	Brisbane, Australia	\$16	20,600
7	TravelLeadersGroup	New York City, New York	\$7.12	4,000
8	AmericanExpressTravel	New York City, New York	\$6.27	5,000
10	Corporate Travel Management North America	Denver, Colorado	\$5	725
11	Fareportal	New York City, New York	\$4.95	3,899
12	AmericanAutomobileAssociation	Heathrow, Florida	\$4.13	4,655
13	TravelandTransport	Omaha, Nebraska	\$3.53	1,737
14	Frosch	New York City, New York	\$2.25	1,180
15	OmegaWorldTravel	Fairfax, Virginia	\$1.47	530
16	OvationTravelGroup	New York City, New York	\$1.4	660
17	WorldTravelHoldings	Wilmington, Massachusetts	\$1.34	1,335
18	WorldTravel	Exton, Pennsylvania	\$1.32	528
19	JTB AmericasGroup	Torrance, California	\$1.26	2,120
21	Scottstravel	Scottsdale, Arizona	\$0.697	-
22	ATG	NewAlbany, Ohio	\$0.682	-
23	AdelmanTravel	Milwaukee, Wisconsin	\$0.650	300
25	Cruise Planners, an American Express Travel Representative	CoralSprings, Florida	\$0.615	120

Privatization has long been a key factor in helping tour operators increase the value of travellers, but the proliferation of mobile technologies has helped take privatization in a new direction. In 2017, the 93-year-old Tauk launched its first mobile app for travellers with tips on what to do in their spare time on a tour.

The Tauk app is available for all of the company’s trips, said Tauk President Jennifer Tombaugh. “The impetus for the app is to provide guests with content before and after the tour,” he said.

Perillo Tours, which takes excursions to Italy and Hawaii, is developing an app that allows travellers to download promotional videos for excursions. The company began shipping virtual reality headphones to travel agencies last year, and the mobile order will be fully available by the end of 2018.

To be listed, companies must have at least \$ 100 million in sales and at least 15% of sales must have been through the United States.

The main stages in which most travel agencies make money are:

1. The traveller works with a travel agency and completes his or her route.

2. The travel agency will book the various vendors (airline, hotel, car, travel, excursions, etc.) used on the traveller's route through the special travel agency portal or by calling the vendor, indicating their accreditation number. Depending on the type of reservation and the agency, the agent may also charge a separate consultation or service fee from the traveller.
3. The seller recognizes the travel agency by its accreditation number. The seller uses the accreditation number to obtain information about the agency, including the commission level of the travel agency and the address to which the commission check will be sent.
4. The travel agent makes the reservation and is booked through their accreditation number.
5. The commission is paid to the travel agent. On most trips, the seller pays a commission to the travel agent after the customer travels. For most cruises, the commission is paid to the travel agency after the last payment (usually about 60-90 days before departure).

The agencies have adapted to the new conditions, taking into account the reduction of commissions on travel bookings and the ability of customers to order themselves. The community of travel agencies has suffered from this. Many agencies that did not adapt quickly went bankrupt.

Since 2013, the number of travel agencies has started to increase.

The travel agency's business model (both corporate and leisure) reduces dependence on commissions. Because the cost of logistics, i.e. the cost of airlines and other vendors, the cost of transportation, delivery is lower than in the past.

Therefore, one of the travel agencies to reduce commissions was to diversify these revenues and start collecting fees. This has helped agencies move away from complete trust in vendor commissions and helped them fill the bottom line that was once softened by generous airlines and vendor commissions.

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