

## INTEGRAL PART OF THE TOURISM PRODUCT

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### ABSTRACT

*The article analyzes based on this, we can conclude: the task of the staff is to provide what the tourist needs. Namely: decent service, friendly atmosphere, a sense of satisfaction, inner comfort, pleasant attitude: the tourist should get the impression that he is special, and since he is no longer treated by anyone, i.e. the staff should be as hospitable as possible. Readiness to provide assistance is important, it should always be shown in the attentive attitude towards the guest, as well as in the offer of support services or the fulfillment of additional conditions competitive staff as one of the most components of a traveler item, as well as its effect on the receipt of the ultimate item by customers.*

**KEYWORDS:** *Staff, Tourism Product, Traveler Item; Staff Evaluation; Personnel Assessment; Customer Service Of Tourist Enterprises.*

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