

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.*

INTRODUCTION

With the improvement of the conditions of international trade and world relations, the importance of activities that are auxiliary to improve personnel management increases. First of all, the tourism industry is special in that the staff is part of its product. Let us turn to the definition of personnel, this is the personnel of an organization carrying out labor activities on the basis of a contractual relationship with an employer. Personnel is the part that is part of the organization's staff. [1]

The relevance of the topic is determined by the fact that competitive personnel: gives the company a competitive advantage over other organizations; provides a high-quality selection of services for consumers; directly affects the development strategy of the organization. Also, considering the definition of atourist product, it is worth highlighting that this is a complex of services, works necessary to meet the needs of a tourist during his trip. It is determined either as a result of human labor, or in the form of work and services performed. The goal of human resources management is an effective human resources policy that will prepare staff to provide customers with quality and satisfying service. And this is not possible without the necessary system of personnel coordination; motivation and formation of corporate culture, as well as mandatory investments in the human factor and preparation of employees for the implementation of the accepted foundations. [2]

Staffing tasks are inevitable in the work of any competitive organization. The recruitment and selection of personnel determines the future success of the company, forms a certain system of standards and principles, helps its smooth functioning, contributes to its position in the market, since competent personnel creates a demand for the services of this organization. [3]

The quality of human resources, their investment in achieving the goals of the organization, as well as the quality of products sold or services provided, is mostly directly proportional to how effective and promptly the work in these areas of personnel management was. The recruitment process includes certain stages:

- Search;
- Selection;
- hiring;
- Distribution by jobs.

When building the organization's policy, great attention should be paid to the initial stage of staffing, namely, as accurately as possible, to assess possible losses, mistakes that can be made in the implementation and implementation of personnel policy. For this, it is recommended to study the composition and structure of personnel costs. The structure of personnel costs is the sum of all items that are included in the expense: assessment and selection; education, trainings; salary; motivation system; all kinds of benefits; dismissal; not the qualifications of the staff. [4]

The quality of service at tourist enterprises depends primarily on the degree of professionalism of the staff, which includes the following points:

- recognize and evaluate the requirements of each client personally and provide services according to the established standards of the organization;
- evaluate and perceive each client who is provided to him for tourist services;
- if necessary, promptly and promptly adjust the service process;
- get satisfaction from the service of each client.

Respect is one of the hallmarks of professional customer service. The correct line of conduct for the client, the atmosphere, lively and not forced dialogue, everything that surrounds him, should cause the tourist a feeling of psychological comfort. If the staff is persistent, constantly lost in conversation, cannot provide all the information of interest, then it is unlikely that the tourist will want to use the services of this tourist enterprise again, most likely he will look for a new enterprise where he will be given the desired attention.

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. [5]

The existence of high standards of services is an important criterion when looking for new and maintaining a base of existing (permanent) customers. Most travel businesses, especially hotels

and travel operators, have well-defined customer service standards and principles that are common to all departments. They include detailed instructions governing workers' uniforms, footwear, and appearance.

In theory and in practice, there are claims that in order to have satisfied customers, the employee must be satisfied. The employee, performing his work, tries to make it as high quality and efficient as possible, in return expecting the employer to fulfill certain conditions, namely: decent wages; an objective and open system of payment of wages; respect and fair assessment of personal qualities; building and maintaining a supportive work environment; the ability to give your assessment of the situation and express your personal opinion; prospects for career growth, professional development; a clearly organized work process, with the definition of responsibilities and functions for each position.

Qualified personnel in tourism enterprises must possess basic theoretical knowledge, as well as practical skills, in the field of tourism business, and of course, knowledge in the field of ethics, corporate culture and interpersonal communication.

Characteristics of Tourism Product

Following are the main characteristics of tourism products:

- Intangibility
- Inseparability
- Perishability
- Heterogeneity
- Essentially of Users Presence
- Complexity in Marketing
- Absence of Ownership

Intangibility

As discussed earlier in this chapter, tourism products are actually the services that are being sold to the tourists, and it's not the goods. Services can't be seen, smelled, felt or touched; it can only be experienced. What can be seen is their effect. For example, a guide's comments can be heard. A travel agent books a ticket from place A to B. The ticket is just a piece of paper, an entry pass for using the service. An airline provides the service of transportation, comfort and leisure. A thorough evaluation of the service before buying it is therefore impossible and leads customers to use other cues to help them assess the service like the interior of the restaurant, the appearance of the hotel entrance or the behavior of the receptionist.

Inseparability

A service of a tourism product cannot be separated from the provider of the service. For most services, the producer and the seller are the same people. Services are manufactured and consumed at the same time. In the case of products, consumption takes place after production and often far away from the factory.

In the case of tourism products for example a guide has to be present to explain the attraction. A pilot has to be present to fly a plane. Both service providers and the service user have to be physically present for mutually satisfying the exchange of service. The visitor to a national park cannot experience counter service if the receptionist is not present, nor can the receptionist render the service if the visitor is absent.

Perish ability

The tourism product is highly perishable, which means it cannot be stored. For example, a hotel room or an aeroplane seat that is not sold on a particular day, is a lost sale. If the tourists don't visit a particular place, the opportunity is lost. If the opportunity is lost, the moment is lost. This adversely affects the tourism business. The demand has to be managed by the marketer in such a way as to ensure that as little capacity as possible is lost. The problem is unique for the tourism industry. Due to these reasons sometimes heavy discount is offered by hotels or transport generating organization.

Heterogeneity

Services offered by most people are never the same. There is some degree of variability present in almost all types of services. This may be due to the extensive involvement of people in the production of service. This issue is not present when a machine dominates. Depending on the mood, behaviour, working style, efficiency and knowledge of the people variability exist. For example, all air hostesses cannot provide the same quality service like the other. Yet again the same individual air hostess may not perform the same uniform service both in the morning as well as in the evening.

Even the tour package and the aircraft can't be consistent of equal standards because an aircraft can de-shape the travelling pleasure into a nightmare and a holiday seaside is ruined by the prolonged rainy spell. Another reason for variability of service is the involvement of customers in the process of product delivery and consumption system. For example, a musician performing at a program may not perform with uniformity. His performance will depend on the response and appreciation of the audience. Hence service varies from person to person, time to time and from situation to situation. In travel and tourism businesses, service quality depends on uncontrollable factors and there is no sure way of knowing whether the service delivered matched what was planned or promoted, or what was expected by the customer.

Essentially of Users Presence

Presence of the user is necessary to avail the service. The customer or the guest has to be personally present on the spot. It can't be brought to the user. As in the case of other tangible goods, the buyer can avail the service from anywhere or from his home. But in the case of tourism products, it is not at all possible. The tourist has to go to the tourist attraction to experience the tour. However the marketers here need an in-depth study of users behaviour, tastes, preferences, likes and dislikes so that expectations and realities coincide and satisfaction is made possible.

Complexity in Marketing

Tourism product involves complexity in marketing. It requires a lot of effort to convince a buyer. As in the case of travel agents. In order to sell their tour package they need to convince the

customer by introducing various facilities, discounts and services. Product demonstration is bit difficult in the case of tourism product.

Absence of Ownership

As in the case of tangible goods like television. As soon as we buy it, we become the owner of it. But this is not the case with tourism products. A tourism product when sold to the customer or tourist, he can only avail the service but can't be its owner. For example, while buying a hotel room, while buying a seat in an aircraft or a luxurious train, you can only take the facilities of the service for a certain time. You can't be its owner for lifelong. Great importance is also attached to the business characteristics of the employee: flexibility of thinking, attention to detail, skills in interaction with clients, non-standard thinking, ability to negotiate, you also need to be able to conduct business correspondence with a client, discipline, you need to be result-oriented.

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