

PLANNING REVENUE FROM THE SALE OF SERVICES TO A TOURISM ORGANIZATION

Планирование выручки от реализации услуг туристической организации

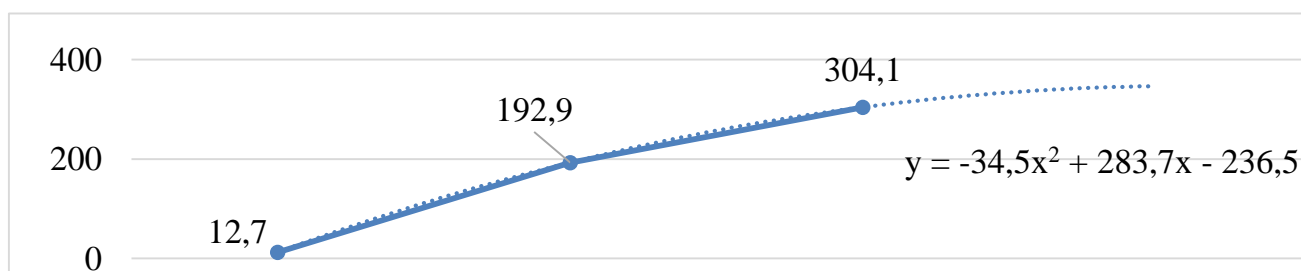
The purpose of the work is to calculate the planned revenue from the sale of services of the travel company Bohemia Travel LLC, including revenue from the sale of its new tourism product, as well as to provide proposals for the organization of new travel services.

The usefulness of the product for the consumer is reflected in demand, as a result of which the organization receives revenue. The financial condition of the organization, competitiveness, potential for business cooperation depend on the volume of revenue.

Calculation of planned revenue allows for timely and complete financing of investments, increases in working capital, and settlements with counterparties.

The revenue of a tourism organization from its tourism activities is the cost of tourism services provided directly by the tourism organization itself [1].

Based on data for 2020–2022, you can plan the total revenue from the sale of travel company services for 2023, excluding revenue from a new product (see Fig.).



Dynamics of revenue from sales of services, thousand BYN

The planned volume of total revenue from the sale of services will be:

$$\begin{aligned}\text{Planned revenue}^2 &= -34.5 \times 42 + 283.7 \times 4 - 236.5 \\ &= 346.3 \text{ (thousand BYN)}.\end{aligned}$$

² To calculate the planned value, “x” is taken to be the serial number of the period in which the planned value falls – “4”.

In 2023, BohemiaTravel LLC has planned a new product – the “Native Paths” tourist route. Tour route: Moscow – Minsk – Khimy village – Alexandria agricultural town – Kopys – Bobruisk – Mogilev – Moscow. The tour will take 4 days and 3 nights. There are 20 people in a group tour. This product is designed to attract tourists from the Russian Federation to enjoy the heritage of the Belarusian people, and is aimed at developing inbound tourism.

The planned number of groups per season is 7. The tour operator has created a tour from the services of third-party organizations and services provided in-house. As a result of calculating the cost of the tour, the following results were summed up:

1. The total income from the tour was 5000.00 BYN, 250.00 BYN per person.
2. The return of commissions to travel agencies amounted to 1000.00 BYN.
3. Expenses for supplier services amounted to 12,972.10 BYN.
4. Planned profit for the season – 35,000.00 BYN.

The total cost of the new tourism product was 748.61 BYN per person.

During the season, the organization will receive revenue from the sale of the new product in the amount of:

$$\text{Revenue} = (19972.10 - 12,972.10) * 7 = 49,000.00 \text{ BYN}$$

At the end of 2023, taking into account the implementation of the new tour, the revenue amount will be equal to 395.3 thousand BYN, where the revenue from the sale of the new tour will be 12.40%.

The tour program includes visiting the bathhouse on a voluntary basis. Tourists who have not expressed a desire to use this service can be offered an alternative. In addition, it would be advisable to work on the volume of sales of services, in particular on the marketing strategy. Thus, the “Native Paths” route will bring additional income to the company and attract new customers, which will allow it to develop dynamically.

Resource

1. Methodological recommendations for forecasting, accounting and calculating the cost of tourism services [Electronic resource]: Resolution of the Ministry of Sports dated January 23, 2009 No. 2 // Belzakon.net. – Access mode: <https://belzakon.net>. – Access date: 05/31/2023.