

ANALYSIS OF TRAVEL FIRMS' ACTIVITIES AT TRAVEL MARKET OF SAMARA REGION

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The article is devoted to the analysis of travel firms' activity within the Samara region. Studying the dynamics of the main indicators of travel firms' activity enabled, by means of extrapolation method, to forecast the growth of all the basic indicators characterizing tourist activity by 2009.

The market of tourist services in the Samara region was being formed rather slowly, thus determining its specifics and peculiarities. The definite role in its functioning belongs to the tourist (travel) firms. At present, there are two types of travel firms at the Samara travel market: these are tour operators and travel agencies.

Basing upon the statistic data of the Territorial organ of Federal State Statistic service in the Samara region, concerning tourist firms of the Samara region for the period of 2005-2007, we tried to follow the dynamics of the main indicators of tourist firms' activity in the region.

Within the territory of the Samara region, 185 organizations were engaged in tourist activity in 2007. In comparison with 2005, the growth comprised 55 organizations (42,3%).

The growth in the number of tourist firms leads to the growth of employees within the sphere of tourism by 71,1%. Unfortunately, the organizations of tourist industry deeply lack high-qualified staff, not only having higher professional education, but even having experience in this professional sphere.

The grow in the number of tourist firms in 2007 by 8,8% provided the growth of the sold tours by 22,9%. The price increase of a single tour in 2007 comprised 20,3% in comparison with 2006. Mostly this increase was determined by selling the tours to Russian citizens travelling around Russia. The average cost of one tour to the foreign countries grew by 5%.

The question arises: what profits should be expected from the regional tourism during the next years? The instability of Russian business environment makes the short-term forecasts especially actual. We tend to use the

extrapolation method for this kind of forecasting.

Let's consider the analytical flattening by the straight line of the series of profit dynamics from the tourist service realization within the region, and identify the trend in tourism development.

According to the calculated parameters, we write down the equation of the straight line of dynamic series, characterizing the profit volume from the tourist service realization:

$$\hat{y} = a + bt = 690332,03 + 55679,6t \cdot$$

Using the above-mentioned equation, we calculate the theoretical value for \hat{y} for every year.

Now, by continuing the trend of the past to the future, we find the forecast of tourism development for 2009:

$$\hat{y} = 690332,03 + 55679,6 \cdot 3 = 857370,83 \cdot$$

Actually, we can make a conclusion, that the profit volume from the tourist service realization within the Samara region will comprise 857370,83 thousand rubles in 2009.

Using the same pattern, we calculate the forecast of the main indicators of the tourist firms' activities. We also compare the actual facts with the acquired results, thus to define the absolute and relative change of the main indicators of the tourist activity.

By 2009 it is possible to expect the increase of all the basic indicators, characterizing the tourist activity. In particular, the inland tourist directions will be developing, according to the forecast. Thus, the growth of the tourist flow will increase four times, or more, in comparison with 2005.

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Indicator	2005	2009	2009 to 2005, (+;-)	2009 to 2005, %
Number of out-going tourists	30350	151912	121562	400
Number of stay-in tourists (within the territory of the Samara region)	11119	58855	47736	429
Number of travel firms	130	244	114	88
Number of employees in the sphere of tourism	775	2012	1237	166
Number of sold tours	36062	214067	178005	494
Profit from the tourist service realization within the region, thousand rubles	643133,2	857370,8	214237,6	33

Analytic note: "About work of tourist firm upon the Samara region in 2005" / Samarastat, Department of collection and cultivation statistic information for service branch. F. P - 2521. Des. 56. Act. 486.

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