

Abstract of the Article
“Charter Programmes Organisation in Tourism”
by A. Zima and O. Zima

There are several forms of interaction of travel agencies and airlines within the bounds of travel organization. In order to choose the most convenient and beneficial area of passenger transportation and to negotiate a contract on tourist air transportation in a competent way, one should know all the peculiarities, advantages and disadvantages of different types of interaction with an airline. Therefore, the aim of the article is to examine the peculiarities of charter flights organization in tourism. For realization of a given aim the characteristics of tourist air transportation and interaction of airlines in provision of seats to travel agencies have been given in the research, as well as the necessity to conclude a contract between airlines and travel agencies and the peculiarities of charter programme organization have been shown.

Today the increase in popularity of air transportation is higher than of auto transportation which is stipulated by a widening geographic area of travels and an existing settled tendency to shortening the time of travels for benefit of their frequency and by the growing quantity of short-term tours for long distances. All this causes great interest of tourist business in air transportation which is the fastest and the most comfortable type of transport in the world in travelling for long distances.

There are many routs in tourism which can be divided according to passenger traffic into mass routs and non-mass routs but which in the same time have certain demand among tourists. The example of the latter ones could be Thailand, Cyprus, Spain, Italia, France, Austria, some exotic and ski resorts directions in the period of the New Year, Christmas and May holidays. In this case it is reasonable for a tour operator to sign a contract with an airline for a quota of seats in regular flights.

If a travel agency deals with travel organization in mass directions which are in constant high demand with tourists (Turkey, Egypt, Bulgaria, Montenegro and Croatia), then in such case charter air transportation is very profitable.