

Kyiv National University of Trade and Economics

Tourism and Recreation Department

FINAL QUALIFYING PAPER (PROJECT)

on the topic:

Corporate social responsibility for international tour operator

Student of the 2nd year, group 5a,

Academic degree «Master»

Speciality 073 «Management»

Specialisation «Tourism, Resort and

Recreation Management»

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Kyiv, 2019

Kyiv National University of Trade and Economics

Tourism and Recreation Department

073 «Management»

«Tourism, Resort and Recreation Management»

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Head of the Department

_____ T.I. Tkachenko

« ___ » _____ 2019

**Task
for a final qualifying paper**

Hutovska Yulianna

1. Topic of a final qualifying paper: «Corporate social responsibility for international tour operator»

Approved by the Rector's order from 10/30/2018 № 3993

2. Term of submitting by a student his/her terminated paper: 11/16/2019

3. Initial data of the final qualifying paper

*Purpose of the paper is to determine the implementation directions of social responsibility principles in **international tour operator** on the basis of Anex tour activities analysis.*

The object is the process of social responsibility occurrence and its importance for the tourism sector.

The subject is the tools of social responsibility principles implementation in "Anex Tour" activities and possible ways to improve this process for the enterprise.

4. Illustrative material:

Tables: « Integrated assessment of management effectiveness of ANEX tour», «Examples of measures aimed at addressing the issues of external social responsibility by fields of application», «Changes in loyalty through the implementation of the proposed external social responsibility measures», etc.

Figures: «Principles of corporate social responsibility», «Assessment of social responsibility quality principles implementation towards ANEX tour tourism product», «Business communications in the organizational structure of ANEX tour operator», etc.

5. Consultants of the research and titles of subsections which were consulted:

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
Part 1	Kravtsov S. S.	02/28/2019	02/28/2019
Part 2	Kravtsov S. S.	02/28/2019	02/28/2019
Part 3	Kravtsov S. S.	02/28/2019	02/28/2019

6. Contents of a final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART 1. CONCEPTUAL BASES OF TOURIST OPERATOR MANAGEMENT IN ACCORDANCE WITH THE CORPORATE SOCIAL RESPONSIBILITY PRINCIPLES

1.1. Corporate Social Responsibility: Genesis, Principles and Methods of Implementation at a Tourist Enterprise

1.2. World practice of social responsibility implementation in tourist corporations

Conclusions to the part 1

PART 2. ANALYSIS AND EVALUATION OF CORPORATE SOCIAL RESPONSIBILITY OF ANEX TOUR

2.1. Characteristics of Anex Tour management system

2.2. Evaluation of the tourist operator's management system compliance with the social responsibility principles

2.3. Assessment of Anex Tour business communications efficiency in the tourist market

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PART 3. IMPLEMENTATION OF THE UPDATED CORPORATE ETHICS BY ANEX TOUR

3.1. Program of measures to improve the corporate ethics of a tourist operator

3.2. Evaluation of implementation effectiveness of measures in the tourist operator management

Conclusions to the part 3

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7. Time schedule of the paper

No	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	01.09.2018- 12.12.2018	03.10.2018
2.	Preparation and approval of task for the final qualifying paper	13.12.2018- 03.02.2019	17.12.2018
3.	Writing and pre defense of the 1 st part of the final qualifying paper	04.02.2019 - 24.05.2019	18.04.2019
4.	Writing and pre defense of the 2 nd part of the final qualifying paper	25.05.2019- 31.08.2019	26.08.2019
5.	Writing and preparation of scientific article	Till 01.06.2019	
6.	Writing and pre defense of the 3 rd part of the final qualifying paper	01.09.2019- 20.10.2019	04.10.2019
7.	Preparation of the final qualifying paper (title, content, introduction, references, appendences), presentation of master diploma paper on the department and pre defense in the committee	21.10.2019- 03.11.2019	28.10.2019
8.	Presentation of the final qualifying paper on the department and on the deanery, receiving of referrals for external peer review	16.11.2019	16.11.2019
9.	Additional processing, printing, preparation of material to final qualifying paper defense	04.11.2019- 15.11.2019	
10.	Defensing of the final qualifying paper in the Examination Board	02.12.2019	

8. Date of receiving the task:

9. Scientific adviser of the research

_____ Kravtsov S. S.

10. Head of educational and professional program

_____ Mykhailichenko G.I.

11. The task received by the student

_____ Hutovska Y.L.

12. Resume of a scientific adviser of a final qualifying paper

Student HUTOVSKA Yulianna completed final qualifying paper in time according to a calendar plan. The work was performed in full on the basis of scientific works of domestic and foreign scientists in economics and management. Contents, structure and design of the work meet all the requirements. The work consists of introduction, three parts, conclusions, list of references and appendixes.

In the final qualifying paper there were summarized theoretical and methodological bases of corporate social responsibility of tourism enterprises, principles and strategies of its responsibility of the tourism enterprise. There were analyzed the main indicators of efficiency of tourism enterprises in the context of development of the corporate social responsibility.

There was completed analysis of the activities of the tourist operator ANEX tour for its social responsibility. Particularly, it was researched the economic activity of the tour operator and was evaluated the degree of implementation of the principles of social responsibility in the management.

On base of the research there were offered the measures of social responsibility improvement of tour operator Anex tour, using the world best practice in sphere and own experience. The economic and social effectiveness of the implementation was fully studied and justified.

The work is recommended to defense at the Examination Board.

Scientific adviser of a final qualifying paper _____ Kravtsov S.S.

13. Resume about a final qualifying paper

A final qualifying paper can be admitted to defense in the Examination Board.

Head of educational and professional program _____ Mykhailichenko G.I.

Head of the Department _____ Tkachenko T.I.

_____, _____, 2019

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INTRODUCTION

The actuality of work. The social responsibility category is a phenomenon that is inherent only in a market economy. For the first time its content was formulated by G. Bowen (1953, monograph «The Social Responsibility of the Businessman»). The scientist conceptually identified the problem, which is that business is a part of society to which it is responsible. In the future, the problem of social responsibility was constantly expanding.

Important contribution to the development of scientific ideas about social responsibility of business has been made by domestic scientists I. Akimova, N. Didenko, O. Lazorenko, I. Lebedev, M. Martsinkov, S. Melnyk, O. Osinkina, N. Shchur. In the field of tourism, the concept of corporate social responsibility is closely linked to the idea of sustainable tourism. Characteristic of sustainability implies a number of concepts: environmentally friendly, energy efficient, developing through the least use of third-party resources, etc. All these properties of tourist business objects attract investors and consumers.

Thus, the impact of tourism on various areas of activity in environmental, social, economic and cultural aspects is quite large. That is why various initiatives are created and implemented on the basis of whole sectors and individual companies.

Purpose of the paper is to determine the implementation directions of social responsibility principles in the tourism business on the basis of Anex tour activities analysis.

Achieving this goal required the following tasks:

- to determine the prerequisites for the development of tourism activity of the company in the tourist services foreign market;
- to explore the principles and features of social responsibility in contemporary realities in Ukraine;
- to assess ANEX tour business communications efficiency in the tourist market;
- to determine the effectiveness of social responsibility implementation and its presence in the activities of ANEX tour;

- to provide recommendations on management decisions aimed at solving the social responsibility problems of ANEX tour.

The object is the process of social responsibility occurrence and its importance for the tourism sector.

The subject is the instruments of social responsibility principles implementation in «Anex Tour» activities and possible ways to improve this process for the enterprise.

The information base of the research is the information-analytical materials and scientific-methodical developments, monographs, scientific articles, tour operator's statistical data, surveys and consumer reviews, personal researches of the author. A complete list of literature sources used to write this work is provided at the end of the paper.

Scientific novelty of study. This work contains new author's thoughts on the topic of corporate social responsibility (CSR), total analysis of CSR on example of a real big tour operator, development of measures to improve CSR and its results evaluation. Also masters' degree work contains new innovative approach to implementation of CSR.

Practical value. Our scientific work contains the proposals and recommendations that can be used by an operator for the formation and update of its corporate ethics in the area of corporate social responsibility, which is very important for the organization image formation in particular and obtaining sustainable tourism in general.

Work structure. The course work consists of an introduction, three sections, conclusions, references and two appendixes. The final qualifying paper also consists of the 15 figures, 11 tables.

Approbation. As the result of research of the final qualifying work was published the article «Corporate social responsibility of international tour operator» in articles' collection of master's program students «Hotel Restaurant and Tourism Business: focus on International Trends» (appendix A).

PART 1

CONCEPTUAL BASES OF TOURIST OPERATOR MANAGEMENT IN ACCORDANCE WITH THE CORPORATE SOCIAL RESPONSIBILITY PRINCIPLES

1.1. Corporate Social Responsibility: Genesis, Principles and Methods of Implementation at a Tourist Enterprise

Corporate social responsibility (CSR) has gained prominence in both the corporate world and academia in the past couple of decades. Once perceived more as the individual philanthropic activities undertaken by a businessperson or merely a useful marketing tool, CSR has clearly become one of the primary focus areas of many business entities worldwide. Although different terms, such as sustainability, corporate citizenship, and stakeholder management, are used to describe the ways in which companies seek to be socially responsible, they are used interchangeably, in most cases, to represent CSR.

Recently, strategic CSR has gained increased attention from researchers, because it focuses on not only solving social problems but also linking socially responsible practices to positive economic implications for companies [1].

Business social responsibility is a responsible attitude of any company to its product or service, to consumers, employees, partners; active social position of the company, consisting of harmonious coexistence, interaction and constant dialogue with the society, participation in solving the most acute social problems [3].

Corporate Social Responsibility [3]:

- promotes sustainable development, including the health and well-being of society;
- respects the expectations of stakeholders;
- complies with applicable laws and international standards of conduct;
- Integrated into the activities of the organization and practiced in its relations.

In accordance with materials can be found in internet I can come up with eight main principles of corporate social responsibility (Fig.1.1).

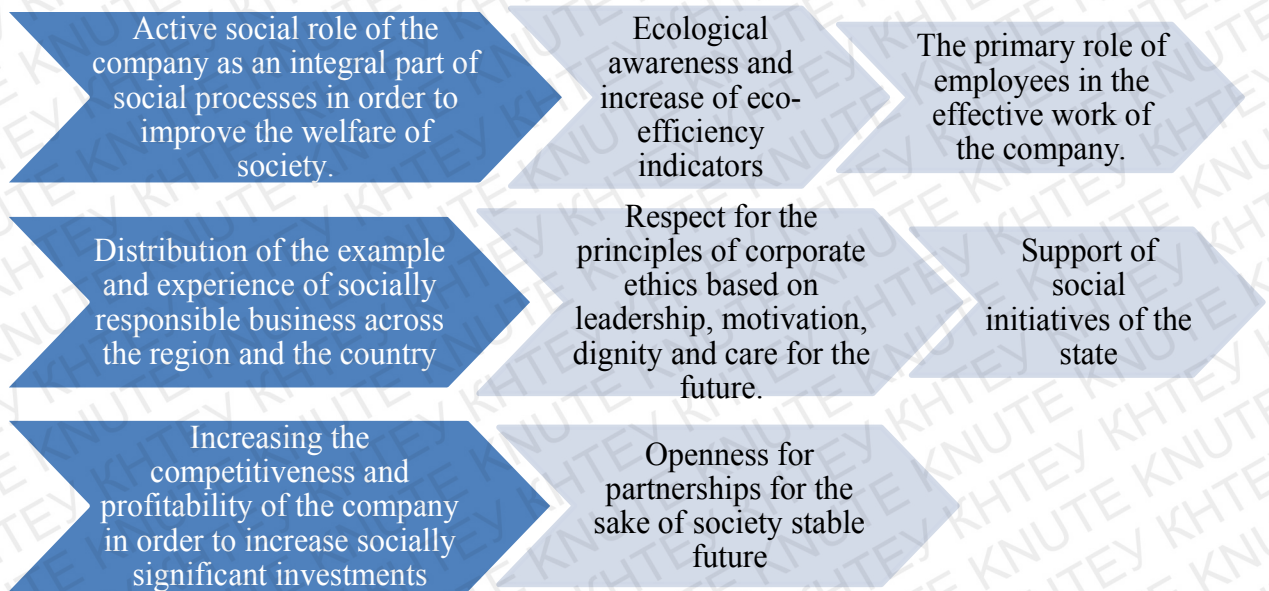


Figure 1.1. Principles of corporate social responsibility

Source: prepared by author

Corporate Social Responsibility (CSR) is a commitment by businesses to voluntarily contribute to the development of society, including the social, economic and environmental spheres, adopted by the company beyond what the law and the economic situation require. There are three main concepts of corporate social responsibility which are presented below (Fig.1 2).

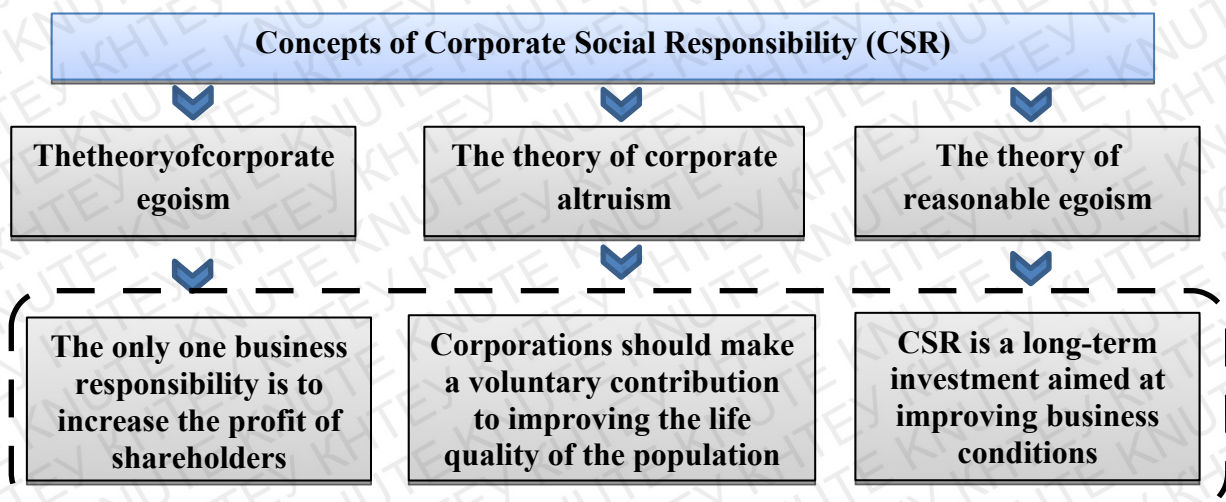


Figure 1.2. Concepts of Corporate Social Responsibility [4]

Source: prepared by author

Today, the strategic stability of the enterprise in the tourist services market

consists in continuous forecasting of events and adjustments taking into account tendencies that can cause irreparable damage to the performance of the main activity of the enterprise. Obviously, we should talk about a «socially active» tourism business, which is determined by the presence of such important qualities [3]:

1. The management has a vision and guidance for identifying the most important mechanisms that provide an increase in the existing and future value of the enterprise within the tourism industry.
2. The tourist enterprise is in constant motion. It develops strategies that are capable of adapting and implementing. Within the enterprise there are flexible structures that are capable of learning quickly.
3. The travel company knows which of the basic skills is important for the creation of added value.
4. The tourist enterprise constantly struggles for the consumer. Customer relationship is a factor contributing to the creation of added value, and ideas and knowledge should be aimed at creating a permanent, satisfied customer service quality that can bring profits to the company.

The market success of the tourist enterprise is determined by the formation of a business social responsibility system, where the key importance is to decide main internal and external factors of its market success in their interconnection and interdependence (Fig. 1.3).

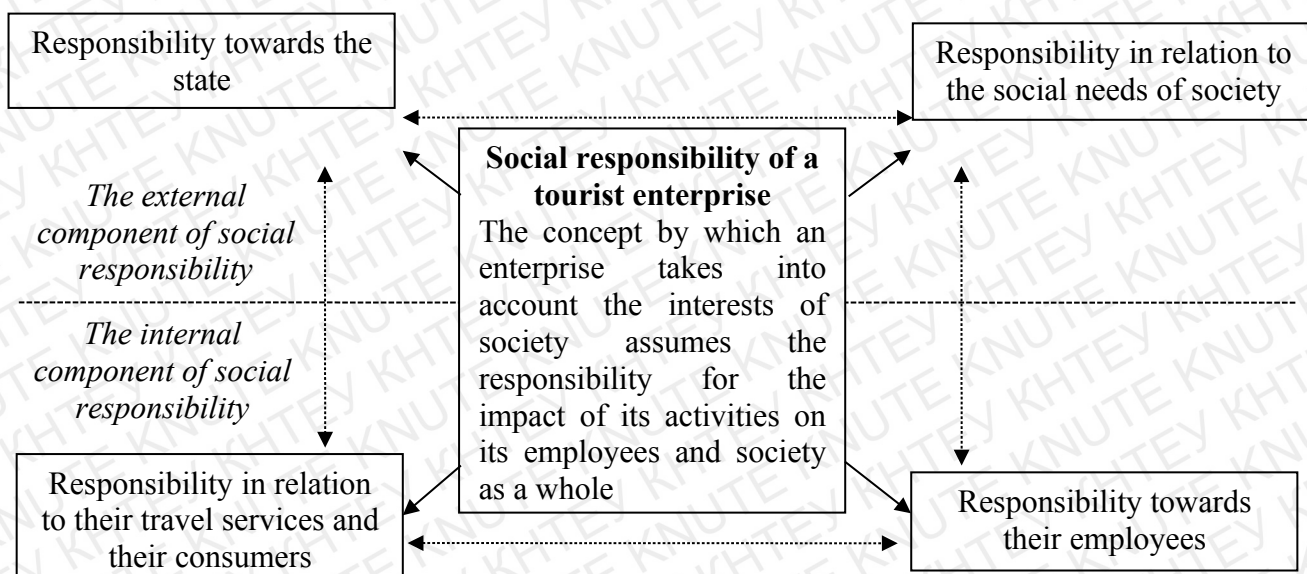


Figure 1.3. Main components of the system of social responsibility of the tourist enterprise [5]

Proceeding from the proposed Sustainability International Business Opportunity Business Social Responsibility matrix, the following areas of practical utility of the social responsibility of the tourism business can be identified [5]:

- perfection of ecological processes — increase of productivity and income, cost saving with the use of ecologically safe processes of tourist service;
- formation of the reputation of the company — increasing the value of the brand, saving resources in establishing relations with the authorities and control;
- human resources — saving resources for the attraction and maintenance of skilled specialists;
- access to new markets — standardization according to international criteria (ISO international standards system, etc.);
- effective risk management — timely and prompt access to information from competent sources and the ability to respond quickly to critical issues in the region.

The internal component of social responsibility involves the creation of appropriate socio-economic (labour) conditions for the personnel of the enterprise. It is most fully implemented within the system of social partnership, which regulates the relations of the main participants of the labour market and effectively combines the main interests of the state, employers and employees. This is manifested in the decent remuneration of employees of the enterprise, provision of a social package, employment security, labour motivation, retraining and retraining, labour protection and payment of taxes.

The discussed methodological aspects of the formation and development of the theory of social responsibility of business lead to an understanding of the need for their transfer to the sphere of tourism business. At the same time, the analysis and understanding of the relationship between the external and internal components of the social responsibility of the tourism business make it possible to create a system of marketing support for social responsibility towards services and their consumers.

A Corporate Social Responsibility Strategy for a Travel Enterprise is a corporate statement that defines the values, standards and norms that a company guides in its activities with regard to employees, partners, communities and the

environment, and is associated with its business strategy.

For domestic tourism companies, developing a corporate social responsibility strategy for sustainable development is a new challenge. After all, such a strategy does not involve episodic corporate charity, but system activity, integrated into all business processes. The reputation of domestic travel companies is increasingly dependent not only on their profitability, the value of shares, the quality of the ambassador, but also on their activity in the field of corporate social responsibility.

The strategy of the social responsibility of the tourism company is based on the needs and expectations of the various stakeholders in order to increase their competitiveness by minimizing potential conflicts of interest and risks. There are four main strategies of corporate social responsibility of tourism enterprises that are presented in Figure 1.4.



Figure 1.4. The main CSR strategies of travel companies

The main areas of the corporate social responsibility of the tourist enterprise can be divided into internal and external. In accordance with such a division, the internal and external social policy is formed at the enterprise.

Internal corporate social policy — conducted for employees of their company, and therefore limited to this company.

Within the limits of internal corporate social responsibility of the tourist enterprise it is expedient to form programs of "internal" investments aimed at [6]:

- personnel development, raising the professional qualification level;

- formation of a corporate culture;
- recreation and rehabilitation of workers and their families;
- additional medical and social insurance for employees and their families;
- involvement and support of youth, including in educational programs;
- sports programs;
- provision of material assistance.

The internal corporate policy of the tourist enterprise should be aimed at the development of social capital, by strengthening the links, including informal, within the company, as well as on the increase of human capital (health, education) of employees. In addition, the internal corporate social responsibility of a tourist enterprise may include [7]:

1. Work on creating conditions for work safety of personnel.
2. Provision of salary stability, as well as indexation in conditions of inflation.
3. Maintenance of socially significant wages.
4. Provision of assistance to workers in critical situations.
5. Dignified attitude towards employees (respect for personality, lack of racial, religious, political and gender discrimination).

External corporate social policy — a social policy conducted for the local community on the territory of the company or its individual enterprises. The foreign policy of CSR of a tourist enterprise can be manifested at two levels: at the level of the local community, in the territory of which the enterprise is located, and at the level of a certain society.

The external corporate social policy of a tourist enterprise can be directed to [8]:

1. Sponsorship and corporate charity.
2. Promotion of environmental protection (use of environmentally-oriented technologies).
3. Interaction with the local community and local authorities regarding the development of the territory.
4. Readiness to participate in the prevention of crisis situations and the elimination of the consequences.

5. Responsibility to consumers of services (provision of quality services with the appropriate level of security).

In addition, tourist enterprises can participate in various external social projects, initiated by the authorities, and independently. The main directions of the social partnership of tourism business and government can be the following [8]:

- participation in the financing of large-scale investments in tourism objects initiated by the authorities;
- maintenance of objects of the environmental fund;
- support of activities and formation of a base of recreational, educational and cultural institutions;
- assistance in organizing cultural and recreational activities;
- conducting educational projects for the population;
- support for innovative projects aimed at the development of the local community, including the increase of population cultural level;
- support for vulnerable groups through the creation of social packages.

Travel companies that plan to define their own corporate social responsibility policies should be guided by a number of strategies, tools and methods. In general, they can be divided into three groups, which are used by enterprises gradually, depending on the stage of their «social maturity» [8]:

1. Separate projects related to CSR.
2. CSR programs that combine several projects, initiatives, etc.
3. Implement CSR strategy in all major processes of the company.

The basis for implementing the CSR strategy is the interaction between government, business and public structures whose effectiveness is determined by the institutional support development level and the social responsibility formation as a personal quality of decision makers.

An example of such interaction is the creation of Ukraine Tourism Business Leaders Association as an effective organization able to establish effective cooperation with state authorities, local self-government, international organizations and create favourable conditions for the activity of tourist companies, improvement of the legislative base of the domestic tourism sector and creation of wide

opportunities for satisfaction needs of domestic and foreign tourists.

Domestic enterprises of tourism within their corporate social responsibility may contribute to individual projects initiated by the association. In particular, take part in solving such tasks as [8]:

- protection of legal rights and interests of tourists, improvement of their quality of service;
- introduction of non-state (voluntary) system of certification of objects of tourist infrastructure of tourist routes;
- improvement of exhibition activity in the field of tourism;
- improvement of regulatory and legal provision of tourism in Ukraine.

1.2. World practice of social responsibility implementation in tourist corporations

This voluntary contribution of business to the development of society in the social, economic and environmental spheres is directly related to the company's core business. According to the World Travel and Tourism Council (2018), tourism is both large and developing strongly (2017: 9% of GDP, 3.2% growth rate, 101 million jobs). Yet while bringing economic and social benefits to destinations, tourism can also have negative economic, social and environmental impacts [2].

In 2005, the United Nations World Tourism Organization (UNWTO) together with the United Nations Environment Program (UNEP) defined goals for Sustainable Tourism Development (STD). These goals, based on the triple bottom line approach, refer to economic viability, local prosperity, employment quality, social equity, visitor fulfilment, local control, community well-being, cultural richness, physical integrity, biological diversity, resource efficiency and environmental purity (UNEP and UNWTO 2005). In 2004, the Tourism Sustainability Group (TSG), launched by the EU Commission in order to provide guidance for the process of STD in Europe, identified eight key challenges to ensuring sustainable tourism development [3]:

- reducing the seasonality of demand;
- addressing the impact of tourism transport;

- improving the quality of tourism jobs;
- maintaining and enhancing community prosperity and quality of life in the face of change;
- minimizing resource use and production of waste;
- conserving and giving value to natural and cultural heritage;
- making holidays available to all;
- using tourism as a tool of global sustainable development (TSG 2007).

These areas provide a wide range of opportunities for tourism businesses to engage in STD and to take social responsibility for the natural and social environments in which they operate. Besides a general CSR guidelines, there are a number of basic international strategy papers specifically applicable to tourism companies which may serve as guidelines for businesses to integrate CSR measures [2]:

1. The Global Code of Ethics for Tourism sets a frame of reference for the responsible and sustainable development of tourism (UNWTO 1999);
2. The Code of Conduct for the Protection of Children from sexual exploitation in travel and tourism developed by ECPAT, a global network of organizations and individuals working together for child protection and signed by many tourism businesses. UNWTO has also established a World Tourism Network on Child Protection which focuses on protection against the sexual exploitation of minors, child labor and the trafficking in children and young people;
3. The Davos Declaration contains adaption and mitigation strategies for tourism to respond to climate change (UNWTO et al. 2007; UNWTO 2009);
4. The Tour Operators Initiative for Sustainable Tourism Development (TOI), founded in 2000 as a network of tour operators committed to developing, operating and marketing tourism in a sustainable manner and to making a positive contribution to the natural and cultural environment, which generates benefits for the host communities, and which does not put at risk the future livelihood of local people.

First time ever implementation of social responsibility in hospitality industry was in 1990s, several international hotel corporations implemented CSR programs. Examples include Marriott International's program Spirit to Serve Our Communities,

and NH Hoteles' Street Children. Today, many hotel chains have established their own CSR program and publish annual CSR reports on their websites (e.g. Marriott Hotels, Hilton Hotel Corporation, Inter-Continental Hotels, NH Hotels, Banyan Tree, etc.).

Under the world practice there was decided that industry needs a reporting system as a support for CSR implementation. A reporting system is a tool for measuring, ensuring and communicating to users (tourists and tourism intermediaries) that a product, an activity or a process meets specific standards [1].

Focusing on the European tourism industry and on those systems that have already been completed and that can already be applied by companies, five schemes have been selected for the analysis (Table 1.1).

They have been developed by European or international business organisations specialized in CSR or in promoting sustainable development in tourism and everyone, with its characteristics and standards, reflects the great variety of behaviour that CSR requires to tourism firms. The ATES system, the ATR program and, in some measure, the Responsibletravel.com scheme are particularly conceived for tour operators specialized in the niche-market of responsible tourism, where it is a priority ensuring that the company and its products are responsible. The other two schemes are addressed to all tour operators who implement CSR in their business, regardless their specialization.

Table 1.1

The reporting systems considered in the analysis

Name of the system	Organisation/Association	Country
ATES system	ATES (Association pour le tourisme equitable et solidaire — French Association for Fair and Solidarity Tourism)	France
CSR Tourism certified	KATE (Kontaktstelle für Umwelt and Entwicklung Centre for Environment and Development) Tourcert	Germany
ATR program	ATT (Association des Opérateurs Thématiques — Association of Thematic Tour Operators)	France
Responsibletravel.com	Responsibletravel.com (online travel agency)	UK
Travelife Sustainability System	Travelife	European Level

Source: prepared by author

Conclusions to the part 1.

1. Social responsibility is a new level of society development, a new strategy and concept that integrates a national strategy, common human values and ethical behaviour of tourist organizations, tourists, workers, authorities, civil society institutions, research institutions and higher education institutions. Today, most countries of the world are involved in the concept of social responsibility at the local, regional, and national levels.

2. A social responsibility postulate: «If a company does the right things for the environment, then it will have a stronger business and it will be able to earn more». The main characteristics of social responsibility of tourism enterprises are voluntary; integration into the company's business strategy; systematic; benefits for all stakeholders: travel agencies, tourists, owners, communities, etc., as well as for the company itself; contribution to sustainable development.

3. The implementation of socially responsible strategies should focus not only on reducing and preventing the negative effects of activities, but also on achieving economic, environmental and social effects, which can be considered as the basis for increasing the competitiveness of individual companies and the national economy as a whole.

PART 2

ANALYSIS AND EVALUATION OF CORPORATE SOCIAL RESPONSIBILITY OF ANEX TOUR

2.1. Characteristics of ANEX Tour management system

The ANEX Tour appeared in 1996 and has been known in the world for 23 years. The brand successfully operates host companies on resorts which are located in ten countries, as well as tour operators' network in the Russian Federation, Ukraine, Kazakhstan and Germany, the Republic of Belarus, Dominican Republic, Spain, Cyprus, China, UAE, Thailand, and Turkey.

Consider the achievements of the enterprise on the field of tourist activity in Ukraine for the entire period of work (Fig.2.1).

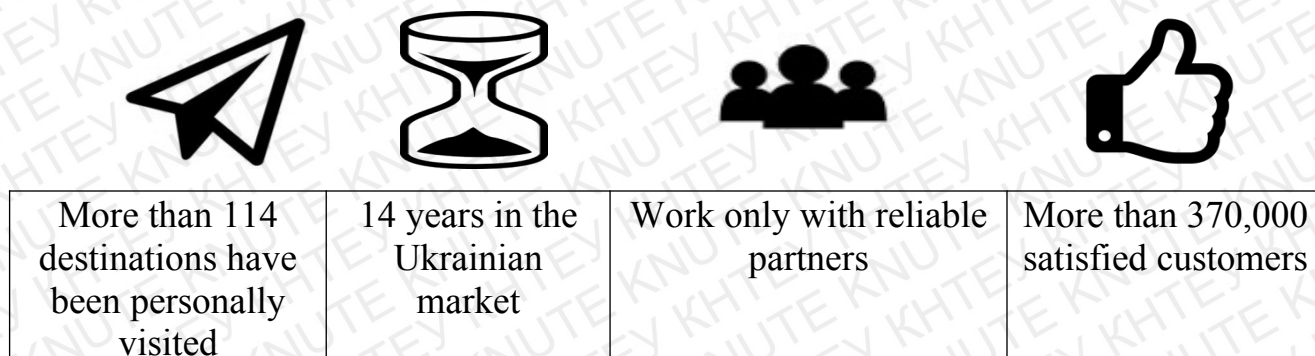


Figure 2.1. Achievements of ANEX Ukraine in current moment

The mission of ANEX is to help create the most civilized tourist market, where relationships in the chain customer-agent-operator are based on mutual trust and respect.

The company started its business from the capital of Ukraine Kyiv, where it now enjoys maximum customer loyalty. The tour operator also has a large network of own agencies because it is a current tendency for large operators to open own branded smaller enterprises. The same strategy of owning own agency network has as an example Coral, Join Up, TUI, and etc. Under ANEX franchise is operating 190 agencies in Ukraine and company has proactive franchise policy for their agents.

The head office is in Kyiv at 201-203 Kharkivs'ke Highway, 12th floor. Operating hours are from Monday to Friday, offices are open from 9 a.m. to 7 p.m.;

on Saturday offices are open from 10 a.m. to 5 p.m. in the evening; on Sunday a full day off. Let's have a look on main office structure (Tab. 2.1).

Table 2.1

Structure of main office and main competence of departments

Name of the department	Main competence	How to contact
Sales Department	Requests, changes, cancellations	ua.sales@anextour.com
Product Department	Calculation of individual, non-standard, corporate and group tours	ua.product@anextour.com
Marketing Department	Beginning of cooperation (conclusion of contracts, conditions of cooperation), commission program, bonus program, promotions, news, requests for hotels; notes on DR, special needs of tourists, complaints.	ua.marketing@anextour.com
	Registration for seminars, company events (road show, work shop), advertising tours	ua.event@anextour.com
VIP Department	VIP hotel consulting, VIP services (business class, Azur Space, Anex Priority, express and individual transfers), individual calculation of VIP hotel tours, seating for VIP hotels	ua.vip@anextour.com
Charter air traffic Department	Requests for charter tickets, special needs of tourists (disabled people, extra seats)	ua.charter@anextour.com
Scheduled flights Department	Airline tickets for scheduled flights	ua.avia@anextour.com
Accounts Department	Account request, questions on payment of applications, offsetting	ua.invoice@anextour.com
	Returns	ua.vozvrat@anextour.com
Booking Department	Receiving applications from customers; regulation of tourist flows; Scheduling departures; reservation of places for groups and delegations; maintaining the history of tourists, statistical accounting and transferring data to the marketing department for analysis.	ua.reservation@anextour.com
Document Issue Department	Issue ready tourist documents	ua.doc@anextour.com
Law Department	Claims and complaints dealings	ua.law3@anextour.com
	Contractual dealings	ua.law2@anextour.com
Visa Department	Processing of documents, preparing them for submission to the embassy or consulate and delivery to customers.	ua.visa@anextour.com
Franchising Department	Franchise strategic planning and sales development, development and implementation of marketing and advertising activity, franchise brand promotion	ua.franchising@anextour.com

Source: [17]

ANEX TOUR in Ukraine is a leader in organizing leisure in the resorts of

Turkey, Egypt, Spain, Bulgaria, Andorra, Tunisia, Greece, Thailand, the Dominican Republic, and Sri Lanka. In 2019, it turned 14 years old. Today in Ukraine 6 ANEX TOUR offices are successfully operating. Flights to all resorts in Turkey, Egypt, Spain, Bulgaria, Tunisia, ANEX operates from almost all million-plus cities.

The operator offers relaxation from economy class to an elite VIP level in all directions. The widest range of hotel facilities and types of recreation is constantly updated, and the quality of service is improving.

Every year ANEX TOUR introduces new tourism technologies into its work. Innovations save time, effort and money not only for them, but also for partners — agencies. The operator's site is a real helper for travel agents, for example, the number of available seats on flights, a description of hotels, news, promotions, offers, news, exchange rates, training programs, and much more can be quickly tracked at www.anextour.com.ua. The online tour reservation system allows you to book the required tour in just a minute, just by filling out a simple form, and then tracking the status of the application.

Tourists are welcomed in any country by tourists who have graduated from higher educational institutions of a tourist profile. All of them are excellent professionals in their field and organize the leisure and excursions of each tourist individually. Every year the list of excursions is replenished. All transfers are carried out on comfortable branded buses. Twelve years of experience in the tourism market, the professionalism of ANEX TOUR employees, the reliability of Partners, a wide selection of hotels, high service and truly oriental hospitality for tourists.

For 12 years of work in the tourism market, the operator has achieved success, recognition and trust of partners and tourists. Today ANEX TOUR is a leader in the tourism market of Ukraine. The number of flights and, accordingly, the flow of tourists increase every season. It is important for the operator not only to provide tourists with a good rest. The best indicator of a job well done is if the tourist has planned his next vacation with ANEX TOUR.

Main competitive advantages of ANEX tour which distinguish the company from the rest and help it to top the ratings of the best Ukrainian operators every year we can see on Figure 2.2.

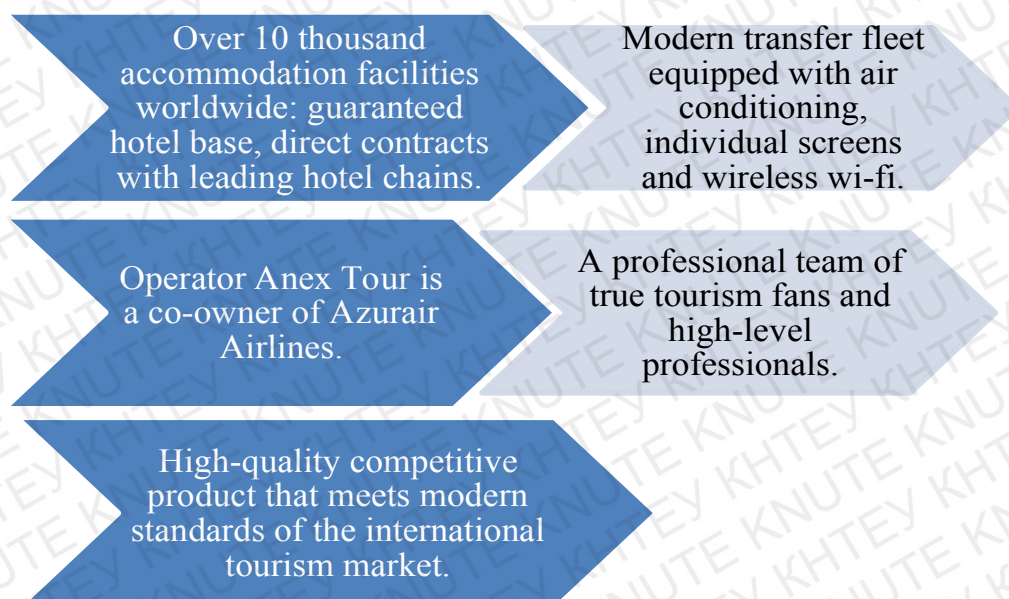


Figure 2.2 Competitive advantages of ANEX Tour

Company has an exclusive partnership relations with a branch of different connected with tourism activity enterprises (Fig. 2.3).



Figure 2.3 Main partners of ANEX Tour [17]

The main resource that an enterprise uses in conducting its activities is human resources. Twenty-three employees are officially employed at the company — twelve of them are tourism managers, nine are department directors and two are office directors. The employees of the enterprise are completely open to the client — on the

site their photos, phones, mail, office where they work, that is all the information that the client needs are placed. The company uses a democratic style of leadership. There is no clear division into destinations and types of tourism - all collegially perform almost the same functions.

The company has a team and promotes a team style of doing business. Corporate culture is also established — ANEX has a list of corporate standards that is professed by all employees (most of these standards are aimed at maximum openness to the client). The Accounts Department and the owner of the brand are engaged in accounting of the activity of the enterprise, and annual reports are submitted to the state bodies by the owner of the ANEX.

In addition to selling and searching for tours, operator places tourist information on its website. First, this information relates to the countries on which tours are presented at the enterprise. Country business cards provide information about the country (area, location, administrative division, climate), the regions that are the main tourist areas (with a breakdown of which region for which type / purpose of tourism is suitable), reasons for the trip (why it is worth visiting) country), videos are backed up for each of the reasons, and a video card of the country is also available. In general, the site presents information on thirty world destinations that tours the company, namely Andorra, UAE, Italy, Turkey, Thailand, Maldives, Spain, India, Egypt, Indonesia, Vietnam, Dominican Republic, Greece, Israel and others.

In addition to information about countries, the site provides useful information for tourists. First, visa support — the site lists the countries to which a Ukrainian tourist can enter (according to the Ukrainian passport; abroad without a visa for a certain period; to which a required visa is required; those where a visa can be obtained on the Internet or upon arrival at the airport; Schengen visas; objectively dangerous to visit; completely closed to tourism in the country).

Secondly, insurance information provides recommendations on exactly how to choose your travel insurance policy and what to do if you have an accident. All the information is well structured and thanks to the optimization of the site it is easy to find and use it.

Third, on the site in the column «hotels» you can get information about all the

hotels that are offered in the tourist packages of the enterprise. All the descriptions are made by the employees of the ANEX, because the company has an active management policy for visiting employees advertising tours and then a detailed account of the information obtained there management and the site, as well as dissemination among colleagues. The site also offers the opportunity to buy / book the necessary airline tickets with detailed instructions on how to fill in the form correctly.

The company takes an open position in relation to travel agencies. In order to improve relations with partners, the company annually makes presentations of its programs, hotel facilities, organizes thematic seminars and training webinars, business breakfasts, conferences, study tours to hotels and road shows in the regions of Ukraine. ANEX regularly participates in international and regional tourism exhibitions. The company uses a system of incentive agent fees and a motivational bonus program.

The ANEX Tour assortment now has the ability to book VIP-ANEX Priority tours. This is an extended package with a range of premium services where every detail is thought out, from individual application management to accompanying guests. A special privilege system has been developed so that not only customers, but also agencies are satisfied.

And also since 2017, dynamic packaging for regular flights (GDS tours) has appeared — a type of tours with regular flights and calculating the total cost of the package online. This is achieved by direct appeal to the resource systems of airlines. In a few minutes you can book and book a trip with regular flights on the most favourable terms.

The tourist enterprise uses a combination of several sales channels.

In terms of marketing, the company has an active SMM marketing — in addition to the site on the Internet has pages in Facebook, Vkontakte and on Youtube, which places advertising post-calls to travel, as well as fun videos for agents like «ANEX Tour: Working with claims» and «ANEX tour: sales technology». These videos help to create an image of an operator who is not afraid to share their corporate zests and a progressive operator in terms of actively using not only videos

with beautiful pictures accompanied by good music, but practical and fun recommendations for customers when choosing tours and managers who will be their agent. Also ANEX has a practice of mailing for current customers and partners, but the main marketing channels of the enterprise are its own site «anextour.com.ua», agency and franchise network.

2.2. Evaluation of the tourist operator's management system compliance with the social responsibility principles

The main goal of ANEX tour is to further increase the efficiency of the company and its competitiveness in the market, which involves focused work in four areas:

- managing market expectations by strengthening loyalty to the company's product and conducting effective measures to further increase of brand awareness;
- improving the performance of the company due to higher sales and differentiation of tourism products, continuous monitoring of the current situation on the market and operational adjustment of plans;
- improving the quality of company management through effective planning and improving the accuracy of forecasts of performance;
- working to reach the highest world standards, the introduction of innovative tourism technologies, without which it is impossible to move forward.

ANEX tour's future plans include increasing the market share held by the company, expanding the business by improving quality, developing new directions and expanding the range of services provided.

The company does not sponsor environmental events, measures for the underprivileged, preservation and restoration of Ukraine's tourism infrastructure. In view of the above, it is only possible to partially evaluate the degree of realization of the external liability of ANEX Tour. The directions of their implementation can be seen in the third section of the course.

At present, the ANEX Tour operator implements only a few principles of

social responsibility:

- 1) implementation of the principles of external responsibility for the tourism product (since it produces tours);
- 2) realization of maximum responsibility to the clients in relation to the offer due to the fact that it does not order services from troubled tourist enterprises (air carriers, hotels) and tightly controls the quality of the tours it offers for launches on the market;
- 3) high level of social responsibility inherent in the enterprise in relation to its personnel;
- 4) Social responsibility towards the agency and franchise network.

Let's look at this in more detail.

The company practices in its work a comprehensive approach to quality. It stands for quality in everything — from the proposed product to the work of employees in all divisions. Thanks to this, ANEX tour name is always the criterion of the highest quality of the services provided.

Company performs a comprehensive quality control of all components of tourism products at every stage of its formation, promotion and implementation.

ANEX tour is engaged in introduction of ISO 9001 requirements. Relations with partners are based on the principles of openness and honesty, without which it is impossible to build a successful business.

Each agent who purchased ANEX product can be confident that his client will be provided only qualitative services, carefully tested and selected by experts of operator.

That's why the product offered on the market under the brand name ANEX tour, is in the eyes of consumers and partners synonymous with reliability and quality.

Let us evaluate the qualitative indicators related to the degree of corporate social responsibility principles implementation towards its tourism product according to the mixed opinion experts in the industry and of their clients (Fig. 2.4). The evaluation is based on credibility and quality of suppliers services used in creation of the tourist product.

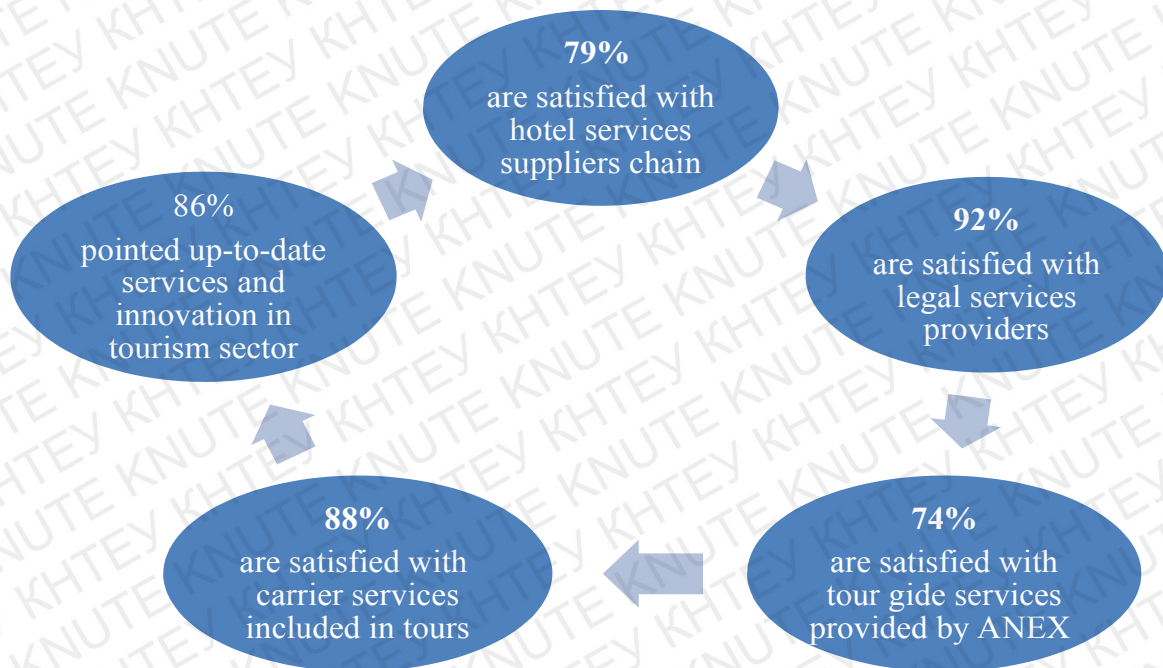


Figure 2.4. Assessment of social responsibility quality principles implementation towards ANEX tour tourism product

Thus, the average quality of the implementation of the principles of social responsibility towards its tourism product is 83.8%. The ANEX Tour is very committed to the principles of external responsibility for the tourism product.

High social responsibility for employees is related to the following points:

- 1) ANEX monitors correctly existing hospitality market to provide up-to-date services, implement know-how in tourism industry and offer tourist product for the right price, for the right people, and at the right time and amount ;
- 2) ANEX has exclusive network of preferred and trusted service suppliers (e.g. own airlines AZURair) which do their best to give an ANEX clients the best services they have;
- 3) ANEX is open to change their product in accordance with requests of current market and client.

Let us evaluate the qualitative indicators related to the degree of corporate social responsibility principles implementation towards its employees (Fig. 2.5).

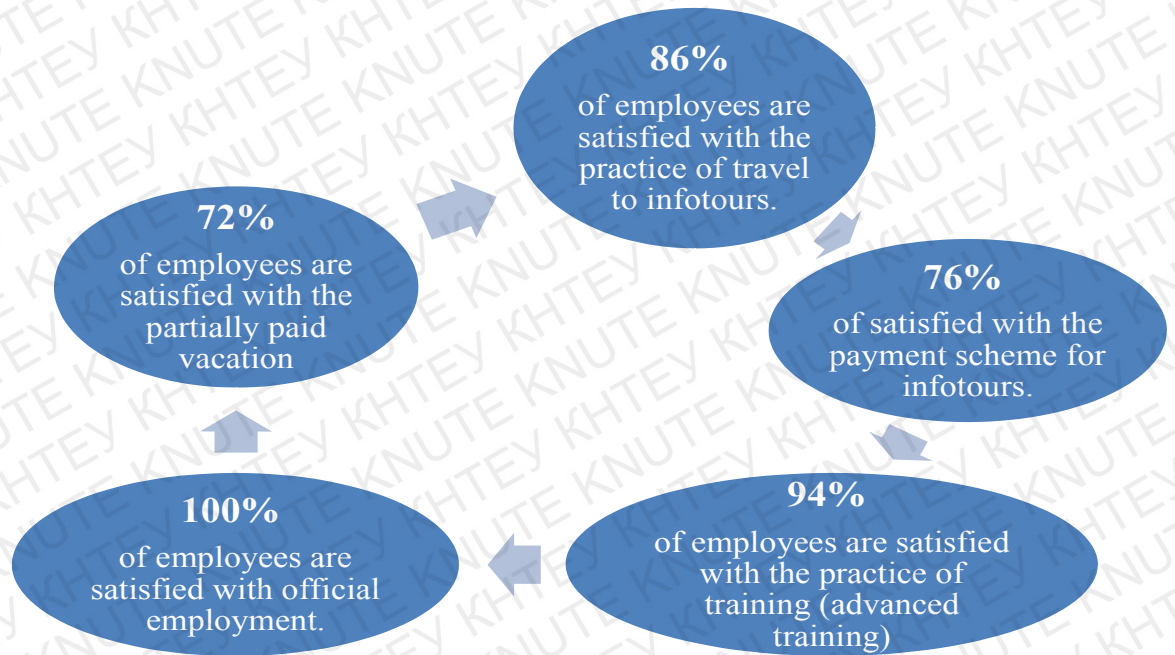


Figure 2.5 Assessment of social responsibility quality principles implementation towards the staff of the company ANEX Tour

Thus, the average quality of the implementation of the principles of social responsibility towards its employees is 85.6%. The ANEX Tour is very committed to the principles of internal social responsibility.

High social responsibility for employees is related to the following points:

- 1) each employee 2-3 times a year goes to information tours for up to 7 days (the payment for the tour can both be partially deducted from wages and paid by the employee in full);
- 2) professional development and training of personnel are carried out at the expense of the enterprise;
- 3) All employees are officially registered and therefore have all the legal rights and benefits.

Now let's evaluate the qualitative indicators related to the degree of corporate social responsibility principles implementation towards its clients (Fig.2.6).

Therefore, the average quality of implementation of the principles of social responsibility towards clients is 86.5%. The ANEX Tour perfectly adheres to the principles of corporate social responsibility for the clients of the company.

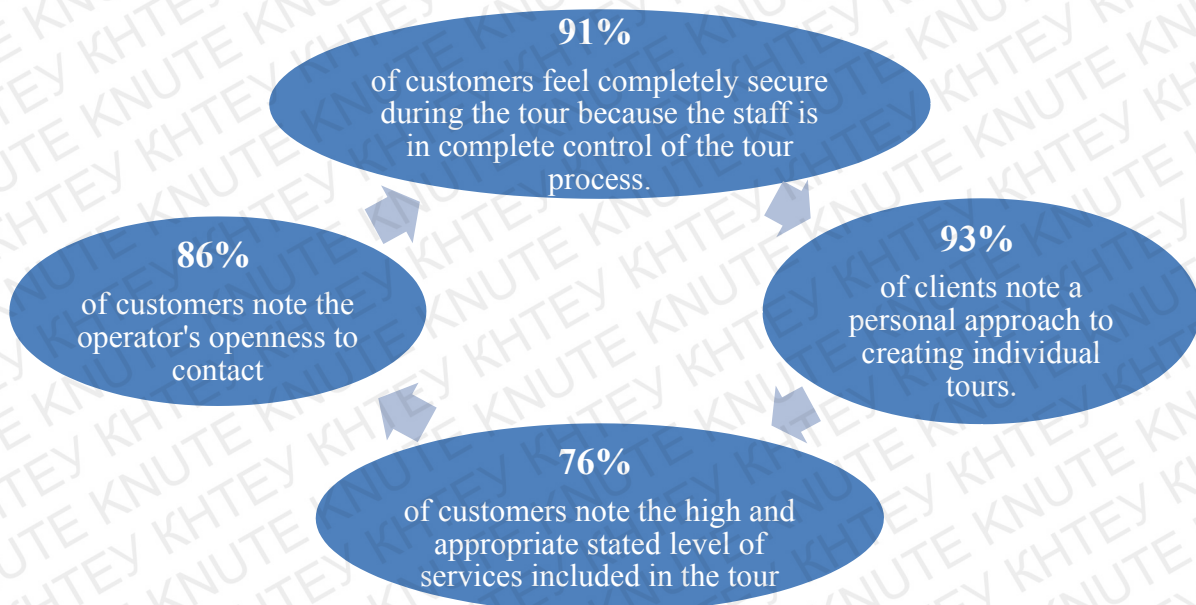


Figure 2.6. Assessment of social responsibility quality principles implementation towards the clients of the tour operator

High social responsibility to clients is connected with the corporate culture of the enterprise, namely its points:

1) each employee is 100% responsible for their tour direction and for the partners with whom this tour is developed (ready to accept complaints at any time, to solve problems that arose on the site of the tour and to answer all questions of the tourist);

2) working with own good established network of tourism services suppliers;

3) Strict control by the enterprise of the tourist offer.

Now let's evaluate the qualitative indicators related to the degree of corporate social responsibility principles implementation in relation to the agency and franchise network (Fig.2.7).

Thus, the average quality of implementation of the principles of social responsibility towards agents is 88.5 %. High social responsibility to the sales network representatives is connected with the corporate culture of the enterprise, namely its points:

1) company knows how to operate a large range of agents effectively with

maximum benefits for both parties;

2) company openly shares its principles and core values, and listen main goals of partners to create the zone of mutual understanding and best conditions of partnership;

3) company has a brilliant incentive system in which every agent can find exactly the way in which to communicate with operator and be involved in mutually beneficial business activity.

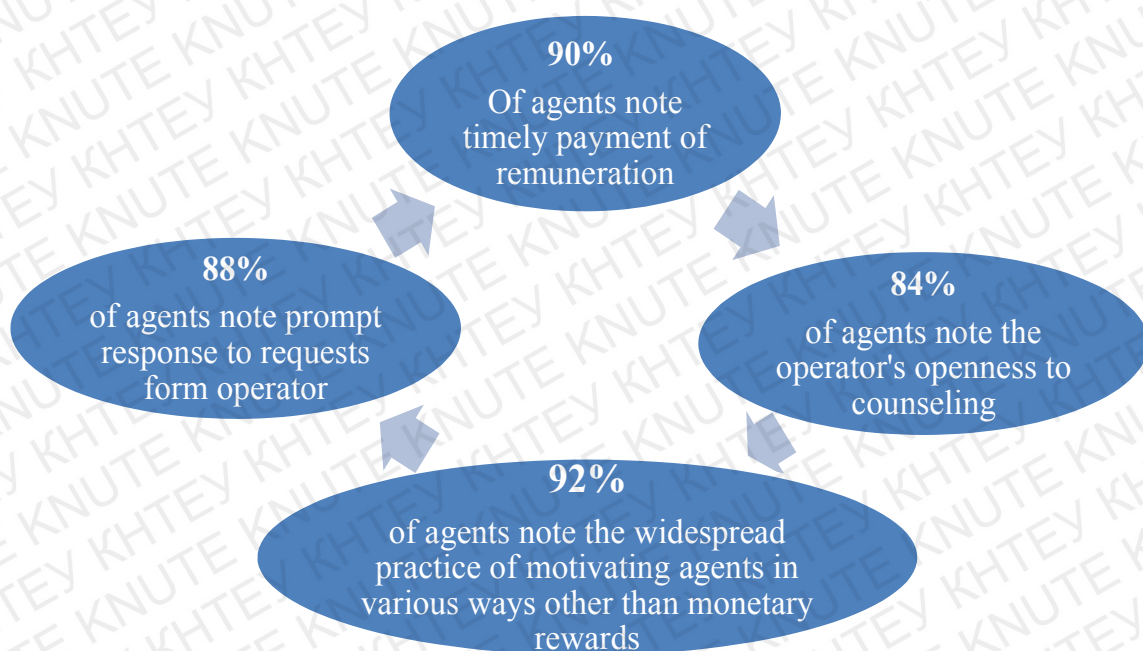


Figure 2.7. Assessment of social responsibility quality principles implementation in relation to the agency and franchise network ANEX Tour

Incentives for retail agencies include a range of activities:

1. Presentation of the tour operator and its tourist product with the organization of a prize draw (free travel) for retail travel agencies.
2. The establishment of a progressive commission for the sale of tours in excess of the established quota.
3. Providing discounts on declared prices for group trips in case of an increase in sales. An increase in size of discount on price during off-season period is used if the travel agency guarantees an increase in the volume of off-season tourism.
4. Free service for employees of foreign travel agencies accompanying travel

groups on a trip.

5. Organization of advertising trips for free or with the provision of significant discounts on announced prices (about 75%). During such trips, a program is organized for participants of advertising tours, including introducing them to the tourism industry of the country visited, its tourist attractions, and specialized advertising and information seminars are held.

6. Presentation of branded gifts and souvenirs to representatives of foreign travel agencies.

Let's evaluate the integrated efficiency of ANEX operator in order to fully understand the effectiveness of using its potential to realize the social responsibility principles (Tab. 2.2).

Table 2.2

Integrated assessment of management effectiveness of ANEX tour

Management area	Indicator	Value, (on a scale of 1 to 10)	Share, %	Value with share
1. HR	Staff turnover	8	25	200
	Security of personnel	10	25	250
	The pleasure of work	8	25	200
	Productivity	9	25	225
2. Marketing and sales	Scope of implementation	9	34	306
	Marketing communications	7	33	231
	Distribution network	8	33	264
3. Production	The quality of customer support on the tour	10	50	500
	Choosing partners	10	50	500
4. Finances	Profitability	8	33	264
	Liquidity	7	33	231
	Financial sustainability	10	34	340

Source: prepared by author

From the table we can conclude that ANEX's integral efficiency indicator is 82.5%, which means very good organization and efficiency of the enterprise management process. You can see that the strongest positions in the management of the company are the availability of personnel, the quality of customer support on the

tour, the choice of partners and financial sustainability. The biggest downside to the business is the low profitability (but in my opinion, it is not the whole business, but its affiliate office, whose financial activity I have evaluated).

Using the financial and statistical reports of the tourist enterprise ANEX Tour for the last 3 years, we will create a table in which we will present the economic results of the activity (Table 2.3).

Table 2.3

Dynamics of key performance indicators of ANEX for 2016-2018

(See ANEX Reporting's, Appendix B)

№	Indicator	2016	2017	2018	Absolute Deviation, +/- Change Rate, %			Absolute Deviation, +/- Change Rate, %		
					2017 to 2016	2018 to 2017	2018 to 2016	2015 to 2014	2016 to 2015	2016 to 2014
1	Revenue, thousand UAH	209,5	286,2	326,1	+76,7	+39,9	+116,6	136,6	113,9	155,7
2	Costs, thousand UAH	116,4	201,9	293,1	+85,5	+91,2	+176,7	173,5	145,2	251,8
3	Profit, Revenue, thousand UAH	93,1	77,1	33,0	-16	-44,1	-60,1	82,8	42,8	35,5
4	Profitability, %	80,0	38,2	11,3	-41,8	-26,9	-68,7	47,8	29,6	14,1
5	Sales volume, tours	423	490	502	+67	+12	+79	115,8	102,5	118,7
6	Number of tourists served, persons	826	980	1004	+154	+24	+178	118,6	102,5	121,6
7	Indicators of labour use									
	1) Labour productivity:									
	- In natural dimension, tours	106	123	126	+17	+3	+20	116,0	102,4	118,9
	- In the cost dimension, thousand UAH	52,4	71,6	81,5	+19,2	+9,9	+29,1	136,6	113,8	155,5
	2) Labour intensity	1,4	1,0	0,9	-0,4	-0,1	-0,5	96,2	90,0	64,3

Source: prepared by author

From the table it can be seen that the income of the enterprise for the last 3 years has grown and its last growth amounted to 39.9 thousand UAH or 113.9% respectively. If you look at the article Expenses, you can find the reason for the growth of the company's income - expenses for 3 years also increased (including),

growth in 2018 compared to 2017 is 91.2 thousand UAH, which corresponds to 145.2%. Therefore, we can conclude that the main reason for the increase in ANEX income is the active increase in the cost item. The increase in the cost item is related to a greater extent to the UAH depreciation situation and the associated price increase. That is, the company had to increase the cost of renting an office, a decent wage of staff (in accordance with the increase in the minimum wage and the subsistence minimum), marketing and, as we all understand, the cost of purchased tours from operators also increased, which caused a sharp increase and spending part of ANEX.

However, spending is not the only item that has led to revenue growth. As you can see, the volume of realized tours increased at the enterprise - comparing 2016 with 2018, the growth was 79 tours or by 118.7% respectively. This is mainly due to the Ministry's revaluation of the subsistence minimum, which in turn increased the minimum wage and also due to the fact that after the 2016 crisis the situation stabilized in Ukraine and people began to travel again abroad. The increase in the volume of tours also led to an increase in the number of tourists by 178 persons or by 121.6% respectively.

However, you can see a significant decline in profits of the company. Comparing 2016 with 2018, the company's profit decreased by UAH 60.1 thousand or 33.5%. This decline is due to the fact that the expense of the enterprise has increased significantly, and even the increased number of sales of chairs and tourists has not been able to save the profits of the company from the rapid decline.

With regard to the use of personnel at the enterprise, the efficiency of its work has improved. There is an increase in labor productivity in both natural and cost dimensions. Compared to 2016, 1 employee in 2018 sold 120 units, more as chair products, which in monetary terms increased by UAH 29.1 thousand or by 118.9% and 155.5% respectively. It is also possible to note a decrease in the labor intensity in 2018 by 0.5 compared to 2016, or by 64.3%. This reduction is related to the implementation of the principles of social responsibility of employees, who began to work more motivated, given the situation in Ukraine, where they will not be well treated in another enterprise.

Government bodies
Organy gosudarstvennogo upravleniya

V professe planirovaniya biznes-kommunikatsiy
Vozrastaniye i razvitiye izmeneniye urovnya blagosostoyaniya tselevoy auditorii pokupateley poelomu tselesoobrazno

razlichat' sleduyashchiye dva vida faktorov.

Faktor, znachashchiy ot urovnya blagosostoyaniya

pokupateley – kachestvo isena, dlya tselevykh grupp

pokupateley tselesoobrazno innovatsii v turizme – faktor

turprodukta s primeneniye vysokiy tekhnologiy.

2. Faktory, ne zavisyashchiye ot urovnya blagosostoyaniya pokupateley – innovatsii v turizme bez primeneniya

2.3. Assessment of ANEX Tour business communications efficiency in the tourist market

Business communications are the foundation of any economic activities. In the process of planning business communications, it is important to take into account changes in the level of well-being of the target audience of customers, so it is advisable to distinguish the following two types of factors.

1. Factors depending on the level of well-being of customers, price; for target groups of buyers who value innovation in tourism — a factor in the innovativeness of tourism products using high technology.

2. Factors that do not depend on the level of well-being of customers — innovation in tourism without the use of high-cost equipment.

In the field of tourism, business communications are advisable to divide into two types, depending on the participation of travel agencies in them: business communications in the field of amateur tourism and business communications in the field of organized tourism.

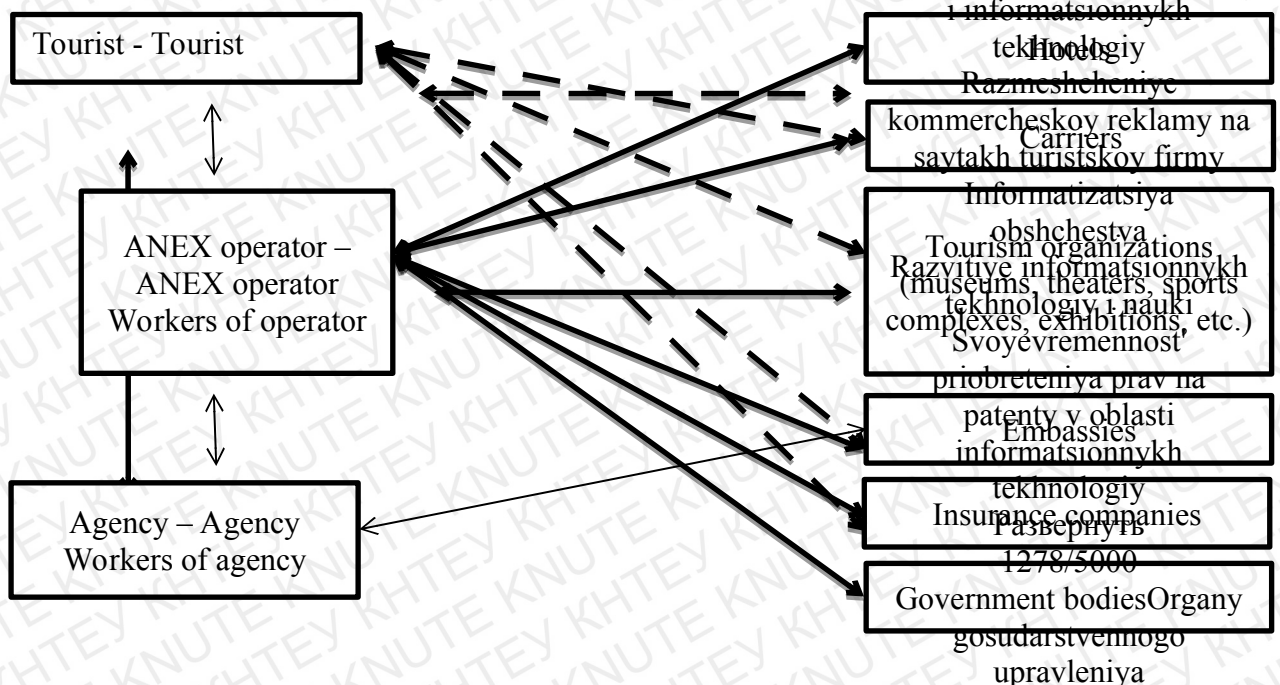


Figure 2.8 Main subjects of ANEX tour business communications and their contacts

The figure 2.8 shows the main subjects of business communications of ANEX

V protsesse planirovaniya biznes-kommunikatsiy vazhno uchityvat' takzhe izmeneniye urovnya blagosostoyaniya tselevoy auditorii pokupateley, potomu tselesoobrazno razlichat' sleduyushchiye dva rida faktov:

tour and their contacts. The solid line indicates business communication in the field of organized tourism the dotted line indicates amateur tourism. Business communication «tourist-tourist» arises when a consumer independently communicates travel agency information to another potential client, which is able to influence the formation or avoidance of communication with a particular travel agency.

Internal business communications between operator's employees are affecting the performance of ANEX (fig. 2.9). Business communications of ANEX can be divided into 2 types: Commercial (simply it is all about making a profit); Consumer (all benefits customer can have from obtaining product).

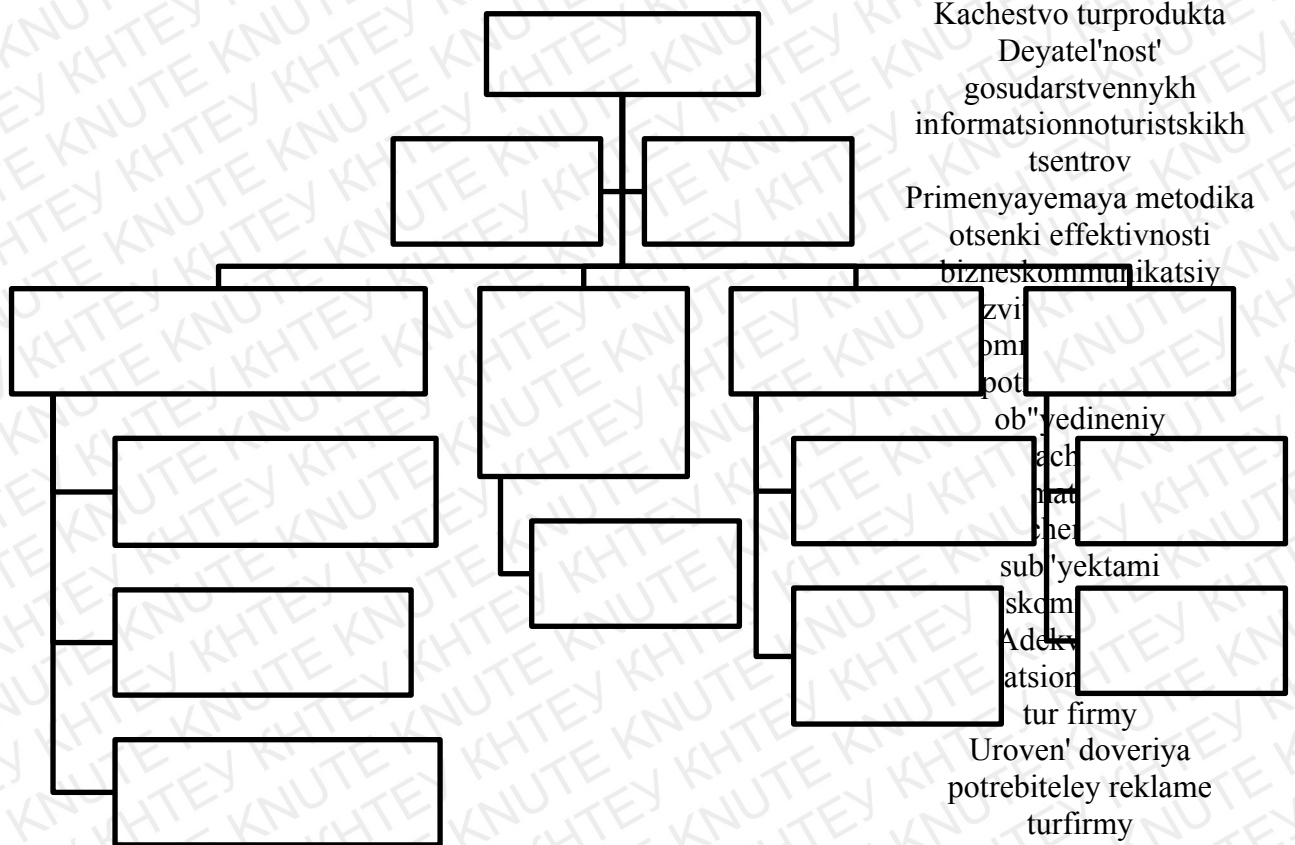


Figure 2.9. Business communications in the organizational structure of ANEX tour operator

After finding out what main subjects of ANEX business communications let's evaluate main factors affecting business communications effectiveness of ANEX tour in comparison with other top tourist operators (Tab. 2.4).

1. Faktor, zavisyashcheye ot urovnya blagosostoyaniya pokupateley – kachestvo, 36
 2. Faktor, ne zavisyashcheye ot urovnya blagosostoyaniya pokupateley – innovatsii v turizme
 Faktor innovatsionnosti turprodukta s primeneniye vysokikh tekhnologiy
 2. Faktor, ne zavisyashcheye ot urovnya blagosostoyaniya pokupateley – innovatsii v turizme bez primeneniya vysokozatrarnogo oborudovaniya
 Diversifikatsiya predostavlyayemykh turoperatorom turistskikh uslug
 Kachestvo turprodukta Deyatel'nost' gosudarstvennykh informatsionnoturistskikh tsentrov
 Primenyayemaya metodika otsenki effektivnosti bizneskommunikatsiy
 zvi
 om
 pot
 ob'yedineniy
 ach
 nat
 ne
 sub'yektami
 skom
 Adek
 atsiom
 tur firmy
 Uroven' doveriya potrebiteley reklame turfirmy
 Gosudarstvennoye regulirovaniye sfer turizma i informatsionnykh tekhnologiy
 Razmeshcheniye kommercheskoy reklamy na
 Informatizatsiya
 obshchestva
 Razvitiye informatsionnykh tekhnologiy i nauki
 Svoeyvremennost' priobreteniya prav na patenty v oblasti informatsionnykh tekhnologiy

Table 2.4

Efficiency of ANEX tour business communications in comparison with other operators

Indicator of efficiency	Value, (on a scale of 1 to 10)						Place of ANEX
	ANEX tour	Coral travel	TPG	TEZ Tour	TUI	Pegas Touristik	
Diversification of tourism services	6	6	8	7	7	10	5
Tourism product quality	7	9	8	8	5	6	3
Quality of suppliers chain	7	8	10	6	4	9	4
The quality of information messages between communication entities	8	7	9	8	5	8	2
The adequacy of the operator org. structure	10	6	10	7	6	8	1
Participation in development of tourism in Ukraine	9	8	10	9	7	8	2
Consumer confidence in travel agency advertising	8	7	3	9	5	9	2
Development of tourist commercial and consumer associations	7	8	9	7	8	9	5
Operation of agent and franchise network	9	5	6	8	5	8	1
Average result	8,1	7,4	7,9	7,8	5,8	7,9	3

Source: prepared by author

From the evaluation we can clearly see that the network of ANEX tour business communication according to the evaluation of main activities connected with that is pretty effective. ANEX tour is in 0.2 point at minimum more effective with its communications that other Ukrainian top ranked tour operators. It is not into taking 1st places in each category but in average ANEX is in top 5 best representatives with middle position of 3.

The main resources that help operator to have high level of business

communications effectiveness are its staff. Each ANEX tour office has qualified high-quality staff, which is the company's most important potential. Let us evaluate the quality of the staff of the ANEX tour travel operator (Tab.2.5).

Table 2.5

ANEX tour personnel quality assessment

Gender	Age	Education	Work Experience	Personal Quality	Initiative
Women - 80% Men - 20%	From 22 to 43 years	100% of the staff have professional higher education	Staff with at least 1 year experience in tourism	Responsibility; Punctuality; Openness; Awareness.	It comes from employees, middle and top management

Source: prepared by author

The table shows that the main staffs are women aged 22 to 43 years, which means high attention to the current situation on market, innovation in service provision, following corporate standards in maintaining business communicational activity. Also a great feature of the staff is that everyone has specialized tourism education, which is supported by training provided by the company.

Another way of how company maintain business communications efficiency is their proactive PR activities. Among them are:

1. The use of editorial, and not paid place and time in all means of disseminating information available for reading, viewing or listening to current or potential clients of the travel agency. Publicity is used to form a favourable public opinion and in order to increase its popularity, its image;
2. Communication with the press is carried out by inviting journalists who write on tourism topics to make a trip along the chosen route at the expense of the company, as well as attend various receptions, seminars, press conferences, etc.;
3. Tourism promotion. Activities combining efforts to popularize specific tourist routes, service programs. ANEX participates in tourism days, conferences and exhibitions every time when they are occurred. ANEX doesn't miss any of such activities;
4. Consulting the authorities on issues of public importance for the

development of inbound tourism, the situation and organization of the travel agency activities through franchising.

Also for optimisation of business communications ANEX tour uses a differentiated discount system:

- Discount for advance booking and tour package payment;
- The discount for the number of vacation packages booked;
- Discount for new tourist products and ANEX Priority system.

Conclusions to the part 2

1. ANEX tour is a tour operator who enjoys great loyalty in the tourist market of Ukraine. The internal environment is characterized by good organization. The company uses a democratic style of leadership. A team is available and the team style of doing business is promoted. The company offers a wide range of services to clients. The external environment is characterized by fruitful cooperation with reliable tourist operators.

2. In this section, we also assessed the degree of implementation of the principles of social responsibility in the management of the ANEX and the dynamics of economic activity of the enterprise for the period 2016-2018. It is revealed that the company realizes external social responsibility towards its product in evaluated amount of 83.8%, and the average quality indicators of the implementation of internal social responsibility principles towards employees, clients and agents are 85.6%, 86.5 %, and 88.5 % respectively. It is analyzed that the indicators of economic activity of the enterprise are growing in the majority, but there are also the ones that have declined.

3. We assessed the degree of company business communications effectiveness in comparison with other top Ukrainian tour operators. It is revealed that the company's effectiveness is the highest in amount of 8.1 out of 10. We have calculated the performance of the company, identified the resources and potential of the company in the field of social responsibility and go directly to our own proposals for ANEX.

PART 3

IMPLEMENTATION OF THE UPDATED CORPORATE ETHICS BY ANEX TOUR

3.1. Program of measures to improve the corporate ethics of a tourist operator

Given the study of sources presented in the first section, social responsibility now plays a major role in the travel business. ANEX tour, if it wants to meet the global standards of tourism business and increase its profit through the introduction and effective implementation of social responsibility practices, should review its policy on this issue.

As can be seen from the analysis carried out in the second section, at this stage the company is not strongly focused on the effective use and implementation of social responsibility measures. However, it has a high potential, which can be used to implement the principles of social responsibility and to transform itself from the league of ordinary tourism enterprises into a number of leading and respected travel companies in Ukraine.

Some scientists prefer to divide corporate social responsibility into several levels (Tab. 3.1).

Table 3.1

Levels of corporate social responsibility

Name of level	Characteristics
First level	Timely payment of taxes and wages, as well as, if possible, the expansion of the working staff of the company.
Second level	Ensuring decent working and living conditions for employees (housing, advanced training, etc.).
Third level	Organization of charity work.

Source: prepared by author

With this in mind, it is possible to offer the company a number of measures that can strengthen it in the market and position itself on par with top Ukrainian tourism enterprises as a center of socially responsible business. But we decided that think it is better to propose a subdivision of CSR into two levels (Fig. 3.1).

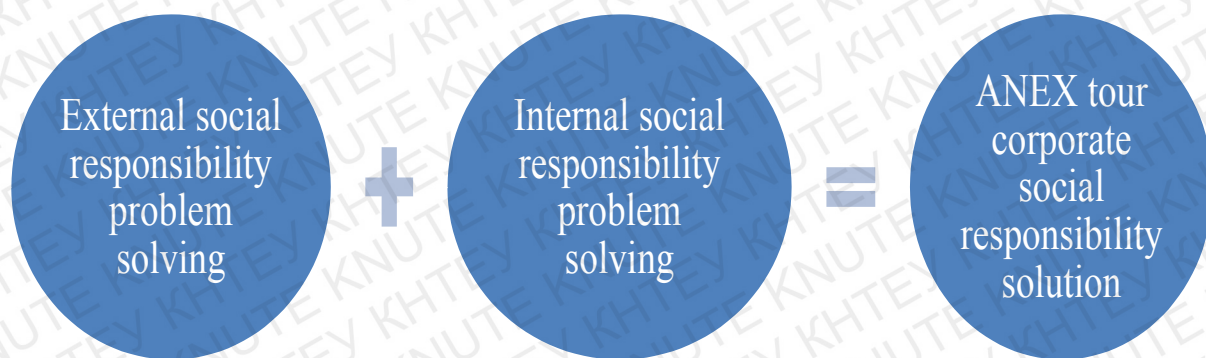


Figure 3.1 Components for solving the social responsibility of ANEX

How to improve external social responsibility? Annexes' big drawback is that it prevents it from pursuing an active external social responsibility is a lack of desire to do this on its own. As we know the situation in Ukraine where each enterprise tries to maximize their profit with minimum costs excluding any extra investments in economy sector and wellbeing of citizens it is pretty understandable the lack of ANEX desire. Let's have look on examples of measures that an enterprise can take under an external liability policy (Table 3.1) and explain how they can be implemented by an enterprise.

As we know, under the law, this type of activity has the right to create tours, and therefore in theory can affect the responsibility in the environmental field and the quality of the product. In terms of environmental responsibility, an enterprise can create and implement initiatives on its own or combine with other tour operators to do so. In this context, the enterprise can also become a partner in terms of planning and organization, and the state can take on the financial side of the case. The enterprise has a great potential of personnel, which can carry out such activity.

From the quality of the tourist product, the company can be the organizer of social tours, which will increase its position on both sides — will create an image of consumer and involve in the circle of socially responsible enterprises. Also, the focus on improving the quality of tourist products can be directed in a certain way to the state. Also, a good initiative from the enterprise may be the introduction of environmental management systems in the management of tourism — so the

enterprise will receive not only respect from consumers and operators, but also from the state.

Table 3.2

Examples of measures aimed at addressing the issues of external social responsibility by fields of application

Sphere of ecology	The sphere of contribution to the society development	In matters of improving the tourist product
Implementation of environmental management systems in tourism management (directed to the state)	Creation of training programs / trainings for students on social responsibility of tourist business	Assistance in organizing cultural and leisure activities (participation in the formation of tours in Ukraine)
Environmental Education for Citizens / Tourists	Admission of students to work placements in the organization (with its proper conduction)	Cooperation in the field of tourist offer development for tourists with disabilities
Quality environmentally friendly tourism infrastructure (to the state)	Annual publication of a non-financial report of its activities	Cooperation with the State on the Formation and Implementation of a Barrier-free Tourism Environment in Ukraine
The program of cleaning and organization of new and old natural and recreational areas (to state and operators)	Offering tours for socially disadvantaged groups on special offers	Development, together with other operators or the state, of new bases for tourism in Ukraine and an adequate product, taking into account the exhaustion of resources

Source: prepared by author

Considering the income from the activity, the company, if it really wants it, can act as a financial guarantor to support the socially disadvantaged sections of the population, invest in the protection and development of cultural and historical sites and support educational and sports facilities. However, if a company does not want to invest large sums of money, no one forbids it to create a foundation whose funds will be used for educational projects for the population and support for vulnerable groups of the population through the provision of social tourist packages. We chose these two ways because, to me, they will bring the greatest result for the enterprise.

In our opinion, in the sphere of contributing to the development of ANEX

society, it is well-advised, without advice, to realize responsibility for the creation of new workplaces and conditions for students to graduate from the training, providing the first job for young specialists. However, it would be more open to the company to increase its credibility. In Ukraine, there is a phenomenon such as the reluctance to provide information about the company (this applies to any information other than financial information as it is a business secret) and ANEX is no exception. In my opinion, this problem can be solved quite easily while enhancing loyalty to the firm as an open entity. It would be advisable to annually publish a non-financial statement of its activities.

The company can also actively execute external liability without significant cost of material resources, which can be seen from the table above. Of course, the offer is not much expanded because there are always those things that you cannot notice or forget in the study because the human factor will not be canceled, but we tried as best and most effective to open measures of an external nature, for which the enterprises have great resources — qualifying staff and a desire to help the country and develop a socially responsible tourism business that will not be left unattended by the state and consumers.

We are now moving into a category in which a company can be extremely open to social responsibility — addressing the issues of internal social responsibility. Taking into account the specificity of doing business in Ukraine and the specificity of the sphere of providing qualified services, the main emphasis should be placed on this category of responsibility, because satisfied personnel and consumers — profit for the enterprise. (Fig. 3.2)

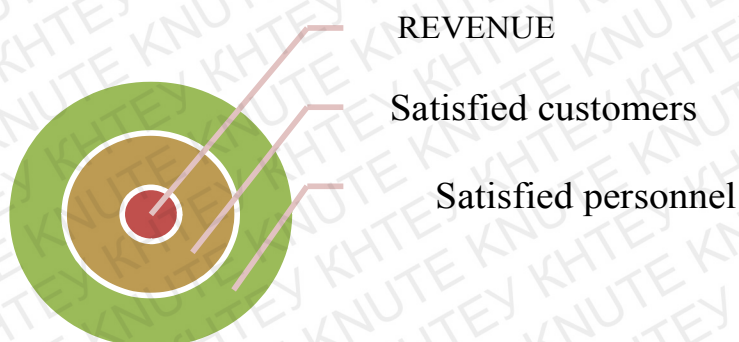


Figure 3.2 The inseparable dependence of staff satisfaction on customer satisfaction and their relationship to enterprise income

It will be appropriate to start considering this type of liability similarly to the previous one, that is, to describe examples of measures that an enterprise may take under a policy of solving internal responsibility problems (Table 3.3) and explain their implementation by the enterprise.

Table 3.3

Examples of measures aimed at addressing the issues of internal social responsibility by fields of application

Responsibility to the staff	Responsibility to consumers	Responsibility to prospective personnel
Departure of personnel for professional qualification trainings	Offering a product that will not be immoral for the Ukrainian consumer	Attraction and support of young staff (students in the specialty)
Creation of conditions for introduction and promotion of corporate culture	Inclusion in the offer and offer of proven tourist products	Adequate assessment of students' work while working part-time at the enterprise
Ensuring wage stability as well as indexation in inflation	Personal approach of the staff to the individual client	Provide on-demand information about the company to students who have passed the internship / work here
Creation and maintaining of personnel safety conditions	Special offers for regular customers	Attraction to trainings and advertising tours
Formation and maintaining of social packages, health insurance of employees		Decent attitude towards trainee students and providing them with placements according to their specialty

Source: prepared by author

Let's begin with deciphering the advice in the field of personnel, because it depends on the attitude of the client to the enterprise in and to his tourist offer. At the moment, Ukraine is in a position that everyone holds for their jobs, even if they are ruthlessly exploited, but this approach is contrary to the phenomenon of socially responsible enterprise as a whole, and such people care about their own profit, not the enterprise's benefit. We think it would be a good idea for ANEX to reduce staff

turnover by excluding those who are ballast and good material and moral support for prospective personnel — the main revenue generators.

Increasing the motivation of staff can be done from different sides — it can be both monetary motivation and the provision of certain services (insurance, certain incidents, vouchers for children abroad, etc.). We consider the creation of a more informal environment, the eradication of bureaucracy completely, as well as the formation of a corporate culture, as the main solution to the problems of motivation of the personnel at the enterprise. The staff understands better what the company expects them to do when it creates an atmosphere of activity toward a common goal and works for it, when they know that there is a certain reward after reaching, and they have the opportunity to contribute to the organization. That is, the main thing is to solve the problem of openness of the enterprise to advice and initiatives on the part of the staff. We think that holding the brainstorm is promising both from the side of raising the income and from the point of view of the implementation of the principles of social responsibility at the enterprise.

Creating conditions for the safety of staff can be viewed from different sides, because security for everyone is a different concept — someone is a comfortable office security, and others not afraid of being humiliated for the initiative or for its origin. Therefore, the main thing for the company is to solve the problem of moral climate in the team (this, by the way, should also be spelled out in the corporate culture strategy of the company). This should start with the manager, because when a higher authority is put on the employee is not biased (for example, you are a student, so you do not know anything), then the team, adjusting to the moral values of the organization / manager, begins to realize the social responsibility of the enterprise. Decent treatment of employees (respect for the individual, lack of racial, religious, political and gender discrimination) is the highest manifestation of social responsibility realization.

Objectively, people have often encountered the fact that the organization is not socially responsible at all during the practice. That is, instructs the student to put it mildly by the couriers' work and exploits their work (forcing them to leave full time each day, and then does not issue information to the student for the same

coursework). At this stage, ANEX will be provided with good young staff if it pursues an active policy of providing practical knowledge to students (rather than knowledge like pass-fetch) with adequate loading and use of student time.

Now we are moving into a more complex category of internal social responsibility of the enterprise — responsibility to consumers. To implement it, the company must first solve the problem of responsibility to its employees, which in turn leads to the creation of an image as a consumer operator and the implementation of the principles of social responsibility to consumers. At the same time, it is quite easy and difficult to realize this social responsibility. The main thing in this is the choice of reliable suppliers, as in Ukraine not so long ago there was a scandal with the carriers and another major operator. Exclusive and right relationships with suppliers are the main thing for tourists, because the main thing when you buy a tourist product is to get exactly what you paid for your money. We also think it is advisable to expand the special offer for regular customers, because it is the category that advertises the company through popular now-popular native advertising and brings its loyalty to the enterprise.

Considering the specific nature of the enterprise's activity, a separate point is to consider social responsibility in relation to its own tourism product and measures to improve it. The following are the main ways to improvement:

- maximum compliance of the services provided with the requirements of the consumers and the nature of consumption;
- an inseparable connection of service with marketing, its basic principles and tasks;
- flexibility of the service, its focus on taking into account the changing requirements of the market, preferences of consumers of travel services;
- comprehensive, complete, objective and continuous quality control of the service;
- implementation and use of methodologies and criteria that align the requirements of the standards with the actual situation;
- Creation of control services, which would include representatives of different divisions of the enterprise: directorate, financial department, security

department, personnel service, managers or employees of all functional services.

As we can see measures of improving product social responsibility are quite similar with one listed in responsibility to the customer and staff in a table before. It's because of hospitality sphere specifics as a phenomenon and its interconnection and interrelations of all processes included in offerings. So here the main topic is to measure quality promptly and correctly. Great practice of it can be related to suppliers' evaluation being made by mysterious buyer who is a part of ANEX but no name for this supplier. Except expecting suppliers this person is to collect thoughts of current clients who are in the same tour as ANEX buyer.

So, as you can see, ANEX is a great deal of social responsibility measures, and it's just a small piece of cake that lies so delicately on the surface, but which our agencies are stubbornly unwilling to notice. This is more of our subjective opinion, because as a person who is more attuned to getting a job at an enterprise with such principles (or even creating such an enterprise), it is more pleasant to work when «I know that I am being counted on, and I have the freedom to express myself work and I really need it», — such things personally encourage the majority of people who work in any enterprise to give as maximum as possible to their business and enterprise.

3.2. Evaluation of implementation effectiveness of measures in the tourist operator management

The measures outlined above will help the company more effectively comply with the principles of social responsibility at a sufficiently high level. According to the majority, the main objects that benefit from the implementation of social responsibility are the enterprise and society at large. Consider what the same basic benefits are given to these two categories.

Benefits of society from adhering to business principles of social responsibility:

- the possibility of establishing partnerships between business, government and the public;

- the ability to provide targeted emergency assistance to citizens in need;
- improvement and development of social protection of the population;
- the possibility of attracting investment in certain public areas;
- opportunity to support public initiatives, innovative projects, develop social and creative activity of the population, preserve and use the «intellectual resource» for the needs of the country and the region.

Like any category, social responsibility has a number of basic benefits both for society and for the enterprise. The introduction of CSR gives businesses the following benefits:

- builds a high reputation in the eyes of customers (increases brand price and customer loyalty, builds partnerships);
- the management process is being improved, primarily by preventing risks of various kinds;
- saving on attracting and retaining highly qualified specialists;
- timely access to up-to-date information from competent sources ensures rapid response to critical problems in the region and more effective risk management;
- There is an opportunity to receive funds from funds created by socially-oriented enterprises for socially-oriented programs.

If we consider it more from a mercantile point, even here the realization by material efficiency exceeds the costs of implementation and execution. Having considered the basic benefits from the introduction of active corporate social responsibility, let us turn to the results that the proposed measures in section 3.1 will bring.

The most important result for the enterprise will be to increase the loyalty on the part of clients, the state and partners. ANEX has the highest level of loyalty and fame in the Kyiv office (its parent office); while in other regions of the country it only strengthens its position. Let's look at how business loyalty will increase across the country if it starts to use external social responsibility measures. For consideration of efficiency, refer to Table 3.4. Changes in loyalty through the implementation of the proposed external social responsibility measures, where 0 — loyalty through this category is not obtained, and 10 is a maximum loyalty from the state / people.

Changes in loyalty through the implementation of the proposed external social responsibility measures

Sphere	Event / measure	Before	After
1. Sphere of ecology	1) High quality environment friendly tourism infrastructure	-	4
	2) Environmental education of citizens / tourists	-	8
	3) Implementation of environmental management systems	-	4
	4) The program of cleaning and organization of new and old nature and recreational areas	-	6
	Average value	0	5,5
2. The sphere of contribution to the society development	1) Offering tours for socially disadvantaged groups on special offers	-	6
	2) Trainings in social responsibility for students	-	5
	3) Admission of students to work practice	4	8
	4) Publication of a non-financial report	-	9
	Average value	1	7
3. In matters of improving the tourist product	1) Development of tourism management new bases in the Ukraine together with the operators / state and formation of an adequate product taking into account the exhaustion of resources	-	6
	2) Cooperation in the field of tourist offer development for tourists with disabilities	-	6
	3) Cooperation with the State in the Formation and Implementation of a Barrier-free Tourism Environment in Ukraine	-	4
	4) Participation in the formation of tours in Ukraine	-	8
	Average value	0	6

Source: prepared by author

As can be seen from the table, the largest increase in business loyalty will be given by the sphere of contribution to the development of society. Of course, we do not reject the fact that this is only our subjective opinion, but in the distribution of loyalty points, we tried to take into account the state's interest in such measures. Since we all know that politicians are not concerned with solving tourism problems now, the categories where, for my reasons, the initiative to the state has received the least increase in loyalty, because it is also unclear how the authorities will behave (whether they will look at the initiatives or ignore them). Work with people will be the most loyal because it does not create a network of intermediaries and everyone will be able to see who the initiative comes from (referring to the love of MPs / other people to impersonate other people's initiatives).

If the effect of implementation is clear with the category of external responsibility, then we will move on to the category of internal responsibility. For consideration of efficiency, refer to Table 3.5. Changes in loyalty due to the proposed measures of internal social responsibility implementation, where 0 — loyalty through this category is not obtained, and 10 is a maximum loyalty from the state / people.

Table 3.5

Changes in loyalty due to the proposed measures of internal social responsibility implementation

Sphere	Event / measure	Before	After
1. Responsibility to the staff	1) Creation of conditions for introduction and promotion of corporate culture of the enterprise	7	10
	2) Departure of personnel for vocational training	8	10
	3) Ensure wage stability, as well as indexation in inflation	8	10
	4) Creation of personnel safety conditions	9	10
	5) Formation of social packages, health insurance of employees	6	10
	Average value	7,6	10
2. Responsibility to consumers	1) Offer a product that will not be immoral for the Ukrainian consumer	8	10
	2) Inclusion in the offer and offer of proven tourist products	8	10
	3) Personal approach of the staff to the individual client	9	10
	4) Special offers for regular customers	7	10
	Average value	8	10
3. Responsibility to prospective personnel	1) Engaging and supporting young people	7	10
	2) Adequate assessment of students' work during their part-time work	6	10
	3) Provide on-demand information about the company to students who have passed the internship / work here	6	10
	4) Attraction to trainings and advertising tours	8	10
	5) Decent attitude towards trainee students and providing them with placements according to their specialty	7	10
	Average value	6,8	10

Source: prepared by author

As you can see from the table, at this stage the company is well realizing its internal social responsibility. The huge plus is that the company hires personnel officially, so the staff is safe, but there is a significant leap in raising responsibility by providing health insurance for workers, which in turn encourages them to feel safer and more inspired to work, because they will feel caring for them by the organization.

Most of all an enterprise should develop its weak positions in the sphere of responsibility before possible personnel. For industry personnel are a key element, the implementation of the proposed activities will give the company considerable human resources that will help it expand its network and set an example for others. Nowadays, good human capital, worthy of studying in the tourism industry at the university, chooses to be waiters or work in a hotel, because it does not feel necessary in the sphere of tourism — the implementation of the proposed measures will help not only the enterprise, but the entire tourism industry of Ukraine not lose perspective frames. That is, this responsibility is already growing from internal to external and its realization will strengthen the enterprise on the market most.

In accordance with available opinions, the huge advantage enterprise will have from creating a practice of mysterious customer. But it is important to remember that you cannot hire this person from a street — ANEX need to hire a professional who can exactly and objectively evaluate the service being given and it will be good if this person is from operator office. Also in the basis of this person interview with current customers ANEX will have a clear picture of what is going on in a tour, is there any misses and cons in tour providing caused by suppliers. It will help also to understand is the supplier reliable and ANEX oriented or he violate the agreement with operator.

So, as you can see, the result of social responsibility measures is very significant. We propose to pay particular attention to the sphere of responsibility before the possible personnel, as it smoothly flows from the internal to the external (is a certain combination of the two spheres) and will recommend the enterprise to the state, partners and people in the country. And, of course, the most important thing is not to lose enthusiasm in the field of social responsibility, because it is changing rapidly (as is tourism itself) and brings a significant increase in the company's income, branding and respect for it.

Conclusions to the part 3

1. While writing the course work, we identified and expressed ways to strengthen the socially responsible behaviour of the ANEX tourism enterprise, and

also substantiated the effectiveness of implementation of the proposed solutions aimed at enhancing social responsibility.

2. The first subparagraph suggested specific measures aimed at fulfilling the principles of social responsibility of ANEX. It was suggested to divide these measures into two categories — external and internal liability measures. Tables on these two areas have been compiled, with areas of active social responsibility implementation highlighted. The main array of external actions was directed to cooperation with the state and other operators on responsibility to business and society. Internal measures, for the most part, required the enterprise to be more open to new personnel and the society as a whole.

3. The substantiation of the effectiveness of the proposed solutions for ANEX was also divided into several segments. Initially, the general benefits to society and businesses of actively implementing the principles of social responsibility were identified. Then the solutions proposed in Section 3.1 were used as a base. We have evaluated all the measures proposed and highlighted the main, in my opinion, recommendations that will lead to an increase in the revenue side and which need to be paid more attention.

CONCLUSIONS

1. Social responsibility is a new level of society development, a new strategy and concept that integrates a national strategy, common human values and ethical behaviour of tourist organizations, tourists, workers, authorities, civil society institutions, research institutions and higher education institutions. Today, most countries of the world are involved in the concept of social responsibility at the local, regional, and national levels. This voluntary contribution of business to the development of society in the social, economic and environmental spheres is directly related to the company's core business.

2. A social responsibility postulate: «If a company does the right things for the environment, then it will have a stronger business and it will be able to earn more». The main characteristics of social responsibility of tourism enterprises are voluntary; integration into the company's business strategy; systematic; benefits for all stakeholders: travel agencies, tourists, owners, communities, etc., as well as for the company itself; contribution to sustainable development.

3. The implementation of socially responsible strategies should focus not only on reducing and preventing the negative effects of activities, but also on achieving economic, environmental and social effects, which can be considered as the basis for increasing the competitiveness of individual companies and the national economy as.

4. ANEX tour is a tour operator who enjoys great loyalty in the tourist market of Ukraine. The internal environment is characterized by good organization. The company uses a democratic style of leadership. A team is available and the team style of doing business is promoted. The company offers a wide range of services to clients. The external environment is characterized by fruitful cooperation with reliable tourist operators.

5. In this section, we also assessed the degree of implementation of the principles of social responsibility in the management of the ANEX and the dynamics of economic activity of the enterprise for the period 2016-2018. It is revealed that the company realizes external social responsibility towards its product in evaluated amount of 83.8%, and the average quality indicators of the implementation

of internal social responsibility principles towards employees, clients and agents are 85.6%, 86.5 %, and 88.5 % respectively. It is analyzed that the indicators of economic activity of the enterprise are growing in the majority, but there are also the ones that have declined.

6. We assessed the degree of company business communications effectiveness in comparison with other top Ukrainian tour operators. It is revealed that the company's effectiveness is the highest in amount of 8.1 out 10. We have calculated the performance of the company, identified the resources and potential of the company in the field of social responsibility, evaluated business communications effectiveness, and go directly to our own proposals for ANEX.

7. While writing the course work, we identified and expressed ways to strengthen the socially responsible behaviour of the ANEX tourism enterprise, and also substantiated the effectiveness of implementation of the proposed solutions aimed at enhancing social responsibility.

8. The first subparagraph suggested specific measures aimed at fulfilling the principles of social responsibility of ANEX. It was suggested to divide these measures into two categories — external and internal liability measures. Tables on these two areas have been compiled, with areas of active social responsibility implementation highlighted. The main array of external actions was directed to cooperation with the state and other operators on responsibility to business and society. Internal measures, for the most part, required the enterprise to be more open to new personnel and the society as a whole.

9. The substantiation of the effectiveness of the proposed solutions for ANEX was also divided into several segments. Initially, the general benefits to society and businesses of actively implementing the principles of social responsibility were identified. Then the solutions proposed in Section 3.1 were used as a base. We have evaluated all the measures proposed and highlighted the main, in my opinion, recommendations that will lead to an increase in the revenue side and which need to be paid more attention.

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ФІНАНСОВИЙ ЗВІТ

суб'єкта малого підприємництва

		КОДИ		
		201	12	31
Підприємство	ТОВ "АНЕКС ТУР ТУРАГЕНТСТВО"	Дата (рік, місяць, число)		
Територія	Печерський район	за ЄДРПОУ		
Організаційно-правова форма господарювання	ТОВ	за КОАТУУ		
		за КОПФГ		
		за КВЕД		
Вид економічної діяльності	туристичні послуги	41068877		
Середня кількість працівників	6	41068872651		
Одиниця виміру:	тис. грн.	0		
Адреса	Вул. Еспланадна, 32, оф. 1, Київ, Київська обл., 01001	240		
		63.30.0		

Баланс

Форма N 1-м

Код за ДКУД

1801006

на 31 грудня 2016 р.

Актив	Код рядка	На початок звітнього року	На кінець звітнього періоду
1	2	3	4
I. Необоротні активи			
Незавершене будівництво	020		
Основні засоби:			
первісна вартість	031		
знос	032	()	()
Довгострокові біологічні активи:			
Довгострокові фінансові інвестиції	040		
Інші необоротні активи	070		
Усього за розділом I	080		
II. Оборотні активи			
Виробничі запаси	100		
Поточні біологічні активи	110		

Готова продукція	130		
Дебіторська заборгованість за товари, роботи, послуги:			
чиста реалізаційна вартість	160	0,3	0,9
Дебіторська заборгованість за розрахунками з бюджетом	170		
Інша поточна дебіторська заборгованість	210	33,0	21,1
Поточні фінансові інвестиції	220		
Грошові кошти та їх еквіваленти:			
в національній валюті	230	0,7	0,7
Витрати майбутніх періодів	240		
Інші оборотні активи	250		
Усього за розділом II	260	34,0	22,7
III. Витрати майбутніх періодів	270	2,2	2,0
IV. Необоротні активи та групи вибуття	275		
Баланс	280	36,3	24,7

Continuation of APPENDIX B

Пасив	Код рядка	На початок звітного року	На кінець звітного періоду
1	2	3	4
I. Власний капітал			
Власний капітал	300	16,9	16,9
Додатковий капітал	320		
Резервний капітал	340		
Нерозподілений прибуток (непокритий збиток)	350		
Неоплачений капітал	360		
Усього за розділом I	380	16,9	16,9
II. Забезпечення таких витрат і цільове фінансування	430		
III. Довгострокові зобов'язання	480		
IV. Поточні зобов'язання			
Короткострокові кредити банків	500		
Поточна заборгованість за довгостроковими зобов'язаннями	510		

Кредиторська заборгованість за товари, роботи, послуги	530		
Поточні зобов'язання за розрахунками:			
з бюджетом	550	1,5	0,6
зі страхування	570	1,1	1,6
з оплати праці	580	9,2	1,8
Інші поточні зобов'язання	610	1,8	3,8
Усього за розділом IV	620	19,4	7,8
V. Доходи майбутніх періодів	630		
Баланс	640	36,3	24,7

2. Звіт про фінансові результати

за 31.01 2016 р.

Форма № 2-м

Код за ДКУД

1801007

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід (виручка) від реалізації продукції (товарів, робіт, послуг) (010 – 020)	030	202,2	142,3
Інші операційні доходи	040	7,3	14,4
Надзвичайні доходи	060		
Разом чисті доходи (030 + 040 + 050 + 060)	070	209,5	156,7
Собівартість реалізованої продукції (товарів, робіт, послуг)	080		
Інші операційні витрати	090	60,7	43,1
Інші витрати	100	()	()
Разом витрати	120	116,4	103,1
Чистий прибуток (збиток) (070 – 120)	150	93,1	42,1

Керівник _____

Головний бухгалтер _____

ФІНАНСОВИЙ ЗВІТ

суб'єкта малого підприємництва

Підприємство	ТОВ "АНЕКС ТУР ТУРАГЕНТСТВО"	Дата (рік, місяць, число)	КОДИ		
Територія	Печерський район	за ЄДРПОУ	2017	12	31
Організаційно-правова форма господарювання	ТОВ	за КОАТУУ	41068877		
		за КОПФГ	410688726510		
		за КВЕД	240		
Вид економічної діяльності	туристичні послуги		63.30.0		
Середня кількість працівників	6				
Одиниця виміру: тис. грн.	тис. грн.				
Адреса	Вул. Еспланадна, 32, оф. 1, Київ, Київська обл., 01001				
	Баланс	Форма N 1-м	Код за ДКУД	1801006	
	на 31 грудня	20 17 р.			

Актив	Код рядка	На початок звітнього року	На кінець звітнього періоду
1	2	3	4
I. Необоротні активи			
Незавершене будівництво	020		
Основні засоби:			
первісна вартість	031		
знос	032	() ()	
Довгострокові біологічні активи:			
Довгострокові фінансові інвестиції	040		
Інші необоротні активи	070		
Усього за розділом I	080		
II. Оборотні активи			
Виробничі запаси	100		
Поточні біологічні активи	110		
Готова продукція	130		

Дебіторська заборгованість за товари, роботи, послуги:			
чиста реалізаційна вартість	160	0,9	0,3
Дебіторська заборгованість за розрахунками з бюджетом	170		
Інша поточна дебіторська заборгованість	210	21,1	21,2
Поточні фінансові інвестиції	220		
Грошові кошти та їх еквіваленти:			
в національній валюті	230	0,7	3,9
Витрати майбутніх періодів	240		
Інші оборотні активи	250		
Усього за розділом II	260	22,7	25,4
III. Витрати майбутніх періодів	270	2,0	
IV. Необоротні активи та групи вибуття	275		
Баланс	280	24,7	25,4

Continuation of APPENDIX B

Пасив	Код рядка	На початок звітнього року	На кінець звітнього періоду
1	2	3	4
I. Власний капітал			
Власний капітал	300	16,9	16,9
Додатковий капітал	320		
Резервний капітал	340		
Нерозподілений прибуток (непокритий збиток)	350		
Неоплачений капітал	360		
Усього за розділом I	380	16,9	16,9
II. Забезпечення таких витрат і цільове фінансування	430		
III. Довгострокові зобов'язання	480		
IV. Поточні зобов'язання			
Короткострокові кредити банків	500		
Поточна заборгованість за довгостроковими зобов'язаннями	510		
Кредиторська заборгованість за товари, роботи, послуги	530		
Поточні зобов'язання за розрахунками:			

з бюджетом	550	0,6	1,2
зі страхування	570	1,6	0,6
з оплати праці	580	1,8	1,8
Інші поточні зобов'язання	610	3,8	4,9
Усього за розділом IV	620	7,8	8,5
V. Доходи майбутніх періодів	630		
Баланс	640	24,7	25,4

2. Звіт про фінансові результати

за 31.01 2017 р.

Форма N 2-м

Код за ДКУД 1801007

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід (виручка) від реалізації продукції (товарів, робіт, послуг) (010 – 020)	030	273,6	202,2
Інші операційні доходи	040	12,6	7,3
Надзвичайні доходи	060		
Разом чисті доходи (030 + 040 + 050 + 060)	070	286,2	209,5
Собівартість реалізованої продукції (товарів, робіт, послуг)	080		
Інші операційні витрати	090	78,6	60,7
Інші витрати	100	()	()
Разом витрати	120	201,9	116,4
Чистий прибуток (збиток) (070 – 120)	150	77,1	93,1

Керівник _____

Головний бухгалтер _____

Дебіторська заборгованість за товари, роботи, послуги:			
чиста реалізаційна вартість	160		
Дебіторська заборгованість за розрахунками з бюджетом	170	9,8	6,2
Інша поточна дебіторська заборгованість	210		2,1
Поточні фінансові інвестиції	220		
Грошові кошти та їх еквіваленти:			
в національній валюті	230	0,8	2,3
Витрати майбутніх періодів	240		
Інші оборотні активи	250		
Усього за розділом II	260	10,6	10,7
III. Витрати майбутніх періодів	270		
IV. Необоротні активи та групи вибуття	275		
Баланс	280	10,6	10,7

Continuation of APPENDIX B

Пасив	Код рядка	На початок звітного року	На кінець звітного періоду
1	2	3	4
I. Власний капітал			
Власний капітал	300	16,9	16,9
Додатковий капітал	320		
Резервний капітал	340		
Нерозподілений прибуток (непокритий збиток)	350	-10,1	
Неоплачений капітал	360		
Усього за розділом I	380	6,8	6,8
II. Забезпечення таких витрат і цільове фінансування	430		
III. Довгострокові зобов'язання	480		
IV. Поточні зобов'язання			
Короткострокові кредити банків	500		
Поточна заборгованість за довгостроковими зобов'язаннями	510		
Кредиторська заборгованість за товари, роботи, послуги	530		
Поточні зобов'язання за розрахунками:			

з бюджетом	550	0,3	0,5
зі страхування	570	1,2	1,5
з оплати праці	580	2,3	1,9
Інші поточні зобов'язання	610		
Усього за розділом IV	620	3,8	3,9
V. Доходи майбутніх періодів	630		
Баланс	640	10,6	10,7

2. Звіт про фінансові результати

за 31.01 2018 р.

Форма N 2-м

Код за ДКУД 1801007

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід (виручка) від реалізації продукції (товарів, робіт, послуг) (010 - 020)	030	311,0	273,6
Інші операційні доходи	040	15,1	12,6
Надзвичайні доходи	060		
Разом чисті доходи (030 + 040 + 050 + 060)	070	326,1	286,2
Собівартість реалізованої продукції (товарів, робіт, послуг)	080		
Інші операційні витрати	090	155,7	78,6
Інші витрати	100	()	()
Разом витрати	120	293,1	209,1
Чистий прибуток (збиток) (070 - 120)	150	33,0	77,1

Керівник _____

Головний бухгалтер _____

Ідентифікаційний код ЄДРПОУ

41068877

Державне статистичне спостереження**Конфіденційність статистичної інформації забезпечується
статтею 21 Закону України "Про державну статистику"****Порушення порядку подання або використання даних державних статистичних спостережень тягне за собою
відповідальність, яка встановлена статтею 186³ Кодексу України про адміністративні правопорушення****ЗВІТ
ПРО ТУРИСТИЧНУ ДІЯЛЬНІСТЬ
ЗА 2016РІК**

Подають:	Термін подання
юридичні особи – суб'єкти туристичної діяльності – територіальному органу Держстату	не пізніше 28 лютого

Респондент:

ТОВ "АНЕКС ТУР ТУРАГЕНТСТВО"

Найменування: _____

Вул. Еспланадна, 32, оф. 1, Київ, Київська обл., 01001

Місцезнаходження (юридична адреса): _____

Адреса здійснення діяльності, щодо якої подається форма звітності (фактична адреса):

Вул. Еспланадна, 32, оф. 1, Київ, Київська обл., 01001

01	02	03
організація та забезпечення створення туристичного продукту, реалізація та надання туристичних послуг, а також посередницька діяльність із надання характерних та супутніх послуг (туроператор)	посередницька діяльність з реалізації туристичного продукту туроператорів та туристичних послуг інших суб'єктів туристичної діяльності, а також посередницька діяльність щодо реалізації характерних та супутніх послуг (турагент)	тільки екскурсійна діяльність

Розділ I. Загальні економічні показники

Назви показників	№ рядка	Одиниці виміру *	За звітний період
	1	2	3
Середньооблікова кількість штатних працівників	04	осіб	4
З рядка 04 мають вищу або середню спеціальну освіту в галузі туризму	05	осіб	4
Середня кількість позаштатних працівників (працюючі за договорами та зовнішні сумісники)	06	осіб	-
Кількість неоплачуваних працівників (власники, засновники підприємства та члени їх сімей)	07	осіб	-

Доход від надання туристичних послуг (без ПДВ, акцизного податку й аналогічних обов'язкових платежів)	08	тис. грн.	209,5
Витрати, зроблені суб'єктом туристичної діяльності на надання туристичних послуг	11	тис. грн.	116,4

Розділ II. Витрати на послуги сторонніх організацій, що використовуються при виробництві туристичного продукту*

Назви показників	№ рядка	Усього	у тому числі послуги	
			резидентів	нерезидентів
1	2	3	4	5
Усього (сума рядків. 20, 23, 30-35), тис. грн.	19	0		
у тому числі		0		
на розміщення і проживання	20	0		
готелі та аналогічні засоби розміщення	21	0		
приватний сектор	22	0		
на транспортне обслуговування	23	0		
залізничний транспорт	24	0		
повітряний транспорт	25	0		
водний транспорт	26	0		
міський транспорт	27	0		
екскурсійні автобуси	28	0		
оренда автомобілів	29	0		
на харчування	30	0		
на медичне обслуговування	31	0		
на екскурсійне обслуговування (без транспортних послуг)	32	0		
на візове обслуговування (включаючи витрати на оформлення поїздки)	33	0		
на послуги культурно-освітнього, культурно-дозвільного характеру, організаціям культури	34	0		
на інші послуги, що використовуються при виробництві туристичного продукту	35	0		

Розділ III. Кількість і вартість проданих туристичних путівок (ваучерів) (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	Кількість туристичних путівок, одиниць	Вартість туристичних путівок*, тис. грн.	Кількість туроднів за реалізованими туристичними путівками
1	2	3	4	5
Реалізовано туристичних путівок - усього	36	423	2752,9	2961
у тому числі		X	X	X
іншим організаціям	37			
безпосередньо населенню	38	423	2752,8	2961
з них				
громадянам України для подорожі в межах України	39	90	585,7	450
громадянам України для подорожі за кордон	40	333	2167,2	2511
з них по країнах СНД	41	X	X	X
іноземцям для подорожі в межах України	42	X	X	X
з них громадянам країн СНД	43	X	X	X

Розділ IV. Кількість обслугованих туристів (без екскурсантів) (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	У тому числі		
		громадяни України (вибуття)	громадяни інших країн (прибуття)	інших країн
1	2	3	4	
Кількість обслугованих туристів, усього осіб	44	826		X
у тому числі подорожуючих у межах території України	45	180		X
подорожуючих за кордоном	46	646		X

Додаток до розділу IV

З рядка 46 – розподіл громадян України по країнах відправлення та з рядка 44 іноземців по країнах світу, з яких вони прибули (згідно з Класифікацією країн світу)

Назва країни	Код країни*	Громадяни України (вибуття), осіб	Громадяни інших країн (прибуття), осіб
1	2	3	4
Об'єднані Арабські Емірати		24	X
Туреччина		123	X
Таїланд		85	X
Мальдіви		17	X
Іспанія		89	X
Індія		29	X
Єгипет		214	X
Греція		65	X
Україна		180	X

*Заповнюють органи державної статистики.

Довідково:

Число обслугованих екскурсантів (47) 184 осіб
з них іноземні громадяни (48) 0 осіб

Розділ V. Розподіл туристів за метою поїздки (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	Усього туристів, осіб (сума гр.4-9)	У тому числі за метою відвідування						Із гр. 3 - діти віком 0-17 років
			служба, ділова, навчання	дозвілля, відпочинок	лікування	спортивний туризм	спеціалізований туризм	інші	
1	2	3	4	5	6	7	8	9	10
Кількість туристів, усього (сума рядків 50 - 52)	49	826	X	635	X	97	57	37	X
у тому числі в'їзних (іноземних) туристів	50	X	X	X	X	X	X	X	X
виїзних туристів	51	646	X	545	X	68	21	12	X
внутрішніх туристів	52	180	X	90	X	29	36	25	X

Ідентифікаційний код ЄДРПОУ

41068877

Державне статистичне спостереження**Конфіденційність статистичної інформації забезпечується
статтею 21 Закону України "Про державну статистику"****Порушення порядку подання або використання даних державних статистичних спостережень тягне за собою
відповідальність, яка встановлена статтею 186³ Кодексу України про адміністративні правопорушення****ЗВІТ
ПРО ТУРИСТИЧНУ ДІЯЛЬНІСТЬ
ЗА 2017РІК**

Подають:	Термін подання
юридичні особи – суб'єкти туристичної діяльності – територіальному органу Держстату	не пізніше 28 лютого

Респондент:

ТОВ "АНЕКС ТУР ТУРАГЕНТСТВО"

Найменування: _____

Вул. Еспланадна, 32, оф. 1, Київ, Київська обл., 01001

Місцезнаходження (юридична адреса): _____

Адреса здійснення діяльності, щодо якої подається форма звітності (фактична адреса):

Вул. Еспланадна, 32, оф. 1, Київ, Київська обл., 01001

01	02	03
організація та забезпечення створення туристичного продукту, реалізація та надання туристичних послуг, а також посередницька діяльність із надання характерних та супутніх послуг (туроператор)	посередницька діяльність з реалізації туристичного продукту туроператорів та туристичних послуг інших суб'єктів туристичної діяльності, а також посередницька діяльність щодо реалізації характерних та супутніх послуг (турагент)	тільки екскурсійна діяльність

Розділ I. Загальні економічні показники

Назви показників	№ рядка	Одиниці виміру *	За звітний період
	1	2	3
Середньооблікова кількість штатних працівників	04	осіб	4
З рядка 04 мають вищу або середню спеціальну освіту в галузі туризму	05	осіб	4
Середня кількість позаштатних працівників (працюючі за договорами та зовнішні сумісники)	06	осіб	-
Кількість неоплачуваних працівників (власники, засновники підприємства та члени їх сімей)	07	осіб	-

Continuation of APPENDIX B

Доход від надання туристичних послуг (без ПДВ, акцизного податку й аналогічних обов'язкових платежів)	08	тис. грн.	286,2
Витрати, зроблені суб'єктом туристичної діяльності на надання туристичних послуг	11	тис. грн.	201,9

Розділ II. Витрати на послуги сторонніх організацій, що використовуються при виробництві туристичного продукту*

Назви показників	№ рядка	Усього	у тому числі послуги	
			резидентів	нерезидентів
1	2	3	4	5
Усього (сума рядків. 20, 23, 30-35), тис. грн.	19	0		
у тому числі		0		
на розміщення і проживання	20	0		
готелі та аналогічні засоби розміщення	21	0		
приватний сектор	22	0		
на транспортне обслуговування	23	0		
залізничний транспорт	24	0		
повітряний транспорт	25	0		
водний транспорт	26	0		
міський транспорт	27	0		
екскурсійні автобуси	28	0		
оренда автомобілів	29	0		
на харчування	30	0		
на медичне обслуговування	31	0		
на екскурсійне обслуговування (без транспортних послуг)	32	0		
на візове обслуговування (включаючи витрати на оформлення поїздки)	33	0		
на послуги культурно-освітнього, культурно-дозвільного характеру, організаціям культури	34	0		
на інші послуги, що використовуються при виробництві туристичного продукту	35	0		

Розділ III. Кількість і вартість проданих туристичних путівок (ваучерів) (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	Кількість туристичних путівок, одиниць	Вартість туристичних путівок*, тис.грн.	Кількість туроднів за реалізованими туристичними путівками
1	2	3	4	5
Реалізовано туристичних путівок - усього	36	490	3732,5	3430
у тому числі		X	X	X
іншим організаціям	37			
безпосередньо населенню	38	490	3732,5	2961
з них				
громадянам України для подорожі в межах України	39	135	1028,3	675
громадянам України для подорожі за кордон	40	355	2704,2	2755
з них по країнах СНД	41	X	X	X
іноземцям для подорожі в межах України	42	X	X	X
з них громадянам країн СНД	43	X	X	X

Розділ IV. Кількість обслугованих туристів (без екскурсантів) (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	У тому числі		
		громадяни (вибуття)	України	громадяни інших країн (прибуття)
1	2	3	4	
Кількість обслугованих туристів, усього осіб	44	980		X
у тому числі подорожуючих у межах території України	45	250		X
подорожуючих за кордоном	46	730		X

Додаток до розділу IV

З рядка 46 – розподіл громадян України по країнах відправлення та з рядка 44 іноземців по країнах світу, з яких вони прибули (згідно з Класифікацією країн світу)

Назва країни	Код країни*	Громадяни України (вибуття), осіб	Громадяни інших країн (прибуття), осіб
1	2	3	4
Об'єднані Арабські Емірати		31	X
Туреччина		124	X
Таїланд		92	X
Мальдіви		21	X
Іспанія		97	X
Індія		34	X
Єгипет		263	X
Греція		68	X
Україна		250	X

*Заповнюють органи державної статистики.

Довідково:

Число обслугованих екскурсантів (47) 193осіб
з них іноземні громадяни (48) 0 осіб

Розділ V. Розподіл туристів за метою поїздки (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	Усього туристів, осіб (сума гр.4-9)	У тому числі за метою відвідування						Із гр. 3 - діти віком 0-17 років
			служба, ділова, навчання	дозвілля, відпочинок	лікування	спортивний туризм	спеціалізований туризм	інші	
1	2	3	4	5	6	7	8	9	10
Кількість туристів, усього (сума рядків 50 - 52)	49	980	X	761	X	103	76	40	X
у тому числі в'їзних туристів (іноземних)	50	X	X	X	X	X	X	X	X
виїзних туристів	51	730	X	601	X	67	48	14	X
внутрішніх туристів	52	250	X	160	X	36	28	26	X

Ідентифікаційний код ЄДРПОУ

41068877

Державне статистичне спостереженняКонфідентійність статистичної інформації забезпечується
статтею 21 Закону України "Про державну статистику"Порушення порядку подання або використання даних державних статистичних спостережень тягне за собою
відповідальність, яка встановлена статтею 186³ Кодексу України про адміністративні правопорушення**ЗВІТ
ПРО ТУРИСТИЧНУ ДІЯЛЬНІСТЬ
ЗА 2018РІК**

Подають:	Термін подання
юридичні особи – суб'єкти туристичної діяльності – територіальному органу Держстату	не пізніше 28 лютого

Респондент:

ТОВ "АНЕКС ТУР ТУРАГЕНТСТВО"

Найменування:

Вул. Еспланадна, 32, оф. 1, Київ, Київська обл., 01001

Місцезнаходження (юридична адреса):

Адреса здійснення діяльності, щодо якої подається форма звітності (фактична адреса):

Вул. Еспланадна, 32, оф. 1, Київ, Київська обл., 01001

01	02	03
організація та забезпечення створення туристичного продукту, реалізація та надання туристичних послуг, а також посередницька діяльність із надання характерних та супутніх послуг (туроператор)	посередницька діяльність з реалізації туристичного продукту туроператорів та туристичних послуг інших суб'єктів туристичної діяльності, а також посередницька діяльність щодо реалізації характерних та супутніх послуг (турагент)	тільки екскурсійна діяльність

Розділ I. Загальні економічні показники

Назви показників	№ рядка	Одиниці виміру *	За звітний період
1	2	3	4
Середньооблікова кількість штатних працівників	04	осіб	4
З рядка 04 мають вищу або середню спеціальну освіту в галузі туризму	05	осіб	4
Середня кількість позаштатних працівників (працюючі за договорами та зовнішні сумісники)	06	осіб	-
Кількість неоплачуваних працівників (власники, засновники підприємства та члени їх сімей)	07	осіб	-

Доход від надання туристичних послуг (без ПДВ, акцизного податку й аналогічних обов'язкових платежів)	08	тис. грн.	326,1
Витрати, зроблені суб'єктом туристичної діяльності на надання туристичних послуг	11	тис. грн.	293,1

Розділ II. Витрати на послуги сторонніх організацій, що використовуються при виробництві туристичного продукту*

Назви показників	№ рядка	Усього	у тому числі послуги	
			резидентів	нерезидентів
1	2	3	4	5
Усього (сума рядків. 20, 23, 30-35), тис. грн.	19	0		
у тому числі		0		
на розміщення і проживання	20	0		
готелі та аналогічні засоби розміщення	21	0		
приватний сектор	22	0		
на транспортне обслуговування	23	0		
залізничний транспорт	24	0		
повітряний транспорт	25	0		
водний транспорт	26	0		
міський транспорт	27	0		
екскурсійні автобуси	28	0		
оренда автомобілів	29	0		
на харчування	30	0		
на медичне обслуговування	31	0		
на екскурсійне обслуговування (без транспортних послуг)	32	0		
на візове обслуговування (включаючи витрати на оформлення поїздки)	33	0		
на послуги культурно-освітнього, культурно-дозвільного характеру, організаціям культури	34	0		
на інші послуги, що використовуються при виробництві туристичного продукту	35	0		

Розділ III. Кількість і вартість проданих туристичних путівок (ваучерів) (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	Кількість туристичних путівок, одиниць	Вартість туристичних путівок*, тис.грн.	Кількість туроднів за реалізованими туристичними путівками
1	2	3	4	5
Реалізовано туристичних путівок - усього	36	502	4255,0	4016
у тому числі		X	X	X
іншим організаціям	37			
безпосередньо населенню	38	502	4255,0	4016
з них				
громадянам України для подорожі в межах України	39	146	1237,5	876
громадянам України для подорожі за кордон	40	356	3017,5	3140
з них по країнах СНД	41	X	X	X
іноземцям для подорожі в межах України	42	X	X	X
з них громадянам країн СНД	43	X	X	X

Розділ IV. Кількість обслугованих туристів (без екскурсантів) (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	У тому числі		
		громадяни (вибуття)	України	громадяни інших країн (прибуття)
1	2	3	4	
Кількість обслугованих туристів, усього осіб	44	1004	X	
у тому числі подорожуючих у межах території України	45	288	X	
подорожуючих за кордоном	46	716	X	

Додаток до розділу IV

З рядка 46 – розподіл громадян України по країнах відправлення та з рядка 44 іноземців по країнах світу, з яких вони прибули (згідно з Класифікацією країн світу)

Назва країни	Код країни*	Громадяни України (вибуття), осіб	Громадяни інших країн (прибуття), осіб
1	2	3	4
Об'єднані Арабські Емірати		30	X
Туреччина		134	X
Таїланд		92	X
Мальдіви		22	X
Іспанія		94	X
Індія		33	X
Єгипет		235	X
Греція		76	X
Україна		288	X

*Заповнюють органи державної статистики.

Довідково:

Число обслугованих екскурсантів (47) 191 осіб
з них іноземні громадяни (48) 0 осіб

Розділ V. Розподіл туристів за метою поїздки (заповнюють суб'єкти туристичної діяльності, що обвели код 01, 02)

Назви показників	№ рядка	Усього туристів, осіб (сума гр.4-9)	У тому числі за метою відвідування						Із гр. 3 - діти віком 0-17 років
			службов а, ділова, навчання	дозвілля, відпочинок	лікування	спортив ний туризм	спеціалізований туризм	інші	
1	2	3	4	5	6	7	8	9	10
Кількість туристів, усього (сума рядків 50 - 52)	49	1004	X	746	X	128	84	46	X
у тому числі в'їзних (іноземних) туристів	50	X	X	X	X	X	X	X	X
виїзних туристів	51	716	X	558	X	91	51	16	X
внутрішніх туристів	52	288	X	188	X	37	33	30	X