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ANALYSIS OF TOURIST DEMAND CHERNIVTSI IN THE DIRECTION OF EGYPT IN 2020

Purpose. Analyze the results of surveys of tourists who used the services of travel agencies in Chernivtsi in the direction of Egypt in the 2020 season and identify "weaknesses" and "strengths" in the activities of travel agencies.

Methods. On the basis of the compiled questionnaire, a survey of tourists and processing of survey results was conducted. Tourists who used the services of travel agencies in Chernivtsi in Egypt were involved in the survey. The research methods of computer technology, statistical, comparative, survey was used.

Results. The results of a survey of tourists who used the services of travel agencies in Chernivtsi in Egypt direction in season 2020 are analyzed. It is determined what factors influence the tourist's choice of travel agency, what sources of information about tourist products are crucial for the tourist's choice, the share of tourists lost by travel agencies who planned to use their services but refused, the reasons for refusing the services of the recommended agency, the reasons for choosing Egypt for vacation, analyzed how tourists assessed the quality and safety of travel services in Egypt in the pandemic year 2020. Insufficient knowledge of the manager about the tourist product, incomplete and uncertain answers to questions about the border crossing procedure, the list of laboratories where the PCR test result can be obtained and the information that should be in the test result form, insufficient given time for the tourist, the reluctance of the manager to work with the tourist.

Scientific novelty. A new survey of tourists was conducted, the results of the study were processed and further directions in the improvement and future development of travel agencies in Ukraine were identified (on the example of Chernivtsi).

Practical significance. The practical significance of the study is to use the results to critically analyze the activities of travel agencies, identify "weaknesses" and "strengths" in their activities and find new ways to develop and improve, in particular, why the question of choosing a tourist product and a travel agency remains problematic for tourists.

Keywords: Egypt, tourist product, travel agencies, tourist, questionnaire.

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