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PAPER PRESENTED:

RESEARCH MODELS, EDUCATION AND DISSEMINATION OF THE BEST PRACTICES APPLIED IN THE ACTIVITY OF DOMESTIC AND INTERNATIONAL TOUR OPERATORS

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The aim of the research is an exploratory analysis about the best practices of the domestic and international tour operators. The methodology is analytical, consists of research on product development, marketing strategies, marketing campaigns, consumer relationship of the domestic and international tour-operators. The main requirement of marketing activities is to respond to customers' needs, balanced against the growing requirement of organizations to make the most sustainable as well as the most profitable use of existing assets and to achieve integration of management functions around customer-orientated objectives that respect sustainable goals. But marketing techniques are always essential inputs to specifying revenue-earning objectives that are precise, realistic, achievable and measurable in the markets or audiences in which an organization operates (Middleton et al., 2009). A tour operator must decide whether to concentrate on selling its brands to those who are already looking for a holiday or to try to expand the market by persuading others that they could indeed afford a holiday. The results of this study indicate that the active role should include a focus on tourism's distribution channels (Gartner and Bachri, 2010). The key elements in any marketing system are the attitudes and thought processes of the two parties – buyers and sellers in an exchange process.

It should be noted that there is no natural or automatic harmony between what consumers want and will pay for and what producers are able or willing to provide. In practice there is usually continuing tension between a producer's need for profit, the need to operate efficiently and sustainably with available assets and resources, and the customer's search for low cost, best available value and satisfaction in the experiences they seek.

KEYWORDS: Tour-operator, Best Practice, Research Model