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GUARANTEES AND RISK ARE AS THE COMPONENT ELEMENTS OF THE PRICES OF TOURIST SERVICES

The main factor in modern economic systems, which changes approaches to pricing, is a role-play system of a person, i.e. a person's ability to identify itself with the subject either of production or of consumption. The subjective evaluation of their personal role of both the producer and the buyer becomes the main components of the costs of modern goods and especially services in modern conditions. At the same time, the personification of the producer and the consumer does not change and does not deny the essence of capitalist relations, market exchange of money for goods and the existence of certain costs, which in some way affects the magnitude of the value of produced goods or services. Thus, there is a need to review prices of tourist services from the position that the role of subjective evaluations of work and choice gives the economic nature of the exchange of services for money.

When there is a sufficiently large number of scientific papers on selected issues, it is necessary to note the different orientation of the research and the almost total absence of system development, dedicated to the formation of prices for ser-

vices to tourism enterprises, industry, the specifics of which makes it impossible to use classical concepts as the methodological basis of control without proper adaptation and development. In the economic literature, there are questions that lack investigation in determining their impact on the formation of prices of tourist services. These are such factors as the guarantee and the risk, which require further research.

The main purpose of this article is to consider the constituent elements of the prices of tourist services from the perspective of the growing role of subjective performance evaluation and taking into account the economic nature of the exchange of services for money; to determine the impact of price guarantees for the implementation of a particular service by travel company and price risk in the general prices of tourist services.

The specific features of tourism services should include, first of all, the uncertainty of the cost of tourist services. The service requires certain costs for its implementation. These costs can be house rent, maintenance of premises in which the service is provided, and the price of the instruments of labor

and the labor cost of the seller of services. However, despite the fact that every service differs from the goods from the point of view of the absence of its material expression and according to the quality of its execution the cost of services provided is changing, and this change depends on the characteristics and desires of the buyer.

To form a new approach to explaining rates in tourism, first of all, it is necessary to determine the cost of tourist services, as part of its rates. Despite the fact that the service really needs to be determined by the costs and the fact that the magnitude of these costs is not constant, but depends on the individuality of the client and the planned quantity of services produced in a certain period of time, it would be logical to divide the cost of tourist services into two components.

The first one is the cost of certain guarantees to the client. Guarantees are certain conditions that were promised to the customer, implementation of which is the responsibility of seller. It is possible to take into account individuality of services only agreeing upon the existence of a certain percentage of the price of services within price of guarantees, which can be called the price of risk of the seller of travel services.

Thus, the price of tourism services is formed from the prices of certain warranties, the implementation of which is mandatory to meet the needs of the buyer, and the price of risk of the seller, which provides compensation for additional costs arising during the implementation of the travel services depending on the specifics of buyer, and losses from downtime, "expired" paid seats and tickets.