
ISSUES OF LOGISTICS DEVELOPMENT IN THE FIELD OF TOURISM

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Abstract:

This article examines the role and importance of logistics in tourism. Transport logistics is one of the important components in the field of tourism. The direction of logistics in tourism is the main service in the field of tourism and is inextricably linked with the provision of services to tourists in travel, excursions and tours, vehicles, tourist routes, and organizations providing transport services.

Keywords: Transport logistics, tourist route, means of transport, organizations providing transport services.

Introduction

Tourism as a sphere of economic activity is of great importance and has a number of characteristic features. Tourism serves the interests of people and society as a whole and is a source of income at the micro- and macroeconomic levels. Tourism is becoming one of the main factors of regions and countries in creating additional jobs, the rapid development of road and hotel construction, stimulating the production of all types of vehicles, preserving folk crafts and national culture. According to the forecasts of the World Tourism Organization, the number of world tourists in 2020 will amount to 1.6 billion, and revenues from world tourism in 2020 will grow to \$ 2 trillion.

Tourism has a great impact on transport and communications, construction, agriculture, consumer goods production and other sectors of the economy and serves as a catalyst for socio-economic development. In turn, the development of tourism is influenced by various factors: demographic, natural and geographical, socio-economic, historical, religious and political and legal factors.

Currently, logistics is one of the main factors in the development of tourism. Improving the logistics and transport infrastructure remains an urgent problem for any country that intends to receive high revenues from the tourism sector. Here, in the article, we analyzed the importance of transport logistics in the development of tourism.

Analysis of thematic literature

Topical issues of the theory and methodology of tourism management, development, regulation and improvement of tourism, including the features of sustainable tourism development A.Yu., G.A. Karpova, A.D. Kaurova, V.A. Kvartalnova, Yu.V. It was studied by such scientists as Kuznetsova, S.N. Maksimova, V.A. Morozova, V.I. Nikiforova, E.A. Pesotskaya, S.A. Sevastyanova, BC Senina, A.M. Khodacheka, BC Chekalina, A.D. Chudnovsky, N.V. Shabalina, D.V. Shopenko.

The scientific developments and proposals of the above-mentioned authors make a great contribution to the development of the theory and practice of a systematic approach to the organization of tourism.

However, despite the large amount of research in the field of logistics, the creation of methods and models of flow management, many theoretical, methodological and methodological issues of this important problem have not yet been solved. The works of these authors do not sufficiently reflect the theoretical and methodological problems of logistics in relation to the field of tourism, the specifics and scientifically based mechanism of interaction of subjects of the tourism industry as elements of the logistics system of tourist services.

In addition, the issues of comprehensive management of interconnected flows of resources providing tourism services in the region, classification, systematization and modeling of logistics operations in tourism, taking into account modern trends in the personalization of services, are not sufficiently developed.

The need to study these and other problems of the development of tourism, the choice of the topic of great importance of the raised theoretical and practical issues, determined.

Research methodology.

To solve the tasks of the article and substantiate the proposed provisions, methods of economic and mathematical modeling, system, technical, economic and financial analysis, research of operations and decision-making methods, mathematical statistics, expert assessments and comparative analysis were used.

Logistics plays an important role in the tourism industry, affecting various aspects: from travel and transport to accommodation and food.

Logistics can affect tourism in several ways:

Transportation and movement: Logistics determines the accessibility and convenience of vehicles for travelers. This includes aviation, rail and road transport, sea and river transport. Efficient logistics minimizes travel time and costs and allows you to create optimal routes.

Accommodation: Logistics also affects the availability and quality of tourist accommodation, including hotels, resorts, hostels and rental housing. Effective logistics in this area means managing bookings, serving guests and ensuring that the necessary resources are available.

Food and Restaurants: Food distribution and catering also depend on logistics. From food delivery to hotel stays and guest services, logistics plays a vital role in providing the tourism industry with sufficient resources for food and entertainment.

Excursions and activities: Logistics is also important when organizing excursions, activities and entertainment for tourists. This includes managing transportation, tickets, groups, and event logistics.

Management of tourist flows. Optimizing tourist flows is important to prevent congestion and ensure safety. Logistics helps to plan and coordinate the movements of tourists in order to avoid problems associated with congestion, long queues and other negative consequences.

Thus, logistics plays an important role in ensuring a comfortable and convenient journey, affecting all aspects: from travel and accommodation to food and entertainment.

Uzbekistan is one of the countries with great potential in the field of tourism. Our country has all the necessary resources for the development of a modern tourism industry, a favorable climate and a rich historical and cultural heritage. In Uzbekistan, tourism is one of the strategic sectors of the diversification of the national economy, accelerating the development of regions, creating new jobs, increasing incomes and living standards of the population, increasing the investment attractiveness of our country, comprehensive measures are being implemented for its development.

The logistics industry is one of the developing industries, and in recent years the calculation of costs and time has become increasingly important. The participation of logistics activities in almost all industries requires the study of logistics elements and their detailed study.

This situation increases the importance of the logistics concept in reducing costs and saving time for enterprises. On the other hand, the tourism industry has become one of the most important industries with the expansion of transport and communication capabilities. The annual growth of tourism and the number of tourists determine the importance of tourism from the point of view of the national economy. Although, at first glance, the field of tourism and logistics is not very important. But, very closely related to this, the tourism industry is one of the industries that constantly uses logistics transport.

Today, logistics has become one of the main business processes in developed countries. It is estimated that the logistics system provides 20-25% of GDP, and the loss of 1% in this system leads to a 10% reduction in production. With the development of foreign economic activity in Uzbekistan, the role and importance of international logistics centers in international economic relations is increasing. Before independence, logistics in our country was focused only on the possibilities of the domestic market, but in the period after independence it expanded and improved even more. In a short period of time, clear ways of developing the logistics infrastructure have been formed.

The relationship between tourism and logistics is mainly focused on ancillary activities, expressed in the transportation of passengers, catering, accommodation and logistics of travel programs, in order to include them in the planning and organization of tourism activities or events. Logistics elements can be organized into a single system or adapted

to each event, which allows you to order and deliver products and items to consumers, while trying to meet the environment, communication and its needs.

At the moment, if you pay attention to the reforms carried out to develop tourism in Uzbekistan, most of them are related to logistics.

In Uzbekistan, where only one airline has been operating for 30 years, ten more airlines have been opened in just three years. Over the past few years, a record 64 airlines have crashed in the world, mainly due to the coronavirus pandemic. During such economic losses, investors lose their money, Uzbekistan leads the way in creating airlines.

Uzbekistan, the most populous country in Central Asia, has increased the number of airlines from one to eleven in three years. This tenfold increase should be a world record in the last three years. The British company ECA 50 Plc analyzed the operating airlines of Uzbekistan.

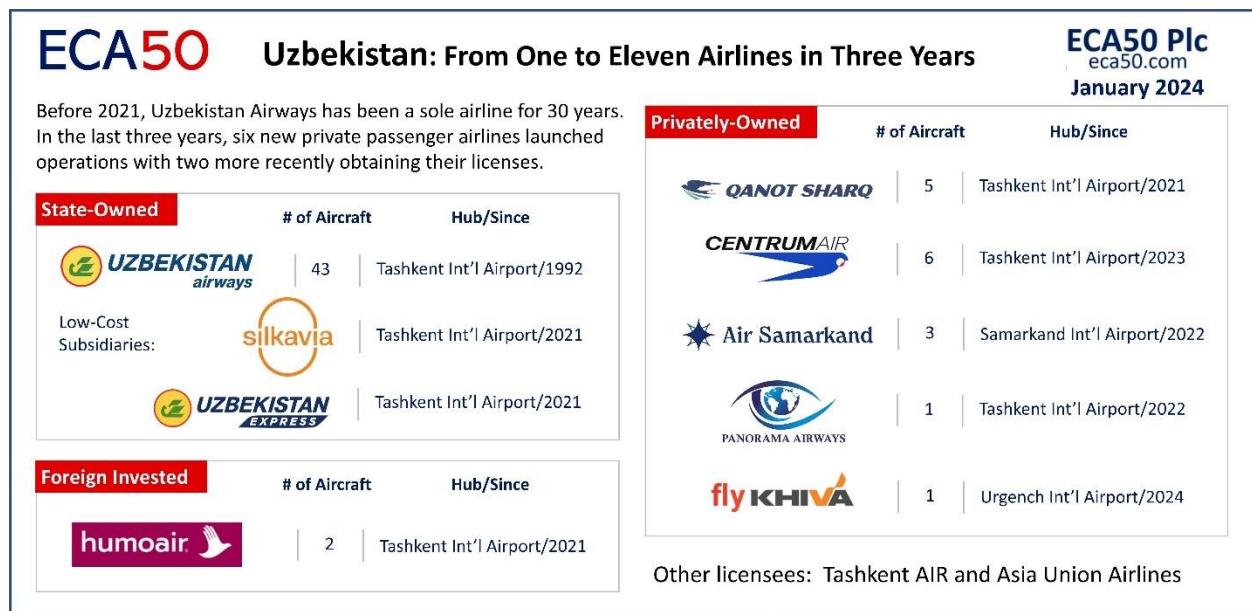


Figure 1. Number of airlines operating in Uzbekistan

The infographic shows the operating airlines of Uzbekistan, the number of aircraft in them, their headquarters and the year of operation. Three of them are state-owned, six are private and one is a foreign airline.

Located in the heart of the Eurasian region, where many countries are suffering from depopulation, Uzbekistan, as a leader in demographic growth, has almost doubled its population from 20 million in 1990 to 37 million in 2024. But for thirty years, only one national airline and a limited number of foreign airlines operated in the country.

Today, the new airline welcomes more competition and choice. In fact, Uzbekistan has great potential to become an aviation hub in the region. Starting from the starting line of having one airline for a country with a population of 37 million people, it is a logical step for Uzbekistan to join the global trend by increasing the number of airlines. At least, this is the case today and in the next few years.

In 2017, 2.7 million tourists visited Uzbekistan, and in 2022 their number will increase 1.9 times to 5.2 million. This is a good positive indicator for Uzbekistan, which has emerged from the coronavirus pandemic and 1 million 880 thousand people visited the beach in 2021. In addition, the indicators of domestic tourism are increasing every year. In 2022, the number of domestic travelers increased by 107.0% compared to 2017 (10.5 million) and reached 11.3 million. The number of foreign tourists is expected to reach 7 million this year.

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