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Message

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Dr. P. S. Bhadouria

THE IMPORTANCE OF LOGISTICS IN THE DEVELOPMENT OF TOURISM INDUSTRY AND DIRECTIONS OF ITS USE

Tairova Mavluda Mukhammedrizaevna¹, Asadov Farmon Shukrulloevich²,
Aminova Nigina Bakhritdinovna³

ABSTRACT

This article examines the role of tourism in the national economy, its role and dynamics in the development of Uzbekistan's economy. In addition, it also demonstrates the objective necessity of using logistics and logistics systems in the tourism sector, the possibilities of introducing and effectively using logistics technologies.

Key words: *tourism, logistics, logistics system, tourism product, manufacture, distribution, storage, marketing.*

Today tourism is one of the strategically important sectors of the modern economy. Since tourism is one of the lucrative and fastest growing sectors, many countries are striving to further develop this sphere and upgrade the tourist infrastructure to international standards.

Tourism contributes to the intensification of economic processes, job creation, economic diversification and solution of other important socio-economic problems, further development of the regions, currency incomes, income and quality of life.

Uzbekistan is one of the countries with the greatest tourism potential in the world. The country has all the necessary resources for the development of modern tourism industry, has favorable natural-climatic conditions and rich historical cultural heritage.

Gradual measures are being taken to develop tourism as one of the strategic sectors to diversify the national economy, accelerate the development of the regions, create new jobs, increase incomes and living standards, and increase the investment attractiveness of the country. In particular, the Strategy of Actions for the five major areas of development of the Republic of Uzbekistan in 2017-2021 sets priorities for "accelerated development of tourism industry, increasing its role and share in the economy, diversification and quality of tourism services, expansion of tourism infrastructure". Decree of the President of the Republic of Uzbekistan № PD-4861 "On measures to ensure rapid development of the tourism industry of the Republic of Uzbekistan" of December 2, 2016, Resolution of the President of the Republic of Uzbekistan № PR-3509 "On measures for the development of Access Tourism" dated February 6, 2018 are serving as a base for development of world-class standards, giving tourism the status of strategic sector of the economy, and guidance on the rational use of the existing tourism potential.

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“In 2010-2017, exports of tourism service doubled, reaching \$ 546.9 million in 2017 and \$ 1,041 million in 2018. By 2016, the number of foreign visitors grew at an average annual rate of 8%, and reaching 7% in 2017, becoming over 2.69 million. At the end of 2018, 5.3 million foreign tourists visited the country. As a result of measures taken to support and protect the private sector, in 2015, the number of tourism organizations totaling 398 was 950 at the end of 2018, and the number of hotels grew from 661 to 900” [2].

The ancient and historic cities of Bukhara, Samarkand and Khiva have great tourist potential and attract many tourists to Uzbekistan. More than 200 historical monuments and sites in our country are included in the UNESCO Cultural Heritage List. The ancient and ever young city of Bukhara is known and famous in the world through its ancient and rich history. From year to year the number of tourist facilities in the city is increasing and the tourism infrastructure is also developing (Table 1).

Table 1 : The main tourist resources of Bukhara region¹

	2016	2017	2018
Historical Sites and Monuments	659	660	678
Museums	17	18	18
Craft Workshops	520	657	846
Souvenir Shops	52	68	80
Amusement parks	7	7	10
Theme parks	2	2	3

In today's globalization and innovative development of the economy, logistics play an important role in enhancing the international competitiveness of tourism, qualitative improvement of tourism services and products, and reducing the economic risk between tourist enterprises. Logistics is the purposeful preparation, organization and management of the funds and services needed to achieve a particular goal. The purpose of logistics is to prepare a particular product or service at a least (minimum) cost at a given time, and logistics to the fullest extent of the consumer.

The concept of tourism development in the Republic of Uzbekistan for 2019-2025 envisages the development of transport logistics, expansion of external and internal routes, and improvement of transport services.

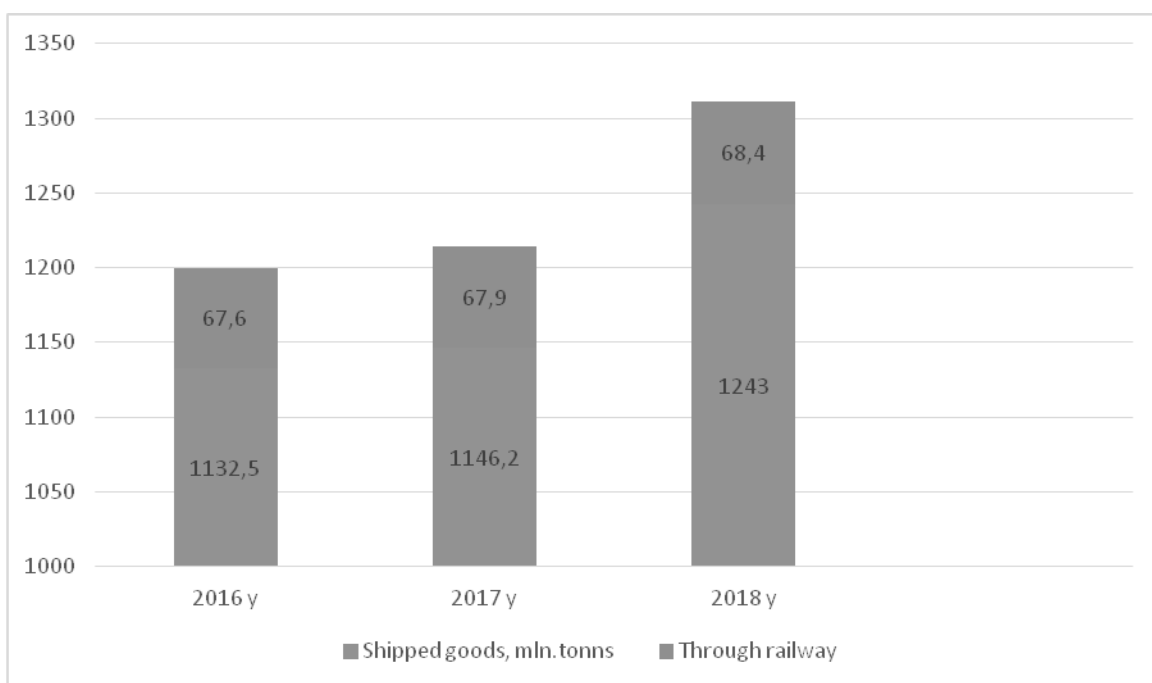
- Development of interstate agreements for the development of passenger traffic, including the establishment of regular transport routes, the creation of convenient junctions of various vehicles, the construction of new and renovated existing highways of national and regional importance, connecting tourist centers;
- Development and implementation of measures to optimize transport tariffs;
- Construction of new and improvement of existing railways, expansion of use of high-speed electric trains and others.

¹ Created based on data from the Department of Tourism Development of Bukhara region

Today, logistics has become one of the key business processes in developed countries. The logistics system accounts for 20-25% of GDP and a 1% loss in the system, results in a 10% reduction in production.

As logistics encompasses the entire structure of the enterprise, it also strengthens management and marketing relationships. World experience shows that logistics as a science is most commonly taught in the United States, most commonly used in Germany, and the highest in Japan.

International logistics centers, their role and importance in the international economic relations are on the rise with the development of foreign economic activity in Uzbekistan. Before the independence in the country, logistics was focused exclusively on the domestic market, but during the period of independence its structure was significantly expanded and improved. In a short period of time, the development of logistics infrastructure has also been developed. As a result of consistent measures transport and communication systems are developing steadily, increasing the volume of cargo transported through them (Picture 1).



Pic. 1 Freight shipping and freight turnover¹

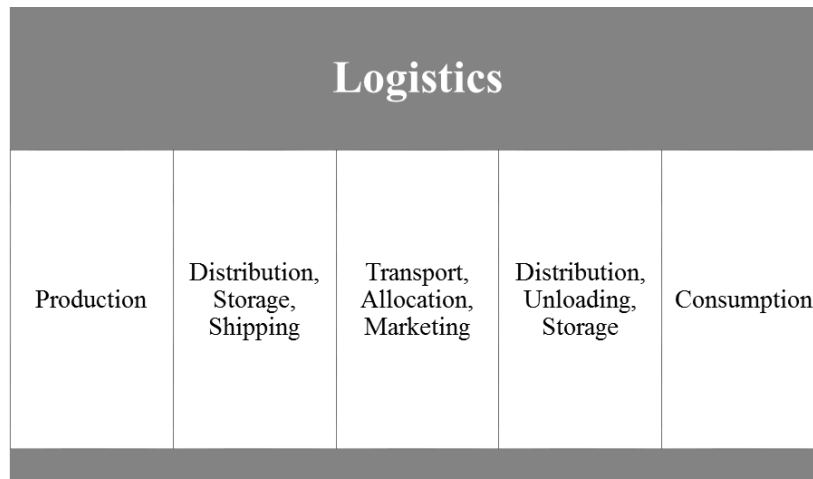
The volume of cargo shipped in our country in 2016 was 1,132.5 million tons, and we can witness that in 2018 this figure was 1,243 million tons. Rail freight was 67.6 million tons in 2016, in the following years reached 67.9 million and 68.4 million tons in 2017 and 2018, respectively.

Economic literature provides various definitions of logistics, including the definition of logistics as a “production infrastructure of the economy” [6].

For the uninterrupted operation of the enterprises, it is necessary to provide them with raw materials and to reach the consumers on time. The supply of raw materials to enterprises, the process of leaving the finished products and delivering them to consumers are carried out directly using logistics. In the picture

¹ Prepared based on data of www.stat.uz

above you can see that logistics is involved in the process of product development, maintenance, transportation, shipping, marketing and consumption.



Picture 2. Structure of logistics system

In the field of tourism, logistics is the planning, management and delivery of tourist-ready products to the consumer in accordance with their interests and needs, as well as the transfer, storage and processing of relevant information.

Managing a tourism business is a complex process that requires the development of logistics systems to optimize economic flows and has a significant impact on the company’s financial performance.

Table 2 :Features of logistics routes in tourism¹

Directions of logistics	Tourism as part of the service sector
Procurement Logistics	<ul style="list-style-type: none"> - Management of incoming flows of food raw materials, ensuring their minimum loss during transportation - Stock management of raw materials during catering (inventory optimization, minimizing their spoilage) - Management of flows of objects providing the interior of premises for tourists
Production (conditional production) logistics	Resource management during the organization of catering services.

¹ Created by authors by summarizing information from scientific literature

Sales Logistics	<ul style="list-style-type: none"> - Management of flows of tourism services consumers with the aim of rational consumption of natural and material resources by them - Management of the consumption of resources in the provision of related services (bath-laundries, hairdressers, etc.) - Waste management (management of the waste itself, i.e. its collection, processing and disposal, as well as consumers leaving the waste)
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The logistics system of tourist enterprises consists of the following components:

- Information - tourist planning, reception and processing of orders, demand forecasting;
- Tourist transportation - choice of transport type and transport enterprise;
- Tourist service personnel;
- Service - logistics departments for the formation of types and customer service [4].

The information part of the logistics system envisages the implementation of the tourism planning process. This includes making orders, processing and analyzing existing demand, and forecasting potential demand. In the section of tourist transportation, the most appropriate type of transport will be served, and the transportation company that offers transportation services. Capacity, skills and experience of customer service personnel play an important role in the operation of logistics systems in tourism. The logistics system provides for the formation of types and the operation of logistics departments that provide various services to clients.

For the afore-cited tourist companies, there are several subsystems for logistics system components to operate. These are the tourism product subsystem, communications with transport organizations, hotel management subsystem, personnel management subsystem, information flow subsystem and financial subsystem.

In recent years, logistics is not only a material flow but also a service flow management activity. The flow of services in tourism includes transportation, lodging, tourist catering, excursion services, as well as translators and other services for travel purposes.

Operational analysis of logistics in tourism, analysis and management of the processes of formation, promotion and sale of tourist products, as well as strategic planning and forecasting of the tourist enterprises, rapid management of tourist products and other products, promotes competitiveness of the tourism industry.

In conclusion, the development of logistics activities in tourism will improve the quality of tourism services and the competitiveness of the tourism products produced. It is worth noting that widespread use of logistical technologies in tourism is a positive factor not only for tourism, but also for other sectors.

Introduction and effective use of logistics technologies in tourism will allow to:

- Creation of a unified system of control and accounting of the formation and movement of tourist products;
- Reducing the time spent on the formation, promotion and sale of tourism products;
- Automation of accounting and management of financial and information flows;
- Reducing travel time and improving customer service;
- Reducing the amount of documents circulating in the system and reducing the number of errors in accounting and reporting documents, etc.

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