

Methodological Approaches to the Development of Ecological Tourism Logistics

Rakhmatullaeva F. M.

Associate Professor of Economics Department of Economics, Bukhara State University, Bukhara, Republic of Uzbekistan

Aminova N. B.

Master Student Department of Economy, Tashkent Financial Institute

ABSTRACT

This article discusses the logistics approach in creating environmental living conditions. Logistics in tourism is the science of planning, controlling and managing operations performed in the process of forming a tour, bringing finished products to the consumer in accordance with the interests and requirements of the latter, as well as in the process of transferring, storing and processing relevant information.

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The diverse nature of logistics makes it possible and necessary to consider it not only from the point of view of the classical (established) approach of most scientists, but also from other positions. Among the various scientific approaches to the allocation of classification features of logistics, the logistics of the service sector and the logistics of various types of service activities that form it are currently becoming popular.

In this context, the logistics of tourism and, in particular, the logistics of sustainable eco-tourism are of particular importance. Since tourism distinguishes different types due to the versatility of its activities, its development should be considered in different aspects.

- Firstly, the question of defining the category of "ecological tourism" remains debatable;
- secondly, this category is of interest to the economy of the Republic of Uzbekistan, since the development of ecological tourism is given increased attention by the government and interested business entities in order to increase the efficiency, usefulness and economic benefits of this type of activity;
- thirdly, this service sector can create useful benefits for society and consumers, since the country has all the necessary resources and opportunities;
- fourthly, really tangible results in the development of ecological tourism can only be achieved with the active involvement of business entities providing these services in the logistics management system;

- fifthly, the formation of logistics management in the field of ecological tourism should be built only from the standpoint of its sustainable development.

The points noted and the lack of methodological support on the part of the logistics management of ecological tourism necessitated more in-depth scientific research on this issue.

The classic distinction between logistics is functional with the allocation of supply (purchasing, purchasing), production and distribution components, which has become widespread and is reflected in most literary sources of an educational and methodological nature. In addition, functional sub-areas of logistics of a supporting nature are distinguished, which include forwarding services, warehouse, information, financial, service logistics, etc. New sub-areas of logistics appear: banking, government, commercial, corporate, economic, etc., private logistics (resource-saving logistics, integration logistics, system creation logistics, etc.).

Traditionally, logistics flows are represented by material, information, financial and service flows.

Service flows (service flows) are most clearly reflected in tourism logistics. However, being related to all allocated flows, tourism logistics has its own distinctive features and features that must be taken into account when creating the methodological apparatus of this economic activity.

Rationalization of management and optimization of flow processes in the tourist and recreational industry have long been objects of research in logistics management. The works of A. A. Aleksandrova, T. Rodkina, S. P. Shevtsova, A. P. Reshetnikova and others are devoted to this topic of scientific research. In particular, eco-tourism. To a greater extent, this applies to the key objects of logistics - the subjects and participants in the supply chains of the tourism industry, basic concepts, material and related flows in this area of research.

Logistics in tourism is the science of planning, controlling and managing operations performed in the process of forming a tour, bringing finished products to the consumer in accordance with the interests and requirements of the latter, as well as in the process of transferring, storing and processing relevant information.

Material flows in tourism - travel (transfers, transitions) of citizens from their permanent place of residence for recreational, educational, professional, business, sports, religious and other purposes without engaging in paid activities to the country (place) of temporary residence and back, as well as citizens applying to tourist organizations for issuing vouchers, to air, railway, bus ticket offices for purchasing travel tickets, to embassies and consulates for obtaining exit and entry visas, etc.

In recent years, the prerogative of logistics is the management of not only material flows, but also the flow of services. Service flows in tourism are a set of services for the transportation, accommodation, meals of tourists, excursion services, services of guides-interpreters and other services provided depending on the purpose of travel. The objects of logistics management and control in tourism are the processes of formation, promotion and sale of a tourist product, as well as the financial and information flows associated with them, the flows of citizens applying to tourism organizations for issuing vouchers, to air, railway, bus ticket offices for purchasing travel tickets. , to embassies and consulates for obtaining exit and entry visas, etc.

The direction of the movement of funds only in logistics systems or between them, as well as between the logistics system and the external environment, necessary to effectively ensure the material flow and the flow of services, constitute the logistics financial flow. The totality of information circulating in the logistics system is called the logistics information flow. Messages can be transmitted on paper and electronic media in the form of a set of information necessary for the development, promotion and sale of a tourist product.

The principles of logistics are the priorities of consumption, therefore the content and level of service offered to the client is brought to the fore, and reducing the time and increasing the reliability of order fulfillment is approved as the main goal of logistics. The implementation of these principles contributes to the optimization of decisions made, which allows travel companies to strengthen their competitive position in the consumer market.

The main tasks solved by tourism logistics are to rationalize the formation, promotion and sale of a tourist product; optimization of routes and improvement of methods of transportation of tourists and sightseers; organization of operational information exchange between suppliers and consumers of the tourist product; planning, forecasting and control of financial flows.

Taking into account the above tasks, the logistics approach is implemented, first of all, in the subsystems for managing relationships with transport organizations, hotel complexes and other tourism infrastructure, while the subsystem for managing tourism products belongs to the scope of marketing tools, and the subsystem for managing information and financial flows, personnel - to the area of using organizational and economic methods.

Together, they create public goods to meet the needs of the consumer of tourism services. In each type of tourism, various objects and subjects of the supply chains of the tourism industry are distinguished. The Law of the Republic of Uzbekistan "On Tourism" does not directly single out ecological tourism as a type of tourism activity, but notes that it is regulated by other legislation.

Despite the widespread use of the term "ecological tourism", among scientists there is no single approach to its interpretation. The ambiguity of the interpretation of this term leads to negative consequences of the organization and promotion of ecological tours, the development of a strategy for the development of ecological tourism, the definition of the object-subject composition of this type of tourism, the development of ecological and recreational and providing logistics infrastructure, within the framework of his own research, he identifies two different directions in the interpretation of the concept of "ecotourism", which, by analogy with scientific schools, are called the American and European schools of ecotourism.

Hence, different approaches to its organization follow. There are, among other things, gaps in approaches at different levels: international, country, regional, local.

Ecotourism is a form of sustainable tourism focused on visits to relatively untouched natural areas.

Ecotourism is a prime example of a "green" economy. According to a number of researchers, his idea is the humanization of traditional tourism. Despite the different understanding of eco-tourism,

The World Tourism Organization (UNWTO) has developed its main criteria that allow various types of nature-oriented tourism to be classified as ecological:

- the development of forms of tourism focused on nature, in which the main motivation of tourists is to observe and understand nature, as well as the traditional culture common in a given natural area;
- inclusion of elements of education and upbringing;
- mainly organized for small groups of tourists by small specialized local tourism enterprises;
- minimization of negative impact on the environment;
- maintaining nature conservation by bringing economic profit to local society, organizations and authorities that manage natural areas for the purpose of their protection, providing the local population with places of employment and earnings, awareness of the need to protect the natural and cultural environment both by the local population and tourists.

However, due to the lack of any unified definition, these criteria are only reduced to a basic set of principles that distinguish this type of activity. Many researchers consider ecological tourism as a type of tourism, and the authors of the publication argue that the organizational form of the tourism industry should be considered more correct and methodologically correct.

Due to the complexity of defining the boundaries of this concept, its different types can be distinguished: recreational, cognitive, educational and scientific ecotourism. The same authors in their studies identified three cluster forms of ecotourism:

- 1) cognitive and educational types;
- 2) recreational and cognitive types;
- 3) scientific types of ecotourism.

And this is not an exhaustive list (it is rather the most popular species), it can be specified for each protected area separately. Despite different approaches to the interpretation of ecological tourism, it is traditionally accepted to understand and position it as an important component of the sustainable development of natural areas. Most definitions of ecotourism are based on either the goal of achieving sustainability or the means to achieve this goal, whether it be “minimizing negative impacts on the natural and cultural environment”, “enhancing economic returns for the benefit of nature conservation” or environmental education. Therefore, it is proposed to use a simpler and more general conceptual definition: "ecotourism is sustainable and nature-oriented tourism and recreation."

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