

Logistics in Strategic Planning of Tourist Activities

Asadov F. Sh.

Teacher, Department of Economy, Bukhara State University

Aminova N. B.

Master Student, Department of Economy, Tashkent Financial Institute

ABSTRACT

One of the areas most affected by the Covid-19 pandemic, which began in 2019, is tourism. The role of logistics in the development of tourism, its strategic planning is great. It is in this article that we discuss the role and importance of logistics in tourism planning and forecasting. Logistics in the economy is the art of managing the flow of materials and the flow of products from the source to the consumer, i.e. combining the activities of various institutions and services related to distribution, material support, production planning and management. In relation to tourism, this term is defined as 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 transferring, storing and processing relevant information.

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In the course of the reforms in Uzbekistan, fundamental changes took place in all areas of society, and perhaps the most dramatic of them - in the economic sphere. At the present stage, the organization of management is in the first place in the activities of any, and especially the tourist enterprise. Proper and well-executed management is the key to the continued existence of the enterprise and its stable profit. A necessary condition for these changes is the constant improvement of management in social systems based on the comprehensive use of the achievements of science, technology and best practices. In connection with changes in the socio-economic system, transformations in various areas of management are especially important. Thus, there are new requirements for the management of enterprises, due to market relations.

With the growing welfare of the population, the tourism business in Uzbekistan is developing and striving to rise to a qualitatively new level of service. A significant role in this is played by the automation of customer service processes, which is quite new for our country. At the same time, the requirements of customers for service are increasing not only when traveling, but also in a travel company.

It is in connection with this that the role of service production increases, i.e. logistics units that serve the process of forming the tour and providing services to the consumer. Logistics in the economy is the art of managing the flow of materials and the flow of products from the source to the consumer, i.e. combining the activities of various institutions and services related to distribution, material support, production planning and management. In relation to tourism, this term is defined as 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 transferring, storing and processing relevant information.

The term "logistics", in relation to tourism, is considered as an effective approach to managing tourist flows and information flows in order to increase profits by reducing the cost of producing a tourist product and serving tourists during a trip.

The widespread introduction of logistics in tourism is an objective necessity, due to the complication of management tasks, large volumes of information processed in the tourism sector. To improve the work of a travel company, an important direction is the development and implementation of automated control systems.

Logistics is a system containing functional areas, each of which solves certain problems.

This system includes the following components:

- information (tour planning, order processing, demand forecasting). Any logistics system is controlled by information;
- transportation of tourists (selection of the type of transport and carrier company);
- personnel (serving tourists). This is the most important component of the logistics system and their selection and preparation should be given great importance.

An important problem for the functioning of the logistics system of a tourism enterprise is its ability to adapt to economic conditions and the size of the tourism enterprise.

The main factors that must be taken into account when developing the logistics system of an enterprise are:

- the number and location of branches of the travel company. The placement and number of branches should be carried out taking into account the number of tourists that firms can actually serve, the availability and attractiveness of the location of offices;
- connection. For efficient operation, all units included in the logistics system must be connected by an information, control and transport network;
- information communication. Should be clearly defined. For these purposes, as a rule, computer technologies are used;
- transport model. The optimal transport model is in most cases determined by the transport service provider.

This means that the specialists called upon to manage this activity must understand the problems of the entire business as a whole and take into account that making decisions in one area of the logistics system can affect the system as a whole. In this case, such a concept as business logistics is used.

The most important principle of the business logistics system is the connection between the management of information flows and the allocation of resources. Business logistics in tourism is closely related to customer service, takes into account the offer of a tourist product on the market at predetermined costs and service parameters. This implies the presence of market aspects in tourism logistics systems. The main requirement for the development of effective business logistics management is the close connection between the processes of making a tour, sales and service delivery.

One of the features of business logistics is that it not only integrates activities that traditionally belong to various business functions, but also combines them. For example, in many companies, the responsibility for transporting tourists and sales of tours may fall under separate functions of transportation and distribution. If these functions are separated, then making sales decisions without taking into account the possibilities of transport can lead to an increase in the total cost of transportation due to the need to buy tickets from other companies during the high season. In a logistics system, the above functions must be interconnected.

In customer-oriented organizations, the main decisions made are divided into decisions related to sales and marketing and decisions related to the tourism product and its production; the type of products distributed and their combination; the type of customers served and the level of service provided. The key here are decisions related to approaches to pricing policy, as well as the establishment of a sphere of

influence on sales.

The modern client quickly navigates the market of the offered goods and uses any change in the marketing or sales policy. Therefore, companies are forced to develop long-term plans for the transportation of tourists abroad, booking blocks of places in hotels. In such cases, it is necessary to plan in advance before the start of the season the approximate number of tourists that the company will have to serve. Thus, the Turkish company "Detur" included in its tour package a visa to Turkey, which was traditionally bought by the tourists themselves immediately upon arrival in the country. To do this, they had to stand in long lines, which was very tiring for tourists after the flight. The firm's innovation was noted by appreciative customers, and the number of its customers increased dramatically.

Some companies, in order to exercise maximum control over the schedules of transportation of tourists, buy airlines, and in order to always have a sufficient number of accommodations - hotels, which also affects the choice of tourists of one company or another. So, the Cypriot tour operator "Roots Holidays" owns several hotels in the north of Cyprus. This allows you to have a reserve of rooms even in the "high" season. Another major Cypriot tourism company, Creative Travel, has bought Fame Tours and Creative Car Hire car rental companies, which greatly simplifies the booking of excursions, maintains the appropriate high standards of service, improves the development of routes and schedules and provides tourists rental cars.

The tourism industry is so many-sided and multifaceted that it requires the use of a wide variety of information technologies, ranging from the development of specialized software tools that automate the work of a separate travel company or hotel, to the use of global computer networks.

Modern computer technologies have a significant impact on the promotion of a tourist product, which greatly facilitates this task. First of all, this concerns the possibility of forming new marketing channels for the promotion and sale of a tourist product.

One of the main areas of application of information technologies in tourism is the introduction of multimedia technologies, in particular, electronic booking systems, various directories, catalogs, etc.

Unfortunately, according to experts, Uzbek travel companies are just beginning to widely use these technologies in their work, due to the lack of resources and enough experience in the tourism industry as a whole. The average travel agency manages with two or three employees who control the entire process of buying a tour for customers. The task of each manager is to provide information services to customers, obtain reliable information about the availability of vouchers, book the selected tour, pay for the voucher and transfer funds to the tour operator's account, issue vouchers and other accompanying documents, etc. Such a volume of work does not allow us to deal with each client more than standard procedures require. Therefore, often customers buy a tour without having an idea of what awaits them in a vacation spot, and this ultimately causes their dissatisfaction.

Also, it should be noted that the distribution of domestic computer reservation systems is limited by the isolation of these systems within the state borders of Uzbekistan, as well as the absence of contractual relations with accommodation facilities in other countries requiring visa entry. Unlike foreign booking systems, domestic systems provide less functionality and do not have much-needed flexibility in managing the ticketing process depending on the current commercial situation.

It should be borne in mind that modern multimedia technologies provide significant assistance to company employees, answering all the questions that a potential tourist may have, which ultimately will help to avoid many misunderstandings associated with the underdevelopment of the tourist product.

Based on the foregoing, we can conclude that in modern society, the possession and use of accurate information data and technologies is becoming the most important factor in the economic growth of a tourism enterprise. For the sustainable development of the tourism industry as a whole, priority attention should be given to computer technology and network communications, which will contribute to the country's technological breakthrough not only in this area, but also in many other equally important areas.

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