

WAYS TO IMPROVE THE LOGISTICS APPROACH IN TOURISM

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Annotation

This article explains the role of logistics in tourism, its role and importance in the development of this sector. Logistics is especially important in the development of tourism. It deals with the transportation of tourists, their accommodation in the hotel and the provision of the hotel, that is, the formation of the supply chain. The directed 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.

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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 are considered as material flows in tourism. The objects of logistics management are also the flows of citizens who apply to travel agencies for the purchase of tours, to aviation, railway and other ticket offices for the purchase of tickets, to foreign embassies and consulates for obtaining visas, etc.

In recent years, the prerogative of logistics is the management of not only material flows, but also the flow of services. The complex of services for the transportation, accommodation, meals of tourists, excursion services, as well as the services of guides-interpreters and other services provided depending on the purpose of the trip, are considered as streams of services in tourism.

The directed 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 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. These complex processes require a comprehensive analysis and assessment of a number of factors:

- the expected contingent of consumers of the tourist product (business, sports and health, educational and other tours);
- types of tourism products that are in the greatest demand in the current or near future (winter or summer season);
- conditions of the accommodation facility (hotels, restaurants, sanatorium and resort facilities, boarding houses, holiday homes, campsites, etc.);
- implemented services and their logistics;
- marketing components (tour operator's catalogue; description of the region; sightseeing and trade opportunities of the resort town, vacation spot; rules for the sale of a tourist product, etc.);
- current tariffs (published, agency, corporate, tour operator, group tariffs, price period, etc.);
- rules (conditions) of the tour;
- financial settlements (forms and procedure for settlements, full and partial advance payment, payment after the fact, etc.).

The conditions for the effective use of logistics in the tourism industry are now quite developed due to the following features of the modern tourism market:

- ✓ free market relations, ie the ability to choose sales markets, business partners, set prices, conduct commercial work;
- ✓ free activity of the management of organizations within the travel company to determine the goals of the company, strategies, structures, distribution of funds according to budget items, etc.;
- ✓ saturation of the market with tourist services, the existence of a buyers' market;
- ✓ acute competition for the client between tourist organizations.

The effective implementation of logistics in our country is hindered by a number of factors, the main of which are:

- 1) technocratic thinking of the heads of individual enterprises, firms and other economic entities, who believe that the main thing is to produce, and the rest - how it will turn out;
- 2) powerful pressure of external economic factors on the stability of the ruble exchange rate, price stabilization, etc.;
- 3) the presence of situations when a responsible person or organization has not been identified for the fulfillment of contractual obligations for the sale of a tourist product;
- 4) insufficient openness of business to foreign investment in the development of the tourism and hospitality industry;
- 5) reducing the requirements for training, retraining and advanced training of managers and specialists of tourism enterprises, which significantly affects the quality of services provided.

To rationalize logistics management in the process of formation, promotion and implementation of a tourist product, it is necessary to learn, firstly, to evaluate the parameters of the quality of services;

secondly, to build management in such a way as to minimize deviations of the actual level of service quality from the expected one. To do this, it is necessary to use such well-known techniques and evaluation methods as questionnaire surveys of buyers, expert assessments, processing of statistical data, etc.

In this regard, in modern conditions, there is a need to provide the rapidly developing tourism industry with professionally trained personnel who own modern methods of logistics management.

The modern system of training specialists in the field of tourism business as a whole corresponds to the quantitative and qualitative needs of the tourism industry. It methodically ensures the study of such a subject as logistics, which requires specialists in this field to have high communication skills, flexibility, creativity, innovation and, most importantly, practical knowledge of the real market and the ability to accurately navigate in a dynamic tourist environment. However, not in all tourist organizations of our country the level of special skills and personal professionally significant qualities of employees of the tourism business meets the requirements of the real tourism market in terms of the use of techniques and methods of logistics management and transport logistics.

Practical skills in the field of logistics management in the field of tourism will be formed more effectively if the following conditions are met:

- selection of the subject of tourism logistics as an independent academic discipline, covering the theory and practice of planning, organization, functional management and control of the processes of movement of a set of human, financial, labor, legal and information flows in the field of tourism activities;
- substantiation of the principles of formation of the content of the training course on logistics in tourism based on the analysis of the requirements of the regional tourism market;
- determination of pedagogical conditions for increasing the effectiveness of the study of logistics in the process of professional training of tourism managers based on the widespread use of active forms and methods of training, the possibility of implementing a choice and strengthening the responsibility of students for the process of their professional and personal development;
- formation of the concept of practical training in logistics based on the transfer of practical training in the conditions of a real set of material, transport, financial, monetary, labor, information and other flows through which interaction between objects of the tourism sector is carried out.

Based on the analysis of the tourism services and tourism product market, the following requirements and areas of professional knowledge and skills for specialists working in the field of tourism and transport logistics can be formulated: a specialist must have knowledge of the general principles of logistics, methods and methods of logistics research, analysis of the logistics environment and the tourism market services, knowledge in matters of transport logistics.

Along with theoretical knowledge, he must have practical skills in the field of business speech style, communication psychology, establishing and developing business contacts, conducting logistical research, as well as the ability to think analytically, develop and make decisions, and navigate the market.

Thus, increasing the competitiveness of tourism at the international level and reducing economic risk in the conditions of market relations between tourism organizations can only be ensured by using fundamental theoretical as well as practical developments and recommendations of logistics.

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