

THE LOGISTICS APPROACH IN MANAGING A TOURISM COMPANY.

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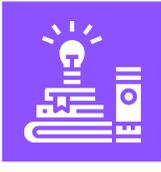
Abstract:

This article explains the importance of logistics in the field of tourism, the basis and meaning of the logistics system. The impact of tourism on the pandemic, the factors that affected it, and ways to prevent a decline in the flow of tourists have been studied. Logistics today and in the future will be the main factor in the competition. Success in the competition between companies and networks of a single value chain, between countries and economic regions is determined primarily by the level of competence in logistics. Research from companies in the tourism industry shows a positive relationship between efficient logistics and business success.

Keywords: logistics, tourism, service, delivery, pandemic, development, customer, resources, partners, lower-order system, quality of service, quantity of service, delivery time, place of delivery, costs.

The modern economy of Uzbekistan is characterized by increasing rates of development. The recognition of Uzbekistan as a country with a market economy, along with the expected accession to the Eurasian Economic Union, sets before domestic companies the task of improving the efficiency of economic activity and the optimal use of company resources. In an open market and fiercer competition, the key is the task of strengthening competitive positions by reducing costs, improving finances and the management information base. In these conditions, the main and supporting flows of companies should be subject to particularly close attention. The operational experience of highly efficient western tourism companies proves that thanks to modern methods, significant





cost savings can be achieved without compromising the properties and characteristics of the services provided, as well as more efficient use of financial resources and management informatization.

Further development of the domestic tourism industry requires the creation of a dynamic, highly efficient enterprise management system as the primary link in the hospitality and tourism industry. The solution to this complex problem requires, first of all, a rethinking of the formed ideas about the very process of developing a tourist product and its effectiveness in promoting it to the end consumer.

Currently, in domestic tourism companies, management is expanding the boundaries of its responsibility. The rational consumption of financial, informational and other resources in this regard is possible only under the conditions of coordination and coordination of activities of all business units through which existing flows pass. This necessitates the development of methodological aspects of managing reserves of efficiency in the field of finance and information as a single process, taking into account the relationship between the categories of “flow”, “finance” and “information”.

Logistics today and in the future will be the main factor in the competition. Success in the competition between companies and networks of a single value chain, between countries and economic regions is determined primarily by the level of competence in logistics. Research from companies in the tourism industry shows a positive relationship between efficient logistics and business success. With regard to countries and regions, the studies carried out support the hypothesis that logistics largely determines the success of a particular country or a particular region. The exceptional importance that logistics has today and which it will have in the future is explained primarily by modern concepts of logistics, and secondly, by the current and future state of development of value creation systems and economic structures.

The stages of development determine the formation of the existing level of technology of logistics of tourism services. The first stage of development defines logistics as a functional specialization in activities for the spatial and temporal transformation of flows (logistics as a doctrine of functions). The answer to the junctions not covered by this definition between such functions of the company as procurement, creation of a particular service and its marketing is the second phase, which defines logistics as a coordination function



for efficient and cost-effective movement of flows. The second phase of development is a kind of transitional one on the way from considering logistics as a doctrine of functions to considering it as a doctrine of management. Logistics as a doctrine of management and as a management concept is the third phase of development and the corresponding state of the art.

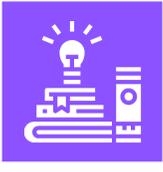
It is based on a logistic approach to the value creation system. Value systems, viewed from a logistic point of view, are flow systems.

The modern concept of logistics can be formulated as follows: logistics is a management concept for the development, organization, management and implementation of the efficient and cost-effective movement of objects (services, information, finance and personnel) in value creation systems within one or more companies. From a more detailed definition of logistics objects as flows of product, information, money and personnel, it follows that logistics is a common important topic for all industries and belongs to the general sector of service provision and the field of public administration. This is reflected in the names: trade logistics, service delivery logistics, bank logistics, etc.

The key logistics functions in travel companies currently include: maintaining quality standards for tourism products and related services; management of basic, financial and information resources to ensure high-quality development of a tourist product; management of ordering procedures; support of production procedures; pricing; information and computer support.

Maintaining customer service standards, ensuring a given level of quality, distribution of tourism products and after-sales service is the primary task of the logistics management of any Western travel company. The widespread overseas ideology of total quality management, the mandatory certification of goods and services using the ISO - 9000 series of standards of the International Organization for Standardization require from companies continuous efforts to ensure a higher level of quality of goods and services in comparison with competitors. Logistic solutions play a decisive role in the operations of delivering goods of the required quality at a specified time and place and bringing services to the consumer.

The considered logistic functions are the main ones, but they do not exhaust their entire variety in terms of possible actions on the main flows, service flows and related information and financial flows in modern business. Sometimes,



especially in foreign practice, forecasting, audit, controlling, etc. are included in the group of supporting logistics functions.

Consideration of all of the above aspects of the formation of the methodological features of the logistic organizational and economic mechanism allowed us to approach the previously mentioned, fundamental concept of the logistic system. The generally accepted concept of a logistics system says: a logistics system is an adaptive feedback system that performs certain logistics functions and operations.

From the standpoint of a systematic approach to a tourist organization, a logistic system is an economic system consisting of interacting subsystems and elements that perform logistic functions (operations) and are united by a commonality of goals and interests that are realized by managing economic flows within the framework of implementing a corporate strategy for organizing a business.

It should be noted that from the whole set of various systems, logistics systems are distinguished by the composition of elements, the nature of the connections between them, organization and integrative properties. Distinctive features of a logistics system include the presence of a streaming process and a certain systemic integrity.

In addition, the logistics system has developed connections with the external and internal environment of functioning, which allows it to adapt to constant changes by improving the algorithm of activity.

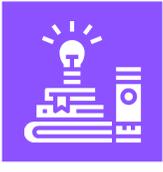
Hierarchy is a property of systems (including logistic ones). Any system plays a double role:

- in the role of a system in relation to lower-order systems that are part of it as elements;
- in the role of an element that, along with other elements, is part of a higher order system.

Thus, each system is included as an element in a higher order system. At the same time, there is not a single element that would not act as a system in relation to other systems of a lower order included in it.

There are subordination relations between the logistic system and its elements, and interactions between the elements.

Studying the logistic system of any level, it is necessary to take into account that it acts in the external environment, which is for it a system of a higher level and,



therefore, has regulatory effects. So, for example, choosing a travel company as the object of research, the following groups of environmental factors can be distinguished, to which it must adapt:

- ❖ political, determining decisions on the development of tourism business in the country, investment, financial climate, etc. ;
- ❖ legal, in accordance with which the normative and legal documents regulating the activities of the travel company are formed;
- ❖ economic, affecting the level of inflation, the exchange rate, the rate of development of the industry and related industries, labor markets, capital, supply and demand for tourism services, etc. ;
- ❖ technical and technological, determining the level of development of transport, information and computer systems, production technologies, etc. ;
- ❖ social and environmental factors - demographic situation, social needs of people, population migration, cultural demands, environmental requirements, etc.

It is also necessary to consider the most important properties of logistics systems for logistics. However, having its own resources and building effective relationships with partners, the logistics system can change the algorithm for achieving goals or

adjust them in accordance with the changed external environment. Consequently, logistic systems have the property of adaptability - adaptation to changing conditions.

Logistic systems have the properties of integrity and separability, i.e. the elements of the system should be combined into an interconnected whole, working for a common systemic goal. At the same time, they remain relatively independent, which makes it possible to delimit their functions in the general logistics flow.

Integrative (or synergistic) properties of a logistic system are properties that arise in the system and are not inherent in any of the elements individually.

In general terms, the goal of any logistics system is to meet the requirements of consumers and is described by seven parameters: customer, service, quality of service, quantity of service, delivery time, place of delivery, costs.



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