

THE ROLE OF LOGISTICS IN THE ACTIVITIES OF TOURISM CLUSTERS

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ABSTRACT: One of the approaches to development of the tourism industry at the regional level, based of market rules and principles are creation and development of tourism clusters. Clusters span numerous companies, contribute to more efficient solution of socio-economic problems in the country as a whole, and in certain regions. In today's conditions, comprehensive measures are being taken to modernize and diversify the national economy, socio-economic development of the regions, create new jobs and provide effective employment, as well as increase the country's investment attractiveness as one of the strategic sectors. Today, the liberalization of the visa regime, the simplification of the procedure for registration of foreign citizens, the provision of benefits and preferences for the development of the tourism industry provide an opportunity to effectively promote the national tourism potential in domestic and foreign markets.

KEYWORDS: tourism, benchmarking, pandemic, tourism sector, traveling, tourists, promotion, tour operator, tourism cluster, hospitality business, innovation, hotel, customer, technology, Success Factors, Competitiveness, Regional Growth, Supply Chain Management and Systematic Literature Review

Uzbekistan is a country with all the necessary resources for the development of a modern tourism industry. The location of our country on the Great Silk Road, favorable natural and climatic conditions and rich historical and cultural heritage, state support for the development of tourism provide ample opportunities for the development of domestic and international tourism.

In today's conditions, comprehensive measures are being taken to modernize and diversify the national economy, socio-economic development of the regions, create new jobs and provide effective employment, as well as increase the country's investment attractiveness as one of the strategic sectors. Today, the liberalization of the visa regime, the simplification of the procedure for registration of foreign citizens, the provision of benefits and preferences for the development of the tourism industry provide an opportunity to effectively promote the national tourism potential in domestic and foreign markets.

In order to survive in a market economy and ensure that enterprises have a competitive advantage, the real organizational and technical necessary to bring real-life production closer to the optimal project of knowledge, engineering, technology, production organization and management necessary to bring it closer to its optimal project reconstruction is only possible when required. This organizational and technical restructuring is a constant process of adapting the enterprise to constantly changing market conditions, unstable taxes and methods of government regulation. In order to achieve sustainable competitiveness in the market, the process of reorganization of the organization should take place as a process of combining the existing model of the organization with its ideal project.

In today's globalization and innovative development of the economy, logistics plays an important role in increasing the international competitiveness of tourism, improving the quality of tourism services and products, reducing economic risks among tourism enterprises.

Logistics is the purposeful preparation, organization, and management of funds and services needed to achieve specific goals. The purpose of logistics is to pre-prepare a certain product or service at a certain time with minimal costs, while logistics serves the consumer as a whole.

The purpose of logistics is to ensure that the product (goods) are received (delivered) to the consumer in a timely manner and at the required level at the minimum cost of labor, material and financial resources.

Timely delivery of materials, raw materials, finished products has a positive impact on the performance of the entire economic system, significantly reduces the cost of inventories and their formation and storage, the total cost of production and turnover. Logistics, like marketing, is driven by the interests of the consumer.

At the current stage of economic development, logistics is used in various fields of activity: business, public sector, transport and trade infrastructure, industry, agriculture, tourism, construction and others.

Stocks act as a buffer between production, turnover and consumption. They can be collected directly from the manufacturer or stored close to the consumer. The value of inventories should be acceptable to the entire production system. Stocks allow you to respond quickly to changes in demand and ensure uniformity of transport.

Production logistics is a field of logistics that covers the processes of movement of material flows within the enterprise (company).

There are various definitions of logistics in the economic literature, including the “production infrastructure of the economy”.

In order for enterprises to operate smoothly, it is necessary to provide raw materials in a timely manner and the finished product to reach consumers in a timely manner. The supply of raw materials to enterprises, the process of leaving the finished product and reaching consumers is carried out directly through logistics. The picture below shows that logistics is involved in everything from the production of a product to its distribution, storage, transportation, loading and unloading, marketing and consumption.

As logistics covers the entire structure of the enterprise, it also strengthens the relationship between management and marketing. World experience shows that logistics is the most taught science in the United States, the most widely used in Germany, and the most profitable in Japan.

Today, logistics has become a major business process in developed countries. The logistics system accounts for 20-25% of GDP, with a 1% loss in the system leading to a 10% reduction in production.

With the development of foreign economic activity in Uzbekistan, the role and importance of international logistics centers in international economic relations is growing. Before independence, logistics in our country was focused only on the opportunities of the domestic market, but during the period of independence it was expanded and improved. In a short period of time, specific ways of development of logistics infrastructure have been formed. As a result of consistent measures taken, transport and communication systems are developing steadily, and the volume of cargo transported through them is growing.

In the field of tourism, logistics is the planning, management and delivery of finished tourist products to the consumer in accordance with its interests and requirements, as well as the transmission, storage and processing of relevant information.

The management of a tourism enterprise is a very complex process that requires the development of a logistics system to optimize economic flows and has a significant impact on the financial performance of the enterprise.

The information part of the logistics system involves the implementation of the tourist planning process. This includes receiving and processing orders, analyzing existing demand, and forecasting potential demand. In the field of tourist transportation, the optimal type of transport that serves them and the transport company that offers transportation services are selected. The potential, qualifications and experience of the customer service staff play an important role in the operation of the logistics system in tourism. The service part of the logistics system involves the formation of types and the activities of logistics departments that provide various services to customers.

For the above-mentioned tourism enterprises, the components of the logistics system serve several subsystems for operation. These are the tourism product management subsystem, relations with transport organizations, hotel management subsystem, personnel management subsystem, information flow management subsystem, and financial subsystem.

In recent years, logistics has become an activity to manage not only material flows but also service flows. The flow of tourism services includes transportation, accommodation, catering, excursion services, as well as interpreters and other services based on the purpose of the trip.

In tourism, the functions of logistics in the rapid analysis and management of the formation, promotion and sale of tourism products, as well as strategic planning and forecasting of tourism enterprises, operational management of tourist traffic and tourism products and other functions serve to ensure the competitiveness of tourism.

The Concept for the Development of Tourism in the Republic of Uzbekistan for 2019-2025 also provides for the development of transport logistics, expansion of external and internal routes, improving the quality of transport services:

- development of a program approved by intergovernmental agreements aimed at the development of passenger traffic, including the establishment of regular transport links, the establishment of convenient links between various vehicles, the construction and reconstruction of new national and regional highways connecting tourist centers, the improvement of road infrastructure;
- development and implementation of measures to optimize transport tariffs;
- construction of new railways and improvement of existing ones, expansion of the use of high-speed electric trains, etc.

The efficiency of the logistics system is the flow of material flows: the implementation of complex measures for the sale of containers, unification of cargo units, the implementation of an effective system of warehousing, coordination of orders and stocks, the movement of goods in enterprises, wholesalers, warehouses and highways.

The construction and operation of the logistics system should be based on the following conceptual rules:

- a systematic approach that demonstrates the integration and clear interaction of all elements of the logistics system, the implementation of a single technological process of production-transport system in the transition from the creation of certain types of equipment to the creation of production-warehouse and production-transport system;
- production-creation and operation of transport equipment;
- creation of modern working conditions that meet economic requirements;
- taking into account the set of costs throughout the entire logistics chain with the purpose of the market;
- development of modern services, ensuring agility, reliability and high quality;

Typically, logistics systems operate in uncertain conditions. This is due to the fact that in market conditions, random processes occur in the operation of transport. Because of this, one of the important features of logistics systems is adaptability. One of the main principles of operation of logistics systems is a high level of reliability and robustness. This ensures reliable strategic planning of production, sales and distribution.

It is also important to keep in mind that solid plans play a bigger role than very fast ones. For such strategic plans to be highly reliable, it is necessary to study the environmental situation, in the first case, the situation in which the market situation may be different, and to determine the strategic answers to the questions that arise.

Each of the parts of the logistics system can upset the balance of the whole system. In practice, traditional logistics goals often do not coincide with marketing or manufacturing goals. For example, the production departments of enterprises try to increase the stocks of finished products, otherwise there may be losses in the sales process due to little or no production. Another example is that if the transport manager is only responsible for the transportation system, he is not at all interested in organizing a convenient route of transportation, reducing the amount of reserves in the transport system, and generally reducing the revenue of the transport system. Logistics systems remain one of the main tools to control the flow of materials as well as control the distribution process.

Advances in science and technology have accelerated the integration and consolidation of parts of the logistics system. One of the major achievements is the development of a powerful computer, advanced database and order delivery system based on information delivery systems. Decision-making, problem-solving modeling and computerization have enabled logistics system managers and managers to perform better.

In short, the development of logistics in tourism will help to improve the quality of tourist services and the competitiveness of tourism products. It should be noted that the widespread use of logistics technologies in tourism is a positive factor not only for tourism, but also for the development of other sectors.

The introduction of logistics technologies in tourism and their effective use will allow to achieve the following:

- creation of a unified system of control and accounting of the formation and movement of tourist products;
- reduction of time for the formation, promotion and sale of tourist products;
- automation of accounting and management of financial and information flows;
- reducing time for tourism products and improving the quality of customer service;
- reducing the volume of documents circulating in the system and reducing the number of errors in accounting and reporting documents, etc.

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