
Organization of the functioning of logistics in tourism

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Abstract— This article analyses functional logistics in tourism, its planning processes, logistic internal and external factors influencing the development of tourism. Logistics is an integral part of tourism, and the tasks to be performed by service enterprises for its development and the directions needed to achieve their efficiency were considered.

Keywords: Functional logistics, internal factor, external factor, enterprise, efficiency, tourism, tourist, transportation.

INTRODUCTION

Logistics is considered a fairly young, rapidly developing science. Logistics is the science of managing and optimizing material flows, service flows and related information and financial flows in a particular micro-, meso- or macroeconomic system in order to achieve its goals.

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. The financial risk of such decisions can be really palpable. For example, having booked a whole plane for the season, in the event of a decrease in the purchasing power of the population, a change in tastes, or a deterioration in the political situation in the country of destination, the travel agency will almost certainly suffer huge losses. It is clear that large companies are increasingly turning to risk analysis methods. Some computer programs specially developed for travel companies allow for interconnected improvements in the planning of tourist transportation, blocks of places in hotels, which helps to reduce to a minimum the number of unused places at a given time.

The factors that led to the development and formation of the logistics management system at the enterprise can be divided into external and internal. External factors include:

- changing patterns and relationships of consumer demand (development of oligopolistic markets);
- distribution of the concept of strategic marketing;
- development of information technologies and widespread introduction of personal computers;
- change in state regulation of the infrastructure of the economy;
- globalization of the market;
- Structural changes in business organization, growth of partnerships and strategic alliances.

The main internal factor in the development of the enterprise logistics management system is the optimization of the process of forming the cost of the final product. It is worth noting that:

- the cost of goods is formed throughout the performance of all logistics operations, and affects the most critical way only at the last stage - when selling to the end consumer;
 - the cost of goods is critically affected by the overall efficiency of operations, including transport and marketing, and not just a specific sale;
 - the most manageable, in terms of cost, are the initial stages - the stages of production of goods,
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and the most sensitive last - the stage of implementation.

Plans need to be reviewed and corrected every season, and sometimes more often, focusing on the current market situation.

Logistics projects benefit very large companies with their own analysts capable of developing them and computer staff. At the same time, small companies, which are the majority in the tourism market, lose the opportunity to increase their profits and reduce costs, as managers, misunderstanding the comprehensiveness of logistics operations, do not consider it necessary to direct efforts to conduct an economic analysis of the company's operations.

When developing a planning strategy for an enterprise, the logistics policy should be part of the production and functional strategy, which, along with marketing and organizational, is part of the overall business strategy of the travel company.

In the logistics system, when developing a strategy, transportation and costs should be included; service delivery process; communication (order processing); organization, planning and control systems.

One of the techniques for developing a logistics strategy is to analyze the usual logistics balance between services and costs. Complexity is added to this (number of service providers, sources of orders, branches and representative offices, seasonality, product variety). All this increases the complexity and uncertainty of operations, so it is necessary to make the entire business process simpler and more manageable.

The approach to solving strategic economic problems, such as increasing profits, should be based on the formation of a group of specialists of various profiles in all key areas of the logistics system and be carried out in two stages.

At the first stage, the strategic goal and direction of the economic development of the company in the future are identified and the following questions are studied:

changing market needs. Market analysis can show that there are shifts in the volume of products passing through different distribution channels in favor of one channel;

increased requirements for logistics. The shift in distribution channels should be reflected in increased requirements for logistics as a system in terms of timing, reliability and complexity of service;

breakdown of products according to the Pareto principle (the main flow falls on a limited number of goods). For example, out of two types of tours - summer holidays in Turkey and holidays in Lithuania - holidays in Turkey account for the bulk of sales;

flexible production system: must respond to changing market needs;

attention to certain types of activities. You should pay attention not only to a certain range of mass and specialized tourism products, but also to specific activities (for example, issuing visas in Minsk);

flexibility. In a rapidly changing market, the logistics system must have the ability to short-term adaptation, so the flexibility of the final strategic direction is important;

improving the logistics performance of suppliers. This factor is related to the development of various activities for the provision of tourism services to customers, which is much easier to implement in the presence of backward integration.

At the first stage, the current state of all economic functional areas, problems and bottlenecks of the company are also identified; an action plan is developed to increase profits, which takes into account goals, resources, schedules and interdependencies, various economic options for achieving goals.

At the second stage, a detailed overall business plan of the company is developed, which confirms

the strategic direction of the first stage. The content of the strategic direction includes: on Integrated Research production capacity. They are determined by production volumes, the range of offered tourist products, markets - the optimal indicators for increasing profits;

modes of transport. Various carriers are investigated in terms of costs and the ability to satisfy the logistical needs of the production system;

control systems. Monitor performance results;

suppliers. Their financial results are evaluated;

general economic plan. Logistics projects for each functional area are closely linked to the overall business plan containing a complete financial assessment, resource allocation, logistics system management, etc.

The given logistic scheme for developing an economic strategy is aimed at the efficient operation of production, increasing profits, as well as achieving significant advantages over competitors.

The following are involved in logistics decisions:

suppliers of constituent elements of the tourism product;

transport agencies;

consumers.

The main strategic and cross-functional decisions that are made at the enterprise, according to their values, are divided into decisions regarding:

sales and marketing;

tourism product and its formation.

In a customer service-oriented company (travel agent), sales and marketing dictate strategy. Key decisions concern the type of tours distributed and their combination; the type of customers served and the level of service provided. The key decisions are related to approaches to pricing policy, as well as to the establishment of a sphere of influence on sales. Once the customer service orientation is set, the necessary manufacturing decisions follow. In companies focused on production (tour operators), first of all, the problems of production strategy are identified and solved.

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