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ISSUES OF LOGISTICS DEVELOPMENT IN TOURISM

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ABSTRACT

This article examines the role and importance of logistics in tourism. Transport logistics is one of the important components in the field of tourism. The direction of logistics in tourism is the main service in the field of tourism and is inextricably linked with the provision of services to tourists in travel, excursions and tours, vehicles, tourist routes, and organizations providing transport services.

KEYWORDS

Transport logistics, tourist route, means of transport, organizations providing transport services

INTRODUCTION

Tourism as a field of economic activity is of great importance and has a number of characteristic features. Tourism serves the interests of people and society as a whole and is a source of income at the micro and macro economic levels. Tourism is becoming one of the main factors of regions and countries in the creation of additional jobs, rapid development of road and hotel construction, stimulation of production of all types of motor vehicles, preservation of folk crafts and national culture. According to forecasts of the World Tourism Organization, the number of world tourists in 2020 will be 1.6 billion, and the income from world tourism will increase to 2 trillion dollars in 2020. In the decision PQ-135 of the President of the Republic of Uzbekistan dated April 26, 2023 "on additional measures to rapidly develop the tourism potential of the republic and further increase the number of local and foreign tourists", full and effective use of the tourism potential of the Republic, primarily transport-logistics and tourism information on quick resolution of infrastructure problems, as well as creation of additional conditions for business entities operating in the field of tourism due to comprehensive use of available resources and opportunities.

Uzbekistan is one of the countries with great potential in the field of tourism.

Our country has all the necessary resources for the development of a modern tourism industry. Most importantly, it has favorable natural and climatic conditions and a rich historical and cultural heritage. Accordingly, in the current conditions of globalization and economy integration, consistent reforms are being implemented in our country for the development of tourism. In this regard, it is also important that in the Strategy of Actions on the five priority directions of the development of the Republic of Uzbekistan in 2017-2021, priority tasks related to rapid development of the tourism industry, increasing its role and share in the economy, diversification and improvement of the quality of tourist services, and expansion of tourism infrastructure are defined. Moreover, in the process of developing this industry, it is becoming an objective necessity to rationally form the activities of clusters, which are a quality factor of modern innovation and economic growth.

Tourism has a great impact on transport and communication, construction, agriculture, production of consumer goods and other sectors of the economy and serves as a catalyst of socio-economic

development. In turn, the development of tourism is influenced by various factors: demographic, natural-geographic, socio-economic, historical, religious and political-legal factors.

The tourism potential of the Republic of Uzbekistan is developing rapidly.

In recent years, complex measures for the development of tourism as one of the strategic sectors of the national economy of the country have been consistently implemented, which are aimed at its rapid development, creation of new jobs, increase of income, improvement of the standard and quality of life of the population, as well as increase of investment attractiveness.

It should be noted that important trends of digital transformation are emerging in the field of tourism, and the integration of these technologies into tourism products and services is considered a key element of the innovation process leading to digital tourism.[5]

In addition, issues of comprehensive management of interrelated flows of resources providing tourism services in the region, classification, systematization and modeling of logistics operations in tourism, taking into account modern trends of personalization of services, have not been sufficiently developed.

The need to study these and other problems of tourism development, the choice of the topic of great importance of the raised theoretical and practical issues, determined.

Economic and mathematical modeling methods, systematic, technical, economic and financial analyses, operations research and decision-making methods, mathematical statistics, expert evaluations and comparative analyzes were used to solve these problems of the article and justify the proposed regulations.

Logistics plays an important role in the tourism industry, affecting various aspects from travel and transportation to accommodation and food.

There are several ways in which logistics can affect tourism:

✚ *Transportation and Movement:* Logistics determines the availability and convenience of transportation options for travelers. This includes aviation, rail and road transport, sea and river transport. Effective logistics minimizes travel time and costs and allows you to create optimal routes.

✚ *Accommodation:* Logistics also affects the availability and quality of tourist accommodation, including hotels, resorts, hostels and rental accommodation. Effective logistics in this area means managing reservations, providing guest services, and ensuring that the necessary resources are available.

✚ *Food and Restaurants:* Food distribution and restaurant service also depend on logistics. From food delivery to hotel accommodations and guest services, logistics play a critical role in ensuring the tourism industry has adequate resources for food and entertainment.

✚ *Excursions and Activities:* Logistics are also important in organizing excursions, activities and entertainment for tourists. This includes managing transport, tickets, group and event logistics.

✚ *Tourist flow management:* Optimizing

tourist flows is important to prevent congestion and ensure safety. Logistics helps to plan and coordinate the movements of tourists to avoid problems related to overloading, long queues and other negative consequences.

As such, logistics plays an important role in ensuring a comfortable and convenient travel experience, affecting everything from travel and accommodation to food and entertainment.

Uzbekistan is one of the countries with great potential in the field of tourism. Our country has all the necessary resources for the development of the modern tourism industry, a favorable climate, and a rich historical and cultural heritage. In Uzbekistan, tourism is one of the strategic branches of diversifying the national economy, accelerating the development of regions, creating new jobs, increasing the income and living standards of the population, increasing the investment attractiveness of our country, and complex measures are being implemented for its development.

The logistics industry is one of the growing industries, and cost and time calculations have become increasingly important in recent years. The participation of logistics activities in almost all sectors requires the study of logistics elements and their detailed study.

This situation increases the importance of logistics concept in reducing costs and saving time for enterprises. On the other hand, the tourism industry has become one of the most important sectors with the expansion of transport and communication

opportunities. The annual growth of tourism and the number of vacationers determine the importance of tourism from the point of view of the national economy. Although, at first glance, the field of tourism and logistics is not very important. But, very closely connected, the tourism industry is one of the sectors that constantly uses logistics transport.

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Today, logistics has become one of the main business processes in developed countries. According to estimates, the logistics system accounts for 20 – 25 % of GDP, and a 1 % loss in this system results in 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 increasing. Before independence, logistics in our country was focused only on the possibilities of the domestic market, but in the post-independence period, it was further expanded and improved. In a short period of time, clear ways of developing the logistics infrastructure were formed.

The relationship between tourism and logistics is mainly focused on the support activities expressed in

the transportation of passengers, food, accommodation and logistics of tourist programs, which are fundamental for their inclusion in the planning and organization of tourism activities or events. Logistics elements can be organized in a single system or adapted to each event, which allows to order products and objects and deliver them to consumers, while trying to satisfy the environment, communication and its needs. At this point, if we pay attention to the reforms being carried out for the purpose of developing tourism in Uzbekistan, most of them are related to logistics.[1]

In Uzbekistan, where only one airline operated for 30 years, ten more airlines were opened in just three years. Over the past few years, a record 64 airlines have crashed around the world, mostly due to the coronavirus pandemic. During such economic losses, investors lose their money, Uzbekistan is leading the way in establishing airlines. Uzbekistan, the most populous country in Central Asia, has increased the number of airlines from one to eleven in three years. This tenfold increase should be a world record for the last three years. of Britain

ECA50 Plc analyzed active airlines in Uzbekistan.

Dynamics of income growth indicators (percentage for the previous year)

Indicators	2019	2020	2021	2022	2023
GDP growth per capita	7,9	6,3	5,6	2,7	3,6
Inflation rate	6,8	7,4	8,5	13,9	14,5
Population monetary income	33,2	34,1	33,4	19,3	26,1

The survey of public opinion showed that the level of savings of the population has not remained stable for several years. But both urban and rural residents prefer to keep their money at home: 66.0% and 69.7%, respectively. At the same time, urban residents keep their money in banks twice as much as rural residents. According to the results of the social opinion survey,

the goals of the population in saving money are changing. Weddings and dowries for children are very important for the population: more than half of the surveyed citizens save money for this purpose. Saving money of the population "for studying at higher educational institutions" is especially relevant and economically based (24.4% in 2023).



Figure 1: Number of airlines operating in Uzbekistan

The infographic shows the active airlines in Uzbekistan, the number of aircraft in them, their location and year of operation. Three of them are state, six are private, and one is an airline company with foreign capital.

Located in the heart of the Eurasian region, where many countries are suffering from depopulation,

Uzbekistan, as a champion of demographic growth, has almost doubled its population from 20 million in 1990 to 37 million in 2024. But for thirty years, only one national airline and a limited number of foreign airlines operated in the country.

Growth rates of working age population of Uzbekistan

Indicators	2019	2020	2021	2022	2023
A million people of working age in an average year	18.2	18.5	18.7	18.8	19
In % of the whole population	58.4	58.1	57.6	57.1	56.4
Employment rate in % of working age population	61.0	60.5	60.1	59.5	58.8
Clauses	10.2	9.4	9.7	9.6	9.1

Today, a new airline welcomes more competition and choice. In fact, Uzbekistan has a strong potential to become an aviation hub in the region. Starting from the starting line of having one airline for a country with a population of 37 million, it is a logical step for Uzbekistan to join the world trend by increasing the number of airlines. At least that is the case for today and the next few years.

In 2017, 2.7 million tourists came to Uzbekistan, and in 2022, their number will increase by 1.9 times to 5.2

million. This is a good positive indicator for Uzbekistan, which has come out of the coronavirus pandemic, and in 2021, 1,880,000 people visited the beaches. In addition, the indicators of domestic tourism are increasing every year. In 2022, the number of domestic travelers increased by 107.0% compared to 2017 (10.5 million people) and reached 11.3 million people. This year, the number of foreign tourists is expected to reach 7 million people.[2]

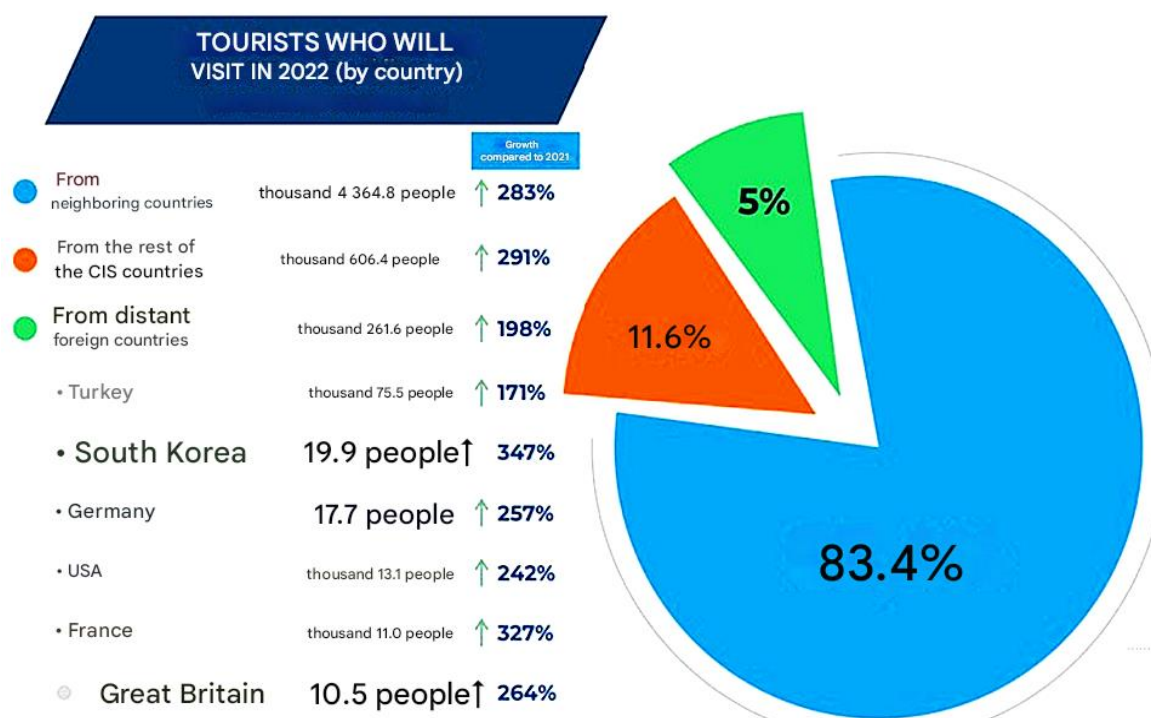


Figure 2.

In 2021, the number of deployment vehicles was 767, and in 2022, their number increased to 5,000. In 2018, 106 (841 places) family guesthouses were launched, and today their number is 3.1 thousand and the number of places has increased to 27.8 thousand. At the same time, the number of business entities in the field increased. The number of subjects and objects providing services to tourists is 4091 (in 2021 - 749), including tour operators - 1663 (in 2021 - 749), travel agents - 119 (in 2021 - non-existent) and tour guides 2309 (in 2021 - 574) were delivered. In 2021-2023, the condition of 7,600 sanitary-hygiene stations along the roads and in populated areas has been improved

(3,900 new, 3,700 repaired). 96% of existing car gas stations in the republic have sanitation stations (Fig. 2).

According to the statistics agency, in January-September 2024, 5.7 million foreign citizens came to Uzbekistan for tourist purposes.

This indicator has increased by 825.8 thousand people or 16.8% compared to the corresponding period of last year.

Foreign citizens visiting Uzbekistan are distributed by country as follows:

Tajikistan - 1.6 million people;

Kyrgyz Republic - 1.6 million people;

Kazakhstan - 1.1 million people;

Russia - 609.7 thousand people;

Turkmenistan - 120.4 thousand people;

Turkey - 84,300 people;

China - 50,400 people;

India - 48,600 people;

South Korea - 32,600 people;

Italy - 30,300 people;

other countries - 311.9 thousand people.

CONCLUSIONS

Road infrastructure is one of the most important factors in tourism. As long as the condition of tourist

cities, objects, inter-directional roads does not improve, it will arouse antipathy towards the tourism of Uzbekistan among tourists.

Intercity transport is also very inconvenient for local tourists. For example, direct transportation from Surkhandarya to Samarkand, Bukhara, Khiva has not been established. There are similar inconveniences with other regions (Fig. 3).

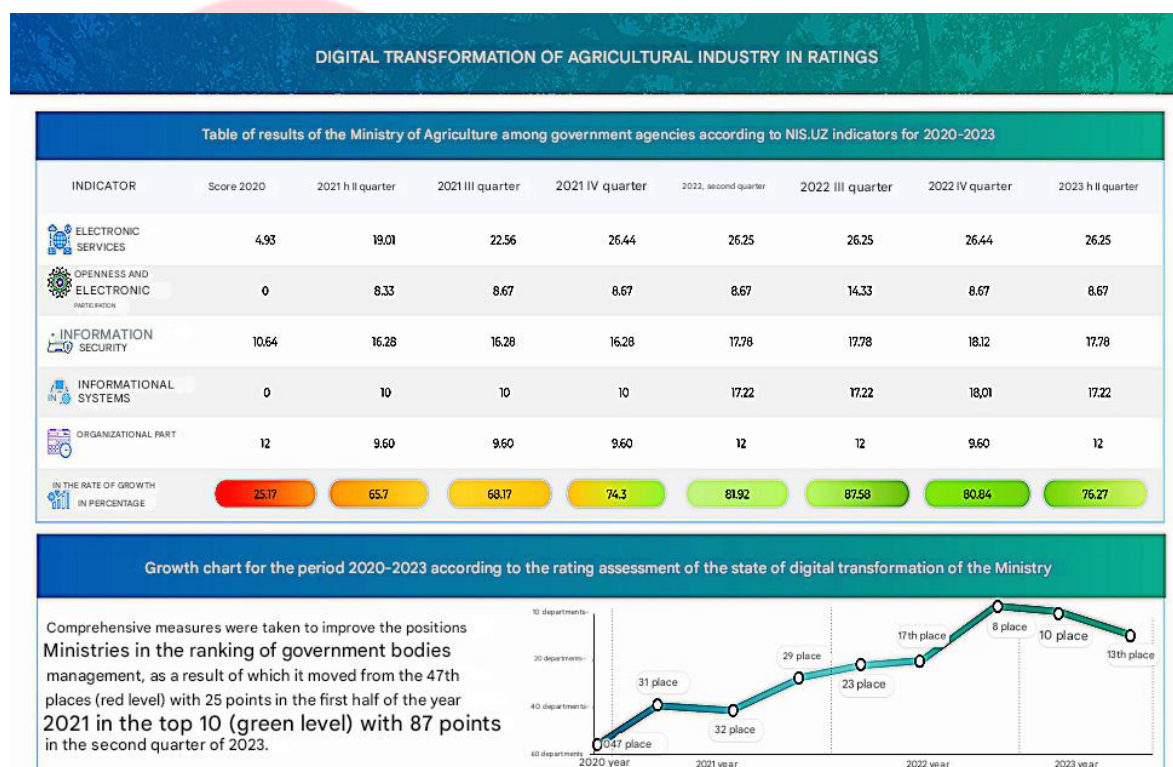


Figure 3.

There are more than a thousand means of placement. In Uzbekistan, a single platform has not been created for their location, prices, and types of services, or even

on the existing platforms, not all information has been posted. This creates an additional challenge for domestic and foreign tourists looking for guest houses,

hostels, cheap hotels. Convenient directions for each region have not been formed in the directions of extreme, medical, gastronomic, agro, eco, historical tourism. We think that those who are at the top of the

system understand well what tasks are in the future for the further development of the industry, which was recently reorganized and passed from Aziz Abduhakimov to Ozodbek Nazarbekov.

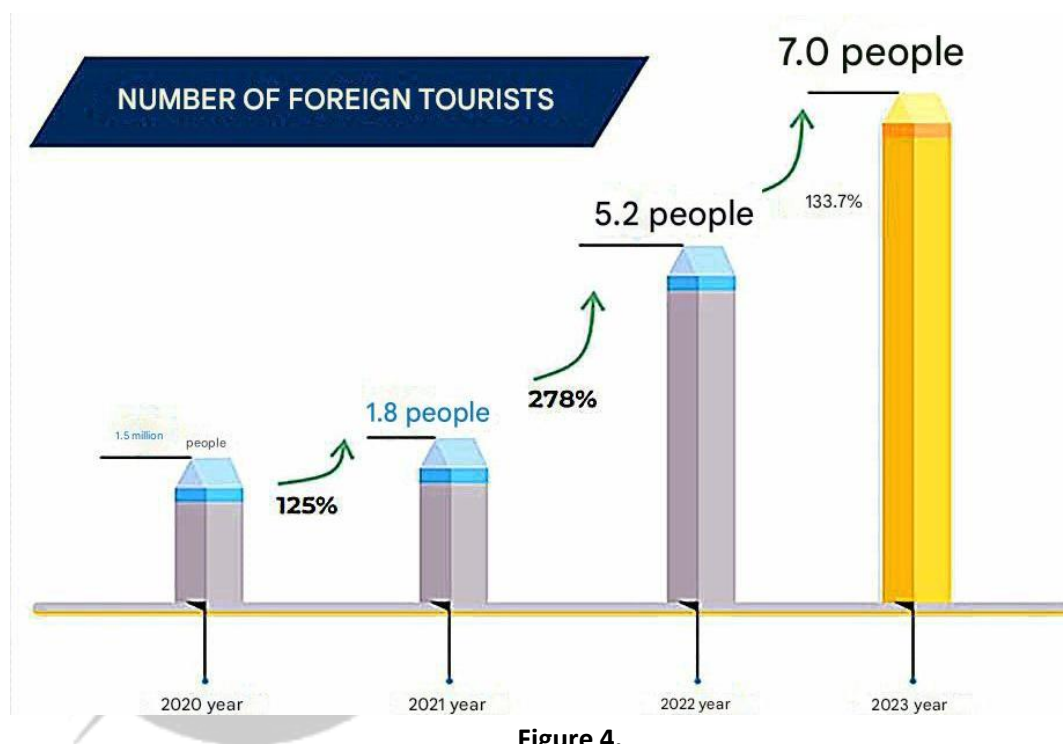


Figure 4.

Thus, digital tourism uses the availability and diversity of travel information based on technology-based searches, user reviews, photos, and videos of a particular destination to help decide whether to choose that destination, plan, and make it happen.

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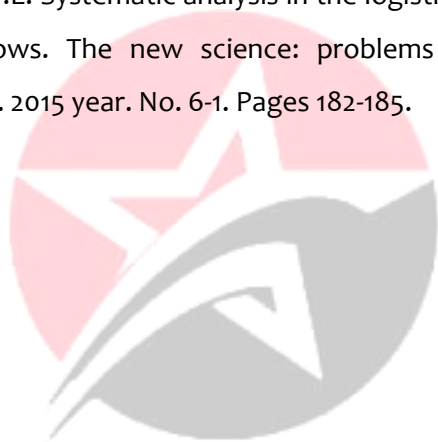
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