

DISCUSSION OF TOURISM LOGISTICS BASED ON THE THEORY OF SEPARATION AND ASSOCIATION OF TOURISTS AND OBJECTS

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Abstract: to understand the essence of tourism logistics, the authors study and summarize the results of existing studies of tourism logistics in the country and abroad, discovering that in the tourism industry there are two types of logistics phenomena. Then the authors deeply analyze the cross-process between the two types of logistic phenomena and the tourist flow in terms of time and space, and also identifies key factors in the process of their separation and combination. Further, focusing on two types of logistic phenomena, the authors fully explain the process of logistic activity in tourism through a transformation mechanism.

Keywords: tourism logistics, economics of logistics, theory of logistics, theory of separation and association, the transformation mechanism.

ОБСУЖДЕНИЕ ЛОГИСТИКИ ТУРИЗМА НА ОСНОВЕ ТЕОРИИ РАЗДЕЛЕНИЯ И ОБЪЕДИНЕНИЯ ТУРИСТОВ И ПРЕДМЕТОВ

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Аннотация: чтобы понять суть туристической логистики, авторы изучают и обобщают результаты существующих исследований туристической логистики в стране и за рубежом, обнаруживая, что в индустрии туризма существуют два типа логистических явлений. Затем авторы глубоко анализируют перекрестный процесс между двумя типами логистических явлений и туристическим потоком с точки зрения времени и пространства, а также выявляют ключевые факторы в процессе их разделения и сочетания. Далее, сосредоточившись на двух типах логистических явлений, авторы полностью объясняют процесс логистической деятельности в туризме через механизм трансформации.

Ключевые слова: логистика туризма, экономика логистики, теория логистики, теория разделения и объединения, механизм трансформации.

With the improvement and marginalization of the social division of labor, domestic and foreign scientists are gradually realizing the importance of logistics activities in tourism and the demand for logistics in the tourism industry, therefore a very cross noun “tourism logistics” is being put forward. Although there is currently no common understanding of the concept of tourism logistics, its definitions worthy of reference have been developed at home and abroad.

Kochadze T. believes that logistics is one of the main sources of profit for tourism service providers. Due to the continuous optimization of the logistics management process and the proper planning, management, manipulation of information and actions, it is possible to make a profit, regulate the tourism process of customers, and determine the supportive, stimulating and limiting role of logistics in tourism activities.

Segestlia believes that the logistics system in tourist destinations includes five modules: order fulfillment, inventory management, warehousing and dispatching, packaging and reorganization, and a vehicle. Mirjavach E believes that tourism logistics is the coordination and optimization of substances, personnel, information, energy, waste, knowledge and capital at the lowest possible cost in terms of time and space in order to provide high-quality travel services.

Ivanovich Z. emphasizes the importance of researching tourist destinations in general and offers a system of logistics for tourist destinations based on systematic science. The lower levels of the logistics system are the system of operational functions, the system of information functions and the system of management functions, which can be further decomposed into functional subsystems, namely critical business processes.

Mukhchina S. claims that the internal logistics activity in the supply chain of tourism refers to the process from suppliers of raw materials to the final consumer, including procurement, operations and some other parts that are similar to the chain of transmission and supply of materials and are formed as a result of cooperation between different number of participants. Using cultural and creative tourism as an example, it offers five elements of tourism logistics management, including infrastructure, information, intelligence, identification and innovation, and further emphasizes that logistics management is important and important to support creative tourism activities, reduce costs and increase tourist satisfaction.

Many domestic scholars analyze the relationship of tourism logistics in the broad and narrow sense, roughly forming the following three categories of views. The first analyzes the relationship of tourism logistics in terms of tourist flow. Based on studies of the flow of tourism by Pierce and Mackintosh, Tan Shunti and GoLaysi first proposed "tourism logistics" to expand the connotation of tourist flow through an analysis of the modern tourist flow system. They believe that the tourist flow is accompanied by tourist logistics, which means that due to the implementation of tourist activities, a material flow is created between the tourist origin and the tourist destinations.

Given the above three types of understanding of tourism logistics, the following two conclusions can be drawn. Firstly, tourism logistics is aimed at improving tourist services and is a kind of logistics activity, which is accompanied by a flow of tourists. In a narrow sense, this refers to the process of moving all material materials in the tourism industry; in a broad sense, this applies to all phenomena and relations associated with tourism and material flow. The second conclusion concerns the value of tourism logistics, which is reflected in improving the tourist experience of tourists, reducing operating costs and increasing the overall efficiency of the tourism industry, etc.

Although there are various ideas of tourism logistics, it is inseparable from three tourism factors in tourism activities, namely, tourists, tourist destinations, tourist media. While tourists and tourism media play a leading role in tourism activities, tourists and tourism destinations are the creators of tourism logistics. Three tourism factors determine the boundary of economic activity, which includes the fact that tourists conduct tourism activities in search of personal values and spiritual pleasure; Travel media carry out procurement, supply and sales activities, etc., to meet consumer needs. But they focus on describing dialectic relations among themselves and do not mention the tourism logistics process.

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