

The role of tourism logistics in the development of the national economy

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Abstract. The article deals with the role of tourist logistics in the development of national economy. In addition, a comparative analysis of the sphere of tourism with other industries has been conducted and its efficiency has been determined. In addition, the existing problems in the studied area have been analyzed and the directions of their elimination have been indicated.

Keywords: *tourism sphere; tourism logistics; economic development; service sphere; export; tourist product*

1. INTRODUCTION

In modern economic conditions, the role of tourism in the development of the national economy is very great. Tourism is considered one of the main directions of economic development. Unlike other spheres, tourism as the main direction of economic development has many advantages. From the economic point of view, the attractiveness of tourism lies in the constant expansion of service areas, short-term return on investment, receiving income in the form of possible currency.

At the same time, tourism is a service area for people, a factor that satisfies their need for recreation, meets their inner world, protects their health, and contributes to their high culture. Thanks to tourism, large funds are allocated for the preservation and restoration of historical monuments, conditions are created for the construction of roads, large capital investments in the improvement of villages and towns. If we compare it with other spheres, we see that the sphere of tourism is also very necessary from the ecological point of view, because the tourist product is an environmentally friendly product and requires maintaining a clean environment.

Most of the processes in tourism are automated and technology is used. Nevertheless, tourism is one of the most labor-intensive industries. It takes 9 people per person to serve a foreign tourist. Tourism also solves the problem of unemployment, which is one of the most serious today. There are 300 million jobs in international tourism worldwide [2, p.58].

Currently, the development of logistics processes and technologies has covered different areas of production, economic, social, and economic activities, as well as the use of logistics in the circulation of the tourist product.

It should be noted that tourism should be approached as a separate large and independent economic complex of the national economy, as this sphere unites different sectors, covering a certain wide space, which includes enterprises and firms from different sectors. Tourists, in turn, come in the role of buyers, where everyone strives by virtue of his abilities to meet all their needs during the holidays. By paying for services, goods and various tourist works, the demand for travel by tourists is formed and, therefore, the industry itself is financed in this way.

2. EXPLANATION OF THE PROBLEM

The attractiveness of the tourism sector is evident in other areas as well. The tourism industry operates with high profitability, and the amount of income here exceeds the number of tourists by a factor of 2. As the level of service increases, so does the amount of income from services.

Exporting tourism products is different from exporting other goods. In exporting other goods, the main purpose is to cover additional transportation costs and deliver the exported goods to the buyer. When exporting tourism products, the buyer (i.e., the tourist) arrives himself (taking into account travel expenses), uses the tourism product, buys a lot of goods, gains new impressions, rests and spends his own currency. Currently, international tourism has become an important economic factor in the world economy. The value of tourist services was 10.1% of the total world product in 2010. But this amount is constantly increasing.

In some countries, the role of tourism in the economy is even higher. The income from tourism in these countries' accounts for 35-40% of national income. For example, half of Greece's foreign currency comes from tourism. Tourism contributes about 16 percent of Greece's 230-billion-euro economy (\$342 billion), now in recession for a third consecutive year. It employs 746,000 people, or roughly one fifth of the country's 5-million workforce [8].

In tourism there are processes of interconnection of consumption patterns - tourism for most people is no longer a luxury, but a necessary tool of natural physiology of life. In European countries, the "right to travel" has been established at the state level and is already applied in life. The "right to travel" is reflected in the WTO global code of ethics. The fact is that all citizens have the right to travel. Each state must create all conditions for the realization of this right.

The interconnectedness between transport and tourism remains perhaps one of the more important relationships within the wider tourism system. A fundamental fact is that people travel in varying distances by various means for a variety of reasons, and transport provision sits at the heart of that movement. Transport is important for tourism because it: a) facilitates the movement of tourists between their place of origin and their destinations, and b) acts as the means of movement within a destination, thus allowing for wider dispersal of visitor movement and, as a result, maximum exposure of visitor flows to areas perhaps not otherwise possible [3].

62% of the world's tourists arrange their trips for leisure, 18% - for business, others - for various types of tourism. 43% of tourists use air transport, 42% use automobile transport, 7% use railroad transport and 8% use water transport.

Tourism has a positive impact on the country's economy when tourism develops in all directions in connection with other areas of the economy, in other words, tourism becomes economically efficient when it develops in parallel with other economic and social institutions.

The concept of logistics in tourism is to change the isolated activities of participants in the formation, promotion and realization of the tourist product in favour of a systematic integrated activity. Logistics in tourism - the science of planning, control and management of operations carried out in the process of formation of the tour, bringing the finished product to the consumer in accordance with the interests and requirements of the latter, as well as in the transmission, storage and processing of relevant information. All activities for the use of information and movement of tourist flows through the channels of the firm belong to business logistics.

Professionals called to manage business logistics must understand the problems of the whole enterprise and consider that the adoption of decisions in one area (for example, in the field of transportation) can affect the logistics system as a whole. Business logistics in tourism is closely related to customer service, considering the supply of the tourism product on the market at predetermined costs and service parameters. This implies the presence of market aspects in tourism logistics systems.

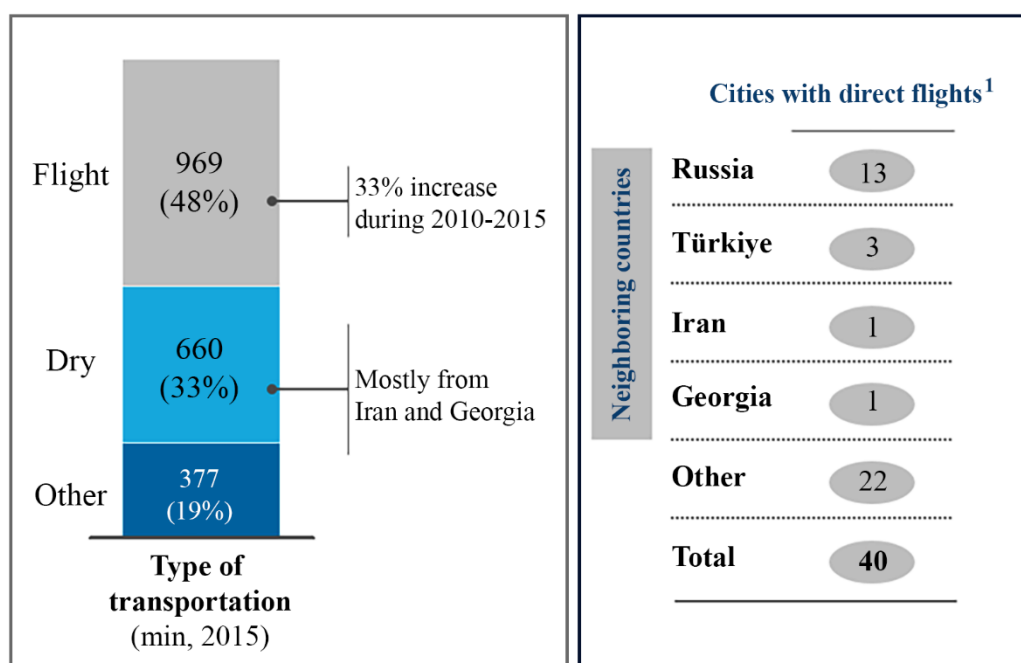
An important role in business logistics is played by the management of information flows and distribution. It is worth noting another feature of business logistics - the integration and unification of activities that belong to different functions of entrepreneurship. First of all, it makes it possible to avoid additional costs resulting from the inconsistency of coordination of activities of different divisions.

The logistics system in tourism includes the following elements: - information: on the planning of tours, processing of orders, demand forecasting; - tourist transportation: the need to choose a suitable

mode of transport and carrier company; - service personnel: a significant element of the logistics system, the search and analysis of which is given special attention; - service production: logistics units involved in the service of tour formation, the provision of consumer services.

Tourism, as one of the fastest growing areas of the economy, uses transportation logistics to provide safe, comfortable, fast travel for tourists around the world. Air or road, rail or sea transport routes contribute to the faster movement of people from their point of departure to their destination. In addition, in parallel, transport is a means of fast delivery of local and international messages, which in turn provides opportunities for business development, organization of humanitarian transport and other. In modern Azerbaijan a great attention is paid by the state to the development of all kinds of tourist logistics. As shown in Figure 1, a large share of transportation falls on air logistics.

For many years, the most common and relatively cheap way to travel remains rail transport. Thanks to the available list of stations, detailed maps of railroad tracks, clear arrival and departure times of rail transport, tour companies can easily compose tours that include the movement of tourists by this mode of transport.



1. Flights performed for at least 7 months of 2015 are considered.

Source: Diio Mi Flight Database, State Statistics Committee of the Republic of Azerbaijan.

Fig. 1 Indicators of the number of tourists arriving in Azerbaijan by transport and the number of cities with direct flights by countries

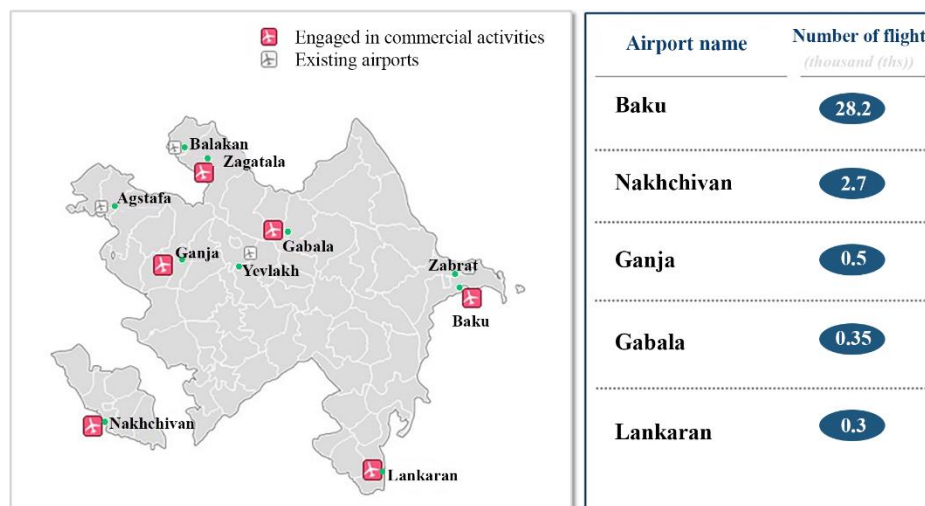
Despite the significant benefits, the railroad tracks, unfortunately, are not laid everywhere, which leads to difficulties in moving to certain areas that are outside of the railway connection. The second most popular mode of transport is motor transport. Unlike railroads, roads have a wider network and play a key role in the logistics of both goods and passenger transportation. To date, in tourism it is possible to identify several European countries where domestic tourists get exactly by tourist buses accompanied by a guide. Such trips are quite cost-effective for tourists and, at the same time, flexible for the organization of the route tourist firms. It is worth noting that in recent years increased in popularity and the number of tours, where the driver can act as a guide at the same time. As a rule, in this case, travelers travel in a passenger car, which gives a more personalized approach to the tourist, giving him maximum time.

It is also worth mentioning such type of transport as ships. Since the collapse of the USSR, many potential tourists have certain stereotypes and sea travel is not considered for a few reasons: high cost,

very long trip, lack of amenities [5]. The variations of traveling ships today are quite different from what they used to be. Travel agencies are able to offer tourists a large choice of vessels of different levels of comfort and thematic direction. At that modern vessels are capable of speed of about 30 knots (55 km/h) which makes it possible to be a confident, comfortable transport if we are talking only about moving to the point of destination.

Since its first appearance, air transport can be considered an elite mode of transport, because the cost of travel has always been quite high, but at the same time it was justified by the speed of travel. In today's world, because of the fairly high cost of transportation by airlines, this mode of transport remains quite expensive. Nevertheless, under the influence of fierce competition and anti-crisis programs, airlines began to offer tickets at a reduced price to cover their own costs. At the same time, potential tourists, who do not expect to incur high transportation costs, receive a significant benefit, especially when traveling long distances.

Heydar Aliyev International Airport, with its world-class infrastructure and more than 28,000 flights in 2015, is Azerbaijan's busiest airport. However, in addition to Baku, Azerbaijan also has international and domestic level air transport infrastructure in the regions (Figure 1). There are also six commercial and international airports in Azerbaijan: Baku, Ganja, Nakhchivan, Lankaran, Gabala and Zagatala. These airports have the potential to increase the number of flights (Figure 2).



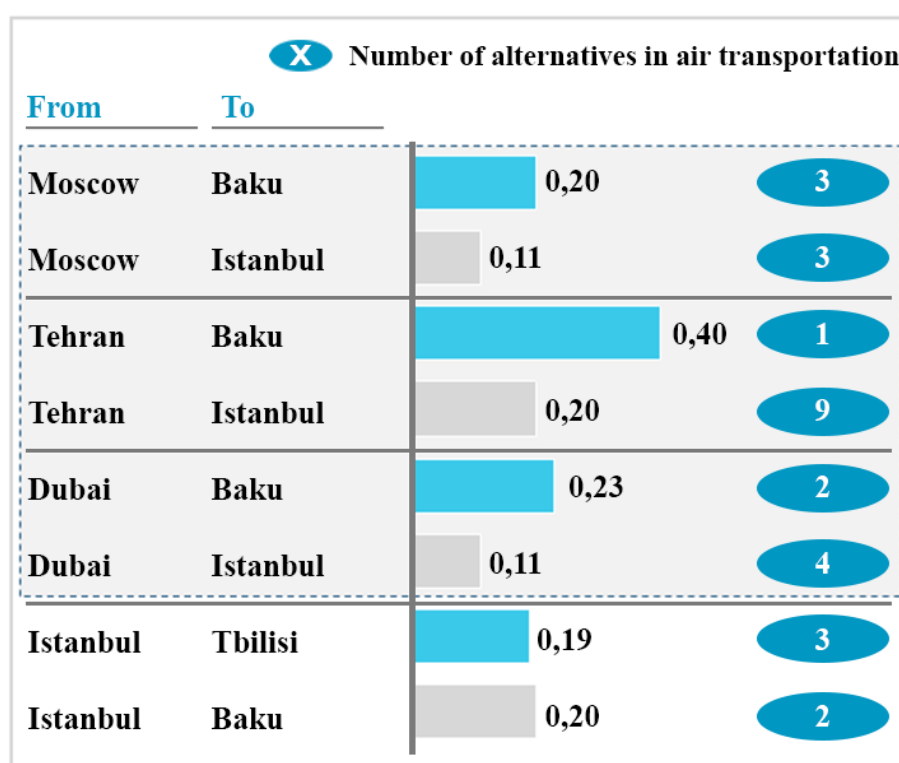
Source: Airports International Council.

Fig. 2 Map of Azerbaijani Airports and Number of Flights

One of the important steps taken towards the development of the country's economy is the construction and commissioning of the international airport in Fizuli, 9 months after the 2nd Karabakh war. On September 5, 2021 an Airbus A340-500 "Karabakh" passenger jet took off from Baku and landed in Karabakh. The event is yet another confirmation of the political, military and economic strength of our country. In order to ensure flight safety in accordance with all the requirements of the International Civil Aviation Organization (ICAO), the most modern landing and navigation systems, lighting equipment, primary and secondary radar systems were installed.

Fizuli airport is very useful in attracting foreign tourists to our liberated territories and is expected to create new opportunities. Because at present the number of foreign tourists who want to come to Shusha, the cultural capital of Azerbaijan, which is considered the pearl of Karabakh, is quite high. Fizuli airport will create a more convenient opportunity for those tourists to visit our territories, which have been liberated from occupation, in a more economical and shorter way. In short, Fizuli International Airport will help revive tourism in the region.

However, due to the limited number of airlines in Azerbaijan, the cost of air tickets is high (Figure 3). Global experience shows that competition between airlines in other countries has led to lower prices and created more opportunities to travel.



1. Roundtrip ticket price calculated for an average stay of 2-3 nights over the next two weeks after the search date (lowest of the direct flights price was taken).

Source: Expedia.com, skyscanner.com (data as of May 30, 2016)

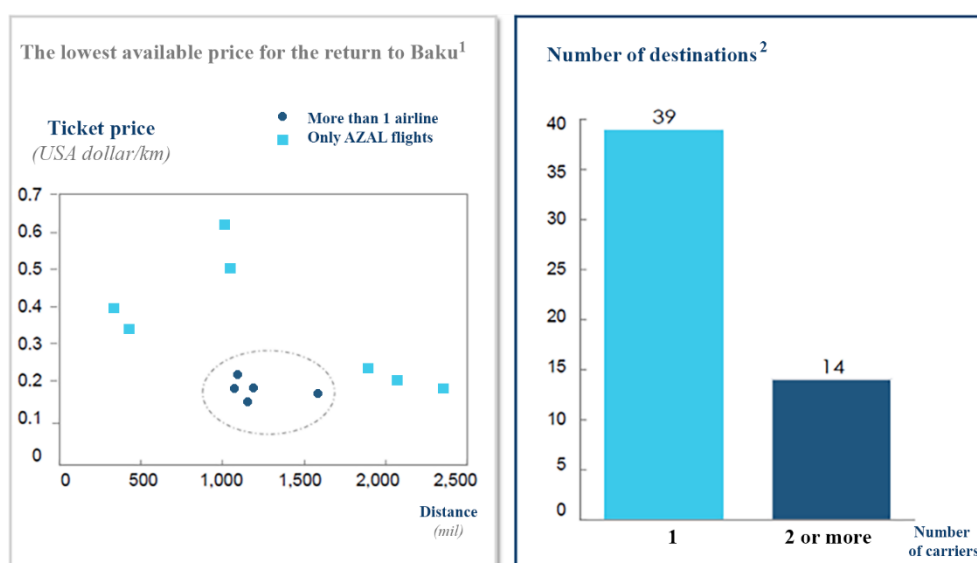
Fig. 3 Minimum round-trip ticket price for Baku and competitor cities in terms of tourism (US dollars/mile)

In almost all directions, flights to Baku from neighboring countries are more expensive than flights to other tourist cities in the region (Fig. 4). Therefore, there should be liberalization in the field of airlines.

The Strategic Roadmap for the Development of Specialized Tourism Industry in the Republic of Azerbaijan, approved by the Decree of the President of the Republic of Azerbaijan on December 6, 2016, contains a plan of targeted measures to develop tourism in the country. Also, to increase the number of tourist arrivals, it is planned to support the establishment of companies and national airlines offering services at reasonable prices to increase the number of airlines in Azerbaijan. Among other things, increasing competition and increasing the number of flights will reduce the cost of tickets, especially for short-range destinations, and create a favorable environment for the operation of low-cost ("low-cost") air transport. In addition, to better meet the expectations of weekend travelers visiting Baku, optimize the schedule of flights, assess the needs for the expansion of the regional airports of Azerbaijan, implementation of airport investment plans for 2020-2025, etc. [7].

In order to achieve the above-mentioned goals, it is planned to implement projects of direct cooperation with major travel companies of the world in the direction of strengthening transport links of Azerbaijan and more effective promotion of the country's tourism in the target markets [1].

Expansion of air service is the main means of realizing the tourist flow to the country. The key performance indicator for the implementation of this priority requires the achievement of other key indicators in the sector. In addition, an increase in the number of transit passengers will also lead to an increase in GDP.



1. return flights in the first week of August 2016 for 3 nights (per person)

2. Each airport is considered a destination (location).

Source: Diio Mi flight database.

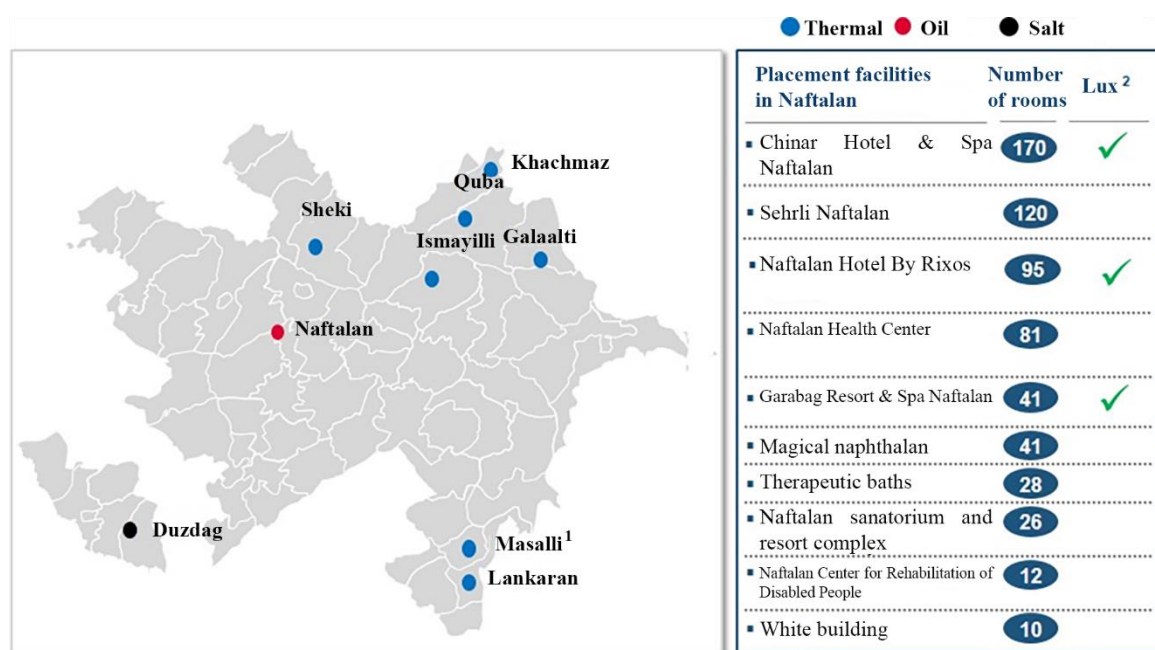
Fig. 4 Important indicators of means of air communications.

In recent years, the demand for health tourism has been growing worldwide. In addition to treatment, this type of tourism offers special care and other beauty-oriented services. Basically, health tourists prefer to take special health courses or treat themselves with various natural methods at home or abroad on weekends and at other times.

In recent years, a number of measures have been taken in the direction of renovation of health tourism destinations, including natural medicinal sanatoriums. Naftalan oil baths, which tourists take for health purposes, are a particularly unique area of health tourism for tourists from Russia, Kazakhstan and other CIS countries. Restoration of several sanatoriums in Naftalan town in 2010 and in Shabran district in 2013 as sanatoriums and health-improving centers is an example of this. Naftalan oil and other healthy natural resources represent a very important potential for the use of health tourism opportunities in Azerbaijan (Figure 5).

The road, rail and bus connections between Baku and Naftalan have been strengthened in recent years in order to ensure the reliability and comfort of arriving passengers and important steps are being taken towards establishing cooperative relations between the relevant state enterprises through the Tourist Board, to launch fast and quality bus and rail connections between Baku and Naftalan. Through the establishment of appropriate coordination through travel agencies, transport tickets are sold together with health packages ("beauty treatments") offered in hotels, and bureaus print various types of brochures, and health promotion on weekdays and weekends through tourist information centers, local channels and travel agencies, presentations of tourist and transport alternatives are made.

Serious steps are taken by the state in the development of seasonal tourism. Based on the actions arising from the Strategic Road Map, the transport connection between the centers of winter tourism and the regions of potential tourists' residence is being improved through a partnership of the relevant state bodies, tour operators, local municipalities, and hotels. To this end, it is planned to organize free or subsidized daily buses from Baku to those sites for tourists who travel by ground transport to winter tourist sites in the season, and to improve the efficiency of flights from various locations to the city of Gabala for tourists who prefer to travel by air.



Source: Sites offering hotel reservations in Naftalan.

Fig. 5 The main tourist health centers of Azerbaijan

The cultural and historical heritage of the Republic of Azerbaijan is very rich. The restoration of historical and cultural sites of tourist importance, the preparation of territorial plans for the development of tourism and their use as demonstration sites of tourism are being carried out. Accordingly, historical routes (such as the Great Silk Road, famous military campaigns, historical battle sites, etc.) should be comprehensively evaluated in terms of their impact and potential for tourism as part of cultural tourism. As the name suggests, most of these routes cover different areas. At the same time, tourist routes of historical and cultural nature, taking into account additional features according to the taste of tourists (e.g., wine routes), are also well perceived and could be a priority as a potential tourist product for the Republic of Azerbaijan [4]. As a result, Azerbaijan will have ample opportunities for cooperation in tourism with neighboring countries by promoting the rich historical and cultural heritage located along the northern, northwestern, and western corridors, as well as creating cultural and tourist routes at the local and regional level, and this, in turn, will help the region, create conditions for increasing the tourist flow, as well as increasing the number of tourist overnight stays.

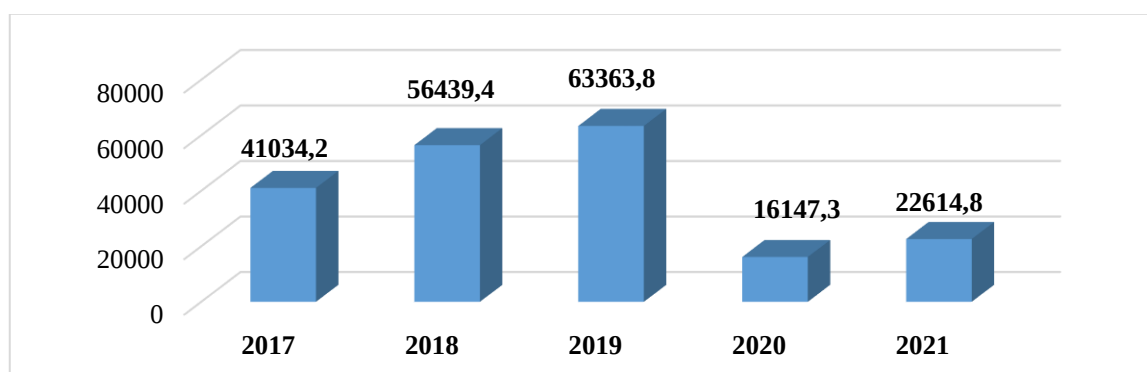


Fig. 6 Dynamics of revenues of tourism enterprises in the Republic of Azerbaijan (thousands man)

In recent years, there have been serious changes in the volume of income of tourist enterprises in our country [7]. For example, the income of tourist enterprises in 2017 was 41034.2 thousand rubles. If it was manat, then in 2019 this figure was 63363.8 thousand. manat, and in 2021 will increase to 22614 thousand. formed manat. As it can be seen from the analysis, there is a dynamic growth rate in the activity of domestic tourism enterprises every year (Figure 6).

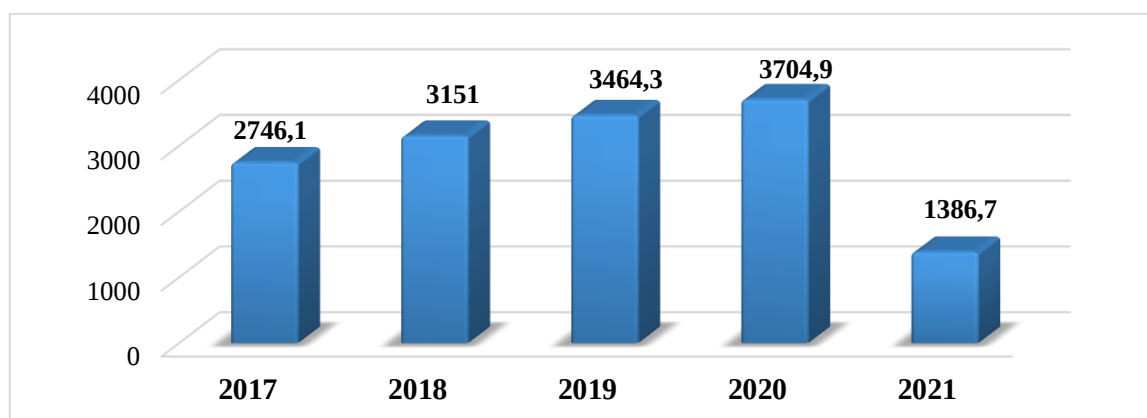


Fig. 7 Volume of added value created in the sphere's characteristic of tourism, million manat

First of all, the state must correctly assess the place of tourism in life and livelihoods of people, create favorable conditions for tourist activity, determine its main directions. The main developing types of tourism are domestic and inbound. The development of domestic and inbound tourism means the development of national tourism. The most positive impact on the economy of the country has the arrival of foreign tourists. Because they balance the domestic balance by increasing the inflow of currency into the country [5].

It is not easy to direct international tourist flows from the countries of the world to one's own country. Therefore, the main policy of the state in the sphere of tourism is the creation of infrastructure. Infrastructure of tourism is closely connected with other spheres of consumption; therefore, it can develop together with other spheres.

One of the factors contributing to the development of domestic destinations can be the active development of transport infrastructure, tourist logistics and the use of innovative technologies. A striking example of new technologies in tourist logistics was the presentation in January 2017 at the International Consumer Electronics Show CES 2017 of the world's first autonomous driverless electric bus called "SMARTSHUTTLE ARMA". Such buses are great for implementation in urban centers. Their route should include train stations and airports and lead to remote parts of the city with unobtrusive guided tours and presentation of detailed information on what and where potential tourists can visit. In the future, autonomous electric buses can be used directly for tourist purposes [5].

The emergence of innovative modes of transport is a very important factor for the development of tourist logistics. New technologies are able to attract the attention of tourists and contribute to the formation of tourist products. Such transport is also important from the point of view of environmental protection, due to the absence of emissions. Thus, the introduction of innovations will lead to an increase in the quality, safety and differentiation of tourist logistics services [1].

In recent years, the implementation of a broad socio-economic policy in the Republic of Azerbaijan has led to improved living standards. We can see the results of successful economic policy in many areas, and this impact did not pass over tourism.

3. CONCLUSION

Currently, tourism is developing as a part of lifestyle and becoming one of the main sources of budget income, and it is no coincidence that the number of tourists coming to our republic is increasing every year. The reason for all this development is the attention and care of our state in this field.

Our republic has concluded intergovernmental agreements with countries with extensive tourism development and rich experience in the field of tourism (Turkey, Poland, Italy, Georgia, Ukraine, Romania, Belarus, Greece, Moldova, Qatar, etc.), currently negotiations are underway to conclude such agreements with some countries (Egypt, Israel, Japan, Oman, Malaysia, etc.).

In recent years the Republic of Azerbaijan has co-operated with a number of international organizations in the field of tourism development. Among them are WTO (World Tourism Organization), ICT (Organization of Islamic Conference), GUAM (Georgia, Ukraine, Azerbaijan, Moldova), OSCE (Organization of the Black Sea Economic Cooperation and Development), CIS (Union of Independent States) and others.

Along with the above, the main reason that tourism has taken an important place in the country's economy in recent years was the adoption of the State Program of Tourism Development and the successful implementation of planned activities. Only after that the effective use of tourism resources began. Seven main tourist routes (Baku-Khachmaz, Baku-Astara, Baku-Balaken, Baku-Gazakh, Baku-Absheron Peninsula-Gobustan, Baku-Nakhchivan and Baku-Shusha) were determined in the republic.

To achieve high goals in the field of tourism it is considered advisable to implement projects of direct cooperation with the world's leading tourism companies to strengthen transport links of Azerbaijan and more effectively promote the country's tourism in the target markets. Also, the development of business logistics and transport logistics, which are the main types of tourist logistics, and the implementation of issues arising from the Strategic Roadmap for the development of specialized tourism industry in the Republic of Azerbaijan in this direction will lead to the development of tourism in the country.

As already mentioned, the creation of innovative modes of transport is also a very important factor in the development of tourist logistics. New technologies will contribute to attract the attention of tourists and the formation of the tourist product.

In general, the analysis shows that it is necessary to study and apply international experience in the direction of tourism development in our country in the coming years, and each step taken in this direction leads to positive results

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