

Ways to optimize logistics services in tourism

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Abstract: Tourism and logistics are interdependent areas, and the effective operation of tourism depends on an effective logistics system. Transportation organization, supply chain management, information flow integration and risk reduction are the main directions of the tourism-logistics relationship. The application of multimodal transport models, especially the development of infrastructure facilities such as Heydar Aliyev International Airport and Azerbaijan Railways, accelerates the movement of tourists and creates conditions for the expansion of domestic tourism.

Supply chain management based on the “Just-in-Time” principle, cooperation with local manufacturers and the application of digital technologies allow for cost reduction and improvement of service quality. Online reservation and information systems, including platforms such as Booking.com, contribute to the automation of logistics processes and increased tourist satisfaction.

At the same time, there are difficulties such as lack of infrastructure, seasonal tourist flow, high logistics costs and personnel problems. To overcome these problems, it is important to develop transport and logistics infrastructure, expand digitalization, train professional personnel and apply green logistics principles. As a result, the optimization of logistics services increases the competitiveness of the tourism sector and ensures its sustainable development.

Keywords: Tourism, logistics, transport, service, quality

Tourism and logistics are interdependent areas. The effective operation of tourism depends on the proper organization of the logistics system. The organization of transport, supply chain management, the application of information systems and risk management are the main directions of the tourism-logistics relationship. The optimization of logistics services in the tourism sector is of strategic importance in terms of increasing the competitiveness of the tourism sector, reducing costs and increasing tourist satisfaction. Logistics optimization includes the efficient organization of transport, the proper organization of the supply chain, the integration of information flows and the rational allocation of resources. In modern times, this process is carried out through digital technologies and innovative management models [4].

One of the main directions of optimization in tourism logistics is the improvement of the transport system. The introduction of multimodal transport models – that is, the integration of air, rail and road transport – ensures faster and more comfortable movement of tourists [10]. The main part of the international tourist flow in Azerbaijan is carried out through Heydar Aliyev International Airport [7]. Expanding the transit capabilities of this airport and strengthening its connections with the regions serves to optimize logistics processes.

The development of rail and road transport is also an important element of optimization. Modernization projects implemented by Azerbaijan Railways facilitate access to regions and increase the efficiency of domestic tourism [1]. Proper planning of tourist routes and coordination of transport schedules minimizes time losses [9].

Supply chain management plays an important role in optimizing logistics services. The delivery of food and other resources for hotels, restaurants and tourist facilities on the “Just-in-Time” principle reduces warehousing costs and ensures efficient use of resources [6]. Direct cooperation with local manufacturers reduces logistics costs and has a positive impact on the regional economy [8].

Digitalization is one of the main tools for optimizing tourism logistics. Online reservation systems, electronic ticketing, mobile applications and real-time data exchange accelerate service processes. For example, platforms such as Booking.com automate accommodation services, increasing the efficiency of

data flow [4]. Artificial intelligence-based analysis systems allow for the prediction of tourist flows and proper planning of resources [2].

In addition, human resources also play a significant role in the optimization of logistics services. The training of professional logistics managers, the training of service personnel and the development of management skills increase the quality of processes [9]. Standardized service procedures and quality control mechanisms reduce operational risks.

The application of sustainable development principles is also an important direction of optimization. Within the framework of green logistics, the use of alternative energy sources, the introduction of electric vehicles and the reduction of carbon emissions contribute to both cost optimization and environmental

However, a number of problems arise in the optimization of logistics services in the tourism sector. The main problems – uneven development of transport infrastructure, weak integration of multimodal systems, seasonal tourist flows, delays in the supply chain, high logistics costs, lack of professional staff, problems with digital technologies, environmental and financial constraints, lack of infrastructure in the regions and emergencies – negatively affect the quality of service, operational efficiency and tourist satisfaction [3; 10].

To overcome these problems, it is necessary to develop transport and logistics infrastructure evenly, integrate multimodal systems, optimize the supply chain, widely apply digital technologies, train professional personnel and apply green logistics standards [2; 8]. As a result, optimization of logistics services increases tourist satisfaction, reduces operating costs and strengthens the competitiveness of the tourism sector.

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