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URBAN TOURISM LOGISTICS IN CONDITIONS OF "OVERTOURISM"

The purpose To reveal the essence of the phenomenon of "overtourism" and its manifestations in the logistics of urban tourism.

The methodology is based on the use of a basic logistic model of sustainable development of tourism and its varieties: principal, wide-spread and strategic. The conceptual bases of the logistic strategy of sustainable development of urban tourism in the conditions of "overtourism"

" are worked out, in particular the concept of tourist decentralization, the concept of reversible logistics, the concept of the impact of marketing on logistics and the concept of increasing requirements to the safety of tourists.

Scientific novelty for the first time considered the application of logistics of urban tourism in the conditions of "overtourism" and worked out the conceptual foundations of the corresponding logistic strategy.

Results 1. The basic logistic model of sustainable tourism development and its varieties and strategies of sustainable tourism has been developed. 2. The logistic strategy of sustainable tourism development under the conditions of "overtourism" and its conceptual bases in the form of the concept of tourist decentralization, the concept of reverse logistics, the concept of the impact of marketing on logistics, and the concept of increasing the requirements for security problems of tourism have been worked out.

Practical significance. The above-mentioned theoretical positions were checked on the example of the problems of tourism development in Ukrainian cities like Kyiv and Lviv, and relevant recommendations were developed and proposed.

Key words: urban tourism, "overtourism", complex logistic strategy, decentralization of tourism, reverse logistics, influence of marketing on logistics, increase of safety requirements for urban tourists.

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