UDC 911.3
:
doi
.org
/10.17721/2308-135
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.2020.56.
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Smyrnov Igor Georgiyovych, □ Doctor of Geography Sciences, Professor, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine,
e-mail:
smyrnov_ig@ukr.net

LOGISTICS OF CRUISE TRAVEL AS A FACTOR OF EXIT FROM THE COVID-19
CORONAVIRUS PANDEMIC CRISIS

The aim of the study. Theoretical substantiation and practical application of the geological approach to the development and functioning of cruise tourism in the conditions of COVID-19 coronavirus pandemic crisis.

Research methodology. It is based on a comprehensive approach to supply chain optimization in the cruise business, which includes three components - the theory of logistics strategies by A. Bask, the model of supply chain flexibility by M. Naim and the P. Kralich matrix, which determines the structure of the supply chain, which is needed to ensure flexibility and implementation of an effective logistics strategy in the management of cruise tourism in the crisis associated with the pandemic coronary virus COVID-19.

Results of the research. A strategy for optimizing supply chains in cruise tourism and its practical application in the context of the crisis associated with the COVID-19 coronary virus pandemic has been developed.

Scientific novelty. For the first time in Ukraine, a comprehensive approach to optimizing the logistics of cruise tourism is proposed, which is based on the use of the theory of logistics strategies by A. Bask, the model of supply chain flexibility by M. Naim and the P. Kralich matrix, which defines a certain supply chain structure implementation of an effective logistics strategy in the management of cruise tourism in the crisis associated with the pandemic coronary virus COVID-19.

Practical significance. It consists in the development and practical application of the theoretical basis of the logistics strategy for the development of cruise tourism in the crisis associated with the coronavirus pandemic COVID-19. As a practical result, it can be argued that the logistics strategy of the cruise company should be customized to the needs of the cruise business and the needs of different categories of cruise tourists, and therefore should be quite flexible. Internal and external flexibility of cruise logistics is observed at the level of cruise ship types, transport hub, communication, power, route and communication, as well as mix (complex), volume and availability, respectively. Thus, the flexibility of cruise logistics is greater in the internal dimension than in the external, which explains the concentration of the cruise company, primarily on the maximum satisfaction of the needs of cruise tourists than just a sea (river) journey. In turn, the Kralich matrix determines the importance of different groups of product positions in the logistics (supply) of a cruise company by dividing them into strategic, basic, critical and non-critical groups based on the ratio of their impact on company profits and the degree of logistics risk. The most important is a group of strategic product positions with a very high impact on profits and the same degree of logistical risk. This includes the services of travel agencies, bus companies, insurance companies and classification societies. Their importance is

so great that cruise companies are encouraged to maintain long-term relationships with them for the sake of close cooperation and coordination, which will ensure the minimization of misunderstandings and mistakes and maximization of tourist satisfaction and the company's profits. On the opposite side is a group of non-critical product items (hotel products, food and beverages, fuel and tools). They are characterized by low logistics risk (there are many suppliers, it is not a problem to replace them) and a weak impact on the profits of the cruise company, which does not diminish their importance in the daily service of cruise tourists and meeting their requirements.

Key words: tourism logistics, cruise tourism, A. Bask's theory of logistics strategies, M. Naim's supply chain flexibility model, P. Kralich's matrix.

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Надійшла до редколегії /Received Editorial Board 17.06.2020