**INNOVATIONS IN LOGISTICS OF THE TOURIST INDUSTRY**

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Innovation is becoming increasingly important in all areas of the economy, including logistics and supply chain management. Since logistics uses significant amounts of data, even often manually, it can be argued that logistics has the greatest potential to benefit from innovative solutions.

Tourism enterprises, as the main participants in the provision of tourism services, perform a variety of important tasks within the framework of logistics activities. These enterprises provide management of the logistics cycle of the tourism product and its control, strategic planning and analysis, forecasting and programming, as well as providing new high-quality information. They interact with clients and combine information flows into one logistics information system to ensure efficient operation and high-quality provision of tourism services.

The main components of the logistics structure in tourism are: organization of recreational and tourism resources, management of the material and technical base of tourism, provision of information infrastructure, regulation of transport infrastructure, organization of excursion services, provision of related services, management of production and sale of tourism goods. The main tasks performed by logistics in the tourism industry include analysis, control and management of the processes of creation and sale of tourism products, fast and accurate transmission of the necessary information at a certain time.

To organize logistics data flows accompanying a tourism product, it is useful to use information logistics. It includes data collection, primary processing, reliability control, storage and transmission of information, updating, correction and presentation. One of the innovative ways of logistics processes in the service sector is logistics providing, where a company performs part or all of the logistics functions for its client.

Thanks to the introduction of logistics innovations and the development of the logistics network, the demand for tourism services is increasing. Thus, only by adapting to the requirements of modern innovative tourism can a tourism business respond to the changeability and flexibility of the tourism market.

**Key words**: logistics, innovative solutions, tourism business, management, information flows, changeability and flexibility,