

TRANSPORTS IN TOURISM

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Annotation: Any country that wants to develop tourism must first develop transport. This article presents the role of transport in tourism with vivid examples. In addition, the article also lists the types of transport. Each type of transport is accompanied by specific facts and opinions.

Key words: Transport, tourism, air transport, charter, GDP, low-cost (LCC), international airlines (IALs), railway, car transportation, Safari travel, sea transport, public transport.

Transport plays a key role in tourism, enabling travelers to reach their holiday destination and travel within or outside the country. It affects the comfort, cost, duration of the journey and the overall travel experience. Tourism involves the movement of people from one place to another, both within and outside the country. The legislation of a number of European countries (for example, France and Italy) includes transport services as one of the main services provided to travelers, along with accommodation services. In tourism statistics, transport refers to the means used by a visitor to travel from their place of permanent residence to the destination they are visiting. However, many transport companies and enterprises provide not only the transport of tourists, but also the transport of ordinary passengers, mail and non-tourism-related cargo.

Transport is divided into categories: air, water and land.¹ Various types of transport are used in tourism.

Air transport is the fastest and most convenient way to travel long distances, including international and domestic flights. Major airports and airlines offer a wide range of flights: scheduled air services for the transportation of passengers by air on specified routes; unscheduled flights (mainly charter flights and others not included in the air passenger transportation schedule), as well as chartering aircraft with a crew. Here, charter is understood as any passenger transport vehicle (aircraft, sea, river, automobile) fully rented by a travel agency from a carrier for the transportation of tourists.

In the current economic development environment, the reduction in the country's state budget capabilities, the intensification of global political and economic conflicts require the national economy to ensure high-tech, knowledge-intensive and high-quality strategic planning.² The aviation industry is of particular importance, being a system-forming tool in the economies of developed countries. Due to its close connection with other sectors, it is one of the most knowledge-intensive and innovative sectors of the economy. This has a significant impact on the

¹ More details on the importance of transport services in the development of tourism can be found in the work: "Service activities in tourism and hotel business". - Tomsk: Publishing house of Tomsk University, 2004.

² CAPA Centre for Aviation. Longhaul low cost airlines. World Airways to be US' first. <https://centre-foraviation.com/insights/analysis/longhaul-low-cost-airlines-world-airways-to-be-us-first-405559>.

pace of innovative development of the country, attracting tourists, ensuring sustainable economic growth within the framework of interregional integration and technological clustering. The youngest and fastest-growing type of transport, which is leading in terms of innovation in the future, is air transport, and its role in the development of the world economy, including in the tourism sector, remains high. This can be seen from the following example.

Aviation's contribution to tourism employment and GDP is significant:

- **Direct:** it is estimated that globally 16.4 million jobs in tourism are supported by spending of foreign visitors arriving by air. This includes jobs in industries such as hotels, restaurants, visitor attractions, local transport and car rental, but excludes air transport industry jobs.
- **Indirect and induced:** a further 21 million jobs are supported through the tourism industry's supply chain spending and
- Through employees spending their earnings on goods and services.

Including direct, indirect, and induced effects, air transport supports over 37.3 million jobs within tourism, contributing around \$967.8 billion a year to world GDP.³

One of the results of increased competition in the air transportation market is the rapid development of the low-cost (LCC) segment. The creation of a low-cost division by existing airlines is usually carried out for two reasons. The first is to protect the domestic market from low-budget competitors. Within the framework of the "Defense model", budget divisions are created to compete on local routes, while the parent company focuses on international airlines (IALs). The second reason is the lack of competitiveness on medium-haul routes due to high costs. Long-haul flights are the main source of profit for traditional air carriers, while medium-haul flights, as a rule, show minimal profitability or do not bring any profit. The creation of a low-cost division operating on the same route network as the parent airline makes it possible to solve this problem.⁴

Rail transport is popular for domestic travel. It is a convenient and relatively inexpensive way to travel between cities and regions, especially in Europe and Asia. Rail tourism was primarily linked to the travel experience, being slow, cultural, heritage-based and a much more dynamic form of tourism than mass tourism.⁵ Railway heritage could attract both the young and old generations looking for new experiences, or with nostalgia for past memories.⁶

At the present stage of development, railway companies are actively developing tours focused on the cultural, historical and natural heritage of regions. Such routes not only provide tourists with a unique opportunity to immerse themselves in the cultural environment, but also

³<https://aviationbenefits.org/social-development/tourism-enabler>.

⁴ Maltsev A.A., Doctor of Economics, Professor, Head of the Department of World Economy/International passenger air transportation: determinants of explosive growth/ pp. 26-30.

⁵ Muriel-Ramirez, M.J. Institutional foundations of heritage railways: The high cost of low trust in the preservation of merit goods. *J. Econ. Issues* 2017, 51, 663–687.

⁶ Michniak, D. Role of railway transport in tourism: Selected problems and examples in Slovakia. *Quaest. Geogr.* 2016, 35, 107–120.

contribute to the development of local communities and the economy.⁷ Railway tourist travel has a significant impact on the evolution of the country's tourism infrastructure and economy by creating new jobs and activating domestic tourism. The organization of railway tourist train routes requires the participation of a variety of professionals - from guides and service personnel to drivers and engineers. All this contributes to the generation of jobs and the preservation of employment in the regions along the tourist routes.⁸

Car transportation - car rental or bus tours. This is the most flexible way to travel, giving you the freedom to start and stop wherever you want. The first trips by private car began to be made as the automobile industry developed at the beginning of the 20th century, but this type of tourism gained the greatest popularity in the post-war period. During this period, automobile companies began to actively produce new models of personal transport, and states began to build long highways. Auto tourism developed most dynamically in the United States, where in the middle of the 20th century, due to the rapid growth of citizens' well-being and the established automobile industry, travel by private transport became widespread. Today, specialized agencies provide services for tourist trips by car. They develop routes, select hotels, campsites and hostels, book ferries and issue visas. However, this type of travel has become the most attractive precisely because tourists have the opportunity to plan their trip independently and without outside help, without adjusting to train and plane schedules.

One of the popular types of automobile tourism was and remains Caravanning and Safari travel. Many travel companies offer a special service for traveling by car across Africa.

Sea transport - cruises and ferries. Sea travel attracts tourists who want to have a unique vacation and explore many countries and islands in one trip. Sea transportation has always been necessary for global trade and travel. There are many significant bodies of water across the world, and these bodies are used for trade, tourism, and military purposes. According to statistics, it turns out that only in Europe, maritime ports handle 30% of the external transport of tourists and 35% of the domestic passenger transport.⁹

Motorcycles and bicycles are popular among active tourism and adventure enthusiasts, providing freedom of movement across diverse landscapes. When it comes to bikes for travel, the first place is the ability of the equipment to cover long distances, while providing comfort to the driver and passenger. The ability to transport a certain amount of things is also included in the list of necessary capabilities. Given the specifics of the modern market, in its pure form, the class of touring motorcycles is represented by powerful large-sized Chinese models equipped with luggage racks, on-board navigation systems, audio, etc., capacious gas tanks. Motorcycle tourism involves not only civilized routes on asphalt roads, but also trips to nature on rough terrain, and often in the absence of roads as such. For extreme sports, it is better to choose sports

⁷ Kulikova E.B., Yatskevich K.O. Railway tours in Russia: problems and development prospects // Transport business of Russia. - 2018. - No. 4. - P. 3-5.

⁸ Kleymentov A.A. Intensification of railway tourism in the Russian Federation // Railway: the path to the future. - 2022. - P. 369-374.

⁹ EMSA Report 2006, "Safer and Cleaner Shipping in the European Union", Foreword of Executive Director Willem de Ruiter, page 1. (ISBN 92-95032-04-7).

models. Here, an enduro or other cross-country motorcycle with high cross-country ability can act as a touring motorcycle.

Public transport (taxi, minibus, metro) is an essential element of moving around the city or tourist areas. It is an economical and affordable way to travel in large cities. In general, there is an effort to suppress individual journeys by private car, which are the least ecological, and more emphasis is placed on the development of public transport.¹⁰

In conclusion, transportation is essential for the development of tourism. The rational use of these transportation options can further develop the tourism industry. Transportation in tourism also includes issues of ecology, sustainable tourism, and convenience, which are becoming increasingly important for many travelers.

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