



THE IMPORTANCE OF TRANSPORT LOGISTICS IN TOURISM

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ABSTRACT

Transport is one of the essential components of tourism activities. The relationship between transport and tourism development is very important because it contributes significantly in the development of tourism. It overcomes the physical social and economic development of human beings. It overcomes the physical constraints of distance and meets the human needs for movement over the space.

Keywords: Tourism transportation, Traveling, Air transportation, Railway, Water transportation

Introduction

The term transport is derived from the Latin word trans meaning across a port. Thus, the movement of people or goods from one place to another by a means of transport is called transportation. Each tourist has to move from place to place and needs transportation for his or her movement. Transport helps people to move from tourist generating area to tourist destination area. In between, there is a transit route. There are different modes of transport like road transport, rail transport, water transport and air transport. In earlier times road transport was more popular than railways or waterways. For travellers, the states have taken keen interest and extended some important facilities on these land routes.

Tourism plays a key role in the socio-economic and cultural progress through creation of jobs, enterprise and infrastructure and revenue earnings. Tourism certainly requires an integrated development of basic infrastructural components, and transport is one of them. Transport occupies a key position in tourism sector and it is an important driver for socio-economic progress. It plays an important role as it would be impossible for tourists to visit many tourist sites without it. It provides an essential link between points of origin to its destination areas. It facilitates the movements of holiday makers, business travellers, people visiting friends and relatives and those undertaking educational and health tourism. Over the years, tourism has recorded significant growth in development and is one of the fastest growing economic sectors in the world. Due to new innovations in transport system, the growth and patterns of tourism are changing.



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At the global level, air travel is the second most popular mode of transport after road. It is the fastest means of transport. One can reach the destination in hours covering the distance of thousands of kilometers. Air transportation has connected all nations of the world. It has transformed the whole world into a Global Village. This mode of transport is free from surface hindrances such as inaccessible mountains, dense forest, marshy land, flooded areas, hot and cold desert.

The transport industry has gained a vital place in the global network system and is one of the most important components of the tourism infrastructure. It now becomes easier for people to travel from one place to another because of the various modes of transportation available.

The earliest forms of transportation in the ancient times were animals on land and sails on the sea. Travel development from the need to survive, to expand and develop trade to far off countries, and the hunger to capture new lands and territories. This was followed by the use of steam and electricity in the nineteenth century followed by internal combustion engines.

Since tourism involves the movement of people from their places of residence to the places of tourist attractions, every tourist has to travel to reach the places of interest. Transport is, thus, one of the major components of the tourism industry. To develop any place of tourist attraction there have to be proper, efficient, and safe modes of transportation.

Transportation is vital to tourism. Studies have shown that tourists spend almost 30 to 40 percent of their total holiday expenditure on transportation and the remaining on food, accommodation, and other activities. This aspect once again highlights the importance of transportation.

A tourist can travel by a variety of means. The tourism professional, as well as tourist, should be aware of the various modes of transport available to reach the destination and at the destination.

Transport provision is an important part of the travel industry. Firstly, if there was no transport available nobody would be able to travel around the world and go on holidays. Also the tourism industry wouldn't make as much money as they are now. However, there are a range of transports that you can use to travel to various destinations around the world:

Road - private car, coach, taxi, bus, bicycle.

Rail - regional services, intercity routes, high speed services, steam trains.

Sea - ferries, cruise ships, barges, yachts.

Air - scheduled services, charter flights, low cost airlines, air taxis.



Airline Logistics in Tourism Air transportation is an important transportation system used in many countries for military, trade and tourism purposes. In recent years, with the advancement of technology and the opening of new airports, demand for airline vehicles has increased considerably. There are also important benefits for the tourism industry, such as all industries in terms of developed and less developed countries. Airline transportation systems, especially with the increase in mass tourism, provide tourists with time savings in long-distance travel. It is a fast, comfortable, inexpensive and reliable transportation system considering the travel of both products and tourists.⁶⁹ Due to the diversity of touristic products, the expectations of tourists and the change of wishes, the desire of tourists to travel increases. For this reason, air transportation has become an indispensable part of the tourism industry, especially in terms of speed compared to other transportation vehicles.

Railway Logistics in Tourism Since the railway logistics is fast and big capacity from highway transportation, it has started to be used in the beginning of 20th century. Mass transportation has remained as a logistic tool for a long time in terms of freight and military purposes. With the advancement of technology, the attractiveness of railway logistics decreased with the developments in airline and maritime logistics activities. In terms of tourism industry, it is the first transportation vehicle for mass tourism. Due to the low cost and the possibility to visit many tourist destinations, it is in demand in terms of tourism. In many countries around the world, there are train routes for tourism purposes, traveling, eating and drinking. This type of tourist transportation, which is comfortable and affordable, provides an alternative type of tourism to the masses.

Highway Logistics in Tourism Highway logistics elements are indispensable for the transfer of products and people in terms of all industries. Although it has a long duration of highway transportation, it is used continuously due to geographical conditions and operating costs. With the advancement of technology, it is not possible to save time due to traffic rules even if the transportation vehicles are more comfortable and fast. With the development of highway's infrastructure, road vehicles are preferred especially in short and medium distance tourism activities. Transfers between touristic regions are carried out by highway transport, which is difficult to reach to touristic areas and transfer services between accommodation facilities and other means of transportation. Tourists who prefer long-distance aircraft or sea-based logistics vehicles benefit from Highway logistics opportunities in short-distance either by compulsion or willingly. Travel agencies and tour operators, which carry out the logistic activities in the tourism industry, organize tours with road vehicles in their activities within the country. In addition, it performs tours by bus for nearby and



neighboring countries. The main reason for this situation is that the costs are more suitable than other types of transportation. Apart from that, travel agencies provide services to tourists through car rental. Tourism enterprises also use highway transport vehicles on a daily basis with the transfer of tourists from a tourist destination to another destination. In this regard, highway logistics are used frequently both in the product logistics of accommodation establishments and in the transfer services of tourists.

Traveling has always been an important feature, but its function has substantially evolved. Historically, travelers were explorers and merchants looking to learn about regions, potential markets and to find goods and resources. The risks and exoticism associated with also attracted the elite that could afford the large expenses and the time required to travel to other remote destinations. Many wrote realistic and even imaginary travel accounts. As time moved on and as transportation became more reliable, traveling became a more mundane activity taking place in an organized environment; tourism. In the modern world, traveling is more centered around annual holidays and can be reasonably well predicted.

As an economic activity, tourism is characterized by a high demand level of elasticity. As transport costs are significant for international transportation, cost fluctuations strongly influence demand. Therefore, transport is a key element in the tourism industry. The demand in international and even national transport infrastructures implies a large number of people to be transported in an efficient, fast, and inexpensive manner. It requires heavy investments and complex organization. Well-organized terminals and planned schedules are essential in promoting adequate transportation facilities for tourists, notably since the industry is growing at a fast rate. Transport policies and national regulations can influence destinations available to tourists. One dimension concerns the openness to tourism through travel visa restrictions, which vary substantially depending on the countries of origin of tourists. Unsurprisingly, travelers from developed countries, particularly Europe, face the least restrictions, while travelers from developing countries face a much more stringent array of restrictions. Another dimension concerns the provision of infrastructures. If the public sector does not cope with the demand in terms of transport infrastructures, the tourist industry might be impaired in its development. However, land transport networks in various countries are designed to meet the needs of commercial movements that tourism requires.



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