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**UNDERSTANDING OF TOURISM TRANSPORTATION  
AND ITS AZERBAIJAN MODEL****F. Alasgarova***Postgraduate student  
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**Abstract.** Though the role of transportation in tourism is very important, it is a element that is rarely thought about given the range of its influence on the environment. The paper analyzes how the giving of transportation services to and in tourism destinations has an affect on its sustainability. It is essential for tourist places, regions and cities to have a clear transport network and to ensure good connection through social transport services to create the contact more sustainable. The article contains detailed information about the introduction to the concepts of tourism and transport, links among them and the main trends of tourism transportation, world experiences in this field, as well as tourism transportation in Azerbaijan. The article can be considered as a useful resource for experts, hotel administratives, tourism agencies and researchers conducting research in this field.

**Keywords:** tourism; transport; transportation; services; tourists; resources; modes; sustainable transport; travel.

**1. Defition of tourism transportation**

Tourism began to develop as the socio-economic sphere in the mid-nineteenth century. Until that time, the tourism have aimed as individual trip and travel, travellers without registration in different areas and countries were called as "Tourist".

Tourism is conditional on the production and consumption of a bundle of services, goods and ultimately experiences [1, p. 21]. Tourism embraces the action of people through time and distance from their home to destinations, or within destination places.

Tourism and transportation have been part of the our life for millennia. Chatwin (1988) hypothesizes that travel, in the form of nomadism, was the norm for Homo sapiens for much of our species' history. That biological heritage, Chatwin argues, shaped the human psyche to consider travel to be not

only normal but even, under the right conditions, pleasurable [2, p. 25].

Historically, tourism has developed from traditional disciplines such as geography, sociology and lingvistic which have often provided optional specialism in tourism [3, p. 31].

Tourism has developed in significance over recorded our history, and it takes a broad multiformity of forms in reply to differ motivations, as well as, religion, health, social status, wellbeing, education, entertainment, business, rescuing, finding yourself, and etc.

Transport is a main demand for tourism to intervene. It is the essential component which combines the tourist with the destination, consolidating the essence-destination elements and thus is a important component in the tourism system.

Transportation is an essencial and main part of the tourism industry. It is extremely necessary to the development of transporta-



tion that tourism has broadened. The arrival of flight has wrinkled the world, and the motor vehicle has organized travel to anywhere feasible.

Transportation is vital activity in moving both freight and passengers around the world [4, p. 3].

According to Burkart and Medlik, transportation can be defined as “the means to reach the destination and also the means of movement at the destination” [9].

Transport is an essential component of tourism by definition, providing connections between regions, domestically and internationally, and connecting attractions, accommodation and commercial services at destinations [10].

As the matter of truth it is hard to meditate of tourism sector without transportation. Transportation is the essential mean to convey travelers, which is, the tourists to the factual site where tourism maintenance are accomplished. The growth of transportation, transportation vehicles and utilize new technologies in this section accelerate the growth of tourism.

Hereby transportation plays main role in enhancing the travel competence of a tourist devolves on the mode of transportation and the density of use. Transportation can transform into a particular tourist sideshow component; cruising, boat trips along the river, trains, and etc. are the best patterns to tourist attractions.

The efficacious factors in choosing the transportation mode in tourism are given below: geographical position, status, time limit, security, distance, comfort, price, benefit, competition. Tourism has very broad service structure and the functional structure of this service is showed as following structures:

- The services for accommodation of tourists (hotels, motels, boarding houses, sanatoriums and tourist markets, etc.);
- Services for tourists in rented private apartments and houses, as well as a tent,

trailer homes connected to the car, ships, trains, yachts, and others offered by local residents;

- Services to provide food for tourists (restaurants, canteens, cafes, snack, coffee shop, bar, etc.);

- Services on different types of transport for passenger in visited country (rail, sea and river vessels, air charter flights, buses and so on).

It should be noted that the development of the transport system and establishment of potential tourist transportation is more favourable for visiting of tourists to the foreign countries within the spending less time. Selection of modes of transport depends on geographical position of the host country for tourists, the location of the sending country, at the same time social status and financial resources of tourists.

Various forms of transport have been associated with the development of tourism, technological developments in transport combined with the rise in personal disposable incomes have led to the expansion of both domestic and international tourism [5, p. 168].

The essential aspects of the tourism activity are consist of costs which focused to the safety of transportation, comfortability for tourists and service on transport. International tourist transport determines the types of transport according to the tourists interests.

In general, tourism, as particular area of services, focused to the the international movement or traveling of people and the development of this field has been extended in the second half of the twentieth century.

## 2. The world experiences on tourism transportation

World experience shows that tourism activities covers 30 % of income of state and population in the tourism developed regions. The service sector is due to the development of tourism as the social field. Transportation



and travel can be discussed without taking the tourism into deliberation, but tourism cannot develop without travel.

Culpan (1987) identified transportation modes and management as the “important ingredients of the international tourism system,” acknowledging that linkage by air, sea and land modes is essential for the operations as well as the availability of support services such as fuel stations, auto repair, motels and rest facilities for land travel [11].

According to the world experiences, the most part of tourist transportation is carried out with car and air transport. *Air transport* has the special role for the transportation of tourists. The construction of the airport to international standards, service sphere in accordance with international principles for air transport, security obligations for reception and flight of them their increases the importance of air transport for tourism as the consumer.

Air travel has made significant changes in people’s minds concerning time and distance. In order to meet the demand which increases every day, the airline companies spend billions of dollars and apply new technological innovations. Having matchless role in long distances the air travel industry develops very rapidly. According to the International Air Transport Association (IATA), in 2014, airlines transported 3.3 billion people across a network of almost 50,000 routes generating 58 million jobs and \$2.4 trillion in business activity [12].

*Automobile transportation:* In short remoteness automobile transportation steps forward in regard to another modes of transportation. This transportation fixes up it convenient to see local culture and customs of peoples. It hands over great extensibility in contradiction to other modes of transportation. Whenever we tried to compare with the prices of traveling in air transportation, automobile transportation is regularly used by people because of cheap prices.

*Railway transportation:* The other mode that exposes tourism is railway transportation. The type of this transportation is thought about the oldest one. If we look for the history, the railways were often used in nineteenth century. Now the railways are used for transportation of cargos in many countries. The main reason for this is increasing the role of air or automobile transportation in tourist selection.

*Sea Transportation:* We can include cruise travel, boat travel, ferry travel yachting, and etc for this transportation. The cruise travel has a special place than other sea transportation in tourism sector. The cruise ships under the named as sailing hotels which provide passengers with all-important travel opportunity. However travelling with a cruise ship, the tourists get the opportunity to see several countries at a time [6, p. 65–73].

Recent texts such as Tolley and Turton (1995) and Hoyle and Knowles (1999) do at least highlight the need to consider recreation and tourism in the context of transport geography [2, p. 146].

Halsall’s (1992: 175) comment that “transport provision is a permissive factor in much tourist/recreation development, itself a product of increasing mobility, leisure time and affluence” remains a valid assessment of the relationship between transport and tourism a decade later.

Tourism keeping up to rise at a substantial rate in most developed countries and trying to find new and various opportunities for all kinds of works may mean a bigger interest for the economic use of essential forms of transport for tourism.

Sustainable transport and this ideas in particular, imply an important role for government as regulator and tax authority [7, p. 290].

Transportation requires for tourism advertisement and tourism progress among others, to be service of the current roads, building of more roads such as rail track, sea and air transportation, and construction of local



airports and improvement of local flight movements.

Travel and tourism (T&T) is a huge and diverse industry. With \$1.3 trillion in direct and indirect expenditures, it is one of America's largest industries [8, p. 5].

Transportation is not just about getting people from here to there. It's about the journey. The Transportation sector plays a crucial role in the Canadian tourism industry, with air, rail, ground and water being the major transportation modes serving travelers countrywide [13].

All the noted issues show the importance of transportation in tourism sector. According to the above mentioned notes, the tourist's travel experience starts and ends with transportation. In this sense, if the countries want to get sustainable development of tourism sector, they must take notice to transportation sector.

### **3. The developing of tourism transportation in Azerbaijan**

After regaining its independence, Azerbaijan has developed economic links with different countries within the framework of the integration into the international community. As one part of these relations, our country pay attention to the development of international tourism.

Heydar Aliyev, National Leader of Azerbaijan, was paying special attention to the development of tourism in the country. In 1999, on the basis of the decree of the National Leader on the "Law on Tourism" was adopted [14]. In 2006, Azerbaijan Institute of Tourism created under the Ministry of Culture and Tourism according to a Decree Ilham Aliyev, President of the Republic of Azerbaijan as the only high school education where teaching tourism.

It should be noted that "State Program on development of tourism in 2007–2016" was adopted which focused to the development of

different types of tourism in the country, as well as, to improve skills of specialists who is working in the field of tourism in Azerbaijan [15]. The main objective of the State Program is to provide the implementation of state policy in the field of tourism, the efficient use of tourism resources as the component of socio-economic development, recognition of tourism priority field of the country economy and increase the efficiency of this field.

The main objectives in the field of tourism development in Azerbaijan are consist of the study of tourism resources, confortability of tourists, services which is necessary to their needs, expanding of the number and quality of excursions and other cultural events and adoption to the modern standards, studing of resources and sustainable development of resort and hotels, the expansion of the construction of other tourist facilities, tourist routes, increasing the types of tourism development, priority types of tourism as well as cultural tourism, ecotourism and rural green tourism, recreation areas such as strengthening state regulation in the field of tourism.

Azerbaijani airspace can also play the role as transit for the transport of international tourists. So, Azerbaijan international airport can get additional transit fees through the transfer of the outgoing and incoming tourists from Europe, as well as pick up them from/to East side.

Service vehicles adapted to the requirements. Bus stops, map-schemes in subway, should be provided with signs, these data should be available in foreign languages, old and unusable vehicles should be decommissioned. Provision of information in foreign languages will help free movement of tourists within the city limits. The number of vehicles within tourist routes should be increased and adding new types of transport. Tourists should be offered different types of



transport such as rail, sea and river vessels, air charter flights and buses.

At the same time, Azerbaijan has signed intergovernmental agreements with Turkey, Poland, Italy, Georgia, Ukraine, Romania, Belarus, Greece, Moldova, Qatar and other rich experienced countries in the field of tourism. Currently, discussions on such agreements are continued with other countries.

The signing of these agreements will enable developing different areas of tourism, including tourism transportation and preparing professional specialists in this field.

### **Conclusion**

All the stated issues prove the importance of transportation in tourism. As mentioned above the tourist's travel experience starts and ends with transportation.

Hereby, there is special attention to the role of transport in tourism sector, world experiences on transportation, important aspect of social life has been involved in a systematic study.

In this article, I have tried to explain that tourist transport brings great opportunities in relation to sustainability in how they travel to their destinations and how tourists travel around once they have reached in their vocation areas.

Research showed that Azerbaijan has enough resources for tourism sector. Strategic location of country creates more opportunities on transit tourism transportation from/to Asia and Europe.

In Azerbaijan there is a need for large-scale research in the field of tourism, as well as tourism transportation and for serious and

sensitive approaches of institutions working in this field.

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