

## THE ROLE OF TOURISM TRANSPORT'S DEVELOPMENT IN ECONOMIC GROWTH

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### Abstract

*Tourism is one of the necessary and very important sectors of country economy. Tourism has its appropriate inimitable characteristics that differentiate this sector from the other sectors. As in the other service industrial fields, in tourism sector the tourists come to the tourism destination place where the tourism services are supplied. To my observation and international experiences, it is hard to think of tourism industry without transportation. Transportation means to carry the tourists to the relevant place where tourism services are accomplished.*

*The article contains detailed information about the introduction to the concepts of tourism, theoretical approach to the tourism as service industry, the role of transport in tourism development, international experiences in transport tourism, development of transport tourism in Azerbaijan economy. The article can be considered as a useful resource for experts and researchers conducting research in this field.*

**Keywords:** *service; tourism; transport; industry; transport tourism; destination; economy; travel.*

**JEL Classification:** L<sub>83</sub>, L<sub>91</sub>

### Tourism as a Service Industry in the Economy

Tourism is one of the most necessary sectors in the world industry, which is involving millions of people over the world, large sums of money and creating employment in different countries.

The tourism industry and the services that fall under its broad umbrella are complicated essential needs. [12]

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According to Wikiversity research, tourism is important to the developing of lots of countries, that is why the income created by the use of services and goods by the tourists helps to the government taxes assembled on businesses in tourism sector and create the possibility for employment and economic progress by hard working in the industry. [13]

Hereby, tourism can eliminate or turn down a country's bondage upon other countries and can be of special significance to improve the level of those countries whose economies, apart from tourism, are based on essential products. [1, p. 124]

According to Barcet A., service innovation "causes to know new something into the access of life, timing, organization and placing of what can generally be portrayed as the collective and individual processes that connect to consumers". [2, p. 51]

Tourism and other travel-related facilities comprise services provided by restaurants and hotels (as well as including catering), travel companies and tour operator facilities, tourist guide and other relevant services. [14]

As a service industry, tourism is quickly becoming one of the main industries in the South Africa which is no special case with its natural prettiness found in the most of its areas, especially KwaZulu – Natal and Western Cape. But why is tourism explained as a service industry? Tourism displays all the features of a service industry. This factor is shown by the origin of its components service bargains, which are different industries in their own law. To add the tourism industry's progress in view of the customary three – sector model of development introduces a theory of the development process in different stages.

As any other industrial sector in the economy, the tourism can be economically reviewed from the productions (services) it conveys and from the inputs it requires to accomplish the production of tourist services or products. Before any country or region within a country can attract tourists on a large scale, certain important inputs (facilities and services) must happen. The businesses or companies that provide these services arrange a tourism industry. The most necessary facilities' branches or sectors that directly connected to the tourism industry are the following:

- a) *transport and travel services;*
- b) *accommodation and catering services;*
- c) *business and leisure facilities;*
- d) *promotional and marketing services.*

According to Howell (1983), tourism is defined as both an industry and an answer to a social necessity, because its product covers all the elements that combine to shape the tourism consumer's experiences and succeed to satisfy their expectations

and necessities. Rogers and Slinn (1993) explained tourism as marking the provisional short term action of people to destination places outside the regions where they normally inhabit and work and their actions during their stand at these tourism destinations.

Increase the overall feature of services and products within the tourism industry; improve the levels of claim nationally, regionally and internationally; magnify competitiveness within the industry; provide sensible and trustworthy information on quality norms for the tourist and the travel industry. [15]

At the same time, tourism is also more than a service industry that is why the facilities of tourism consider cultural heritage, natural amenity, dramatic view, commercial hospitality, etc. According to Singh and Kaur (1982), tourism can be divided into the three following elements:

- (a) human element (tourist necessities and desires);
- (b) physical element (accessibility and geographical aspects);
- (c) time element (stay and trip duration).

#### **The Role of Transport in Tourism Development**

Today, as service industry, tourism can be very fast rebound on investment created. According to all tourists' decision to consist both time and cost are the existence of other transport facilities, convenient, unharmed, cheapish and fast prelude for tourism development. [3, p. 1]. Choosing the kind of access to tourism destination places and ensuring the transport for these two parameters influence the system. Investigating the connection between sustainable tourism and transport is the most significant outcome of this study.

Tourism, certainly, is one of the necessary areas where the significance of traffic for the economic progress of a state is relieved. As the blood-torrent of the economy, traffic suggests its necessary function in communication and transportation of goods and people purposing towards common standards of the state. [4, p. 369]

Transport cater is a major element in the growth of tourism. Historically, the development of tourism has been nearly connected with progresses in transport technology and innovation, which have progressive-minded simplified access between destinations and markets within the world as the enlargement of railways was tracked by the extension in car possession and then air voyage. [5, pp. 14-29.]

The efficacious factors in selecting the transportation rules in tourism are added as following: distance, time limit, comfort, status, benefit, security, geographical position, price, competition.

Transportation is an important component of tourism and recreation sector, and comprises not only rescuing coming and return of visitors to and from their

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destination places, but also turnover while at their destination place. Furthermore, in many circumstances, tourism, transportation and recreation actions can be synonymic. For instance, on public lands and in parks, transportation, including riding transit systems, auto-touring and bicycle and pedestrian travel, is a main shape of tourism and recreation activities, offering the visitors the possibilities to see, evaluate cultural and natural landscapes, experiment and link characteristics.

#### **International Experiences on Transport Tourism**

Recreation and transportation are confidentially associated. Transportation actions, comprising walking and driving, are often sample shapes of recreation activities carried out by visitors and tourists in public lands and parks. By definition, tourism initiates some shapes of transportation and travel. Moreover, a great number of the recreation and tourism took part in Americans appears on transportation equipment involving streets, roads and pathways. Transportation systems ensure not only equipment and activities for recreation issues, but also convey ways by which the impacts and requirements of recreation and tourism can be efficiently and effectively conducted. These combinations give the impression that transportation is contrary and that carrying systems form tourism and recreation treatment. Throughout their broadness, diversity and intensity specific recreation and transportation, the contacts mark recreation and transportation as immanently combined systems. [6, p. 28]

For each country, to find themselves on the road to arrange a new system concerning its integration with the international tourist and visitors movements, it is hard from some points of view. As one of Balkan region state, Croatia was born in the war and sprang up from a system which was almost destroyed. There are historic possibilities for an independent development of a new tourist future. The advancement of the efficiency and quality of the tourist suggestion is a project of reciprocal interest for many organizations and many subjects. [7, p. 369-378]

Transport is indicated to play a major role in opening up a destination place: the connections between transport and growing up the number of resorts and hotels is intensified, trip outlines development and in the last stage a condition of maximum connectivity outcomes. [8, 2012, p. 4]

In 1992, the Commonwealth Government of Australia declared a national tourism strategy for the country under the name, "Tourism: Australia's Passport to Growth". After this, the country's Minister of Tourism A. Griffiths noted that tourism "has ripened into an outstanding, proficient industry..."

They focused on clarifying the meaning of tourism industry and on finding who are its participants? For this aim, the Australian Bureau of Statistics does not signal tourism as a distinct industry and has no definition for "tourism". This fact

should not astonish us, since tourism is not an industry to start with. It is merely, the modernization of diverse industries or areas that indirectly or directly cater to the necessities of the tourist. Diversity is the fact that has demonstrated the biggest trip block in the tourism industry's action over the last ten years to legalize itself in the eyes of the Australian governments and public authorities. The variety and geographical borders of the tourism product factors, as well as the contending interests among tourism areas are the major arguments for this permanent tussle for recognition.

As a government agency, the Australian Travel Industry Association lists 5 direct trading sectors under the tourism services: transport carriers, accommodation, attractions, promotions & distributions, tour operators & wholesalers, and retail services.

The tourism and travel industry and the nation's transport system have considerable interdependent influences on the American economy. From a statistical point of view, the former is an immense \$1.3 trillion generator for the number of 7.5 million direct works and national economic surplus that is dependent on travel expenses, while the last is the connection for transporting the huge volume of the nation's goods and travellers. [9, p. 3]

Nearly 80% of all travels happen on highways and driving is the most prominent recreational action for Americans. To become a visitor or tourist is about driving time, driving costs, driving security, and driving annoyance. Two main issue: First, the phrase "tourism and travel," as generally used, comprises travel for business aims, as well as comfortable travel. For example, the UN World Tourism Organization notes that tourism includes the actions of visitors traveling to and staying in different places outside their current environment for not more than one consistent year for leisure time, business and other aims. [16]

It can be sensibly fact that the modern American recreation and tourism industry sector, furnishing services to individuals and families, driving lots of miles on their vacation, began with the increasing of the level of interstate highway system. Further, the industry has not ever appeared to appreciate fully the indivisible linkage between the vivacity and developing of the industry section and the nation's highways.

### **The Development of Transport Tourism in Azerbaijan Economy**

The tourism industry of Azerbaijan is undergoing a rejuvenation and revitalization process. Foregoing the independence, experts from the Soviet Union made substantial investments in the tourism sector of Azerbaijan – especially in

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transport facilities, museums, hotels, and other tourist sideshows. As a major tourist destination placed within the Soviet Union, Azerbaijan profited from the tangible assets allowed from this investment. [10, p. 3]

Mountains, coastal areas, farmlands, forest areas, and nine out of a realizable eleven different climate zones ensure Azerbaijan with a wide range of natural surroundings that can be used to increase a range of tourism actions and to allure a various group of tourists.

Azerbaijan is well off with natural resources, including natural gas, oil, and mineral resources, as well as wide areas of farmland. Hereby, there are these areas of agriculture, more widely, the rural regions of Azerbaijan, which could best suggest and assist unique tourism services. Furthermore to the rural and natural attractions, Azerbaijan has a wealthy history that concluded from its internalisation into the powerful of early empires; it had been occupied and lined by the Persians, Romans, Arabs, and Seljuk Turks.

2011 has been notified by government the “Year of Tourism” in Azerbaijan. The tourism sector is of key significance as one of the priority issues of the non-state sector in the country. [11, p. 3] Today jobs are accomplished to involve tourists from different foreign countries. Furthermore, all works in the service sector are focused to promote Azerbaijan’s tourism possibilities among the people abroad.

There are many destination places in Azerbaijan which would be of interest to foreign visitors and tourists. Baku is the foremost example of an old city gone modern. Baku has a rare architecture that chains from grand palaces encouraged by the turn-of-the-century oil resonans to a walled Old City that surrounds the ancient historical Shirvanshah’s Palace, as well as the twelfth century Maiden’s Tower.

Azerbaijan is a land with rare geopolitical, geographical and climatic situations. It is a fact that today, the total area of Azerbaijan is 86.6 thousand km<sup>2</sup>. There are a lot of mineral, medical and medical mud and oil, thermal springs in Azerbaijan. Those resources are mostly located in Nakhchivan, Shamakhi-Ismayilli, Ganjabasar, Guba, Balakan-Zaqatala, Masalli-Lankaran, Sheki-Qabala regions. There are 6 national parks and twelve reservations. They cover 2.4% of the area of the country and can be discovered in all the climate zones which exist in Azerbaijan. There are six caves, including Azikh cave where a sample or basic man gathering was revealed, which are comprised into paleontological nature memorials.

The transportation system and infrastructure will need an important overtake. The telecommunications industry needs to increase and broaden connectivity and service possibilities in smaller rural and urban areas.

There was an opportunity for Azerbaijan, in order for the visitors who came for Eurovision 2012 song contest, which was to be held in Azerbaijan, to feel



comfortably in the country and travel in secure, so the country built a new airport, bought new planes, bought new trains, renewed the metro lines and system and built new tunnels, highways. It is a fact that this kind of activities will ensure the development of tourism and they will be the main reason why tourists must choose this country again in future.

### **Conclusion**

For nearly 16-20 years, the mutual dependence of recreation and tourism and transportation has become more visible – a mutual dependence that has been more condemning with the extensive increasing of recreation and tourism and its appropriate increasing economic influence, specially the improving role of tourism as a major tool of economic development of the country. It has been comprehended that the principal state governmental organizations and companies responsible for recreation and tourism and for carrying transport have not improved relationships enough productive and positive to help the economic development.

Research found that expanding the service of tourism industry would have an important role in economic development of the country. International experiences on tourism transport help the development of tourism transport in Azerbaijan.

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