

STUDY OF THE STATE AND DEVELOPMENT TRENDS OF TRANSPORT SERVICE IN TOURISM (ON THE EXAMPLE OF ONE TYPE OF TRANSPORT)

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Radical changes in transport in the XIX century marked the beginning of modern tourism. The industrial revolution in Western Europe and North America was marked by the emergence of mechanized Railways and water transport.

In 1807, the first paddle steamer "Claremont" went down the Hudson river. 30 years later, a regular sea service between London and New York was opened. In 1838, the great Western steamer crossed the Atlantic Ocean with 68 passengers on Board. As stable transatlantic transport links expanded, the flow of travelers grew. By the end of the century, thousands of people a year were leaving the United States. At the same time, the first Intercontinental group tours appear. In 1866, trips were arranged for two groups of English tourists to the United States, and the following year the steamer Quaker city recovered for a five-month sea voyage, taking 60 people on Board. Among them was Mark Twain, who described his travel experiences in the book "Simpletons abroad". But the pinnacle of all changes in production was steam-powered railway transport.

The comfort of mechanized transport was important for the growth of tourism. Unlike unpaved Railways, according to the first passengers, they provided amazingly smooth traffic, almost without jolts, so that you could read or even write. The quality of passenger service on the way has also significantly improved. Passenger cars, which were originally roofless wagons with benches set across them, were improved in the United States — a country with an exhausting length of transportation and increased requirements for comfort on the part of long-distance passengers. The competition that developed between railway companies for a client led to the appearance of luxuriously equipped first-class sleeping cars with catering on the way in the early 70s of the XIX century. Henceforth, long distances were not an obstacle for travelers and were overcome with comfort and pleasure. One of the key issues in the development of tourism has been and remains the safety of movement. The fight for safety of traffic; on the rail track continued even before the test of the first locomotive. Thanks to technical improvements and precautions, railway traffic was much safer than in the Yamskaya race on horse-drawn roads.

Statistics show that with the development of rail travel safety has increased by 15 times. In other words, in order to get into a railway accident once, a passenger had to travel in an Express train without leaving the car for exactly 100 years. But the most convincing proof of the reliability of the technical system was the rapid growth of passenger traffic. If in 1825 at the opening of the Stockton-Darlington line in England, which marked the beginning of the world's e-rail service, in addition to cargo, the locomotive was able to carry 450 passengers, then by the end of the century only one 1881. 623 million people used the services of railway transport. The transport revolution, followed by the prospect of quantitative growth in travel, simultaneously created a problem, the solution of which was an important milestone in the development of tourism. The fact that rail transport as a lucrative investment area was soon divided among many companies significantly complicated the movement of passengers, mainly long-distance traffic. They could travel on the roads of several companies only if they had travel tickets for each section of the road separately. The need for a unified transport system, as well as reduced requirements for living conditions and entertainment on vacation, brought to life specialized enterprises for organizing tours that include a range of services. The first travel Agency "Thomas Cook and Son" was opened in England in 1851,

and since the second half of the XIX century. tourist firms appear in many countries of the world (in Russia - in 1885).

Role and place of transport services in the international tourism market.

Tourism, considered as an individual's activity, combines two main elements-travel and stay. The first of them represents the initial, extremely dynamic phase of tourism. Travel is built as a transport process and is associated with meeting the need to move in space, changing the place of residence of tourists.

The high rates achieved in the development of tourism in the last decade are directly related to the achievements of scientific and technological progress in the field of transport. The transformation of travel into a mass phenomenon is due in no small part to changes in the transport system.

The development of tourism and transport is a mutually related and mutually conditioned process. However, as a rule, the role and significance of transport as a factor of tourism development is given a predominant place in the scientific literature when studying links in the "tourism — transport" system. This is natural and logical, since tourism is a relatively new socio-economic phenomenon, and has largely been the result of the birth and development of transport. If we take into account, however, the ever — increasing scale of this phenomenon and its increasing importance in the system of economic relations on a global scale, it becomes clear that more attention should be paid to feedbacks and dependencies in the "tourism-transport" system.

The impact of tourism on transport development is very broad and multifaceted. It requires the development of material-technical base, improvement of organization and management on transport, the transport service system and also conduct the appropriate policy rate.

The problem of the competitiveness of the tourism industry is a multi-factor problem and should be solved in many areas at the same time. It is not appropriate to limit the solution of problems in tourism to a range of industry tasks. For tourist services, the presence of related organizations is a condition without which consumption cannot be made, so tourist services must be produced with high requirements for infrastructure. Therefore, the joint activity of travel agencies and their cooperation with organizations that directly serve tourists is an important condition for the production of tourist goods and services. At the same time, transport, one of the components of the tourism infrastructure, is of paramount importance. Tourist transportation is an important component of the tourist industry and an integral part of the tourist product.

In the system of transport support in tourism, there are: - tourist transportation, included in the main set of tourist services included in the tour: delivery of tourists from their place of permanent residence to their destination and back; - transfer-provision of vehicles for meeting and seeing off tourists; - transport services for program events on tours: excursion services, departure for program events, visiting the surrounding area, moving along routes.

Tourism is completely dependent on transport, its safety, speed, and the amenities provided to the tourist during their journey. Tourism development is often hindered by the fact that transport systems in some countries do not meet international standards for convenience, efficiency and safety, and transport projects require huge investments and time for their implementation.

Transportation is one of the most important types of services in tourism. They also account for the main share in the structure of the tour price, which varies depending on the duration and distance of the trip from 20 to 60%. The impact of tourism is highly dependent on the mode of transport. There are no identical tourist routes, each route has only its own characteristics. Therefore, it is very important to correctly correlate the type of transport to a particular route.

By types and varieties of transportation services can be divided into:

- (a) land transport;
- b) air transport;
- C) transportation by water river and sea transport.

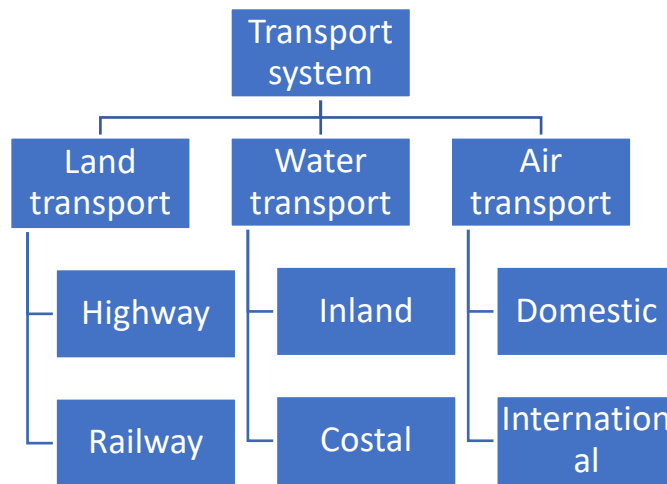


Chart 1

All types and subspecies of transportation have multiple options for their use and technical means of implementation. Each type of transportation has its own history, stages of formation and development of methods, methods, designs of devices and means.

Here in the line chart 1 we can see statistics of transports use in the different time. In line chart we can see that use of car constantly increased from 1950 till our days, now it keeping remain popularity of using car. While other type of transport slightly decreased in use.

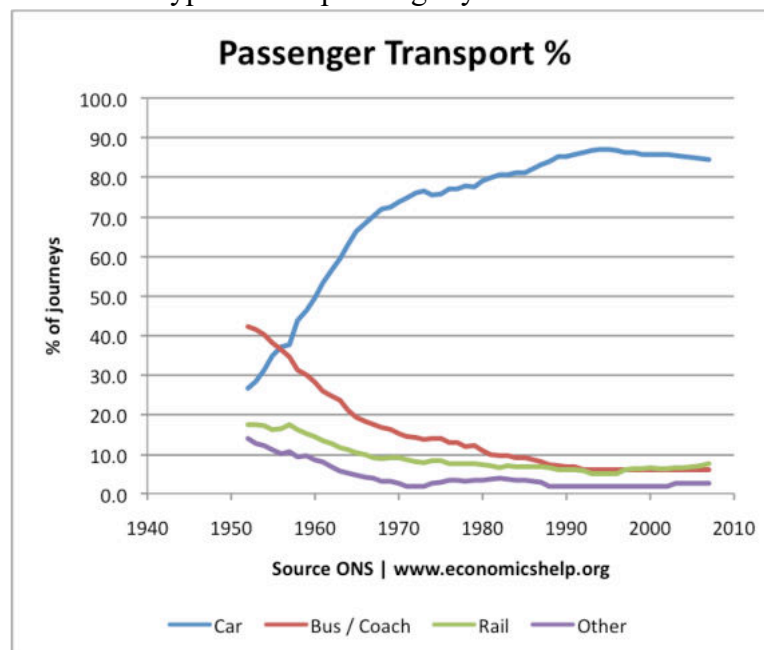


Chart 2

In the line chart 2 we can see trend of the price for different kind of transportation. From 1985 till 2010 prices of all transportation had raised.

Conclusion

The development of tourism and transport is a mutually related and mutually determined process. However, as a rule, in the study of relations in the "tourism - transport" system, this prevails in the scientific literature. This is quite natural and logical, since transport and the development of transport were largely determined. However, if we take into account that all this requires constant attention, it means that more attention should be paid to feedbacks and dependents in the "tourism - transport" system. This problem was largely due to the fact that there were no large-scale and large-scale ones. Some of these changes had an impact on the development of transport.

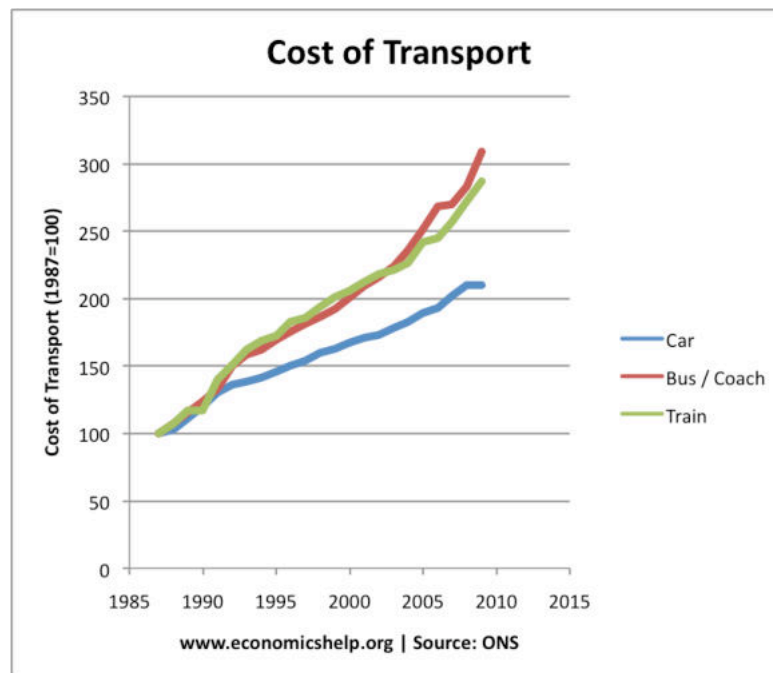


Chart 3

There is also an increase in the number of tourists. If recently, 25.3 million tourists were undertaken in the world. The number of tourists increased to 213 million, i.e. increased by 8 times. The number of tourists in Europe increased from 16.9 to 152 million, or 9 times. These studies show that large scale.

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