

TRANSPORTATION SYSTEM IN TOURISM LOGISTICS

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Abstract: the concept of logistics in tourism is an important and effective activity that directs people's travels in addition to supply chain management. Therefore, knowledge of this concept is important in a market economy. This article provides information on the role and types of transport logistics in the tourism industry, which is the main area of connection between the tourism industry and logistics. Airline Logistics, Railway Logistics and other types of logistics are highlighted separately by the authors.

Keywords: logistics, tourism, tourism industry, transportation, airline logistics, railway logistics, highway logistics, delivery, travel, tour agency, service, tour company, tourist.

ТРАНСПОРТНАЯ СИСТЕМА В ТУРИСТИЧЕСКОЙ ЛОГИСТИКЕ

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Аннотация: концепция логистики в туризме является важной и эффективной деятельностью, которая направляет путешествия людей в дополнение к управлению цепями поставок. Поэтому знание этой концепции важно в рыночной экономике. В данной статье представлена информация о роли и видах транспортной логистики в индустрии туризма, которая является основной областью связи между индустрией туризма и логистикой. Авиационная логистика, железнодорожная логистика и другие виды логистики выделены авторами отдельно.

Ключевые слова: логистика, туризм, индустрия туризма, транспорт, авиатранспортная логистика, железнодорожная логистика, автодорожная логистика, доставка, путешествия, турагентство, сервис, турфирма, турист.

As tourism industry presents products and services together, the expectations of tourists differ according to other industries. According to the needs of tourists, it may be necessary to realize the logistics of both products and people at the same time. Transportation systems in logistics management are almost the same in the tourism industry. Products, people and services offered to them are provided by road, sea, rail and air transportation vehicles and by other logistics activities. In particular, there is a transportation system in which the logistics of people is used and services and products are used at the same time.

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.

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. It is possible to state the importance of air transportation in tourism industry as follows:

- Helps to open up new tourist destinations,
- It allows tourists who have limited time to participate in tourism,
- Increases the length of stay in tourism destinations,
- It allows the participation of people who cannot travel long term,
- It has an affordable demand-increasing effect for the seasonal tourism destinations,
- Airfares are included in package tours to reduce the costs of tourists,
- It is advantageous for families aiming to reach the holiday area in a short time,

- Provides an increase in international mobility in tourism.

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.

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