

Air Transport Impact on the Development of the Tourism Industry

Impacto del transporte aéreo en el desarrollo de la industria turística

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ABSTRACT

The article is devoted to the assessment of the impact of air transport on the development of the tourism industry. It has been established that air carriers around the world provide a significant share of international tourist trips and are dependent on fluctuations in tourist demand. It has been determined that the understanding of the need to study the degree of interdependence between the tourism and aviation business transforms traditional approaches to the study of tourism and aviation transport. The analyzed functional links between travel companies and airlines allowed asserting the formation of a specialized system, the logistics principles of which will enable people to maximize their mobility potential in the modern globalized world. It has been proved that the development of air transport becomes a decisive factor in the development of tourism, its driving force. For effective joint activities of airlines with tourist enterprises, it is necessary to develop such ways of their interaction that will allow them to function in a coordinated manner within the framework of a single chain of providing tourist services.

Keywords: aviation, tourism, globalization, business, industry.

RESUMEN

El artículo está dedicado a la evaluación del impacto del transporte aéreo en el desarrollo de la industria turística. Se ha establecido que las compañías aéreas de todo el mundo proporcionan una parte importante de los viajes turísticos internacionales y dependen de las fluctuaciones de la demanda turística. Se ha determinado que la comprensión de la necesidad de estudiar el grado de interdependencia entre el negocio del turismo y la aviación transforma los enfoques tradicionales del estudio del turismo y el transporte aéreo. Los vínculos funcionales analizados entre las empresas de viajes y las aerolíneas permitieron afirmar la formación de un sistema especializado, cuyos principios logísticos permitirán a las personas maximizar su potencial de movilidad en el mundo globalizado moderno. Está comprobado que el desarrollo del transporte aéreo se convierte en un factor decisivo para el desarrollo del turismo, su fuerza motriz. Para que las actividades conjuntas de las líneas aéreas con las empresas turísticas sean eficaces, es necesario desarrollar formas de interacción que les permitan funcionar de manera coordinada en el marco de una cadena única de prestación de servicios turísticos.

Palabras claves: aviación, turismo, globalización, negocios, industria.

1. INTRODUCTION

The importance of tourism as a social phenomenon is constantly increasing in the world economy due to technological development, the processes of globalization, and the more active integration of business and cultural relations between different countries. In this case, the development of air transport and the expansion of the geography of aviation connections have a positive impact on the development of the tourist business. In particular, currently, more than half of international tourist trips are made by air transport.

At the same time, inefficient communications between tourist enterprises and airlines, uncertainty in the obligations and responsibilities of both parties lead to situations in which tourists become hostages. Therefore, the issues of integration of the tourism and aviation industries require the search for rational forms and schemes of interaction that will ensure their interests, needs, and preferences of tourists.

In addition, globalization, covering both the social and economic spheres and the possibility of rapid movement is a need and the main condition for the functioning of the tourism and aviation industry. It is air transport, as one of the most promising, that can solve this problem due to the ability to provide communication between different regions and countries and, thus, contributes to the development of tourism.

The study of issues related to the development of tourism was reflected in the works of M.V. Guseva (2011), A.A. Ignatiev (2014), G.M. Imasheva (2021), V.I. Kruzhalin (2017), I.V. Talina (2020), A.A. Fridlyand (2019) and others. Despite the significant scientific research on this problem, the issues of the impact of air transport on the development of the tourism industry require in-depth research.

2. METHODOLOGY

The theoretical and methodological basis of the research was: abstract-logical method, methods of induction, deduction, analysis, synthesis, systematization – to substantiate the impact of air transport on the development of the tourism industry in the conditions of globalization.

The information base of the article was statistical data of state bodies, legislative and regulatory documents regulating the functioning of aviation transport and the tourism industry, and the results of scientific research (Kuzmina, 2021; Markova, et al., 2021; Zavalko, et al., 2017).

In the course of the research, it was planned to systematize the main aspects of aviation transport regulation, develop measures for coordinating activities between aviation transport and the tourism industry, determine their features in the modern context.

3. RESULTS AND DISCUSSION

Since the transportation of tourists and the proposed hotel base are the most significant and largely determine both the goals and competitive advantages, and the price of the tourist package, and also since there is the highest competition among firms-suppliers in the provision of these services, the tour operator pays the most careful attention to the identification of charter companies.

Created specifically for the movement of tourists from their country of permanent residence to rest, charter companies most often represent the country of origin of tourists. This can become a problem for countries with significant tourist and recreational potential since most tourists will come to the country using the services of a home charter airline.

Traditionally, when concluding contracts on the organization of air transportation between countries, national airlines agree on the same market share. Therewith, charter carriers can significantly reduce the revenues of national air carriers, which explains the reluctance of some countries to open their airspace to foreign charter airlines.

The solution to this problem was the special methods of state regulation that allowed charter airlines to serve resort destinations, reserving trips to the capitals, major cities, industrial centers, ports for airlines, mainly national ones, carrying out regular flights. However, the implementation of charter flights may occur with delays, the reasons for which include: an unbalanced flight program of tour operators; overestimation by airlines of their capabilities to provide transportation services; intensive flight planning, as a result of which the delay of one flight may lead to disruption of the schedule of other flights; the lack of reserve aircraft in airlines.

Such a situation may force the state authorities to tighten the licensing conditions for tour operators, namely, to force travel companies to report on the reputation of the management (lack of criminal records) and to provide a minimum amount of financial guarantee for the entire period of the license. The problem can also be solved by increasing fines for non-fulfillment of obligations to tourists, strengthening financial control over travel agents, and the requirements of contractual relations between tour operators and airlines.

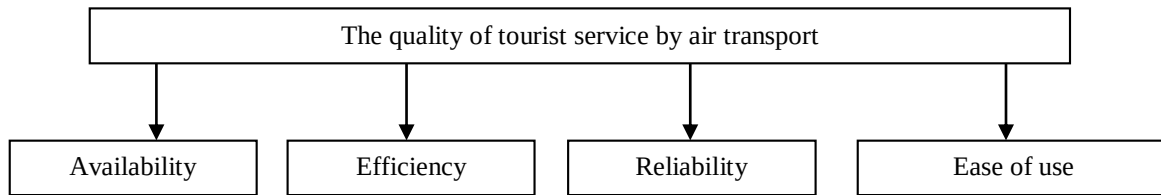
The unconditional advantages of charter companies in the field of price competition, which could not be realized on domestic national flights and routes connecting the airports of the largest cities, business and cultural centers of the world, were generated by a new type of aviation companies, which were collectively called budget airlines. The budget category includes companies that carry out regular air transportation with a limited set of services on board and on the ground. All this allows them to significantly reduce prices.

Low-cost airlines have their route scheme, connecting secondary airports of the capitals, cities-centers of regional significance with a favorable transport and geographical location while bypassing major hub airports. Low-cost airlines are now the fastest-growing sector of the air transportation market. If earlier it concerned flights over short and medium distances, then the new generation companies have significant prospects in the long-range air transportation market.

The reduced prices for air tickets offered by such companies have significantly activated the tourist market, providing a significant number of seats for various tourist destinations. Therewith, a significant part of the seats on low-cost airlines' flights is sold via the Internet. Such advantages turned out to be the most significant for business tourism, travel to visit relatives, as well as for people who independently organize holidays.

A typical "low cost" business model of an airline usually includes the following provisions: one passenger class; one type of aircraft, which allows reducing the cost of training personnel and maintenance of equipment; a minimum set of additional equipment in the aircraft, the absence of entertainment video panels, digital communication systems for pilots with the ground, which makes the cost of the aircraft lower and reduces its weight, and therefore fuel consumption; a simple fare scheme, the use of one form for round-trip travel, and recently the lack of paper tickets when switching to electronic tickets is common; emphasis on direct ticket sales, especially via the Internet (in order to avoid payments commission fees to agents and reservation systems); a typical increase in the ticket price as the aircraft fills up in order to encourage early booking; using cheap, less crowded secondary airports and departing early in the morning or late in the evening in order to avoid possible delays due to the loading of airspace, as well as to save money due to lower airport fees; performing many flights during the day by one aircraft (rapid turnover of aircraft at airports).

If we consider air transport as a whole, it plays an extremely important role in the development of the world tourism industry. However, it is necessary to take into account the parameters of the quality of tourist service by air transport, which include availability, efficiency, reliability, and ease of use (Fig. 1).



*created by the authors

Figure 1. Parameters of the quality of tourist service by air transport*

The extraordinary growth of the last period of tourism is due to the progress in aviation transport no less than to the growth of the middle class, increased prosperity, the emergence of new forms of information and communication technologies, and the forces of globalization. The growth of air transport, which is one of the components of the tourism industry, is inevitably associated with the spread of tourism.

The vast majority of international airline passengers travel for tourism, whether for leisure or professional purposes and in many countries, aviation plays a key role in the development of domestic tourism. Therewith, the demand for air transportation largely depends on the ability of aviation transport enterprises to ensure a high level of flight safety.

The practice has shown that aviation is the safest type of mass transportation and one of the safest socio-technical production systems in the history of mankind. In just a century, aviation has gone from an unstable system in the field of flight safety to an ultra-safe system in the history of transport, that is, a system in which the number of catastrophic failures in the field of flight safety is less than one per million production cycles.

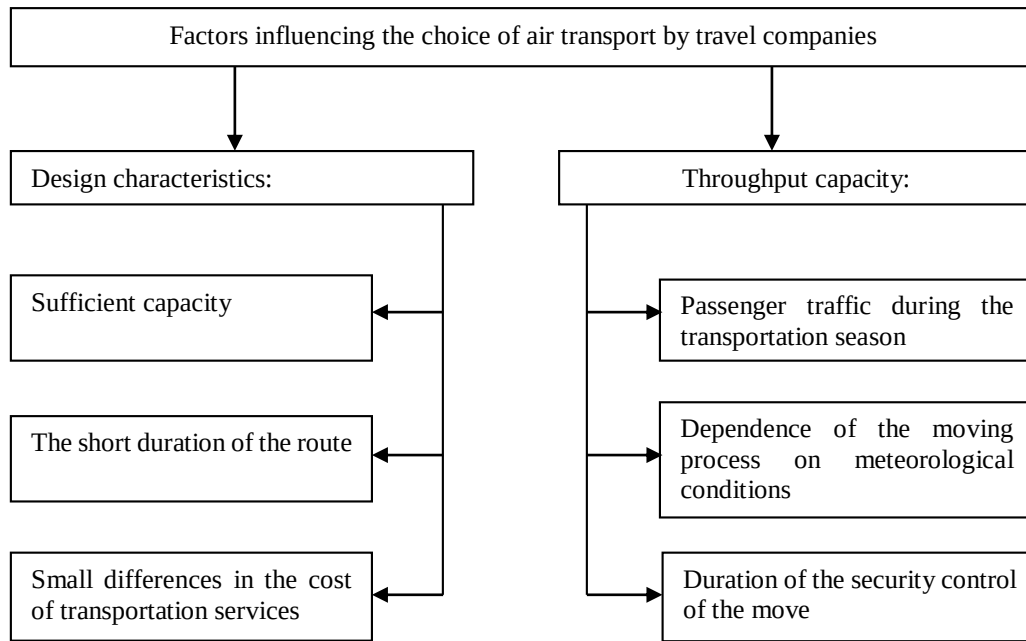
The level of safety of tourists' flights has significantly improved due to the improvement of technologies, navigation systems, engines, as well as the introduction of structures that can be safely destroyed, and an electric control system. The standards of crew training and safety management have also become noticeably higher. Innovations such as electronic communication systems that allow pilots and dispatchers to communicate with each other via text messages contribute to further improving aviation safety.

Currently, aviation specialists are most concerned about interruptions in the provision of aviation services (as a result of damage to equipment, shortcomings in the technology and organization of aviation activities, the negative impact of the human factor, etc.) and disruptions in supply chains. Therewith, increased competition and stagnation in the aviation services market, changes in legislation regulating aviation activities, political and social crises, rising prices for raw materials (oil), technological innovations also have a high rating in this list of risks.

Traditionally, transport services for tourists are considered a sector of the tourism industry and an obligatory component of the tourist package. This approach is logical, but it does not reveal all aspects of the mutual influence and the degree of the mutual dependence of these two branches of the world economy. Aviation companies around the world provide a significant share of international tourist trips, at the same time they are dependent on fluctuations in tourist demand for a particular destination.

Aviation allows not only quickly and comfortably overcoming the spatial gap between the places of residence of tourists and tourist destinations, but also is an important factor in the development of tourist

centers and zones. Aviation companies around the world stimulate the demand for their services from the tourist business due to factors that affect the choice of a vehicle (Fig. 2).



*created by the authors

Figure 2. Factors influencing the choice of air transport by travel companies *

On the other hand, the development of tourism may be hindered by the fact that transport systems in some countries do not meet international standards in terms of convenience, efficiency, and safety, and transport projects, in particular the construction of new airports, require significant investments for their implementation. In turn, tourism is an extremely important factor in the development of passenger air transport.

The mutual influence of aviation and tourism is multidimensional. We will highlight the following among the factors that most affect the course of interaction processes.

- Technical progress has led to an increase in the comfort and environmental friendliness of air transport, an increase in the flight range, and a decrease in the cost of services. The latter has made air transportation available not only for the organization of business travel and recreation of rich tourists but also to the mass consumer. Currently, passenger air transportation in the structure of the tourist product is as cheap as the services of land transport, excluding only road transport in the case of its use for organizing family trips.

- Liberalization of the sphere of international relations. On the one hand, the procedure for international travel has been significantly simplified due to the elimination of many tourist formalities, the introduction of visa-free regimes. Also, open access to foreign markets stimulated the development of international entrepreneurship, in particular, allowed aviation transport to expand its geography, uniting countries and regions of the world into a global network of tourist destinations with a high level of transport accessibility.

- Deregulation of the air transportation market. Restrictions were lifted on the number of airlines that can serve transportation between pairs of cities, the volume of tickets intended for sale, and their cost. Companies from third countries began to be admitted to the domestic transportation market, private airlines appeared, which allowed expanding the offer of services due to competition.

The reliability of the presented approaches is confirmed by the fact that tourism and air transport are interdependent (Agamirova, et al., 2017; Lukiyanichuk, et al. 2020; Oglobina, et al., 2020). Therefore, understanding the principles of functioning of these two industries allows people to realize their mobility potential in the modern globalized world, and is an extremely important factor of social progress. Therewith, the mechanisms of interaction between travel agencies, tour operators, and airlines, rules and mutual obligations in matters of booking tickets, ensuring the safety of passengers and their luggage, the use of appropriate discounts and benefits are subject to special agreements, and international regulation.

The role of air transportation in tourism is not limited to the movement of tourists between the final points of travel. Now the so-called small aviation plays an increasingly important role in the organization of recreation. The directions of using small aircraft are determined by the trends in the development of tourist demand and provide for an expansion of the range of recreational activities. For example, flights on sports planes, helicopters, gliders, trikes, and other types of aviation equipment within the framework of extreme and sports tourism, organization of air tours, delivery of tourists to the route in regions with an undeveloped infrastructure of ground transport (mountainous areas, national parks, and nature reserves).

The close connection between aviation and the tourism industry is manifested in the process of international inter-industry cooperation. In these conditions, the liberalization of the sphere of external payments, the transnationalization of production and circulation provides for the expansion of the sphere of activity of enterprises beyond the national economies.

Therewith, the processes of transnationalization in tourism are determined by the uniqueness of the tourist product. One part of it relates to the country where tourists come from (travel agency services, information and consulting services, registration of travel documents), the second — with transit territories (air transportation, goods, including duty-free shops), the third — with the destination country (transfer and travel around the country, accommodation and catering services, sightseeing services).

4. CONCLUSION

Thus air carriers around the world provide a significant share of international tourist trips and are dependent on fluctuations in tourist demand. There with the understanding of the need to study the degree of interdependence between the tourism and aviation business transforms traditional approaches to the study of tourism and aviation transport.

At the same time analyzed functional links between travel companies and airlines allow asserting the formation of a specialized system, the logistics principles of which will enable people to maximize their mobility potential in the modern globalized world.

In addition, the development of air transport becomes a decisive factor in the development of tourism, its driving force. For effective joint activities of airlines with tourist enterprises, it is necessary to develop such ways of their interaction that will allow them to function in a coordinated manner within the framework of a single chain of providing tourist services.

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