

Mirjana Kovačić

E-mail: mirjana051@gmail.com

University of Rijeka, Faculty of Maritime Studies, Studentska 2, 51000 Rijeka, Croatia

Tamara Milošević

E-mail: tmilosevic12@gmail.com

Interdependence of Transport and Tourism

Summary

The shuttle service in tourism depends on physical accessibility of a destination, on movement within the destination and the transport itself. In today's world, transport is not just the act of getting to a wanted destination. Moreover, travelling by a certain vehicle can be a tourist attraction, if the transportation means is designed to arouse the feeling of joy and excitement.

The purpose of the study is to define the basic determinants of transport and transport infrastructure, and also to explore the role of transport in the development of tourism.

The aim is to point out the interdependence of transport and tourism, considering that the development of transport infrastructure has encouraged the development of mass tourism.

The authors analyse the importance of transport infrastructure and the quality of transportation means when it comes to choosing a destination for a tourist trip. In order to evaluate the role of transport in the sustainable development of tourism, experts analyse forms of transport which are a tourist attraction by themselves, and provide an overview of certain forms of transport.

Keywords: tourism, traffic, transport, transport infrastructure, interdependence.

1. Introduction

Despite the fact that traffic is one of the bases of tourism, which takes place in various transport sectors that connect destinations, the connection between the development of transport and tourism is still insufficiently studied. The means of transport and transport route selection by the service user have great significance when it comes to choosing a destination.

The development of transport and growth of tourism strongly influence each other. The development of traffic enables the development of tourism by improving terms of its functionality. Modern telecommunication infrastructure and its development are also a very important factor when it comes to the development of tourism.

2. Theoretical determinants for transport and tourism

Traffic in the widest sense of the word means relationships between people, but we can also talk about the social trade among people and so on. (Kos, authorised lectures)

In a narrower sense, traffic can be specified in economic classification as one of its determinants in the basic economy or financial economic category. Considering that, we can talk about goods, no goods, tourists, trade traffic. Transport consists of infrastructure (roads, railways, airports, ports and other), vehicles (road vehicles, railway vehicles, airplanes, ships, boats, etc.) and operation (lights, signs, air traffic control). (Kos, authorised lectures)

Tourism is a set of relationships which occurs while taking a residence in a place, if staying does not involve change of residence and is not tied to the acquisition of profits. Tourism is a journey, which is not aimed at carrying out an economic activity.

According to author Zelenika (Zelenika, 2005, p. 508), tourism is a group of activities which satisfy the needs of tourists during their travel and temporary stay at the chosen tourist destination and object and its development has a positive impact on the overall economic and social life of the tourist state.

2.1. Transport infrastructure

Transport infrastructure is a prerequisite for the development of transport, because traffic consists of a number of individual transports and that makes its infrastructure an integral part of tourist trips. A well developed transport infrastructure is a necessary requirement for the development of tourism in a destination, but it is not sufficient by itself. Transport infrastructure by itself does not always mean accessibility of desired traffic destinations, since it depends on the availability or organisation of transport (Master Plan and Development Strategy of the Croatian Tourism, 2011, p. 5).

Tourist travel is primarily an experience, which consists of a series of impressions. The individual loads, or in the wider sense the market, has an important role in creating those impacts. In conditions like an increasing competition in the tourism market, there is a possibility of dissatisfaction among tourists and it may distract buyers (tourists) from repurchasing the same products. It might be easier to observe the role that transportation has in today's tourism, while having in mind the fact that the time spent in vehicles often accounts as a significant portion of the total time spent on travelling. In the past, the main goal of transport was to get to a destination as soon as possible and to forget all the discomfort we were forced to deal with while travelling. Today, transport has a completely different role - and it meaningfully follows three main aspects: (Master Plan and Development Strategy of the Croatian Tourism, 2011, p. 5)

- transport provides traffic accessibility of tourist destinations,
- transport provides mobility within tourist destination,
- some types of transport are a tourist attraction.

Primarily, transport providing accessibility for tourist destinations is related to the main state and interstate transport infrastructure (roads and terminals), which should enable satisfactory fulfilment of traffic demands along with public and personal transport vehicles. A destination with better connections will have better chances for the use of tourist capacities and for the overall development than the one with poor connections, considering that both have almost equally attractive tourist contents.

Transport providing in busy tourist destinations means the availability of tourist attractions and other contents required by tourists, which can create positive conditions for their visit and arouse the pleasure of staying in a certain destination. For places situated beyond the boundaries of a city and its surroundings, good traffic connection is crucial when it comes to organising a trip within acceptable time during the day, so the visitors can get back to their hotel rooms by the evening.

In some cases, the means of travelling can be so attractive that the experience of being carried by a vehicle may become the main motivation for a trip. Similarly, certain types of transport in the tourist destination may, contribute to the overall popularity of the destination owing to its attractiveness.

Transport itself can be a tourist experience. The ability of ensuring adequate quality of standard transport services, as well as presenting attractive offers, plays an important role when it comes to tourists choosing their destination. Some of such offers may be: (Master Plan and Development Strategy of the Croatian Tourism, 2011, p. 5)

- offer including service facilities near the road
- offer at airports and other passenger terminals (marine, rail and road) and within public transport, which also includes provision of various information during a trip
- possibility of reservation
- sightseeing of roadside tourist attractions etc.

2.2. Transport vehicles in tourist trips

All available transport vehicles are used in tourism, having both the function of transport and entertainment. The share of a particular transport means in tourist trips, including their importance, is different in every location. (Horak, 2014, p. 83)

When it comes to international voyages with tourism purposes, air traffic in Europe has been represented by 48% and in international departures by around 46%. (IPK International, 2001) The use of airplane as a means of travelling depends greatly on the length of tourist stay (Horak, 2014, p. 83):

- Air Transport - 48% (long stays)
- Air Transport - 15% (short stays)
- Road transport (car) - 46% (short stays)
- Road transport (car) - 31% (long stays).

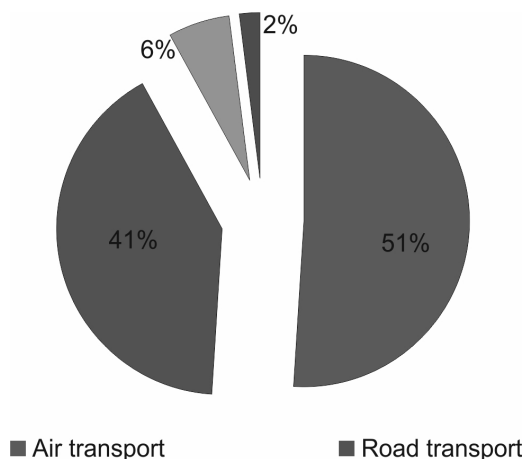


Chart 1 International tourist arrivals by the transport mode in 2010
 Source: World Tourism Organization (2011). *Tourism highlights, Madrid, p. 2*

In Croatia, foreign tourists travel mostly by car or other road vehicles (91%), while the other transport vehicles are significantly less represented (aircraft 8%, ship 1%, and railway only marginally). (Institute for Tourism, 2011)

Air transport recorded the largest share in the southern Dalmatia, having reached almost 70% of total tourist arrivals. Despite of the fact, the deteriorated political situation in the former state has almost stopped aircraft arrivals (Horak, 2014, p. 84).

Although the railroad transport marked the beginning of the development of mass tourism, its share is today very important only in small tourist trips. A great return of railway transport has been slowly taking place in the last 20 years with the introduction of super-fast trains, which significantly reduce travelling time and compete with air transport. Croatia has been also encouraging revitalisation of railways, including introduction of the technology called tilting trains, which can ride using the existing rails at significantly higher speeds than common trains on the same lines. (Horak, 2014, p. 84).

Considering the time spent travelling to and from a destination, transport is also an important factor when short-term stays are involved, where it may take a significant share in the total time allocated for travelling experience, and thus its importance is additionally increased.

Another important fact to be noted here is that because of the significant presence of tourist trips in the total travel and tourism industry and due to specific tourists' needs for transportation, a special mode of transport has been created primarily for tourists and has been continually developing. The transport infrastructure has been built for the needs of the overall economy and the population of a country. Because of the fact that tourism is a part of the economic system, the development of transport infrastructure and transport in general should also take into consideration the needs of tourism while progressing. In areas where tourism is one of the main economic activities, construc-

tion and improvement of the transport infrastructure for the sole purpose of tourism is economically and socially justified. (Horak, 2014, p. 86)

The choice of transport vehicle will depend on the: (Bakan, R.)

- choice of destinations,
- length of the journey,
- organisation of a journey
- level of information availability,
- access to information,
- existing choices in transport,
- availability of other modes of transport and related information,
- buying power of individuals,
- price / cost of transport.

Real needs of tourists should also be taken care of, such as the type of tourism involved and tourists' determination about what they want to get, and the transport policy should be harmonised accordingly. There are four dimensions of transportation planning: (Horak, 2014, p. 100-163)

1. external transport accessibility,
2. internal transport accessibility,
3. service facilities along transport routes and
4. traffic standstill.

3. Analysis of transport as a tourist attraction

Since the beginning of tourism development, transportation has been considered part of the tourist experience. Over time, the constant search for new experiences has made certain types of transport tourist attractions and a primary motivation for a trip. Today, there is a range of different types of transport on offer, because its attractiveness draws travellers and holiday-makers to spend considerable amounts of money on driving experience. Different modes of transport often complement some other, equally attractive transport modes, or transport may take place across an area which is very attractive, although the means used may not be that attractive itself.

Traffic vehicles as tourist attractions can be divided according to their different physical characteristics, but the most interesting division seems to be the one based on the nature of the tourist experience it features. Therefore, transportation can be divided into: (Horak, 2014, p. 100-163)

- luxury transportation,
- adventurous transportation,
- nostalgic transportation and
- other active transportation.

It should be noted that nautical tourism has a special place in transport modes through its three practical forms which are: yachting, cruising and chartering.

3.1. Nautical tourism

Nautical tourism as a phenomenon is a part of tourism phenomena it originates from. Problematic definition of nautical tourism stems from the problem related to the definition of tourism. Nautical tourism originates from two terms: nautical and tourism. The latter term, tourism, is sufficiently explained in the scientific tourism literature, while the former one originates from the Greek word *Naus* which means boat, ship, and skills of navigation. In the modern sense, nautics or navigation represents a set of practical and theoretical knowledges and skills necessary for boat operator, in order to enable him to steer a vessel by sea safely and successfully, from the port of departure to the port of arrival. Yachting represents the concept of navigation and nautical skills in a wider sense. This is precisely the reason why the international communication has been increasingly using the English term yachting tourism, and much less nautical tourism, or maritime tourism, or the German term *nautischer Tourismus*. The yacht, a symbol of a private luxury vacation at sea, ties the nautical tourism more with the tourism industry, and less with the maritime one. (Lukovic, T, 2007, p. 690-691)

Nautical tourism and its development are accompanied by two sets of factors: (Luković, T., 2005., p. 691):

1. Factors which cause the existence of nautical tourism and
2. Development factors of nautical tourism.

The factors of emergence and development are essential to understand nautical tourism. The evaluation of its character should be based on the scientific and technical researches indicating its direct and indirect usage, and the need to build appropriate nautical infrastructure. (Favro, et al., 2009).

3.2. Luxury transportation

Transport that greatly exceeds the usual standards of similar transportation services, or it is unique and expensive, so it can be afforded by a smaller number of passengers, is called the luxury transportation. The concept of luxury transportation can be summed up in a sentence which confidently advertises driving one of the most luxurious trains in the world: "*Driving in this train offers passengers the most luxurious experience of railway transport in the world, and an experience that will forever be remembered.*" (Horak, 2014, p. 227)

While talking about luxury transport in tourism, lots of people think of the *Venice Simplon-Orient-Express*, a well known train from the novel by Agatha Christie. (Horak, 2014, p. 227)



Figures 1 and 2: The Venice Simplon-Orient-Express Train from the outside and inside

Source: www.orient-expressimages.com/pages/welcome.asp (13.01.2016.)

3.3. Nostalgic transport

In recent days, a large number of interesting tourist trips are taking place in those means of transport that are no longer functioning regularly because of outdated technologies. The most used are steam-driven trains and ships, as well as old sailing ships

and original museum exhibits. This kind of trip is organized under the name *nostalgic trip* and is usually inexpensive. The dominant experience is the sense of nostalgia, not luxury.

The nostalgic transport in Croatia includes reconstructed or renovated ships, such as *Vrgada*, *Michael*, *Romance* and some others, driven by engines as well as sails, cruising on different routes along the Adriatic. (Horak, 2014, p. 236)



Figure 3: The nostalgic boat Michael

Source: <http://maestral-travel.net/category/cruises/old-timer/> (13.01.2016.)

Lufthansa offers a nostalgic flight over London in a three-engined *Junkers 52* bomber from the World War II. The flight takes 45 minutes under the promotional slogan reading nostalgia, charm and a unique view of London. (Horak, 2014, p. 236)



Figure 4: Junkers JU 52

Source: <https://www.planespotters.net/photo/361731/9-private-junkers-ju-523m> (13.01.2016.)

3.4. Adventurous transport

Travel arrangements are prepared as anti-stress programmes for a special group of users having the affinity for a certain kind of tourism. Studies have shown that a large number of managers, entrepreneurs, brokers and other business people, who work under daily pressure and in stressful situations, are inclined to using recreational services and undergoing various anti-stress programmes.

However, the strongest rehabilitation and relaxation effect is obtained by anti-stress programmes related to spending time outdoors. These types of programmes, called *Adventure tourism*, offer a combination of adventurous activities including terrain vehicle riding, raft riding and (river) boat rafting.

Rest stops are planned to be at the appropriate locations, where relaxation and sightseeing contents are available. The food is prepared on the ground, thus creating a special charm which raises the quality of tourist services to a higher level. Culinary specialties are also carefully prepared to match the content of tourism programmes.

Therefore, adventurous tourism is a blend of adventure, recreation, relaxation, entertainment and culinary experience. Users travel away from everyday problems and stressful situations and prepare their bodies and psychophysical condition for further ventures.

The European and world elite users have recognized this form of tourism. Increasing interest in this form of tourism is caused by saturation with expensive hotels, abundance, elegance, conferences, business dinners, occasional parties and similar events, prompting users to opt for a simple and normal way of life for a holiday. (Development project of the Municipality of Starigrad)

3.5. Other attractive transports

Other forms of attractive transport are:

- taxi (London)
- boats and sightseeing buses (London, Amsterdam, Paris)
- glass bottom boats for observing underwater world
- funiculars and trams
- road trains
- horse-drawn carts
- a variety of animals (camels, horses, elephants, ...)
- exotic transport vehicles (rickshaws, tuktuks, ...)

4. The role of transportation in the sustainable tourism development

Today, there are over one billion international tourist arrivals per year recorded worldwide, and the forecast is that they will rise to 1.5 billion per year by 2020. Growth will happen especially because of developing economies with increase in disposable incomes of their populations. Transport is by definition the essential component of tourism, providing connections between regions, both on the national and international level, and connecting attractions, accommodation and commercial services at destinations.

Tourism is the key element in promoting national and regional economies, yet it can put pressure on existing transport services and infrastructure. Cities and regions are faced with absorbing seasonal tourist flows while delivering adequate transport network performance.

The location, capacity, efficiency and connectivity of transport can therefore play a significant role in the progress of destination. At the same time, the growing number of travellers creates numerous challenges in terms of transport infrastructure and capacity, border crossing, intermodality, information for travellers and inter-operability of technologies with tourist service providers.

This growth will require close coordination between the different sectors involved in tourism activities. Making public transport easier to use for tourists and encouraging them to walk or cycle more frequently can contribute to reducing negative environmental impacts and to managing seasonal peaks. However, the environmental impact of the long distance transport remains a significant challenge.

The nature of tourism has been evolving lately, moving from simply recreation to “self-fulfillment”. This has an impact on the type of wanted destinations and activities, which often results in more travelling. Transport systems and services themselves can be at the heart of tourist activities. This includes sustainable tourism, based on walking and cycling. In this context, Switzerland and Germany have become international references for promoting cycling and hiking. This rediscovered form of tourism is growing significantly and it is moving tourism from traditional urban locations to natural sites. The promotion of this new form of tourism requires close collaboration between local and regional authorities, in order to provide infrastructure, services and information. Ensuring good connection (information and physical connection) with traditional transport services for intercity travel is fundamental for encouraging a sustainable and also a pleasant experience. (Transport, Trade and Tourism, International Transport Forum, 2015)

5. Conclusion

Transport and tourism are interrelated. Without a temporary change of residence there is no tourism. Well organised and arranged traffic makes an additional guarantee of tourist attractions and only a balanced development can provide quality and efficient logistic support for tourism.

Transport at tourist destinations is a part of the tourist experience, so it can have a positive or negative effect on the impact of tourist's stay at the destination, because it depends on the tourists and their experience. Therefore, traffic gets enormous importance in total attractiveness of individual destinations.

The connection of tourism and transport does not end on the route between the residence and the tourist destination, because this relationship is much more complex and extends to transport within the tourist destination. If tourists are not satisfied with the quality of their transport, the impact on the whole journey will be surely ruined as well. Therefore, speaking of transport, there is no hope for any progress without good infrastructure or modern technologies.

Travelling by a certain vehicle may become a tourist attraction, especially in case of: super luxurious transportation services, transportation services outside regular use or unusual transportation services. Considering that this type of travelling has been demanded by increasing numbers of tourists, its bright future is guaranteed.

The main problem of transport in today's world follows the same pattern as almost any other human activity, and that is pollution. It is of crucial importance to find the solution to making travelling more environment-friendly in the future, in order to keep the air and water quality good for living. People are working on it by encouraging cycling, hiking or walking on relations not too distanced and they are trying to make it as much interesting and attractive as they can, not only for tourists, but also for their population. Considering that science is developing fast these days, and new, better vehicles are invented on a daily basis, we can certainly say that environment-friendly travelling is just around the corner, which makes an extraordinary chance for both tourism and transport development.

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Mirjana Kovačić, Tamara Milošević

Međuzavisnost prometa i turizma

Sažetak

Usluga prijevoza u turizmu ovisi o fizičkoj dostupnosti odredišta, kretanju unutar tog odredišta i o samom prijevozu. Putovanje određenim sredstvom može biti turistička atrakcija iz razloga što putovanje može biti dio odmora i zabave.

Svha rada je utvrditi temeljne odrednice prometa, prometne infrastrukture te istražiti ulogu prometa u razvoju turizma.

Cilj rada je ukazati na međuzavisnost prometa i turizma s obzirom da je upravo razvoj prometne infrastrukture potaknuo razvoj masovnog turizma.

Autori analiziraju prometnu infrastrukturu i važnost prometnog sredstva u odabiru turističkog putovanja. Posebno se analiziraju prijevozni oblici koji su i sami turistička atrakcija te se daje prikaz pojedinih oblika prijevoza, kako bi se vrednovala uloga prometa u održivom razvoju turizma.

Ključne riječi: promet, prometna infrastruktura, prijevoz, turizam, međuzavisnost.

