



The Role Of Transportation In Tourism Development

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ABSTRACT

Transportation has been an important piece of the travel industry which joins globetrotters with different vacation spots. Tourism industry is one of the major sectors of the economy. We can see that there is a close relationship between transport and tourism. Without transportation facility, the tourism sector cannot run successfully. Tourists use several modes of transport for their travelling from one place to another. The major modes of transport are land, water, and air. We can see that transport is the cause and effect of tourism. Travel is the basic human characteristic and transportation is the inevitable part of travel. Tourist transportation means the shifting of tourists from their place to places of their relishes.

Keywords: Tourism industry, Transportation, Transport infrastructure

INTRODUCTION

India and other nations benefit greatly from tourism, which is also quite profitable for all of them. For instance, the Taj Mahal produces a variety of national revenue streams each year. We benefit from the burgeoning income due to different forms of industrial tourism. Other tourism-related industries include housing, transportation, wildlife, art and entertainment, and others. People have a wider range of experiences when they travel to see different living things, cultures, and geographical areas. Learning about the customs and culture of the area is also made simple by doing this. Furthermore, a significant source of imports in many regions is tourism. Although it took a long time, our forefathers traveled by water, which was the most practical and economical mode of transportation. We can now travel swiftly and without wasting time, covering hundreds of kilometers in a matter of hours, all thanks to the advancements in technology. Technology advancement has made the world smaller, like a global village. Moreover, the techniques we use now are far safer than those of our forefathers.

Strong transportation systems are essential to the tourism industry because they make a variety of places accessible and improve the experiences of tourists. Transportation plays a more significant part in the growth of tourism than just providing access; it also affects traveler satisfaction, destination preferences, and the financial stability of tourist-related businesses. Transportation encourages the growth of tourism by drawing more tourists and assisting in the establishment of tourism-related companies and services by offering easy, dependable, and reasonably priced travel choices. The present study explores the several aspects of this mutually beneficial association, demonstrating how transportation infrastructure and amenities stimulate the advancement and prosperity of travel destinations across the globe. By addressing important aspects that affect the growth of the business, transportation acts as a catalyst for the development of tourism. To begin with, accessibility is a major factor in drawing travelers to a location. An area's potential visitor base can be increased by having well-connected highways, airports, and public transportation networks that facilitate passenger access to and exploration of new locations. Second, the visitor experience is directly impacted by transportation. Smooth airport transfers, effective public transportation inside a destination, or picturesque train rides all play a major role in determining overall satisfaction and promoting return trips.

Traveling has many different aspects. An essential component of the tourism sector is transportation. A reliable transportation system is necessary for the growth of tourism. Almost every nation in the world that prioritizes tourism has efficient transportation systems. One key component of the international tourism system (ITS) is transportation. In the 69 years after India gained independence, the country's tourism industry has grown

dramatically. The Indian government established the Sir Sarjent Commission upon independence, which led to the establishment of IITTM and the Indian Tourism Development Corporation (ITDC). ITDC built quality hotels in strategic places to grow the travel and tourism industry. Creating accommodations is its primary goal. The goal of IITTM is to develop human resources for the nation's travel and tourism business. It is possible to discuss transportation and travel without considering tourism, but travel is necessary for tourism to grow. The tourism business depends heavily on transportation. The expansion of tourism can be attributed primarily to the advancements in transportation. Transportation infrastructure also affects tourism investments and destination development. Greater employment opportunities and regional economic growth can result from private sector investments in accommodation, attractions, and other tourism-related enterprises, which can be sparked by upgraded highways or new airport terminals. Essentially, transportation plays an essential part in the development of tourism, serving as the backbone that links locations, improves tourist experiences, and stimulates economic growth by growing the tourism industry. This essay will examine these dynamics in more detail, highlighting the relationship between the expansion of tourism and transportation.

A better use of resources is required due to the effects on the environment, deterioration of tourist destinations, tourism experience, and economy. Opening delicate and vulnerable places via better service and infrastructure may be harmful to the environment in areas rich in biodiversity. It's critical to reconsider the function of transportation in these kinds of situations in light of these concerns. the convenience of access. The development of tourism transportation is contingent upon the presence of suitable transportation infrastructure, such as highways, trains, bus terminals, river and ocean ports, airports, and so forth. Because of the development and diversification of transportation options, tourism has grown significantly in the modern era. Developments in this field have made it easier to incorporate resources that are located at significant distances from tourist destinations or to get over certain natural barriers into the tourism industry. Transportation and tourism development are intertwined: travelers want safe, quick, and comfortable transportation, which they must pay for out of their own pockets. The particularities of each mode of transportation and the reasons behind the passengers' choices influence both the mode of transportation selected and how often it is used in combination.

Air Travel Air travel is one of the most significant forms of transportation for tourists. The way that people think about time and distance has changed significantly as a result of air travel. To accommodate the ever-increasing demand, airlines deploy new technical advancements and spend billions of dollars. The aviation business is growing quickly because it plays an unmatched role in long-distance travel. There are 1,629 airlines, 27,271 aircraft, 3,733 airports, 29.6 million planned departures annually, and 2.7 billion passengers carried by the global airline business. The largest airline is producing Airbus and Boeing, two businesses that share the market. Transport not only gets visitors from point A to point B, but it also affects the entire tourism experience and has an impact on destination development. To fully realize the potential of tourism, promote economic growth, and enhance the visitor experience globally, an efficient and well-connected transportation system is necessary. Effective local transportation options within locations, such taxis, buses, trams, and ride-sharing services, let visitors move around and get to different attractions. Travelers are encouraged to spend more time and explore a destination by having easy and economical transportation options.

Vehicle Transportation Compared to other means of transportation, automotive mobility is superior over short distances. Seeing local cultures and countries is made simple by automobile transportation. Compared to other forms of transportation, it offers a considerable deal of flexibility (Oter, 2007). This mode's significance in the tourism industry is likewise paramount. Tourists typically employ this mode of transportation due to its inexpensive cost when compared to air transportation. However, time and distance are the primary factors influencing this decision. Travel inside a destination is made easier by the availability of rail and road infrastructure. It is simpler for travelers to visit various sites within a region or nation when there are strong road networks and dependable public transit systems in place. In addition to providing efficient transportation, scenic train routes—such as the well-known intercity trains in Europe—also enhance the actual trip experience. **Transportation by Rail** Railway transportation is the other option that has an impact on tourism. This kind of transportation is thought to be the most traditional. Railways were widely used in the 19th century. However, modern technological innovation and application have led to the development of rapid trains, which are a rival to automotive and air travel. Nowadays, railroads are employed to move cargo in numerous nations. Travelers' preference for driving or flying is the cause of this. However, there are these railroads that are part of tourism packages. Orient Express Railways is one example that comes to mind.

Sea transportation Cruise travel, boat travel, yachting, ferry travel, and other similar activities may be included here. Cruise travel has a unique niche in tourism. Tourists can visit multiple nations while on a cruise ship. This mode of transportation is among the most expensive, as a cruise ship costs more than \$100 million.

OBJECTIVES OF THE STUDY

- To analyse the importance and influence of transportation in tourism industry
- To find out how the transportation can be used for the growth of the industry
- To know the impact of cause and effect relationship of transportation in tourism industry

HYPOTHESIS

- This study reveals that there is a significant influence of transportation in tourism industry
- Transportation leads growth of the tourism industry
- Transportation sector has positive impact on tourism industry

REVIEW OF LITERATURE

Banu S.(2012) The term 'Tourism contributors to economies' refers to service industries that support both local and international tourism. This section covers transportation options such as airplanes, railways, buses, and taxis, as well as accommodations such as hotels, resorts, small eateries, local stores, handicraft exhibitions, and locally produced products.

Bhatia A.(2013) The Ministry of Tourism can assess the strengths and weaknesses of the Indian tourism industry, identify opportunities, and mitigate threats to maximize its benefits. The World Tourism Organization predicts a shift in foreign tourist arrivals from advanced economies to emerging economies. India, as part of the latter, should be prepared to capitalize on these opportunities.

Chowdhury B (2013) Tourism can boost economic growth at the local and national levels, including agriculture, industry, and service sectors. Tourism contributes to infrastructure development by constructing roads and tracks to various tourist attractions. Tourism can help provide funds for environmental conservation. Tourism can boost transportation infrastructure, improving access to various destinations.

Gupta N (2013) Tourism is often viewed as a career for travel agencies and tour guides, with little respect for those working in the business. To raise knowledge regarding the impact of tourism on the national economy and its revenue creation, it is crucial to raise awareness among society. Tourism professionals should be proud to be part of the country's largest industry.

Jain D (2013) Every destination nation aims to increase the number of visitors by utilizing efficient marketing techniques to grab potential travelers' attention and pique their curiosity. Development of marketing strategies depends heavily on promotion, which is a crucial component of the marketing mix. Because tourism is an industry where travelers seek to know ahead of time what amenities and activities await them at their destination. Through a variety of promotional strategies, marketers must give potential visitors the information they need in order to inspire and draw them to the sponsor's location.

LIMITATION OF THE STUDY

- Accuracy of the data depends up on the information provided by the respondents
- Inherent limitations of the data collection can affect the study to a large extent
- The respondents were reluctant to give information due to their busy schedule
- The lower time period is a major limitation of this study

RESEARCH METHODOLOGY

RESEARCH DESIGN

In this study exploratory research design is conducted. This study is conducted 50 tourists in different place especially in kochi city .Under this study convenience sampling method under non probability sampling technique is followed here.

DATA COLLECTION

Under this study both primary as well as secondary data collection method is used. The primary data collection is done with using questionnaire distributed among 50 tourists chosen as samples. In this study questionnaire is drafted based on 5 point likert scale method where responses were rated as 5 for "strongly agree", 4 for "agree", 3 for "netural", 2 for "disagree", 1 for "strongly disagree". Secondary data is collected from books, journals, several websites and articles and so on

DATA ANALYSIS AND INTERPRETATION

For the purpose of data analysis and interpretation Statistical Package for Social Science (SPSS) is used also known as IBM SPSS Statistics ,is a software package used for the analysis of statistical data. Under this study karl pearson's correlation coefficient is used. Coefficient of correlation is a number in between -1 and +1 .

1. Gender wise analysis

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	24	48.0	48.0	48.0
	male	26	52.0	52.0	100.0
	Total	50	100.0	100.0	

Under this gender wise analysis out of 50 samples taken ,24 were (48%) female tourists and 26 were (52%) male tourists .The majority of the respondents were male tourists .

2. Correlation analysis

		Correlations	
		easiness of reaching a destination	impact on your travel decision
easiness of reaching a destination	Pearson Correlation	1	.416**
	Sig. (2-tailed)		.003
	N	50	50
impact on your travel decision	Pearson Correlation	.416**	1
	Sig. (2-tailed)	.003	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The above correlation analysis shows that there is a positive and statistically significant correlation between two variables which means that pearson correlation coefficient between easiness of reaching a destination and its impact on the travel decision is 0.416 which point out moderate positive correlation between these two variables .

		Correlations	
		cost of transportation	choice of travel destination
cost of transportation	Pearson Correlation	1	.408**
	Sig. (2-tailed)		.003
	N	50	50
choice of travel destination	Pearson Correlation	.408**	1
	Sig. (2-tailed)	.003	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The above analysis reveals that there is a significant relationship between transportation in travel experience and cost of transportation . Pearson product correlation of these two variables was found to be moderately positive and statistically significant (0.408).Hence this shows that the variables are positively correlated.

FINDINGS

- By making locations more accessible, transportation has a big impact on tourism. By connecting tourists to remote or unusual places, efficient transportation networks—including air, road, rail, and sea routes—can grow the tourism industry.
- Having a variety of transportation choices makes it easier for visitors to move about a destination. This enhances the overall trip experience by making it easier to explore various locations and attractions.
- By generating jobs and assisting small businesses, upgrades in transportation infrastructure can promote the growth of the tourism industry. A rise in tourism can result in higher spending on lodging, food, and entertainment as a consequence of improved connectivity.
- For tourists, greater connectivity and convenience can be achieved from the integration of various forms of transportation, including as air, rail, road, and sea. The whole travel experience can be boosted by intermodal hubs and smooth transitions between modes.

- Travel options for tourists have become more convenient and sustainable as a result of breakthroughs in transportation technology, including electric automobiles, high-speed trains, and ride-sharing apps.
- Tourist transportation services are more secure and effective because to smart technologies such automated ticketing systems and real-time transportation apps. Planning and management of infrastructure have been designed to accommodate swings in tourism demand through information gleaned from transportation analytics.
- Strategic investments in infrastructure for transport, such new roads, airports, or rail connections, can encourage the growth of the tourism industry by providing access to previously untouchable places for travelers. The financing and development of transportation projects that assist the expansion of tourism requires the cooperation of the public and private sectors.
- In the global tourism industry, destinations with sophisticated transportation infrastructure have an edge. Travelers are drawn to destinations that are easy to get to and have an excellent connection.

CONCLUSION

From the data analysis and interpretation of results it is been concluded that there is moderate level of interdependence between transportation and development of tourism .There is no denying that transportation plays a vital and diverse role in the growth of tourism. Transportation networks support the tourism sector by offering accessibility, connectivity, and ease of use. Effective transportation infrastructure promotes economic growth, opens up new destinations, and improves cross-cultural interaction in addition to making it easier for tourists to travel about. In the end, strong and efficient transit systems that meet traveler demands and contribute an important impact to regional and international tourism economies are critical to the growth of tourism.

When it comes to scheduling, accessibility, and ease of use, tourists frequently favor convenient modes of transportation. Direct flights, well-connected train routes, and dependable bus services are preferred due to their ease of use and effectiveness. Comfort is important to travelers, especially on longer excursions. This may affect decisions on private transports, rental automobiles, or first class seats on airplanes or trains. Travelers frequently think about how their lodging options work well with the transportation they choose. Decisions made by travelers when choosing hotels or vacation rentals might be influenced by proximity to airports, rail stations, or public transportation hubs.

Essentially, transportation plays a crucial role in both destination management and tourism development, serving as more than just a way to transfer travelers from one location to another. To fully realize the potential of tourism, promote economic growth, and guarantee a great experience for both tourists and locals, investments must be made in effective, sustainable, and well-integrated transportation networks. The changing tourism landscape of today and tomorrow may be embraced by locations that recognize and capitalize on the transformative power of mobility. Tourism that is responsible is encouraged by sustainable transportation methods. Putting eco-friendly transportation solutions into practice reduces the impact on the environment, protects natural resources, and enhances the wellbeing of nearby populations.

All things considered, the tourism sector is greatly influenced and supported by the transportation sector. Destinations may boost their allure, competitiveness, and level of attraction to tourists while promoting economic growth and safeguarding natural and cultural resources for future generations by investing in contemporary, effective, and sustainable mobility solutions. In an ever-changing global landscape, the long-term viability and prosperity of tourism destinations depend on the seamless integration of transportation and tourism planning.

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