

THE BIUNIVOCAL CONNECTION BETWEEN TRANSPORT AND TOURISM – A KEY-ELEMENT IN THEIR DEVELOPMENT AND COMPLETION

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Abstract

Through the agency of this paper the authors wish to emphasize the tight connection between transport and tourism, stressing in the same time the difference between transport in general and that part of transport which exclusively addresses to the tourism sector. From this point of view, touristic transport can be achieved by all classical means of transport (air, maritime, road and rail), at different regional intensities, as well as by cycling or walking. The current paper wishes to analyze the seasonality of the departures of Romanian visitors abroad, by the means of transport used.

Key words: *touristic transport, seasonality, departure abroad*

JEL classification: L83, L91

1. INTRODUCTION

The connection between transport and tourism is characteristic to the entire touristic system. People travel daily shorter or longer distances, using different means of transport with various types of power supplies (motorized and non-motorized). The importance and the necessity of transport for tourism can be materialized through the fact that tourists are transported between their residency and their final destination, the latter having several purposes - holiday, recreation, treatment, business or education.

At global level, the transport sector represents one of the most dynamic economic sectors and, together with tourism, experiences economic pressure through a higher price of fuel. On the other hand, authorities, citizens and ecological non-governmental organizations pull together to reduce global carbon emissions.

Generally, the method of integrating a transport system by sustaining tourism means an essential capacity in the development of some potential touristic destinations or in already existing ones, the element “accessibility” having a major role when choosing a certain tourist destination.

Referring to touristic transport, Gunn (1994) made an interesting appreciation and declared that transport does not always represent a goal, but a necessary evil for the tourist to accomplish its trip. Undoubtedly, transport is useful for tourism, while the level of tourist satisfaction is strongly related to the reduction of travel time and cost.

The tourist can choose between his favourite means of transport (airplane, train, car or ship) or the price that best suits his financial situation. In the same time, he can travel long distances without interruption (for example using the airplane) or he can choose the car or the train, so that he will be able to enjoy the diversity of the landscape.

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2. THE RELATION BETWEEN TRANSPORT AND TOURISM

At international level, air transportation covers a proportion of 43% of all trips, while road transport receives 42%. Journeys by train are lesser, only 8% of the total, while those made by river or sea gather 7% (World Tourism Organization, 2000).

It can be seen that the choice of air transport is increasing, but there are still regional differences. The connection between continents is mainly achieved by air, while on shorter distances, especially around the Pacific Ocean area, it is done by sea transportation.

The scientific literature contains the concept of "touristic transport", an expression that explains the significance of the link between transport and tourism. Therefore, we are witnessing the interaction of these two sectors, considering transport as a form of tourism, including railway travels (Dann, 1994; Halsall, 2001), scenic tours (Lew, 1991), as well as thematic routes (Murray & Graham, 1997). Consequently, touristic transport is a term that incorporates all trips made through the agency of the transport system. However, experts consider that it is necessary to make a distinction between classical transport and classical tourism, the second requiring a different marketing approach and vigorous planning.

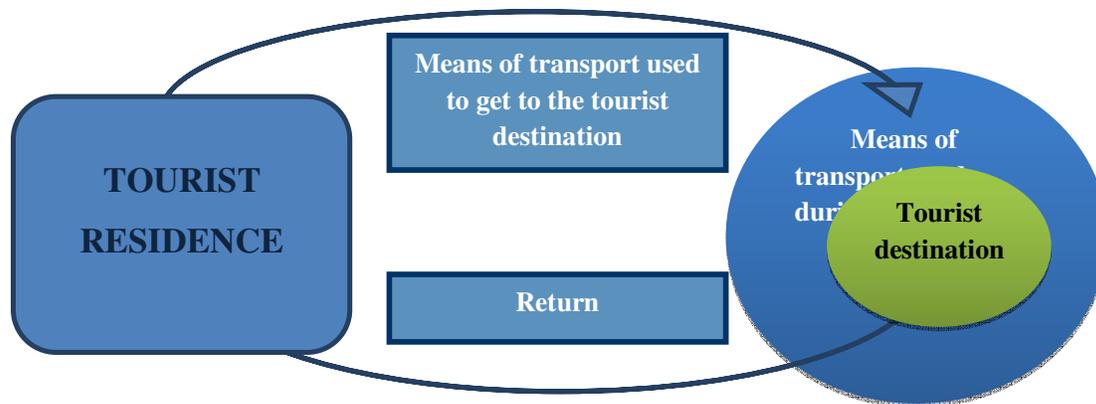
Regarding the consumption of tourism services, transport is a key element in the onset of this manifestation. In fact, a person realizes a movement between his own house (starting point) up to his final tourist destination and all the way back. The advanced way of organization and an adequate development are the premises which both the length of the travel of tourists and quality of the holiday depend on. We have to emphasize here the speed of the means of transportation, as well as tourist's availability and diversity for a certain tourist destination at a given moment in time. Of course, this also depends on the seasonality of tourism services (if they are winter or summer activities) and on the weather conditions during that period (heat - which imposes speed limits, especially for the rail transport, but for road transport as well, heavy rainfall that may have a negative impact on motorways, snowstorms and heavy snowfalls, etc.).

Perhaps the most obvious connection between transport and tourism is represented by the improvement and optimization of various means of transport that has led to a natural evolution of tourism activities, both as deployment area and new ways of tourism consumption. This situation also leads to an expansion of tourism, which imposes a new reconfiguration and development of transport services. The issues listed above clearly show the interdependence that exists between tourism and transport (Nistoreanu, 2002).

The whole series of links between transport and tourism do not aim only at achieving and optimizing the actual movement of the tourists and their luggage. In addition, a large number of related activities take place, such as the transport corresponding to hotel procurement or to several leisure activities, cruises, pilgrimages, etc.

Moreover, we can also add that there is a natural use of transport within the tourist experience (by using cabs, buses and subway systems), together with an increasing intensity of other usages (trains which make connections between airports, tour buses, buggy rides along the city, climaxing with walking itself, cycling and other special activities like kayaking).

The graphic below suggestively represents the relationship between the tourist and the call for transport services that he makes to his final destination.



Source: authors' vision

Figure 1. The connection between tourist and tourist destination in the light of transport

3. ANALYSIS OF THE SEASONALITY OF THE DEPARTURES OF ROMANIAN VISITORS ABROAD, BY MEANS OF TRANSPORT USED

The relationship between transport and tourism is based on the concept of tourism as a source of travel demand, as well as on the concept of transport as a key element of reaching a series of tourist destinations (Transportation Research Board, 2004). This is the reason for which actors from both sides (both tourism agencies and those ones that have transportation as main object of activity), as well as various organizations that work in this field need to develop several efficient coordination processes among them.

Although most of the connection between transport and tourism is done through the agency of air and road transport, it is important to underline the fact that all means of transport contribute to some extent (to a lower or greater extent, as the case may be) to the smooth operation of this domain. It is a known fact that tourism agencies design attractive and convenient packages from this point of view, while tourists will always choose that means of transport to the desired destination that involves the shortest duration in order to enjoy more their vacation (Lumsdon and Page, 2004).

In order to describe the phenomenon of touristic transport, we have chosen to analyze the seasonality of the departures of Romanian visitors abroad, taking into consideration the means of transport used in order to accomplish those trips.

First of all, we have to mention the fact that seasonality is part of a chronological series and it represents those fluctuations that take place when a phenomenon unfolds depending on the division taken into consideration (season, day, month, semester, quarter, etc) and that it happens again, with certain accuracy, from an observation period to another. The complexity of the social and economic environment that we live in makes this seasonal character not exactly a rigorous one and in no way of the same intensity, which leads to difficulties while trying to accomplish a statistical measurement. Nevertheless, in order to anticipate both the impact and effects of seasonality, as well as to take the most suitable measures to mitigate these effects, we need to determine the seasonal element, which can be done through the agency of seasonality indexes.

Before calculating these indexes, we need to collect the necessary monthly or quarterly data for a period of at least three years in a row. In our case, the data provided by the National Institute of Statistics (2009; 2010; 2011; 2012) can be found in a monthly bulletin. For this reason, we have chosen to adapt these information so that our division to be based on quarters. Table 1 contains these data, as well as their processing so we can obtain the necessary seasonality indexes. The methodology will be explained in the following lines.

At this point, we can all admit that the economic life has been significantly disrupted by the financial crisis that made its first appearance in Romania at the beginning of 2009 and that has inherent affected the tourism sector in all its areas. That is why we have chosen to investigate the evolution of the seasonality indexes between January 2009 and December 2012.

	2009	2010	2011	2012	\bar{y}_j	ISj (%)
I	868834.67	813215.67	782171.33	770941.00	808790.67	86.82
II	1024477.33	920064.67	940943.33	957367.33	960713.17	103.13
III	1181733.00	1102238.33	1138465.67	1180778.00	1150803.75	123.54
IV	832469.33	799536.00	783824.33	807215.33	805761.25	86.49
Total	3907514.33	3635054.67	3645404.66	3716301.67	3726068.83	400.00

Source: authors' own computation

Table 1. Departures of Romanian visitors abroad, by means of transport used (number of persons)³

The calculation method is a relatively easy one and it involves applying the method of the arithmetic mean several times in order to calculate an average, \bar{y}_j , for each quarter (according to the results from column 6). The formula we use is the following:

$$\bar{y}_i = \frac{\sum y_{ij}}{n}$$

where n is the number of successive years taken into consideration.

At the same time, we need to set a general quarterly average for the whole period, that is an average of all averages, which is recorded as \bar{y}_0 and whose formula is the one below:

$$\bar{y}_0 = \frac{\sum \sum y_{ij}}{n \cdot m} = \frac{\sum \bar{y}_j}{m}$$

where m is the number of subperiods (the four quarters). In our case, dividing by four the number found in column 6, line 6, we obtain an average of all averages (931517.21 inhabitants) that we compare with each quarterly average. This result equals to the seasonality index corresponding to a certain period. It also shows how much a quarterly average represents against the general average and it is based on the following formula:

$$IS_j^{\%} = \frac{\bar{y}_i}{y_0} \cdot 100.$$

If one desires to check the truthfulness of these results, the following situation must be encountered: the sum of the indexes obtained for each quarter has to be equal to 100 multiplied by the number of subperiods (in our case there are four of them). According to column 7, line 6, this equality is achieved.

We can thus observe that, for the first quarter, the average deviation degree against the average general number of Romanians who travel outside the boundaries of our country, using a certain means of transport, reaches a seasonality index of 86.82%, while in the second quarter the results surpass the average with 3%. Moreover, following the same upward trend, the third quarter represents the peak for the departures of Romanian visitors abroad, the numbers exceeding by 23% the results obtained for the average of all averages. This situation can be explained through the fact that this period is associated with holidays and people prefer

³ The data take into consideration all the means of transport available (road, rail, air and maritime), including trips by foot.

to go abroad in a larger number. In the fourth quarter the departures of Romanians register a percentage similar to the one obtained in the first quarter (86.5%) due to the fact that this period covers several winter holidays, when most Romanians choose to stick to their traditions and spend their time together with their families, at home.

4. CONCLUSION

While in early ages people used to travel with the help of animals and then with different vehicles with animal traction, the industrial revolution of the 18th and 19th century has had a significant impact on human life. It completely changed the way people move between two or more points, leading to the reduction in the time associated to a certain travel. Today, transport can be found in every single activity, in tourism as well, representing a mandatory condition of reaching the desired tourist destination, wherever its location may be. In the same time, the concept of touristic transport can be seen from two perspectives: touristic transport used to reach a certain destination and touristic transport during the stay.

Under these circumstances, specifying for our country, the analysis of the seasonality of departures of Romanian visitors abroad, by the means of transport used, can point out the intensity of the touristic transport phenomenon during certain periods of time. According to the present research, during the period 2009-2012, the second and third quarters have significantly exceeded the average number of Romanian visitors (931517.2 inhabitants) who travel abroad by a specific means of transport, while the results for the first and last quarters underline a percentage of approximately 86% for each of them.

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