

TRANSPORTATION SERVICE IN TOURISM INDUSTRY

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Abstract: Transport is one of the essential components of tourism activities. The relationship between transport and tourism development is very important because it contributes significantly in the development of tourism. It overcomes the physical social and economic development of human beings. It overcomes the physical constraints of distance and meets the human needs for movement over the space. It provides a link between the origin and destination of tourism. The movement of human beings at national and international level is taking place because of various means of transport

Keywords: Transportation, Bus, Driver, Guide, Roads.

Introduction. The term transport is derived from the Latin word trans meaning across a port. Thus, the movement of people or goods from one place to another by a means of transport is called transportation. Each tourist has to move from place to place and needs transportation for his or her movement. Transport helps people to move from tourist generating area to tourist destination area. In between, there is a transit route. There are different modes of transport like road transport, rail transport, water transport and air transport. In earlier times road transport was more popular than railways or waterways. For travellers, the states have taken keen interest and extended some important facilities on these land routes. To measure the distance from their destination point, kosminars were constructed. Some of them still survive. Trees were planted on both sides and wells were dug to provide drinking water to travellers and protect them against heat and thirst. In addition sarais (accommodations) were constructed along the route.

Tourism plays a key role in the socio-economic and cultural progress through creation of jobs, enterprise and infrastructure and revenue earnings. Tourism certainly requires an integrated development of basic infrastructural components, and transport is one of them. Transport occupies a key position in tourism sector and it is an important driver for socio-economic progress. It plays an important role as it would be impossible for tourists to visit many tourist sites without it. It provides an essential link between points of origin to its destination areas. It facilitates the movements of holiday makers, business travellers, people visiting friends and relatives and those undertaking educational and health tourism. Over the years, tourism has recorded significant growth in development and is one of the fastest growing economic sectors in the world. Due to new innovations in transport system, the growth and patterns of tourism are changing. We need today a safe, convenient and affordable mode of transport for travelling. In 2015, the United Nations World Tourist Organization (UNWTO) recorded a 4.4% growth and it reaching 1,184 million travellers. This huge number of tourist travelled because of transportation be it surface, air or water transport. In India, Planning Commission has identified tourism as the second largest sector in the country in providing employment opportunities. Most of the semi-skilled workers are engaged in supportive activities of tourism industry.

Transport plays a very important role in the tourism industry. It is actually the link between the home, destination, accommodation, attractions, considered the main elements of a journey. Transportation is very important to the success of both domestic and international tourism. Mass tourism, as it is known internationally could not have existed without inexpensive and easily accessible transportation. Transport forms an important part of the tourism and the tourist experience at the destination. In many tourism studies, the main relationship between transport and the tourism was emphasized and defined in term of "accessibility" which means that transport is

considered having an essential connection between tourist generating regions and tourism destination regions.

Thus, in Uzbekistan, a lot of work is being done on the development of transport tourism, which will serve as a basis for the development of our Uzbekistan in the future. When planning his trip, the tourist should take into account the speed of delivery to the resort, accommodation, transportation of goods, stopping under power conditions, conditions for recreation, noise level, the presence of harmful environmental factors and, of course, - safety. The main tasks of this work are to determine the main modes of transport used during inbound and outbound tourism. The role and place of transport services in the tourist market Transportation is one of the important components of the material base of any country's economy. The engine of transport has long been the engine of progress. Man used some means to transport people and goods. With the invention of the wheel and various engines, man began to move: wagons, steam, steamboats, steam locomotives, airships and allowed to travel for various purposes Car services used in tourist trips include three main directions: 1) Organizing a bus trip; 2) Traveling in private transport of tourists 3) Car rental. The first car service is the bus service. Bus tourism is still a very young type of tourism. The beginning of its development can be traced back to the 70s. 20th century Before that, buses were mainly used for transfers, excursions and local trips in different countries. Bus tourism is an economic type of tourism and is constantly developing for a wide range of people. Until now, there is a tendency to increase its size. Priority is given to the bus type on weekends - there are 2-3 day trips to European cities for sightseeing purposes. The second car service, which has begun to appear in the territory of Uzbekistan, is the travel of tourists in their own personal transport. But there is special help in organizing the movement of tourists along the route in their cars. This is definitely reflected in the specific features of the organization of car types. The third is definitely car rental. Car rental (or rental) is a very common and indemand service among tourists, especially for stationary and resort trips. In any tourist center or recreation center there are many car rental offices - from large to small. The world's leading car rental company is Hertz. In the mid-90s, it competed with Avis. It was named the best car rental company by Institutional Investor magazine. Nowadays, these three car rental services are widespread all over the world, and we can find more bus services in our country. Therefore, it is the need of the hour to develop the other two species. Currently, tourism is being developed in our country by means of other vehicles. For example, rail transport is currently the most common car service for tourists.

Transportation has been an integral part of the tourism industry; transportation links tourists with various tourist attractions. There is a general agreement that tourism expands more with better transportation systems. In many parts of the world, tourism has been underperforming compared to the natural heritage the country is endowed with. One of the things mentioned as underperformance is poor transportation systems. Transportation needs for tourism promotion and tourism development, among others, are the maintenance of the existing roads, construction of more roads/rail track/sea and air transportation, construction of local airports, and enhancement of local flight operations. And established that security and safety in transportation systems are not bad though tourists consider transportation costs high. Tourism development could be even bigger if more could be done in various elements of transportation systems. All its stakeholders need to take part to develop tourism in their regions. (The government and other stakeholders of tourism).

The tourism sector is one of the main important sectors of the economy. Many countries take advantage of covering the budget deficit with the help of profits coming from tourism. That is why tourism sometimes is called a factory without a chimney. But tourism has its unique features that differentiate this sector from the others. Like in the other service industries, in tourism, the customers, that is, the tourists, come to the destination where the tourism services are provided. It isn't easy to think of the tourism sector without transportation. Transportation is the main means to carry passengers, that is, the tourists, to the actual site where tourism services are performed.

The development of transportation, vehicles, infrastructure and using new technologies in this sector speed up tourism development. If we pay attention to the statistics of the World Tourism Organization, we may see that the tourism dynamics have changed and increased rapidly between 2005 and 2015. In 2010 international tourist arrivals rose to 940 million. This, in turn, brought the economies \$980 billion. Different factors can explain this trend. But the main important factor here is the rapid

development of the transportation sector and the application of technological innovations which enable the tourists to reach many destinations of the world.

Whether transportation plays an important role in enriching the travel experience of a tourist depends on the mode of transport and the frequency of use. Carrier can turn into a separate tourist attraction element; cruising, Orient Express trains, boat trips along the river, etc., are the best examples of tourist attractions. The effective factors in choosing the transportation mode in tourism are given below (Westlake and Robbins 2005, 463):

- Time limit
- Distance
- Status
- Comfort
- Security
- Benefit
- Price
- Geographical position
- Competition

An increase in traffic due to world tourism growth puts pressure on transportation facilities, which can have adverse effects. Those negative effects are as follows (Goeldner and Ritchie 2012, 96).

The provision of food and beverage services at a variety of events and gatherings is the primary focus of the catering food service industry, which is a specialized subset of the food industry. Not only are caterers accountable for making mouthwatering delicacies, but they must also guarantee that the food is delivered and presented flawlessly in a variety of settings. This service is extremely flexible and may be adapted to meet the requirements of a wide variety of clients and events, such as weddings, business meetings, private parties, and conferences. cuisine service providers who provide catering work closely with their clients to customize menus, styles of service, and the presentation of the cuisine to match the specific requirements and tastes of each occasion.

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