



## ROLE OF ROAD TRANSPORT IN THE INTERNATIONAL DEVELOPMENT OF SERVICES AND TOURISM

**Constantin GEORGESCU**

*Dimitrie Cantemir Christian University, Department of Economics and International Affairs, E-mail: [cgeorgescu93@yahoo.com](mailto:cgeorgescu93@yahoo.com)*

**Abstract** *Tourism branch has contributed a important material share in international trade in services. As part of this unit stands international transport network, without which continued and accelerated development of this sector would not have been possible. The interdependence of the two branches of the international economy has effect on them but also on a whole set of economic activities (production, marketing, technological development, etc.) and new commercial opportunities.*

**Key words:**

Road transport, vehicle, international tourism, infrastructure

### Introduction

General characteristic aspect of contemporary global economy is that although internal factors remain critical, the performance of a company depends to a large extent on the promotion of international markets in the world economic participation. The influence of external factors is complex, diverse and contradictory.

Technological innovations and their applications in tourism can become an important set of factors in shaping the future in international transport. Their potential impact will be felt and used for marketing and can benefit from new products developed technological innovations, technologies that can reduce costs and therefore prices of tourism products; innovations in multi-media system will facilitate access for direct consumer home or office. Promotional techniques will be changed by technological developments in television, Internet etc.

Increasing rates of movement of tourists will make it accessible tourism product for the entire population of the globe, with favorable track the rapid development of industrialized countries.

The effectiveness of a marketing program can be addressed both quantitatively and qualitatively. In the first case, expressed through measurable indicators, which put in terms of value or valence efforts in natural units, the effects captured in the same units. As quantitative indicators used transport volume, market share, number of passengers etc., all has an influence on what the source of income sizing effort coating.

The second case concerns a range of qualitative aspects that are affected, usually on long-term company performance. As qualitative indicators using

training and improving the image of the transport undertaking market awareness training etc. They influence or are the result of sub-indicators such as customer loyalty only to reach, increase customer satisfaction loyal to benefit tourism etc. Another essential element in assessing the consumer is to offer value for money, which must be continuously improved.

Trends in tourism transport forms where each structure is dependent on tourist traffic, equally, the dynamics of the overall development of tourism and transport of passengers. As a result, there are significant differences between the domestic and international traffic, and between countries and continents.

On all international tourist traffic supremacy stands road transport (47%) but it tends to be replaced by that of air transportation in the last decade, recorded the highest growth, their growth rates surpassing ones the arrivals of tourists.

Compared to the general situation in the European continent - which concentrates 60% of tourist traffic - reveals a net dominance of road transport (over 70%), high Podere argument traveled farther the distance short and media freedom that gives the traveler this means of transport.

Analysis of countries reveals a mosaic of options tourists for a particular mode of transport. Manifested preferences reflect pa trip next action specific factors (price, comfort, speed, security, etc.), the structure of tourists according to their place of origin and reason for travel and transport development in the respective countries. In countries in the Far East, the beneficiary of tourist flows in Europe and America, air transport is

used by 90%. In countries like the UK, Belgium, Netherlands, Denmark, location and development of naval transport 858h71i be found in proportion to their importance in tourist traffic structure of European countries, among them France, Italy, Spain enroll in specific to the general trend dominance of road transport

Considered in terms of its economic content, the transport activity is the means by which facilitates the exchange of goods and movement of people, unlike the movement of thought (carriage of mail, fax, telephone transmissions), transport is subject to other rules.

Development, diversification and modernization of transport were determined to extend and intensify the production and circulation of goods.

### **Object of transport activity**

Production of an undertaking is served not only for domestic transport, but transport carrying its external relations with the other businesses and the entire national economy. This role is fulfilled by public transports, containing it: rail, river and sea, road, air transport and passenger transport. The latter serves the production process by moving workers to and from work.

The importance of transport is not only the function they have in national socio-economic development of complex but important role exerted gain in relations between states. The international transport is the means material underlying economic relations with the other countries. These continuous production process within the world economic and technical-economic system is a complex through which a part of the social product is made in foreign markets in exchange for goods necessary national economy, contributing to changes in structure, quality and quantity gross domestic product, gross national product and net national product.

### **Peculiarities of the production process in transport**

Transport has a number of features:

Shipments of goods are an economic activity taking place both in production and in the movement of goods. It consists of: inland transport is carried through movement of raw materials, labor from production department to another, so the activities in the production and commercial transport appearing as a continuation of the production activity in the sphere of circulation.

The result of productive work in transport constitutes a new product, a commodity, but a benefit. Transport in itself cannot be stored, consumed immediately at the time of production. It stores but need transport.

Transport of passengers and goods differ substantially from one another, meaning that passenger transport is characterized by return currents purpose of travel, that are generally balanced activities, while the transport of goods there, equally, such equality, because the volumes transported in both directions, most often, is not identical. Changes in passenger traffic are influenced by mass phenomena characterized by a high probability (holidays, vacations, holidays), while the transport of goods these factors have an influence reduced.

Shipments are activities that take place on large areas, by hundreds and even thousands of separate units, geographically distant from each other, but closely related.

Transport activity is, in general, a continuous activity which in most cases is an activity day and night, both on weekdays and in the holidays, but discontinuous intensity, intermittent, reason for they yield is variable.

Road performs the movement of goods and people into space using transport vehicles that are propelled. Auto transport is a series of advantages compared to other modes of freight, msking directly from the production site to the destination, removing the cargo shipment (ex.: in and out of cars and transportation to and from the railway station). This is a great saving of expenses, transportation is very suitable especially transshipment goods that do not support. Using a cheap package this kind of transport is an important source of savings. Also, auto transport is performed with a commercial speed (over 50km/h). The turnover of the vehicles is less than about 50% of the railway carriage: a racing car makes about 3 per month, while only 1.5 racing rail wagons made monthly. Customs formalities are for vehicles, simpler, which contribute to a rapid transport.

Auto transport is also very suitable transportation to foreign markets, especially perishable goods. These perishable goods transported by car, is 1-2%, while the railway, this percentage is higher -10%. Using auto refrigerating to transport perishable goods removes the stationary due to the need to supply ice, knowing that the peak days of actual export, international expedition can supply only with great difficulty with ice-cooling wagons at border, which means delaying traffic damage foreign trade and border congestion railway stations.

Road transport plays an important tourist travel market, both domestic and international. Moving from place of residence to the chosen destination for holidays and making tourist trips visited areas is achieved in a significant proportion, the forms of road transport, which in our time have become mass transport.

Indispensable component of economic activity and social life, road transport or car, containing the technical and material elements that are grouped into two categories that provide good performance of this type of transport: active fleet of vehicles, road network, roads and motorways.

The car is the main means of road transport, represented by any vehicle that can travel on land arranged or not, by its own means, the end is equipped with an engine that produces energy source for propulsion.

### **Road transport companies**

Road, according to the executor transport and public transport are classified transport oneself. Public transport operators are companies that have as main public road transport activity, invoices and records revenue from transport.

Government Ordinance no.44/1997 on road transport as amended by Order 73/1998 defines public transport as "public road transport is performed under contract, paid by road transport operators, licensee obtained by this ordinance having the object of road and who own or lease road vehicles, regardless of their carrying capacity."

Bus station, parking and stations for passenger access and egress are public goods, regardless of whose property they are and access to them is discriminatory. For public passenger road transport by regular services in international traffic carried by scheduled all ends of line and stop the transit stations are set in bus stations, this provision is valid for national transport public regular services in localities where there bus stations.

Tourist transport in domestic or international traffic or public transport of persons in international traffic shall be made only with coaches and buses are classified by stars and categories, depending on the technical, safety and comfort.

To make public road transport, road transport operators must be registered in the Register of road transport operators, given by the competent authority.

In terms of road Romania has several short stretches highways such as Bucharest-Pitesti, Bucharest-Constanta-Constanta, Bucharest-Ploiesti,

Gilău-Turzii, belt Sibiu and other sectors partially completed.

According to data presented in the Road map of Romania made public in July 2013, the country recorded a motorway density index of 8.9, while it is considered that the benchmark/average EU-27 is 100, 0.

If our country holds the main road public or 70-75% in both the arrivals, departures and in that of tourists, due to the large share 60-70% of tourist exchanges with neighboring countries, the convenience offered of these funds appropriated distance and not least, the growth of sensitive population endowment with cars. Rail means are used in other countries more than 12-15% due to price and accessibility sustained a good development of the railway network. Air assets are required in much lesser extent compared to the world average and compared to other countries and are agreed in principal foreign tourists who visit us.

### **International trade in services in transport**

International trade in services include a wide variety of economic activities (with coverage limitations and possibilities of comparison from banking and insurance, transport, telecommunications, tourism and professional services (consulting, accounting, legal etc.) and ending with movement of labor across national borders in order to provide the services.

The structure of international trade in services is dominated by the category "international tourism" this very important. In a value according to the latest available statistics, international trade in services is made at a rate of 40.6% of "international tourism", 33.7% of "transport services" and 6.9% "passenger transport services"

Depending on where in the world economic benefit service there are two distinct categories of international services: services provided beyond the border of the provider country (international transport of passengers and freight, international telecommunications etc.) and services rendered to the customs territory of the provider country (international tourism, port and airport services, transit etc.)

Trends and road transport services offer it differentiates the two main categories that means: buses - minibuses and cars, subdivided, according to property, non-commercial sector (private property of tourists) and the commercial (property of the organizers of tourism or transport enterprises).

Tourist transport is characterized by a variable intensity traffic caused by specific seasonal demands of tourists and the diversity of routes traveled. They are made mainly using motorized means of transport,

including the largest share is held by coaches, minibuses and cars.

Buses and minibuses are used with priority in organized forms of tourism, collective transport are designed and and/or tour organizers administration (transportation companies, travel agencies and tour operators). For road transport, tourists can use, to an extent determined and public transport services for general use (e.g. urban, interurban passenger transport etc.).

The vehicles used for tourist trips can be personal property or property tour organizers or of specialized transport companies are hired for a period of international and domestic tourists, with or without driver (in the "Rent a car"). For the purposes of rapidity, convenience and attractiveness of travelers (with free choice of different routes to arrivals and departures), no other means of transport cannot satisfy the tastes of tourists on their own and semi organized extent that makes car.

This preponderance of one automotive tourism, tourist destinations especially for short and medium distances, will continue, probably, and in the coming years. And in the future, the highest percentage of tourists is the motorists who are moving on their own.

More pronounced orientation of tourism to use roads and highways is warranted: the tourist who travel by car transport is independent and thus freer in choosing the purpose, direction and time travel, given as roads network is denser and more affordable than other transport networks. Traveler motorist, viewed in terms of tourism, using a space much larger and not limited to specific travel requirements of stationary type. Tourists' motorist is thus a major source of tourist movement in international tourism in Europe.

Regarding travels by bus, although the idea persists that this means is exceeded, uncomfortable or good for the elderly 1 notice a number of features-benefits that provide an important voyages market 15-20%. These security, a certain comfort, contact with nature, flexibility, affordable, can use over long distances. These associated advantages - trip facilities related to the organization, such as the practice of arrangements such as "all inclusive" (which offers besides transport and food and accommodation services), or construction and operation of bus-bedroom, caused a slight increase in the number of applications, both from traditional client (third age population) and the young and adventurous. Coach services market is constantly adapting to the peculiarities of tourism demand.

In terms of organization, we can speak of the existence of an enterprise specialized in racing operation or charter flight with freestanding or integrated activity tourism, independent or associated chains (e.g. Europabus system, which brings together all European countries, including the eastern, Safety Motor Coaches Lines, which operates in the US, offering both scheduled and charter, Cosmos, specialized in-plane combined offers bus, Blues Frames Cars and Tours, specialized in organizing tours).

### **Car Rentals**

Car rentals with or without driver, is today an important sector of automobile tourism. Its development was due largely progress in air transport, over 2/3 of car rental agencies are located at airports. The best known tourist products offered by combining two modes are: fly and drive (air + car) and drive rail (train + car), tour package (arrangement semi organized road transport and maritime cruise ship aboard which is provide accommodation and meals)

Agencies offer three types of car rental services: driverless car rentals, rent a car with driver, long term rentals in the form of a lease. Rent a car companies concluded various international cooperation agreements such as signing partnerships with major airlines, Avis has signed such contracts with TAROM, British Airways, HERZ has signed such contracts with Austrian Airlines.

Suitable production and distribution dynamics evolved population and equip cars. Thus, in 1998 there were about 480 million recorded in circulation. Cars, representing an average of 11 people per car compared to 29 in 1960 and 15 in 1980. And in terms of endowment differences are found sensitive areas and countries.

World production of automobiles in 1998 stood at over 40 million. Pieces, recorded in the last decade the average annual growth 3-4%. Like other economic phenomena automobile production is concentrated on areas and countries. Thus Japan ranks first with nearly 8.0 million. Annual followed by the US 2.3 mil., Germany by about 4.5 mil., France with 3.2 million and South Korea with 2.3 million. In this hierarchy Romania holds an honorable place 27 with a production of about 80 thousand automobiles. Along with these developments quantitative be recorded remarkable technological advances aiming to equip the car with effects on safety and comfort, increase travel speed, reducing fuel consumption.

The car has a privileged position in the structure forms of tourist transport, due to its advantages: unlimited amount of baggage, schedule flexibility, the possibility of multiple stops, freedom of choice route, flexibility, lowest cost when used to capacity (i.e. 4 people) and other. Of course, it has some shortcomings, such as insecurity (lead car detached Chapter no. Of accidents), dependent on natural conditions, physical and nervous request of the driver, etc.

However, the car remains the undisputed leader, at least in the short and medium distance trips, predominantly within the borders.

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