



THE ROLE OF AIR TRANSPORT IN INTERNATIONAL TOURISM

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Abstract *Interconnections needed to develop the global economy, find expression and branches in industry of goods and service provision s. A sector with a significant share in global GDP is the tourism market which is closely related to the transportation market. Today we are witnessing an unprecedented continuous technological evolution, evolution facilitates overcoming barriers of time and space making air transport (and not only) an indispensable factor in the development of the global economy.*

Keywords

Tourism, aircraft,
transport, travel and
services

1. Introduction

Air transport is an important component of the global economy and plays an important role in the development of tourist activity, by its spectacular progress by the advantages it offers in terms of speed and comfort, they stimulate travel, while helping to open new markets, usually far from tourist generating countries and inaccessible by other means of transport. Air transport services have experienced strong transport dynamics in the tourism industry, being used over long distances and very long. Following statistical records, that plane is used in 50% of the distances between 1000 and 4000 km and almost exclusively for those exceeding 4000 km. Flying holds 20-25% of the total international tourist traffic.

This type of transport registered in the last two decades the fastest dynamics, their growth rate is higher than the number of arrivals, which has provided an important tourist travel market. Most of the causes expansion of air transport lies precisely in the peculiarities of the transport used.

2. Security of air transport

Safety travel by air is the result of technical factors (technical performance of aircraft) human factors (training staff and crew dimensioning), meteorological factors, political factors (air piracy). The US government began publishing statistics regarding flight safety since 1927. New legislation in 1978 removed the economic regulations but relating to the security of passengers it remained largely unchanged. By comparison with other means of transport (rail, road, sea), air transport is detached as the safest means of transport, followed by rail and last road transport. The proportion of air accidents in total passenger transport is decreasing.

3. Advantages and disadvantages

The fact that air travel despite retains evolution of technology and knowledge this type of traveling offers a very special sensation and also a fascinating fact - the flight. The use of air transport are however some shortcomings including: their dependence on natural environmental conditions, which sometimes put at risk the possibility of achieving compliance schedule or travel a certain insecurity, large investments that warrant and operation of modern airports. Also we cannot forget that air transport is strongly influenced by fuel shortages, terrorism, economic and political crises. Despite the disadvantages, air travel continues to be increasingly in demand in tourism trips. There are three main features that characterize the air transport of the new millennium:

- Dynamics supported: since the 70's, the whole sector development occurred at a rate of over 6% annually. This growth was geographically concentrated in industrialized countries and especially the newly industrialized. Third World countries, particularly poorly developed, have a significant presence in the network of air routes.
- Intense competition. Strong competition in the airline industry creates great difficulties in the management of airlines even during periods in which, for various reasons, are recorded increases in demand. Aviation liberalization policy of the United States first amended the relationship of forces on the world market and establishes relations of competition between major airlines.
- Vulnerability. Reception of technical change, political, economic and social world is a particularly important characteristic of air transport. Gulf crisis and economic recession of the early 90's caused difficulties in the airline sector. Also, 80's marked by the consequences

of oil shocks were background of airline bankruptcies, including some in North America, such as Pam Am and Eastern.

4. Passengers categories

In terms of mobile travel airline passengers fall into three distinct categories that require special treatment, in terms of airline, for developing its trade policy.

Category audiences who prefer air travel, regardless of cost. These are passengers 'absolute' of air traffic, and start holding high incomes in the choice of means of transport and the type of aircraft to criterion "time" and "comfort". For public personalities, businessmen, artists etc., the fare is measured in working time not money. Another category of public is forced to travel by air as the only means of transport that can take a trip (e.g. physically handicapped).

The third category is the public not obliged to travel by air and opting for this mode of travel, comparing them with the advantages and disadvantages of road, rail, river and sea.

Another classification can be made based on the motivation of passengers traveling with two types: those who have to travel and those who want to travel.

Passengers that must travel are mostly those who travel for business and require levels of comfort and service and passengers traveling to attend various political, cultural, sports. The price for such a trip has a high level that allows a class trip to superior service and great flexibility and adaptation to the needs of passenger length of stay. This category is relatively small passenger and passenger revenue generating large. Passengers who want to travel are those who travel for personal, mostly tourists. They make up the largest category, but in terms of airline passenger brings, lower incomes. The price paid for these passengers is lower than the one paid by the first category. Thus, air transport is profitable only in large numbers of passengers.

In terms of services necessities such passengers are smaller than those of first class passengers. Their interest is fundamental to get from point A to point B in comfort and respect the flight schedule.

5. Profit and costs

Airline industry last year generated a global average yield per passenger transported two dollars, the equivalent of a coffee and could record doubled earnings in 2015, reaching four dollars that could cover the cost of a sandwich.

This industry generates huge revenues, but is also very expensive, and profitability is little difference between these two indicators. It is very easy to go from a small profit to a high loss.

Among the factors that contribute to increased profitability in the next year include lower fuel prices, efficiency and better cost management, and some restructuring and consolidation in certain markets.

The past shows us that aviation is not subject thrives when government interference. Profits in this sector are very low, being a lucrative source of taxes and dues. Full-service traditional transporters in Eastern Europe faces significant challenges from new competitors and will need to adapt their business models to survive. They will not accomplish this care if they are off by those they hold. According to data from the IATA, this year more than three billion passengers will use air transport fleet totaling over 23,000 global planes.

In Romania, aviation provides 78,000 jobs and contributes 1 billion in GDP, compared to Hungary, where 48,000 jobs and 1.1 billion in GDP. Data for Bulgaria and Poland indicates 141,000 or 84,000 jobs sites, with a contribution to GDP of 1.75 billion euros in the first countries and 2 billion euros in the second.

Communications Representatives IATA shows that the most pressing issue related to infrastructure in Europe is "Single European Sky" and the lack of political will, to unify European airspace costs the continent five billion each year. Association IATA represents 240 airlines, covering 84% of global air traffic. These companies compete for providing optimal travel conditions as priced as low, but the distance criterion can induce the emergence of additional needs and therefore different advantages consumer demand, increasing ticket prices along with customer requirements. It identifies two segments - business or leisure - which are divided into sub-segments: travel long, medium or short distinct.

Another criterion for segmentation refers to the legal status of consumers:

- Institutions (travel agents, operators or organizations other) - the main benefits expected from such customers are availability and lower prices. This segmentation corresponds to the two products offered by airlines: charter and scheduled flights.

- Individual customers. Segment passengers flying frequently can be considered as an important and increasing segment of "business". Products like "frequent flyer" offering discounts or other benefits tariff rates which crosses a minimum distance passengers per year, are present in the air transport market since the early 80's. A new and rapidly growing segment of the passengers of "leisure" is the tourists who want to have complete freedom in choosing and creating their journey; product name marketed by KLM, British Airways etc. is "individualized design all - inclusive package tours". And finally, a new possibility of exploitation is the emergence of passengers gamble in flight "passengers inflight gambling".

6. Types of air transport

Air transport services are divided into: charter, air taxi, regular lines. Regular trips operate on fixed routes, well-defined (whose points of boarding, landing, call schedules are programmed on the basis of the public), domestic and international, for each flight there is a government guarantee. These services are offered by public and private airlines. Public companies, increasingly fewer in number are recognized as porters /carriers under the national flag (flag carrier). A scheduled operation is determined by the existence of a permanent passenger traffic and a volume large enough to allow recovery of expenses from income earned. This means selling an optimum number of seats to each of the categories of classes and rates offered on the market so as to achieve a high operating income as high. Service classes are characterized by the existence of a number of places with the same degree of comfort and the same type of services offered in the compartment. Diversification made from two service classes "first" and "economy" to reach three or more classes that provide comfort and service in relation to a tariff paid by passengers.

Rates on regular flights are a very important chapter of the airline business. In an attempt to optimize the sale of capacity to achieve maximum number of seats, the company must attract a large number of passengers alike (but their budgets are differentiated). The evolution of tariffs on regular flights is the consequence of the air transport market due to the global economy and the factors that influence it.

Thus until the first half of the '70s have seen steady growth rates - their way down depending exclusively IATA and their application is mandatory. After the crisis caused by rising oil prices, large airlines have begun to liberalize increasingly more tariff offer or provide small levels, differentiated and sold, given the large increases in tariffs set by IATA and have become unaffordable for many customers. The IATA continues to set tariffs on scheduled but they have more benchmarks role in commercial policy of a company and an obligatory character. In the practice of regular flights are several types of travel arrangements. The arrangement IT (Inclusive Tour) is a tourist trip organized by a tour operator or a travel agency and a campaign of air transport line, a journey there and back (round trip) or circuit (circle trip) wholly or partly air a fee covering the cost of transportation, hotel accommodation fee, meals, trips and other expenses of the Agency. IT Organizer renting only part of scheduled transport capacity. In these arrangements lower the carriage is common for economy class fare by 50% and is accepted by airlines in order to ensure a high level of employment Neve. IT arrangements differ depending on the individual beneficiary and can be ITX or group GIT (Group

Inclusive Tour) performance conditions are governed by IATA resolutions. Charter flights (on request) operate on the basis of the regular timetable that generally is not promoted by airlines but by intermediaries - usually by tour operators. They renting aircraft for a fixed amount and take full responsibility for the marketing job, determine the frequency of flights and even routes. The advantage charter transportation is very small price (compared to other arrangements) - but is conditional on compliance with restrictions on hours and days of flight, the degree of filling (which should be 80% to ensure the operation of the ship) length of stay and group size. Certain conditions must be observed in travel marketing "Inclusive Tour" on the ticket validity period, the restrictions in the route, the minimum length of stay in the destination country, what charges can vary depending on special events and weekend and group size which must include at least 10-15 people.

Formula "part - charter" (block - sièges) consists in part by letting the race line and tour operator selling seats in the system charter. This formula is more effective for companies that sell some places sitem block, thus having fewer responsibilities and more flexibility, providing the entire season of a number of seats on an airline, spread over several flights, dates and times . In this case involved restrictions on routes, length of stay, occupancy.

7. Conclusions

Competition in the sector is particularly pronounced. This makes possible the existence of firms that cannot always has a sufficient customer base to negotiate an IT or a "part - charter". The goal of airline companies is making profit from transport, to achieve this goal it should maximize the capacity utilization offered for sale, the number of seats. The companies concerned have the opportunity to appeal to the so-called "couriers" or "brokers" of air. Broking's air transport is to purchase by a specialized company, the name of a license to travel to a large number of tickets from aviation transport companies which they then sell various travel agencies.

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