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An Investigation into the Scientific Methodological Foundations of Transportation Infrastructure in the Tourism Industry

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Abstract:

This paper addresses the role played today by transportation infrastructure in the development of the tourism industry and provides a set of recommendations on its effective management using existing and novel scholarly approaches. As part of the study, the authors have analyzed the role and essence of transport infrastructure within the tourism system, explored existing scholarly methodological approaches to managing tourism transport infrastructure, and developed a mechanism for managing the development of tourism transportation infrastructure which may help companies within the tourism industry boost their economic efficiency and enable the nation's regions to make rational use of their resources. The study's significance consists in that some of its tenets and recommendations may be used to enhance economic policies pursued by the nation's government, regions, and companies in the direction of development of tourism through unlocking the true potential of transportation infrastructure, including by way of implementation of innovative technology in management.

Keywords: transportation; tourism; tourism transportation infrastructure; tourism industry; tourism and transportation sectors; tourist trip; means of transportation.

JEL Classification: L80; L83

Introduction

Kazakhstan's ongoing reform of social and economic life has yet to influence tourism and its infrastructure in full measure. Kazakhstan loses millions of dollars each year due to its tourism industry's poor material base, which signals the need for the state, as well as private domestic and foreign investors, to start investing some real money in the sector's development (Decree of the President of the Republic of Kazakhstan No. 86 2006).

Among the key reasons behind the poor development of tourism infrastructure in Kazakhstan is that at the government level it has yet to be approached in a purposeful manner as a sector of the economy. Too little attention has been devoted to the integrated forecasting, long-term planning, and territorial organization of tourism and activity by nongovernmental tourism establishments (Kotel'nikova 2011).

As an intersectoral industry, tourism depends on many other sectors of the national economy, with the transportation industry having a special and ever-increasing influence on its development. As a large intersectoral complex, the transportation sector has a lot in common with tourism, and its successful development is possible only if all of the adjacent sectors are managed efficiently too. Tourism transportation infrastructure encompasses the tourism and transportation sectors and is influenced tremendously by both, while also influencing them, in turn, as well (Decree of the President of the Republic of Kazakhstan No. 86 2006).

1. Methods

In conducting this study, the authors employed the following methods: abstract-logical, monographic, systemic-structural, comparative, expert assessment, economic-mathematical, economic-statistical, and some other methods of economic research.

2. Results

In the Republic of Kazakhstan, just like in other developed countries, transportation is among the largest fundamental sectors of the national economy, forming a crucial component part of production and social infrastructure. Transportation communications link all of the nation's regions together, which is vital to its territorial integrity and the unity of its economic space. They connect Kazakhstan to the global community, serving as the basis for the nation's foreign economic activity and its integration into the global economic system.

Transportation is vital to the nation's social-economic development. The transportation system ensures the conditions for economic growth and boosts in the competitiveness of the national economy and people's quality of life. Kazakhstan's geographic characteristics determine the priority role played by the transportation sector in fostering the nation's competitive advantages in terms of actualizing its transit potential. Access to safe and quality transportation services determines the efficient operation and development of the nation's production, business, and social sectors (Kotler 2001).

Tourism trips imply moving in time and space with a certain purpose and a definite length of stay in mind. It is not tourism if there is no change in place of stay. Tourism resources are tied to certain territories, and the extent of their popularity and use is determined by the transportation accessibility of these regions. Consequently, tourism cannot be considered in isolation from the transportation system. Despite the fact that the transportation sector is mainly concerned with meeting needs by way of change in the geographic location of goods and people and that the level of development of transportation infrastructure in tourism regions determines the degree to which tourists are satisfied with visiting them, the significance of transportation and tourism transportation infrastructure within the nation's tourism system is constantly growing (Sorupia 2005, Pelt 2005).

Among the distinctive characteristics of tourism transportation infrastructure is that, for the most part, it is used by not only tourists but also by regular citizens in pursuing their daily social-economic objectives: for private trips, for transporting things, etc. Although one cannot but speak of special types of tourism transportation and all kinds of tourism routes, to be able to investigate this sector in a more in-depth manner, it is necessary to first define it and work out a classification system for it (Coles and Hall 2008).

Tourism transportation infrastructure is a complex that incorporates means of transportation, transportation sites, transportation routes, travelways, and services, service and tourism facilities on transportation sites and in the vicinity of transportation routes, and information media (Page 2011).

To have a clear idea of what a nation's transportation infrastructure is like, it helps to develop a classification of it based on several criteria:

1) by location:

- international (located in the territory of several states);
- national (located in the territory of a single state);
- regional (located in the territory of a single region).

2) by the type of ownership:

- public (owned solely by the state);
- private (owned by private establishments);
- private-public (owned by both the state and private establishments).

3) by the type of use:

- for mass tourism (charter airplane, bus, and train travel, cruise ships, tourist coaches, etc.);
- for individual tourism (private jets, private docks, yachts, castles, etc.);
- for public use and tourism (public transit, trains, scheduled flights, airports, terminals, etc.).

4) by the degree of development:

- well-developed (there are a sufficient number of international, regional, and local airports, rail hubs and stations, and bus terminals available for the development of tourism, with a well-developed route network of quality autoroads and wayside facilities in place);
- developing (there are a certain, but still insufficient, number of international, regional, and local airports, rail hubs and stations, and bus stations available for the development of tourism, with a developing route network of quality autoroads and wayside facilities in place);
- poorly developed (there are an insufficient number of international, regional, and local airports, rail hubs and stations, and bus stations available for the development of tourism, with a poorly developed route network of quality autoroads and wayside facilities in place).

5) by functional use:

- means of transportation (buses, automobiles, trains, river and sea ships, etc.);
- transportation sites (bus stations, airports, terminals, ports, wharves, and roadside stations);
- transportation routes (air, river, sea, rail, and automobile);
- transportation travelways (river, sea, rail, automobile, bicycle, and walking and hiking travelways);
- transportation services;
- information media;
- service and tourism facilities on transportation sites and in the vicinity of transportation routes (Kotel'nikova 2012).

Tourism and transportation have a lot in common. One should think here of large intersectoral complexes with a branching multilink structure that are of great significance for the global economy, are dependent on the external environment (political, economic, social, and natural phenomena) and the seasonality factor, have a significant effect on the external environment (regions' ecology, geographic development, and economy), are dependent on infrastructure, and are influenced considerably by the human factor. Special attention is merited by factors influencing the development of tourism and tourism services. The most significant of these is transportation (Weaver and Oppermann 2000).

There are several types of tourism, distinguished by the mode of locomotion: hiking tourism, cycling tourism, skiing tourism, motorcycle tourism, and rock climbing tourism.

In various cities and countries around the world, certain means of transportation have become the object of tourist interest, as they complement the image of that particular city or region, being one of their symbols.

Kazakhstan has realistic prospects for its business tourism segment. These, above all, are associated with Almaty, Astana, and Atyrau. For the most part, infrastructure in these major cities does meet international standards. Almaty is the republic's strategic (air, auto, and rail) gate, with the bulk of migration passing through this specific city. In addition to buildings and hotels, which lend themselves conveniently to holding various business forums, the city has all you need to relax and enjoy your time, with lovely recreation areas situated within a radius of 500 km around the city. Astana is the nation's other major strategic zone. The ever-growing interest in the city as the young capital of Kazakhstan with a modern appearance and infrastructure is expected to drive international and internal tourism forward in Astana.

The internal market for tourism accounts for 30 to 50% of total revenue from tourism in most countries with a well-developed tourism sector. Kazakhstan appears to have good prospects in this respect, too. Yet, for the most part, internal tourism is developing in Kazakhstan in an inconsistent and disorganized manner at the moment. An exception is the activity of a handful of resorts, sanitariums, and tourist centers. Due to lack of attention to the development of this type of tourism, the state misses out on significant revenue, with infrastructure getting ruined and serious damage getting inflicted on the environmental condition of the nation's natural, cultural, and historical monuments (Kotel'nikova 2012).

A no less important role is played by tourism firms, which at this time are mostly engaged in activity related to outbound tourism – this, above all, leading to capital outflows from Kazakhstan. The most developed is the network of tourism firms operating out of the Almaty, East Kazakhstan, Karaganda, Pavlodar, and South Kazakhstan regions, as well as the cities of Almaty and Astana. Tourism organizations based in these regions and cities service nearly 88% of all Kazakhstan tourists and excursionists annually.

3. Discussion

The current stage in the development of the republic's transportation complex is characterized by the unsatisfactory condition of fixed assets and outmoded and poorly developed infrastructure and technology. Right now, the primary means of transporting tourists into Kazakhstan is air travel. Therefore, outstanding significance is attached to cultivating and bolstering the competitive position of the national air carrier in the marketplace. There is a need to neutralize the effect of declines in the competitiveness of national airlines by way of opening up flights along similar routes. Based on considerations of service and reliability, most tourists prefer flying with foreign air carriers, which entails declines in ridership on flights handled by domestic air carriers. On top of that, pricey airfare drives up the cost of Kazakhstan's tourism product and, consequently, reduces its competitiveness in the international market.

Automotive transportation is used in organizing shopping tourism in cross-border states and along guided-tour routes. However, its development depends entirely on the condition of the nation's roads and its system of maintenance of transportation vehicles used for tourists (Zhitenev 2012). The republic's bus fleet is currently in disrepair, with the nation lacking state-of-the-art comfortable buses, which makes it hard to maintain a high level of service to tourists.

The nation's principal rail carrier – the Kazakhstan Temir Zholy republican state enterprise – currently transports passengers along 14 routes. Kazakhstan's railroads are open to in-transit passenger trains from Kyrgyzstan, Uzbekistan, Russia, Tadjikistan, and Turkmenistan. Going forward, it may help to consider developing in the republic a system of eco-friendly public transportation for tourists. Currently, the bulk of the nation's on-ground travelways is accounted for by automotive routes, about 88.4 thousand km, and rail routes, 14.0 thousand km, as opposed to 46.6 thousand km of rail track in Canada, which is close to Kazakhstan in size – a testimony to the republic's poorly developed transportation infrastructure.

Conclusion

In a climate of transition to a market economy, it may help to substantially overhaul existing approaches to planning the development of the republic's roadway network. Above all, this applies to setting the end objectives for its development. Alongside the primary objective of reducing transportation costs, importance is being increasingly attached to resolving the issue of creating the right transportation-communication conditions in the form of a reliable (both technically and in design) single transportation network that will ensure consumers of transportation services a certain standard (minimally guaranteed) level of comfort and cost-effectiveness to best suit all of their needs.

Further, the focus is on the targeted nature of gains from the operation of this kind of standard transportation network. It is only in this case that potential gains produced by the standard network will translate into real benefits for consumers.

Among the key weaknesses of Kazakhstan's existing system of planning the development of the transportation sector is the lack of an acceptable and efficient methodology for assessing the nation's regional transportation (roadway) capacity.

Thus, to enhance the nation's tourism infrastructure and make it capable of ensuring sustainable tourist flows, having in consideration the special nature of the national tourism product, it will help to further develop the nation's transportation-roadway infrastructure both for common use and to meet the needs of tourists.

A robust infrastructure is vital to economic growth in Kazakhstan, which is characterized by export-oriented production facilities being positioned over a wide geographic area and the nation's transportation network having insufficient density. Implementing investment projects with a view to enhancing the nation's autotransportation infrastructure may also have a stimulating effect on the economy of its regions, facilitating:

- the attraction of private, including direct foreign, investment and boosts in the investment attractiveness of the nation's regions;
- the achievement of integrated multiplicative effects via the implementation of investment projects in adjacent sectors and creation of added value through reductions in the prime cost of transportation services;
- the galvanization of business activity and boosts in the mobility of labor resources and business entities;
- the emergence of new markets and sectors dealing with the implementation of innovations within the nation's autotransportation sector.

The findings from this study suggest that, even in a climate of major budget constraints, investing in autotransportation infrastructure is a compulsory component of state policy, as it helps drive social-economic development in the nation's regions.

The nation's government is expected to do its best in putting in place an all-inclusive, state-of-the-art infrastructure for its tourism industry. Getting tourists to want to come to Kazakhstan may require an urgent overhaul

of many approaches taken in this respect. The development of tourism is something in which many government agencies and regional authorities are to be interested, as tourism incorporates a huge spectrum of services provided by the service and production sectors. A lot depends on the initiative of local authorities and on the understanding that tourism could be a source of prosperity in the region. The creation of robust tourist destinations requires investing on the part of both the state and domestic and foreign investors. Thus, there is a need to create in Kazakhstan all conditions necessary for the prompt emergence of a state-of-the-art tourism complex that will meet any international standards and requirements.

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