CHAPTER TWO

IMPORTANCE OF TRANSPORT IN THE CONTEXT OF TRAVEL AND TOURISM

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An efficient transportation system is a pre-requisite for sustained economic development. It is not only the key infrastructural input for the growth process but also plays a significant role in promoting national integration. It is the effective and efficient transport infrastructure, which paves the way for fast and sustainable socio-economic changes in any society. More so for the developing and under-developed societies, which face enormous competition from the developed world in the present liberalised setup of the world markets. The transport system plays a prominent role in promoting the development of the backward regions and in integrating them with the mainstream economy by opening them to trade and investment, which otherwise will remain isolated from the national and international markets despite the presence of rich and valuable resources of whichever kind and nature.

Transport thus plays a necessary part, not only in facilitating the movement of goods and passengers but also in the development of services. The services by their nature perish on the instant of their performance, so the customer must be transported to the place at which the service is performed. The importance of transport becomes more significant in case of the services, which cannot be moved, and by their nature cannot be preserved for the future utilisation. Therefore, the movement of consumer to service-generating locations in time, becomes necessary. This link between the consumer and service-generating areas is provided by the transport.

Tourism by definition necessarily involves the movement of people from one place to another, i.e., from tourist-generating areas to the tourist destination areas. This link between the tourist-generating and destination areas is necessarily provided by the means of transportation in one form or another.
Therefore, the means of transportation constitute an integral part of any tourism product. It has widely been observed that the adequate transportation infrastructure and access to tourist-generating markets has always been an important pre-requisite for the development of any destination. Chris Cooper, John Fletcher et al [1993] argue that, in most cases tourism has been developed in areas where extensive transportation networks were in place. The fact that in most destinations worldwide the traveler can find adequate hospitality and leisure facilities close to transportation terminals demonstrates this point.

2.1 Transport and Tourism

Tourism is about being elsewhere, and a major component of any tourist activity must necessarily be an element of transportation. Transportation is a basic component of tourism and its development. In fact, it can be said that the concept of travel (for tourism) came about with the invention of transportation facilities. The development of new, more efficient and speedier means of transportation and improved communication facilities, have resulted in greater travel by people, growth of trade and commerce and increased volume of traffic.

The movement of large number of people from one country to another and across the continents has been possible only because of advancements in means of transportation, such as, ships and luxury ocean-liners, trains, motorised transport and aero planes. These have made ones individual world smaller in general and there is now no place that one cannot reach quickly and conveniently.

Travel is an inherent aspect of tourist activity. A tourist by definition must travel away from home, where he or she normally lives or works. The
movement of people from one place to another is thus basic to the phenomenon of tourism. Burkart and Medlik [1974] view tourism as a phenomenon which is variously interpreted for particular purposes, and put forward that there are at least three particular aspects of tourism, which usually need to be defined. These aspects according to Burkart and Medlik are (a) purpose of travel or visit (b) time element and (c) particular situations.

Wahab [1975] opines about the anatomy or structural framework of the tourism phenomenon as composed of three elements, namely, Man, Space and Time. The time element in the total tourism phenomenon, referred to by the above tourism thinkers, is variable in line with the distance between the points of departure and the destination areas/countries, modes of transport used and the duration or length of stay at the destination, etc. The time aspect covers the total duration from the beginning of the journey to the time when the tourist returns back to his or her home. and the transportation, definitely, influences this total duration (time factor). Since the tourism process is greatly influenced by the factors of time and distance, it becomes intimately dependent upon transportation.

Sinha [1998] is of the view that, to understand the complexity and relationship, which co-exists between tourism and transport, one needs to build a framework which can synthesise the different factors and processes affecting the organisation, operation and management of activities associated with tourist travel. The objective of such a framework is to provide a means of understanding how tourists interact with transport? the processes and factors involved, and effects on travel component of the overall tourist experience.

Different scholars and researchers used different methodologies and approaches to understand the nature and the organising framework of the total
tourism phenomenon, and transport has appeared to be a vital and integral part of total tourism phenomenon in all these studies. There are many who viewed the activity of tourism as an application of individual disciplines, for example, an approach from Geography [Boniface & Cooper (1987) and Burton (1991)], Economics [Holloway (1989) and Mill (1990)] or other disciplines. A multidisciplinary or an inter-disciplinary approach has also been adopted. Many tourism thinkers adopted a systems approach [Laws (1991), Gilbert (1990) & Leiper (1990)], and transport never seized to find a prominent place in the total tourism phenomenon in all these different approaches. It will be out of the scope of the present study to discuss the complete range of these approaches to tourism. However, to best understand the relationship, which co exists between transport and tourism, the Leiper’s model of ‘Basic Tourism System’ has been reproduced in Fig. 2.1

Figure 2.1: Leiper’s Model of Basic Tourism System
Leiper [1990] defined a system as a set of elements or parts that can be connected to each other by at least one distinguishing principle which connects the different components in the system around a common theme. The Lieper’s model (Figure 2.1) allows to identify various industrial sectors, which interact to make a tourism system. For example, travel agents and tour operators are predominantly found in the tourist-generating region, attractions and hospitality are found in the destination region, while the transport industry is located in the transit-route region. In Lieper’s analysis, transport thus forms an integral part of the tourism system, connecting tourist-generating areas with tourist destination regions. No doubt transportation modes also exist at the destination region, but in tourism phenomenon they are more a destination product than a means of transportation.

The other important function of transport relates to accessibility. It is a crucial factor as it is a means by which a tourist can reach a destination area. Bhatia [1991] opines that, tourist attractions of whatever type would be of little importance, if their locations are inaccessible by the normal means of transport. He further argues that if the tourist attractions are located at places where no transport can reach or where there are inadequate transport facilities, these become of little value.

Sinha [1998] opines that accessibility is a function of distance from centers of population, which constitute tourist markets, and of external transport and communication, which enables a destination to be reached. Thus, the accessibility of a place (tourism destination) is a function of the transportation facilities available to that place. The more a place is connected by the means of transportation, the more accessible it is to the people (tourists). If a tourist attraction is located at a place where no transport can reach or where
there are inadequate transport facilities, it becomes of little value to the tourists and hence its potential resources remain unutilised.

2.2 Development of Transport and Growth of Tourism

A significant and one of the most relevant elements in the tourism equation is in terms of transportation. In fact, this essential factor has also passed through a long process comprising a full range of stages: from man’s feet to horses, stage coach, water transport, railroad, automobile and motorcoach transport, and finally air transport.\(^\text{10}\) The development of transport and the growth of tourism show a close interrelationship throughout the historical past. In fact, the growth of tourism has gone hand-in-hand with the technological advancements; particularly in the field of transportation. This can very well be understood by the fact that travel in the distant past was not undertaken for the purposes of pleasure, since the motive was not to seek holiday from the work situation.\(^\text{11}\) It is not that the man had no desire for pleasure. In fact, the desire for pleasure was there ever since the evolution of man himself, but the travel was limited to a few activities because of the hazards and dangers it involved in the absence of any safe means of transport. The only mode of transport was either the back of a horse or on foot. The traveler, therefore, was a trader, a pilgrim or a scholar in search of knowledge.\(^\text{12}\)

Accordingly, the traveler, not the tourist\(^*\), of these times traveled mainly on foot or on animals. Animals were mainly being used for carrying load. The other means of transport present were the boats and the wheeled vehicles drawn by animals, mainly by horses. The movement from one place to another, in

\(^*\)As the traveler of these times would not meet any aspect of the present day, established definition of ‘Tourist’.
general was hazardous and uncomfortable, more so to cover long distances, as the travel time was very high. The same distance, which can be covered at present in hours, with the modern transportation means, would take days and months. The problems in the movement from one place to another were enhanced by the road conditions, which were frightening, horrible and unnerving. The roads were poorly constructed, rutted and in the rainy and/or winter season, gravely cut and grooved by the wagon rolls which moulded the whole track into a mass of slime and sludge.¹³

The end of the seventeenth century witnessed the introduction of the stagecoach, which was the carrier’s wagon—a slow speed transport. By the end of the eighteenth century the mail coach was introduced, which by means of conscientious organisation and the setting up of suitable staging posts, where horses could be changed, resulted in reducing the journey of smaller distances from days to hours.¹⁴ Although the poor road surfaces continued to make travel uncomfortable, the increased speed compensated, to some extent, as the hardship was relatively of shorter time. The problem of ill-made roads, however could be overcome only with the introduction of mechanised surfaces in the early nineteenth century, i.e., after 1815,¹⁵ and the appearance of railways just a decade later came as a respite for the common man, with the promise of a measure of comfort. The railways virtually changed the definition of travel, which hitherto, was thought to be a cumbersome and hazardous activity. The technological advancements in the early 19th century, first in England and later on in other European and American nations, had a profound effect on transport, which resulted in growth of travel in general. The development of railways as a result of technological advancements was a crucial landmark in the history of travel and tourism.
2.2.1 The Railways and the Organised Travel

The present railroad system of the world is the result of more than a century and a half of its growth and development. It commenced with the short distance railway lines in England in 1820s and gradually, but steadily, spread throughout Europe, America, and Asia and to Far Eastern Countries within the next few decades. The railways, although primarily introduced for the transport of goods, revolutionised the concept of travel, when they started carrying passengers in 1830s. The railway link between Liverpool and Manchester, which was opened up in 1830 started carrying passengers in addition to freight for the first time. In a very little time railways became necessary vehicle for the movement of people from the places of their residence to newly formed and expanding pleasure spots like seaside resorts.16

The railways gave unprecedented stimulus to travel in a very short time despite the early apprehensions about the railways as being ‘devil’s workshop’ or ‘fire carriages’ on the one hand, and on the other hand, the slow response of the newly formed railway companies to take advantage of the various opportunities available to them for the expansion of the pleasure travel. This was due to the fact that these companies were concentrating on meeting the demands of trade and commerce. Gradually the belief of railways as being safe, comfortable and at the same time fast means of transport coupled with the concentration of the railway companies on carrying more passengers resulted in the development of short day trips. With more and more interest and enthusiasm shown by the public to travel on these iron rails the railway companies started organising excursions for the public at special fares, which were usually lower than the normal two-way fares. The representative passenger fares (special fares) were as low as one penny per mile by rail. This
led to the generation of quite large level of demand for rail travel. The rail travel being much cheaper as against the stagecoach travel, attracted people even from low-income strata.\(^{17}\)

Tourism in its present form, which makes millions of people move from their homes in search of holidays owes its origin to the organised rail travel, which came in the year 1841, when Thomas Cook, a very intelligent and an active member of Temperance Society of England and a Baptist Preacher of Derbyshire, on his way to a Temperance meeting in Leicester was inspired with the idea of engaging a special train to carry the friends of Temperance Society from Leister to Loughborough and back to attend a quarterly delegate meeting.\(^{18}\) The idea behind was that if the tickets for the trip are bought in bulk, he could get them on a special reduced fare. The same happened, and he bought the return trip tickets at a reduced fare of only one shilling each and managed to collect as many as 570 members of his society to buy these tickets and made the journey by Midland Counties Railway. Thomas Cook made the experiment on no profit no loss basis but was so much encouraged by the success of his first trip that he made his mind to charter trains to places which were now becoming popular with the excursionists.

Pundey [1953]\(^{19}\) mentions that Thomas Cook’s rail excursions were so successful that he had to repeat these excursions very often. And in the year 1843, just 2 years after his first organised trip, Thomas Cook carried about 3,000 school children on a trip from Leicester to Derby, and now he had started all these trips on a full commercial basis. He conducted circular tours of Scotland with almost 5,000 travelers a season from 1848 to 1863. By the year 1855, he had extended his operations to other countries in the continent and organised the first all-inclusive tour to the Paris Exhibition in that year.
Thomas Cook was no doubt a genius but he could have not done all this but for the railways. The introduction of railways made all this possible for Thomas Cook to achieve and become a pioneer in organised travel.

The great revolution in transport technology induced through railways produced an immediate expansion in travel throughout the world, wherever these were introduced. In the year 1881, it was estimated that the railways in Europe carried over 600 million passengers over the lines operated by over one hundred odd companies. All of them, however, were not excursionists.

In the later years of the 19th century the railways witnessed a phenomenal success in passenger transportation both in Europe and America. The railways now became keen to stimulate travel further and also to improve the system. There was also now an element of competition and the various railway companies tried to make travel as comfortable as possible. Although sleeping cars of a kind were provided by various railroads in USA only in 1836, some sleeping and parlor cars were armed and operated by individual railroads throughout their history. The first class railway travel was introduced by an American, George M Pullman, who developed the coaches with luxury furnishings and dining facilities. Pullman converted several passenger coaches into sleeping cars in 1854 and built his first Pullman Palace Car in 1864. In the coming years the dependence of nearly all railroads upon Pullman Company became so general that the sleeping and parlor car services came commonly to be known as Pullman services. The long distance travel could be now taken with greater comfort and with pleasure. The twentieth century witnessed many innovations in the railway technology in the fields of speed, comfort and safety. Upto 1930s the railways were mostly hauled by steam engines and the speed exceeded that of cars. In 1940s railway was at its peak in every aspect like
speed, number of passengers carried, comfort and safety. The late 1950s and 1960s witnessed the electrification of railways, which further enhanced the speed and safety and the long distance travel became more and more comfortable. But by this period the other modes of travel such as automobiles and aviation had made their mark. Though the automobiles became a competitor of railways in the domestic tourism market, the aviation (airlines) was still not in the reach of general public and was much expensive than railways.

The greater technological strides in rail transport for achieving increased speed, comfort and carrying capacity during last more than three decades have led to the introduction of many high speed and comfortable trains in many parts of the world. It was in the year 1960 when the British Railway electrified its London-Manchester line, to achieve a speed of 160 kmph. The other European countries took the lead and introduced similar high-speed trains on their tracks. The increase in speed reduced the traveling time between the places and there was a 25 percent increase in passenger load on Paris and Caine section of France after it introduced 160 kmph turbine train.

In the year 1981, the state run TGV (Tres Grande Vitesse- ‘very high speed’) train was introduced in France, between Paris and Lyon, which broke all the earlier records for rail speed by running at 380 kmph. In Asia the lead was taken by Japan, by introducing Hikari Express (Bullet Train) in the year 1964. The train ran on Tokaido line between Tokyo and Osaka at a speed of 210 kmph.

The last decade of the 20th century witnessed much more innovations in the train travel. The recent concept of ‘Magnetic Levitation’ (MagLev) developed by Japan in 2003, which has been tested at a speed of 569 kmph has
raised the hopes of making possible for people to reach out to places in almost the same time as air travel. The new technology aims at dispensing with the conventional rails. The projected ‘MagLev’ trains or ‘Aero’ trains will not only be fast but also sleek looking, noise free, low on pollution and above all will cause no wear and tear of the tracks because they never touch them! Many successful experiments and trial runs have also been performed on such trains in France and Germany etc.

2.2.2 Water transport

The water transport existed much before the railways came into existence. But like railways shipping made a real contribution to travel during the nineteenth century due to technological advancements and new innovations. While railways were responsible for the inland travel, the steamships made their mark in the intercontinental travel across the oceans. The Europeans considered America as the ‘New World’, full of opportunities. And a greater need was felt for improved communication, across the Atlantic, with America for the purpose of trade. The Connard Steam Ship Company in England was set up in 1840, which later made significant strides in the development of North Atlantic shipping. A greater number of people from the continent traveled to America to seek fortunes and many traveled as tourists to see the ‘New World.’

In the year 1869, the Suez Canal was opened up, which shortened the route between the East and the West. This led to the introduction of much better steam ship carriages, even to the Far East.

The Connard Steam Ship Company pioneered the first trans-Atlantic scheduled liner trip and these passenger liners remained in vogue for about a century, until the introduction of intercontinental commercial airline services precipitated the rapid decline in the use of ships as scheduled passenger
transportation mode in the second half of the 20th century. The period just
before the World War I can be considered the heyday of liner passenger
services. It was the era of the large, comfortable and fast ships. The glamour of
the deep-sea shipping was, however, reserved for the wealthy Europeans and
Americans.

The period between the World Wars I and II led to a significant decline
in the trans-Atlantic travel. However, it resumed its growth after the World
War II. In 1957, the trans-Atlantic ship traffic reached a new post-World War
II high, as some 10,36,000 passengers were transported on ocean liners.22 The
ship transport during this period was considered as the cheapest way to travel.
As Simpson [1984] puts 'when I made my first long journey from London to
Cape Town in 1951, the cheapest way to travel was still by sea.'23 By the early
1960s the air transport eclipsed the ship traffic in terms of volumes of trans-
Atlantic passengers. The years thereafter witnessed a drastic decline in the
scheduled passenger liners and they have almost now disappeared in the
modern era.

The rapid decline of passenger liners led to a new concept called
Cruising (cruise ships). Although the mention of cruise ships can be found in
Mark Twain's first book 'The Innocent Abroad' published in 1869, it did not
play a significant role in the world of shipping. The cruises were introduced
more as a vacation experience than as a transportation mode, with an element
of relaxation, entertainment and romance of sea voyage. By the decade of
1980s the cruise ships captured a considerable share in the international holiday
market and in 1982 the cruise market reached a two million mark. Today the
cruise ships are like huge resort hotels that ply the waters of Caribbean,
Mediterranean, Pacific and other regions.
2.2.3 Road Transport

Up to the beginning of the 20\textsuperscript{th} century the tourists traveled almost exclusively by rail and steam ships. The first decade of the 20\textsuperscript{th} century saw the automobiles entering the travel arena in the United States, when Henry Ford launched his much publicised Model-T in 1908.\textsuperscript{24} However, the automobiles as a passenger travel mode gained its momentum in 1920s through the invention of private cars and coaches, which gave a new shape to the tourists' experience of travel and during the later decades, may be identified as the major cause of the decline of railways. The automobile travel gave birth to a new phase in the history of tourism, which Lundgren [1973]\textsuperscript{25} characterised as 'Individual Travel Diffusion'. He points out that the automobile transport spread the benefits of tourism more widely and provided more people with the means to travel individually or in private and in smaller groups. Hitherto, the non-private group travel had been characteristic of railways and steamships.

The Automobiles brought about a more random pattern of travel movements and opened up new destinations. New facilities started taking shape alongside the roads and highways. The tourist courts and motels developed in the United States and Canada. The gradual spread of the road networks opened up many new areas and made many places, hitherto not very accessible, easy to go to. The railways, on the other hand, tended to concentrate and restrict their movements to particular channels.

After World War II in 1950s, there were rapid developments in road transport through the building of highways, expressways, and super highways, in many of the developed countries, which made movement by road faster and comfortable. The concept of Recreation Vehicles (RVs) and Car Rentals, developed in North America and Europe in 1960s and 1970s, made the tourists'
movement by road still more comfortable. The RVs gave the tourists choice to use the vehicle for different purposes, such as the freedom to use the automobile once the destination is reached or use the vehicle as a camping unit during the night.

The car rental gave the tourists one more option for self-drive holidays, since through the car rental option a tourist need not transport his personal car to the destination and still can enjoy the thrill of self-drive at the destination. A tourist can rent a car from his home place before actually reaching the destination, and when the tourist reaches the destination he has his car ready to drive right at the airport, seaport or railway terminal, no matter which mode he uses to reach the destination.

2.2.4 Air Transport

To continue with the chronology of transportation modes, the introduction of air travel had a revolutionary impact on tourism, more particularly on international tourism. Though the history of air travel goes back to as early as 1918, the commercial air travel took place during the years just preceding World War II. However, the mass air transport is actually a post-World War II phenomenon. During the period between 1945 and 1960 the travelers increasingly switched from steamship passenger liners to airplanes for the long distance overseas and cross-continental travel. The higher demand led to the reduction of airfares, which in turn further stimulated the demand for air travel.

The introduction of wide-bodied jumbo jets in 1970s heralded a new era in the phenomenon of tourism. The Boeing 747s, DC-10s and L1011s made air travel convenient, comfortable and even cheaper, as the large size of jets made
possible the increase in capacity, thereby reducing the flying cost per passenger.

The later years saw the introduction of different classes on the airplanes such as first class, business class and executive class etc. targeted on the customers of different profiles. These superior classes offered the travelers wide seats with more space to stretch and relax in comfort, making the long distance travel less cumbersome.

The air transport industry’s ability to successfully control the fare levels with ingenuity and marketing expertise of airlines, travel agencies and tour operators made air travel accessible to an increased number of people. This is also illustrated by the North-Atlantic route, the so-called ‘Golden Route’ of traffic, which saw the successive introduction of ‘Excursion Fares’ in 1948, ‘Coach Fares’ in 1952, ‘Family Fares’ in 1955, ‘Economy Class Fares’ in 1958, ‘Affinity Group Fares’ in 1963, ‘Group Inclusive Fares’ in 1967, ‘Youth Fares’ in 1972 and ‘APEX Fares’ in 1975. As a result of these innovations in air travel the fare per seat mile declined in real terms, between 1962 and 1975.26

All these factors led the air traffic to overtake ocean liners in terms of volume. As Simpson [1984]27 puts it, air traffic across the Atlantic was doubling every five years, and in 1962 over two million people crossed by air compared to only 0.8 million by sea. Trans-Atlantic liners would never again become economical, and the airlines were already attracting passengers who would never have the money or time to travel by ship. Flying had been associated with rich, but it was now much closer to the masses than sea travel.
2.3 Relative Importance of Different Modes of Transport in the Context of Tourism

As elaborated in the preceding paragraphs, transport is emphasised as a dynamic and active element in the tourists’ experience of traveling and as a vital part of the total tourism phenomenon. The modern transportation in general has evolved as a very complex and competitive industry. This competition is expressed between the various modes and vehicles of transportation, between different companies and even between countries. White and Senior [1983] argue that each mode of transport has its advantages and disadvantages in a particular situation. They contend that while there is considerable overlap in suitability, so that in some situations two modes may be highly competitive, they may also be complimentary in other situations.

The different modes are, however, influenced by different characteristics, such as physical characteristics – where it may be thought of mainly closing the physical gap between the places in terms of distance; and economic characteristics – where one mode of transport has more economics of scale than others, such as, each road vehicle requires one engine which consumes fuel and a driver who requires wages, the total cost of road haulage tends to be more or less in direct proportion with the number of passengers carried. The cost per passenger-kilometer, therefore, tends to remain constant and there is little economy of scale. In contrast running of an extra wagon in a train represents no or very small addition to the very heavy fixed costs of track and signaling, therefore, a higher economy of scale. The technological characteristics also have an important bearing on the competitive cost structure of various transportation modes. Some, such as road and rail, need special tracks, while others, such as ocean shipping and airways, do not. On the other
hand shipping, airways and railways require elaborate terminal facilities, others, particularly road transport does not. However, the present study will not go deep into the economic or technological characteristics of the different modes of transport, instead an attempt will be made to analyse the competitiveness of different modes of transport based on the consumer behaviour variables.

The decision process in transport mode selection by tourists has always concerned the thinkers and scholars. Many theories have been put forward to elaborate the subject. Most theorists, such as Cooper, Fletcher et al [1993] and Sheth [1975] etc. consistently identified frequency, flexibility, availability, cost and price, distance, comfort and convenience, speed and time, service quality etc. as the ‘mode selection variables’. There are other factors, which have been identified by these and other authors as ground service, terminal facilities, location, status and prestige, departure and arrival times, and enjoyment of trip etc. as deciding factors. However, the demographic profile of the traveling tourists has also a significant influence in the mode selection decision-making process, as the people in different segments of travel market, place varying degrees of value and utility on these criteria and some time the perception levels of two different segments are different to a significant level. For example, a business tourist is unlikely to have same perception as that of a pleasure tourist. Speed and departure-arrival times may be of much importance to a business tourist, while cost, price and comfort may be criterion to a pleasure tourist.

Sheth [1975]29 put forward a useful model of travel mode selection (A Psychological Model of Travel Mode Selection), through which he tries to bring out the factors both from the suppliers’ side as well as the consumers’
side that influence the behaviour of the travelers in selection of a particular mode of transportation. Sheth’s model of travel mode selection is reproduced in Figure 2.2.

**Figure 2.2: Travel Mode Selection Model**

![Travel Mode Selection Model Diagram]

Through his model, Sheth suggests five basic factors through which the travelers weigh the utility discrepancies of different transportation modes, namely:

a) The functional utility – which is simply its likely performance for a particular purpose, for example, departure and arrival times, safety records, the directness of route and the absence of stops and transfers.

b) The aesthetic/emotional utility – which relates to style, luxury, comfort and the other personal feelings that the alternative modes evoke.

c) Situational utility – that relates to the factors such as, presence or absence of a particular mode of transport, accessibility to the destination etc.

d) Social/organisational utility – relates to the social concern, prestige or to show others that he/she has traveled on a particular mode of transport etc.

e) The curiosity utility – which is concerned to the traveler’s perceived need to do something new and different.

Sheth, however, contends that these utility discrepancies as perceived by the travelers are influenced by the factors such as demographic background, professional lifestyle, mode familiarity and satisfaction, and purpose of trip, from the consumers’ side. These ‘mode selection decisions’ which are taken by the travelers after weighing the utility discrepancies are also influenced by the supply oriented determinants, such as, mode accessibility, mode design, mode operation, mode marketing etc.

Cooper, Fletcher et al [1993] while doing a competitive analysis of different transportation modes point out seventeen factors, whose presence or
absence will determine the comparative worth of a particular mode of transport.

These factors as brought out by them are:

i) Safety  
ii) Price/Cost  
iii) Time/Speed  
iv) Distance  
v) Convenience  
vi) Departure and arrival times  
vii) Reliability  
viii) Availability  
ix) Frequency  

x) Flexibility  
xi) Comfort & luxury  
{xii) Service quality  
{xiii) Incentives  
{xiv) Ground services  
{xv) Terminal facilities and location  
{xvi) Status and prestige  
{xvii) Enjoyment of the trip

These factors as brought out by them mainly relate to the Sheth’s supply oriented determinants. It will be significant here to review the individual modes of transportation on the basis of preceding discussion.

2.3.1 Road Transport

The greatest advantage of road vehicles in comparison to other modes of transportation is in terms of their flexibility in negotiating difficult and varied conditions of surface, gradient and curvature, even if the later are very bad. The other attractions offered by the road transport are:

- The control of the route and stops en-route;
- The control of departure times;
- The ability to carry baggage and equipment;
- The ability to use the vehicle for accommodation, for example, RVs;
- Privacy when using personal transport;
- Freedom to use the automobile at destination; and
- Low perceived, out of pocket expenses.
The hired coaches had traditionally been employed by groups of tourists for transfers to and from the terminals. The sightseeing trips and tours at and around the destination are normally conducted by coaches. The road transport is, however usually preferred to a certain distance. And beyond a certain threshold distance lack of comfort and slow speed compared to other modes of transport becomes a deterrent in using the road transport.

2.3.2 Railway Transport

There are three basic characteristics of railway transport:

i) Vehicle marshaled into trains;

ii) The trains are run on fixed tracks, giving them less flexibility in comparison to road transport; and

iii) The rigid disciplines, i.e., the lines are divided into sections with only one train at a time allowed on each section.

From these basic characteristics a number of consequences arise:

a) The trains run on rails, which reduce the friction and allow them to move heavy loads (large number of passengers at a time) at high speeds. However, the lack of friction prevents them from negotiating the gradients, which a road vehicle can ascend without difficulty.

b) Possibility of combining speed, traffic density and safety in almost all weather conditions.

c) Because the trains are guided by fixed tracks, it makes them safer in comparison to other modes, particularly road transport. Also due to the fixed tracks, the scope of automation on railways is much greater than with other means of transport, for example the trains can be automatically driven, such as Victoria Line of London transport opened in 1969.
There are many important reasons for traveling by train considered by the tourist as:

- Safety
- The ability to look out of the train and see enroute.
- The ability to move around the coach.
- Arriving at the destination rested and relaxed.
- Personal comfort.
- Good sleeping facilities.
- Ability to eat with ease in the moving train. Many modern trains are providing dining cars and restaurant facilities on board.
- Decongested route-ways.
- Ability to carry automobiles on trains and later use them at the destination.

2.3.3 Water Transport

Water transport may, in broader terms, be divided into, inland water transport and ocean or sea transport. The inland waterways are represented by small waterway crafts or pleasure crafts, mechanised as well as conventional boats and houseboats or floatals. However, these assume less significance as a means of transport as they are more a destination product than a means of transport. The sea or ocean tourist transport mainly involves ferry services, hovercrafts, hydrofoils and cruise ships. The ferry services provide life line services to small islands, which are mainly devoid of airports due to their small size, for example, in Greece where there are only 15 airports to serve 95 inhibited islands. These services are a focus for the visitors, who are normally packaged holiday markers, independent or same day visitors. The decline in ocean liner shipping since 1950s signified the development of the cruise
industry as most shipping liners diversified into cruising. Cruising is more a leisure product than a mode of transportation. The entertainment and leisure facilities offered within the ship and the excursions at the ports are more important trip elements than the places visited. All this makes a cruise ship a destination in itself. However, these cannot replace airlines for travel on business or for short haul holidays, instead they are going to be more and more in vogue for leisure travel. The hovercrafts and hydrofoils are suitable, mainly for short sea commuting, such as between Hong Kong and Macau, although they are faster than the conventional forms of shipping technology.

From the preceding paragraphs it appears that:

- Ferries offer inexpensive, reliable and safe services mainly on the short haul sea crossings.
- Ferry transport is the only option in the case of remote, isolated and small islands, which have no airports.
- The tourists can carry their own vehicles and use them at the destination.
- The popularity of motoring holidays and self-drive packages are indicative of the demand for ferry services.
- Cruising provides the sea voyage, full of entertainment and leisure facilities within the ship.
- Flexibility to move around and enjoy the exotic surroundings.
- Sleeping and dining facilities within the ship.
- The modern cruise ships, with facilities of lounges, libraries, restaurants, open-view decks, ocean view and balcony rooms, casinos, swimming pools, shopping malls etc., provide the tourist fulltime enjoyment.

However, in many cases air transport can be a viable alternative to sea transport in larger and mainlands particularly for the business tourist and the
short haul tourist segments, where shortage of time becomes a constraint. The gradual liberalisation, the decrease in air fares and the development of other alternative modes of travel, for example, construction of channel tunnel in Europe, have forced the ferry companies to improve the luxury of their vassals, increase their cruising speed, install leisure facilities like casinos, swimming pools, sports and shopping malls etc.

2.3.4 Air Transport

The fundamental characteristic of air transport is its very high speed. This has, no doubt, put a new dimension to travel. The scheduled great circle (the shortest) routes across the Arctic, from Europe to Far East and to West Coast of North America. But to achieve such speed with reliability is a very costly affair and, therefore, tends to raise cost per passenger-kilometer, above those of other means of transport. Although like rail and road transport, air transport requires no continuous infrastructure of tracks or roads but it does need elaborate terminal facilities. It requires a considerable area of level land, therefore, its reach to higher altitudes, with hilly terrains becomes very difficult and in some cases even impossible.

The advanced innovations during the last half a century (after 1960s) in air transportation has enabled the movement of passengers in the shortest time and boosted the demand for long haul trips. The open space policy, in the international air travel, has made the world a global village and now no part of the world is more than 24 hours flying time away. The introduction of new aircrafts, such as, the Boeing 747-400 and 747-300 series extended their range up to 15000 km in nonstop flights and extended their capacity up to 800 passengers.
However, the air travel is preferred only over long distances. Considered as the most expensive transportation mode, especially for the short haul routes, the bulk of air travel is, therefore, oriented towards either business or high profile/leisure travelers.

Other than the scheduled flights the charter flights are much more in vogue in the travel trade. These are utilised widely to facilitate the movement of holidaymakers on package tours. Some charter airlines are operated by tour operators to vertically integrate their operations, such as Britannia Airways and Thomson Holidays of UK. The charter flights normally fly directly from the tourist-generating markets to the destination area usually at a lower price per passenger. This is due to higher load factor achieved on charter services (90 percent or more) compared with scheduled air services (which can sometimes be as low as 20 percent).

From the preceding discussion the following points emerge:

- The higher speed and shorter routes of airlines in comparison to other modes of transportation, enables the tourists to reach their destination in comparatively shorter time.

- Scheduled airlines offer a safe, convenient, reliable, frequent and relatively consumer oriented product.

- Normally the ground services and the terminal facilities are much more advanced and sophisticated than for any other mode, and therefore, the traveling experience is enhanced.

- Airlines offer a number of incentives to their regular and loyal customers through various ‘frequent flyer’ programmes.
Airlines offer promotional fares, such as, Advanced Purchase Excursion Fares (APEX) or Instant Purchase Excursion Fares (IPEX), which are usually cheaper than the normal airfares.

Tourism is about being elsewhere and a major component of any tourist activity must necessarily be an element of transport. In the good old days, the activity of travel lacked the element of pleasure, due to the hazards and difficulties, which accompanied the travel, in the absence of safe and speedier means of transport. Travel during these times was undertaken more for the purpose of trade, commerce and pilgrimage, than for any pleasure activity, which is basic to the phenomenon of tourism.

The rapid industrialisation in the 19th century and advancements in transportation technology brought about road improvements, canals, steam ships, and railways. These common carriers emerged and began to offer more regular scheduled transportation services. The travel became safer, more comfortable and speedier to give people a reason to move out for pleasure, on holidays and vacations. Railway was the most important factor for the change of attitude towards travel. The railways began to market their services more aggressively. Thomas Cook pioneered the concept of organised travel, however, it became possible only because of railways. Now many more people were traveling than before.

The successive periods saw introduction of other means of transport. The introduction of automobiles and air transport in the first quarter of the 20th century and the subsequent innovations in the second half of the 20th century revolutionised the overall travel system. This period saw the emergence of 'Mass Tourism'. The introduction of large bodied and high-speed jumbo jets on the one hand lowered the cost and on the other hand increased the speed of
travel. No doubt, there were many other factors responsible for this tourism boom, for example, higher disposable income, changing lifestyle, less working days, increased number of annual holidays etc. The cheaper, comfortable and speedier transport, however, gave people much more reason to travel.

As the technology advanced and the volume of traveling people grew, each mode of transport started to develop a competitive edge over others to lure the customers. Why do tourists use a particular mode of transport and not the other? This question has always haunted the tourism thinkers. Some came with the customer-oriented factors: responsible for it and others propounded the supply oriented elements.

In reality each mode of transport has a competitive edge over the others, in one or the other aspect. No mode can be seen in isolation; instead these are, most of the time, interdependent on one another. For example, the automobiles ferry tourists from hotels and city-centers to the airports and railway terminals, in turn railways and airlines transport them to long distances from the tourist-generating area to the tourist destination area, and finally at the destination the tourists once again use automobiles for local sightseeing and transfers.

This is definitely how people travel today, using all available modes of transport, for example, air, rail, road, and sea etc., during their holidays, what may be called as ‘Transport Mix’. Thus all these modes of transport compliment each other at one or the other stage of total travel experience of a tourist.
References


15. Ibid, p. 13


32. Ibid, p. 178.