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## UDC 658.7

## THE MAIN PRINCIPLES OF TRANSPORT SERVICE OF TOURIST FLOWS

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*The article is devoted to the transport service of tourist flows. The basic principles of transport service of this flows are distinguished. The authors offer to create The Center of Transport Service of Tourist Flows as innovative approach to the organization of the tour transport block. The main functions of CTSTF are given.*

According to the data presented by EMIS (table 1), tourist's packages to foreign countries dominated in the structure of tourist's packages, sold to the population. Thus growth of this indicator was noted both at national and regional levels. The number of the tourist's packages, sold to the population of Russia, decreased by 3%. If to speaking about Saratov region, the interest in packages is quite stable, so in 2012, the figure in the overall structure of tour packages implemented as Russian citizens in foreign countries and on the territory of Russia, was 0.31 % in 2011, 0.34 % in 2010 – 0, 34%.

Thus on the one hand, there is a steady demand for such packages, but on the other hand the development of tourism in our country is complicated by bad quality of transport services.

Table 1 – The number of tour packages soled to the population

		2010 year	2011 year	2012 year
In total	Russian Federation	4 238 717	4 255 384	4 642 316
	The Volga Federal District, including:	498 185	554 122	596 663
	Saratov region	29 128	31 293	33 541
To citizens of Russia in foreign countries	Russian Federation	3 366 762	3 325 933	3 737 682
	The Volga Federal District, including:	281 312	328 101	404 063
	Saratov region	14 682	16 625	19 338
To citizens of Russia on the territory of Russia	Russian Federation	871 955	929 451	904 634
	The Volga Federal District, including:	216 873	226 021	192 600
	Saratov region	14 446	14 668	14 203

Improvement of tourists transport service quality is a necessary condition of the activization of the demand for tourist product. Major factor during the formation and sale of a tourist's product is the technology of different types of tourist transportations and also specifics of the contractual relations in the sphere of tourist travel.

Transport as one of the most important components of the tourist industry and an integral part of a tourist product belongs to the most difficult technological blocks of the tour, because vehicle is a source of the increased danger.

Lack of uniform transport tourist system leads to the fact that carriers in the transport travel market determine the prices of tourist services. If in 1990 transport expenses were 20 – 25%, now the share of these expenses reached 40 – 50%, and taking into account introduction of new boundary collecting will increase even more.

The main shortcomings of the organization of tourist flows transport service are the following:

- lack of regulation of relationship of tour operator and the travel agent with transport companies at legislative level;
- infringement of the Russian tourists rights because of contradictions of international tourist transport law and national normative legal acts;
- insufficient awareness of tourists and professionals tourist organizations (and often transport firms) about the most important international conventions on air, sea, river, rail, road and other types of transportation, as well as similar documents regulating tourist transportation in the country.

For tourists and tourism organizations exact and exhaustive information on rules of transportations of passengers and baggage on the international and internal routes, system of tariffs, privileges and discounts, an order of presentation and satisfaction of claims, protection of interests of tourists at violation of conditions of transportations, etc. are important.

In planning indicators characterizing the use of vehicles and their choice in tourist travel, the following factors are considered:

- rating of vehicles popularity;
- extent of development of transport system;
- way of travel;
- route extent;
- welfare of the population;
- tourist and recreational resources;
- national traditions;
- demographic structure of the population.

The solution of a task of the maximum accounting of the listed factors in the course of preparation of transport service of tourist flows allows, on the one hand, to increase quality of tourists transport service, on the other hand, to achieve reduction of the share of transportation costs in the cost of the tour. Cumulative influence of the listed factors forms a basis for the guaranteed quality ensuring service of tourists. The authors offer to create The Center of Transport Service of Tourist Flows (CTSTF) at the regional level and to consider its formation as innovative approach to the organization of the tour transport block.

The organization of transport customer service and realization of services within CTSTF should be based on the following principles:

- "one window" – the principle at which all questions of interaction of travel agencies and the transport organizations for service of tourists are within the competence of CTSTF;
- "the responsibility center" – the principle at which on each of functional processes of services sale in tourists transport service the Center division responsible for functional process is fixed ;
- "the customer – the contractor" – the principle of division of functional processes and responsibility between travel agency and CTSTF for quality of rendered services.

By preparation of transport service of a tourist's package CTSTF makes a route map where data on it are fixed (fig. 1).

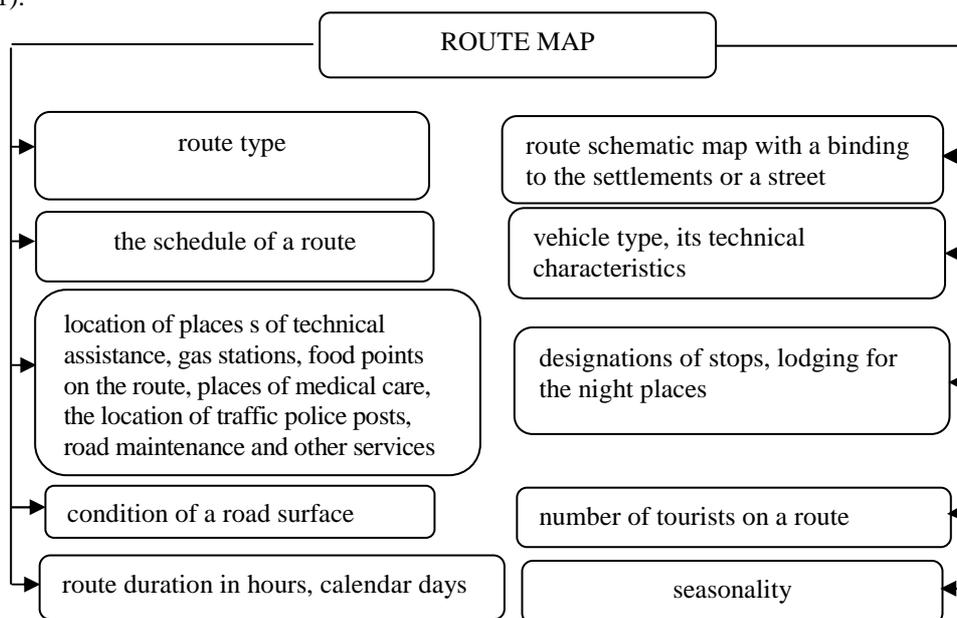


Fig. 1. Route map

A new role and the tasks of CTSTS for the competitive market of transportations of tourists based on knowledge of demand and offers in the transportations sphere and also studying of requirements to process of rendering services in the sphere of transport service of tourist's flows: what services are required; what level of a unsatisfied demand and as its basis, to identify "bottlenecks" and to develop proposals for the trends of infrastructure development; type of a demand of service; advantages and shortcomings of transport means as bases of the choice for tourists transport service.

The CTSTF main functions are the following:

- organization of complex transport service of transport services users (travel agencies);
- manages the sale of transportation services for the transportation of tourists
- implementation of any forms of interaction with consumers of services (travel agencies) at realization of services in tourists transport service;
- ensuring responsibility for efficiency of services realization in tourists transportations;
- organization, coordination and management of process of realization of services in transport service of tourists;
- interaction coordination with collaborators of works on complex tourists transport service on the terms of outsourcing.

The offered approach to the organization of tourists flows transport service is based on interrelation of functional processes of the Center and travel agencies. Condition of successful realization of this approach is to provide requirements of tourists on a rendered complex of transport service – from registration of the demand, inclusion in the plan of transport service, payment and paperwork for service to put-forward additional data under the terms of transportation implementation regarding granting vehicles, availability of information on advance of tourists, connection of the computer of travel agency to the automated network of the Center, and also other types of services stipulated by travel agency in the contract.

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### **USING THE SEAPORTS OF THE RUSSIAN FEDERATION AS AN ALTERNATIVE TO THE BALTIC PORTS FOR BELARUSIAN GOODS**

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*Belarus has no sea ports, which greatly complicates the process of Belarusian goods trade. Under these conditions, the choice of foreign ports plays a greater role, as through them transshipment of Belarusian goods can be carried out. Choosing the best port of departure allows to reduce logistics costs.*

With increased international cooperation and integration process of international transport corridors the leading role in solving transportation problems is associated with providing interstate economic, cultural and other ties with the establishment of an international transport infrastructure, which has established technical parameters and provides application of compatible transport technologies as a basis for integration of national transport systems in the global transportation system.

The system of transport corridor in Eastern Europe is called Pan-European. The map of Pan-European transport corridors is presented in Figure 1[1].

The Republic of Belarus is a landlocked country, a great role has the ninth corridor ("Baltic Bridge" or "Path of the Vikings to the Greeks"). Ninth corridor (length 2000 km) provides transportation area of 1 million square kilometers. The map of Pan-European Transport Corridor No. 9 is shown in Figure 2[1].