

талу, знизяться витрати на оздоровлення та підвищиться його конкурентоспроможність.

Список використаних джерел

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MEANING OF TRANSPORT IN THE DEVELOPMENT OF TOURISM INDUSTRY

Transport – one of the most important components of the material base of the economy of any country. Since ancient times, transportation has been the engine of progress. The man used any improvised means to transport people and cargo. It allowed accomplishing journeys on large distances and with different aims. Historically, the formation of transport systems of various states was influenced by their geographical location, natural potential and often climatic and landscape characteristics. It resulted in forming of those transport-technical bases that is most rationally used in the conditions of specific region and state.

For example, the structure of railway transport it is advantageous to develop in regions with predominant plains, and river structure - at presence of the system of the rivers and lakes, as in Australia, Germany, Russia, Finland and Canada. Seas and oceans, as the most convenient and accessible ways to move people, since ancient times contributed to close and distant travel, and rivers, canals and lakes – to tourism.

For the first time the English pastor Thomas Cook, from which the history of modern tourist motion is counted off, organized exactly a railway trip from Liverpool to London. Then in 1843 he

organized boat excursions on the Thames. Practically at this time on the American continent on the legendary paddle-boat “Mississippi” a company «American Express» opened regular excursions on the Mississippi. Analogical cruises began to be accomplished on the Nile, the Rhine and the Danube.

Transport trips are considered as an independent type of tourism. Transport trips are trips of the organized groups of tourists at presence of tours (vouchers) on the worked out routes with the use of different transport vehicles. They are classified on the row of basic signs:

- to the method of movement on the route (railway, marine, bus, river, aviation, other kinds, combined);
- to the type of the used transport (trains, airplanes, busses, motor ships, ferries, yachts, boats, kayaks, rafts, submarine boats and other boats, motor cycles, bicycles, balloons, hang-gliders);
- to the construction of a route (linear, ring, radial, combined);
- duration of travel (short-term, such as “Weekend”, long-term);
- seasonality (year-round, seasonal, single).

The most mobile type of transport – bus and passenger car is used both on an independent route and as a transfer transport on delivery of tourists from an airport (train station) to a hotel and back. According to the UNWTO (2015), in the structure of inbound tourism aviation is leading – 54 % and automobile 39 %, water transport accounts for 5 %, for railroad – 2 %.

Tourism supposes transferring of people from one place to another both inside and outside the country. Legislation of several European countries (for example, France and Italy) relate transport services to the number of basic services provided to the traveler, along with accommodation services. Within the framework of statistics of tourism transport refers to a means that travellers use to travel from his or her permanent residence to the place which they want to visit. However many transport enterprises and companies not only carry out transportation of tourists but also provide transportation of ordinary passengers, mail and loads, not related to tourism. Therefore seasonal character of tourism creates serious problems for transport companies.

By categories, transport is divided into air, water and land. Air transport includes: air flights carried out according to the schedule of air passenger traffic along the established routes; flights outside the

timetable (mainly charter flights and others not subject to the schedule of air passenger traffic), as well as renting aircraft with crew. At the same time, a charter is understood as any passenger vehicle (aviation, marine, river, automobile), fully leased from the carrier by a tourist company for the transport of tourists. Water transport includes sea and cabotage, as well as inland waterway transport. On sea transport, cruise ships are of particular interest. The main accent in organizing cruises is to receive positive emotions from the stay of tourists on board the ship, and not from the speed of arrival of the tourist at the destination. In a number of cases, ferry boats are used to attract tourists, not only tourists themselves, but also their personal vehicles (vehicles). A land transport is divided into railway, bus and automobile (with a capacity of up to 8 people). The movement of land transport must comply with the schedule of regular transportation, but can be carried out outside the timetable (special tourist trips, long-distance charter or sightseeing bus trips). There is also a specialized road transport carrying tourists on the routes of the airport – a city, a station – a city (transfer). Rent of transport vehicles is widely widespread in the country of stay.

Tourism is completely dependent on transport its safety, speed and comforts, given to the tourist during its movement. Understanding the basics of relationships with transport companies, the rules of interaction with them in matters of ensuring the safety of passengers and their property, servicing, the use of appropriate discounts and benefits for sales is important for both tourists and travel organizers. The development of tourism is constrained by the fact that transport systems at some countries fall short of to the world standards on a comfort for convenience, efficiency and security, and transport projects, in particular the building new airports, roads and railways, require huge investments and time for their implementation.

Tourist infrastructure in our understanding is a set of enterprises, institutions and institutions whose activities are aimed at meeting the needs of people involved in health improvement or recreation, as well as communication and transportation routes and tourist accommodation facilities that provide conditions for stable functioning. We consider it an integral system, which consists of two subsystems: social and production. They are interrelated and interdependent relative to the serving entity. In turn, the infrastructure to some extent forms tourist regions, promotes tourism specialization, because due to the presence of infrastructure links between individual objects determine the quality of service in a particular territory.