

THE ROLE OF TRANSPORT SERVICES IN YOUTH TOURISM

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Abstract: in our fast growing society, along with many spheres, tourism has been developing rapidly. Especially, young generation are eager to travel more and more. Since youth considered budget limited, they are supported financially and socially by national and international organizations. One of the important services in youth tourism – is transportation. This article describes transportation in youth tourism, means of transports that used by them and discounts that offered by organizations.

Key words: youth transport strategy, railways, air travel, transport, ISTC, infrastructure, STA, ISIC.

For the last ten years, number of young tourists has increased dramatically. In 2006, 150 million youth travelled around the world, within 10 years this figure increased to 280 million that 23% of International tourists worldwide [1]. Tourism is learning, experiencing, studying, exchanging and many others. Today mass of people tend to travel more and more, especially young generation. Their travel is purposeful and they expect many things from the travel (picture 1). Young generation are active, flexible and time rich. Services in youth tourism differs from other types of tourism. Since young generation is considered financial limited, governments and organizations (national and international) support them in many ways.

One of the vital services in tourism as well as in youth tourism is transportation. In order to reach the chosen destination, most tourists turn to air travel (52%) and the rest use services of terrestrial transport such as roads (38%), railways (3%) and sea travels (6%) (UNWTO, 2009). However, these figures differ according to young tourists. Most of them attempt to use type of transport which costs low (Figure 1). More than 30% of youth tourists has found bus as a suitable way of travelling. Airline is mostly used for travel which distance is long.

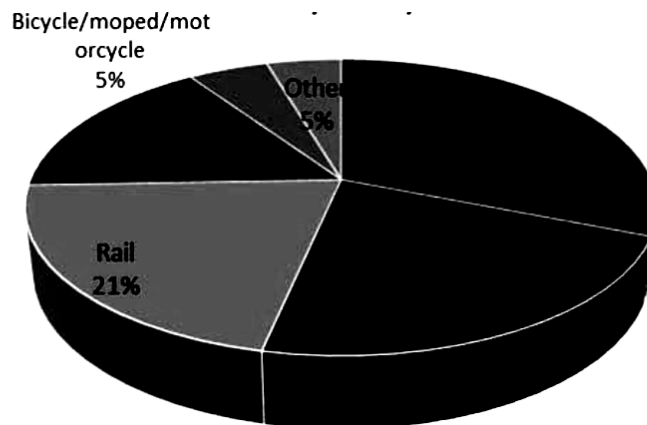


Fig. 1. Methods used by the youth to travel [3]

Transportation is an essential element of tourist product in three ways: as a means to reach the destination, as necessary means of movement at the destination and as an actual tourism attraction or activity (Cooper *et al.*, 2008). It is inevitably involved in tourism by providing the essential link between tourism origin and destination areas and facilitating the movement of travelers with diversified purposes (Page, 2009).

The movement of young people often requires the combined use of several mode of transport depending on the distance, the characteristics of the chosen itineraries, the condition of the communication channels, the intensity and seasonality of the tourist flow, the competitiveness of the prices charged for various modes of transport, the rapidity and convenience of the travel (Minciu and Moisa, 2009).

Transportation is considered one of the important tourism services and plays vital role during the tour (Picture 2). There are different federations and associations that support the travel of young tourists. Including WYSE travel confederation, ISTC, STA and others. Through the International Student Identity Card (ISIC) we provide a range of information and services including discounts to historic, cultural sites and national parks as well as discounts on public transport and flight tickets [4].

Another important organization – is Student travel association (STA). STA Travel is the largest student and young person travel company in the world. It is the preferred travel company for over 6 million people worldwide.

STA Travel’s core purpose is to make travel affordable and attainable for young people. We offer much more than just a cheap airfare. STA offer real value with the flexibility and features travellers want and offer genuine advice and experience – not sales talk.

STA offers enormous buying power with the world’s best airlines and land transport and accommodation suppliers. Plus STA have exclusive access to discounted student and youth fares.

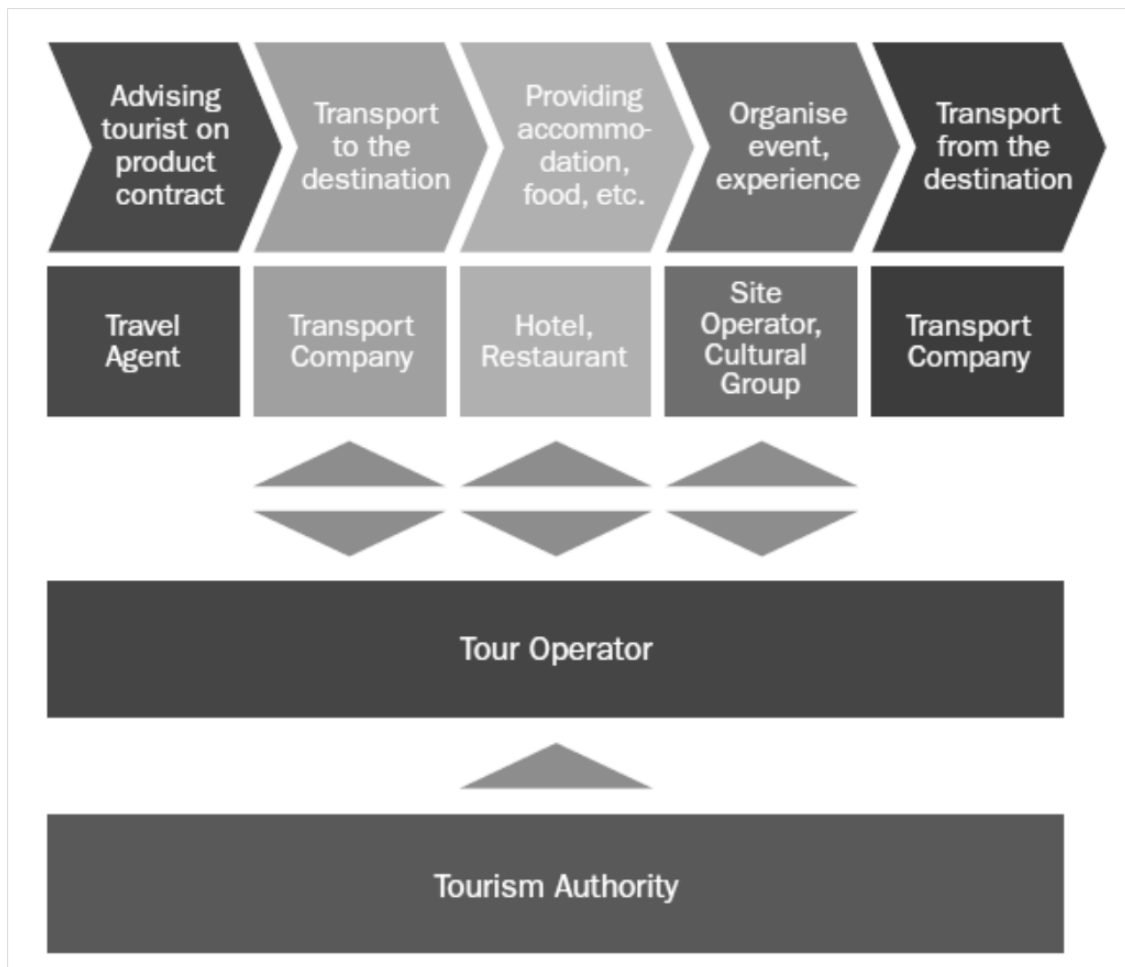


Fig. 2. Tourism value chain [5]

We can provide students and young travellers with discounts as high as 40% off the published airfares. As a general rule they are often aged 18-35, studying or well-educated, employed part or full time, culturally aware, environmentally conscious, enjoy a challenge, and hate to be categorised. STA Travellers are passionate about travel. They love being first to know, grab a bargain, talking, learning and success. And they hate anything too trendy, ignorance, apathy, and being spoken down to. STA Travellers want flexibility, reliable service and support. They expect the best value, quality, information, assistance and advice. They come to STA Travel because their friends recommend us and they trust us. We have been around for a long time and we don’t make promises we can’t keep.

Yet, transport system, especially for young generation has not yet been convince. It is offered to adopt “Youth transport strategies” Within youth transport strategies, issues of safety, security and seasonality require explicit consideration [6]. Travel modes which are safe and secure in one season may not be safe and secure in another where extreme weather conditions are experienced. Since our independence day, transport system of our country has been developed and thousands of roads reconstructed. Today these developments has been continuing. There are some discounts and opportunities for youth and students in public transport during the special holidays. However, means of transports and transport infrastructure need to be improved. Uzbekistan is not the member of STA.

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