



Article

Relationship Between Tourism and Aviation

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Abstract: The aviation industry is a complex system that plays an indispensable role in the global transportation of people and freight on scheduled domestic and international flight connections. It encompasses all units that actively participate in the execution of air traffic, such as airlines, airports and aircraft producers (Air Transport Action Group, 2014). Researches show that aviation sector is not only a major contributor to economic prosperity, but it also plays main role in the performance of related sectors such as tourism. Additionally, it allows people to conveniently travel around the world and reach their target destination within the shortest time. The paper examines relationship between tourism and aviation. Qualitative research methodology is used to analyze the data.

Keywords: Tourism, aviation, airport, air transport, tourist satisfaction

1. Introduction

Air travel and international tourism are intricately intertwined in the modern world. The latter has a significant impact on the development and stimulation of changes in the aviation industry, particularly when it comes to the introduction of new routes or the increased competition brought about by the emergence of new airline carriers. However, air transport is a critical component of current globalization processes, and it is open to new challenges and adapts to the needs of its customers as a result of the growing internationalization dependencies within the global economy, which has resulted in increased internationalization dependences within the global economy. (Air Transport Action Group, 2020).

Literature review

Poonam's investigation concluded that the aviation and air traffic control industries are both extremely important [1]. According to his results, not only is this industry a significant contribution to the success of the economy, but it also plays an essential part in the accomplishments of industries that are closely tied to it, such as the tourist industry. In addition to this, it makes it possible for individuals to travel to any part of the world with ease and arrive at their destination in the lowest amount of time [2]. According to the aviation benefits report that was issued by ICAO, this industry is responsible for the creation of nearly 65 million employment possibilities. According to the findings of the research, the aviation industry contributes somewhere in the neighborhood of 3.6 percent on average to the total global GDP [2], [3], [4]. According to the Air Transport Action Group, one of the fundamental purposes of aviation is to make it easier for people to move in a timely and efficient manner over preexisting route networks. According to the data collected from this industry, the number of individuals who travel by airplane on a yearly basis may reach or even surpass the three billion mark [5], [6]. Civil aviation, in particular, plays an important part in the diplomatic and political environment, and its contributions

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can have a favorable impact on the ties between two or more states. The governing bodies of nations have the ability to come to an agreement on the establishment of air route networks that will both cater to the needs of their respective populations and make the transportation of goods easier [7]. Aviation provides trustworthy answers in situations in which physical access to a certain place is restricted or not feasible at all. It contributes to the development of a link to all areas of the world and enables the provision of aid in times of need [8], [9]. In the context of the aviation industry, two issues that are given a high level of importance are the consolidation of a number of geographical areas and the improvement of air connectivity [10]. According to ICAO, the expansion potential of air traffic is influenced by a number of factors, including the amount of revenue generated by airlines. The image of an airline or location is frequently what influences a passenger's choice of that airline or destination. The degree to which they are seen to be safe can have an effect on the demand for travel and either encourage or discourage the expansion of air traffic [11], [12].

2. Materials and Methods

Qualitative method: Interview

Interviewees are foreign experts who work in Samarkand International Airport. The respondents are professionals who have been working in the aviation industry for a long period of time and have good experience in this field. In addition, they all hold high positions and, as specialists, possess valuable knowledge that can be beneficial to achieve the aims of the research. All 7 experts are from different countries (Great Britain - 1, Germany - 2, Turkiye - 3, Greece - 1) and work in different airlines/airports (Munich Airport International - 3, Istanbul Airport - 2, Qatar Airways - 1, Air Mediterranean - 1) and this can provide accurate and reliable data from different spots of the world.

Interview questions

1. Do you think that aviation affects tourism development?
2. What is the role of airlines and airports in the development of tourism in Uzbekistan?
3. Is it important to achieve tourist satisfaction in airports? Why?
4. In your opinion, what aspects should be considered in order to achieve tourist satisfaction at airports?
5. Which airport would you suggest as an example with the best service? Why?
6. Do you think the design and appearance of the airport impacts the perception of the tourist?
7. How can you rate Samarkand International Airport's real situation regarding tourism at the moment?
8. How to improve Samarkand International airport to international level?

Table 1. Socio-demographic profile of the respondents

No	Name of respondent	Gender	Age	Country	Position	Employment
1	Kyrian Eke	Male	49	Great Britain	Senior Aviation Consultant – Munich Airport	Assistant Project director, Schipol Airport Amsterdam
2	Pietrick Voyer	Male	36	Germany	Project Manager	Munich Airport International
3	Sebastian Selmeier	Male	32	Germany	Business Development Manager	Munich Airport International

4	Aykut Gencer	Male	42	Turkiye	Ground Handling Director	Sun Express AL, HEAS Ground Handling, Celebi Ground Handling
5	Mehmet Kilinc	Male	48	Turkiye	Terminal Director	Qatar Airways – Doha/Qatar
6	Hilmi Yilmaz	Male	42	Turkiye	COO (Chief Operation Officer)	Samarkand International Airport
7	Evangelos Neimeris	Male	50	Greece	Director of Ground Operations	Air Mediterranean

Table 2. Code of respondents

Name of Respondents	CODE of Respondents
Kyrian Eke	R (1)
Pietrick Voyer	R (2)
Sebastian Selmeier	R (3)
Aykut Gencer	R (4)
Mehmet Kilinc	R (5)
Hilmi Yilmaz	R (6)
Evangelos Neimeris	R (7)

3. Results and Discussion

THEME I: Impact of aviation on tourism development

Based on the materials studied for the dissertation, we wanted to know the opinion of experts for the above topic and identify its positive and negative impact on the tourism sector in general:

According to **Respondent 3** and **Respondent 1** the aviation impact on tourism is huge and positive: “it affects tourism in a positive way. it makes a city we're reaching accessible, more easily accessible for people from further away. So, without an airport it is difficult to improve the tourism sector of the country.” – **Respondent 3**

Respondent 1: “I think it has a very big impact on tourism because the easier is to fly into a country and the more connections and the more Airlines that fly into that country, the easier it is for people to go there. So, if somebody decides to come to summer camp and there's only one flight a week and they have only one-week holiday or three-days holiday, they may not be able to come. But if there's a flight two times a day, people are more likely to take that flight because the more flights into the airport the better.”

Confirming his thoughts **Respondent 4** also gave his opinion on the influence of aviation on tourism development as the fastest vehicle of transportation: “airline is the fastest means of transportation. Timing and planning are very important in tourism.”

Respondent 2 also admitted that aviation broads the government's horizon and helps on attracting tourists from different parts of Earth: “Yes for sure, aviation affects to tourism because aviation you can bring people from outside. Country will not base on only local tourism. Now a lot of people are coming from European countries, from America, China, Russia and without aviation it would be very complicated, so, aviation I would say key driver which helps to very develop tourism.”

Almost all respondents agreed that the impact of aviation on the tourism sector is huge and, in most cases, positive. It expands horizons and provides huge opportunities for the development of tourism in any region [13], [14].

THEME II: Importance of tourist satisfaction at airports

Satisfaction is very important factor in customer service. After receiving the answers and based on them, we decided to expand it for a better understanding. What is the role of tourist satisfaction with airport management and its impact on the tourism sector?

Due to **Respondent 1** the first impression about the country comes from the airport service:

"Airports are the customer's first impression of the country. Sometimes they may just be transferring into the country and if they transfer and they spend time in your shops, they see the food, the people are nice, they'll be more interested to find out what's inside the country. The other thing is that airports and the staff in the airport give the passengers an impression of what the country will be like. If everyone seems to be friendly, smiley. If people want to help you, they say to themselves, well, if I come to that country, I'll get a lot of help. I'll need to explore the country. So, for me, they have a very big impact in shaping that.

As a continuation and confirmation of the first respondent's thoughts the other also stressed the importance of the first impression of the country

Respondent 5: "Airport's main goal is to achieve the satisfaction of tourists and any passenger. Because the airport is the first spot for a tourist who is coming to visit a country. Only a first impression is always important."

Respondent 7 "a tourist must have the first impression which must be welcome and unforgettable."

Respondent 2 "it is very important because if you have a bad experience, especially in a country such as Uzbekistan where you don't have a lot of choices, people will not want to come again. You know, what will happen is they will go back home and then they will say, you know, it's such a bad experience. Do not recommended and maybe they will fly, I don't know maybe from Kazakhstan or from Turkmenistan"

Everyone agreed that the airport service of any country is almost vital in the tourism sector, since it starts the journey of any foreigner in the country. Convenience, safety and good service almost always guarantee a good influx of tourists to the country.

THEME III: How to achieve tourist satisfaction at the airports?

In this topic were considered, the opinions of experts on ways to achieve tourist satisfaction with airport service.

The respondents listed the most important points in their opinion that affect the tourist's satisfaction with the airport service.

For **Respondent 1** one of the crucial moments in perfect airport service is to take in account even tiny needs of tourists: "You have to first of all understand, what type of passengers do you want to attract? If you want to attract young people with money, people that want to explore the country, you have to make sure you have those facilities. So, you need to make sure it's easy to get hotels. Hotels are reasonably priced. You also have to make sure that you advertise your facilities. So for example, your tourism desks. If somebody goes there, they need to know where they can go when they come into the country. So, I think it's very important for them to make sure you got accommodation. Wi-Fi is very important for people traveling. So, if somebody comes into the country, you need to make sure they are able to buy SIM cards when they get into the country, and things and currency exchange, taxi, mobility, all these things need to be good for people to come into the country."

Due to the other respondents, airport management is more important in tourist satisfaction:

Respondent 5: “We have to achieve tourist satisfaction in airports for sure. People look more comfort facilities in airports. Some visitors mostly frequent flyers choosing their route regarding airline and airport.”

Respondent 6: “The main service providers in airport management are the employer’s airport operator, airline companies, and ground handling. All these players serve passengers, and tourist satisfaction. Baggage access time is an important indicator for tourist’s satisfaction. Comfortable seats in waiting areas, charging access, shopping zones, cleaning, light way findings are also should be considered in order to achieve tourist satisfaction.”

Respondent 3: “I would say that the basics operations must work in a smooth manner. So that includes that as a present. I can easily find my way by signs, by supporting staff who also helps you, and have a customer underneath guidance. That means that I don't have long cruise, long waiting lines, neither at the check-in and backdrop at the building entrance security like you have tennis bakers than northern afterward at aviation security control and passport control. And I should go smooth. Not with too long waiting times. It's important that the staff is friendly in all these positions. So, it's important to think as an airport operator then not just to make sure that your staff has this service done but also you include all staff working at the airport authorities together, develop this customer mindset and support them. So, people are very important. This all helps for number one, the operational efficiency and a smooth process but also in a smile is always making other people are also happy. Of course, that you have at your airport. Also, certain offering in terms of the duty-free retail F and B. That people can when they're waiting for the aircraft are not bored but they have something to do either to take a snack and sit somewhere and someone from the airport is really nice sitting in waiting areas.”

Taking in account all opinions above this theme, we can surely say that almost 3 components should be in perfect condition:

1. Things that make easier to tourist to achieve the destination they want (taxi, buses etc.) and access to the information they search (free Wi-Fi, sim cards, high-speeded internet etc.)
2. The comfortability of airport (seats in waiting areas, charging access, shopping zones, cleaning, light way findings and etc.)
3. Accurate airport management (Baggage access, short waiting time, supporting staff and etc.)

THEME IV: The role of airline/airports on the development of tourism in Uzbekistan

And also it is very important to our investigation to know about the role of airline/airports on the development of tourism in Uzbekistan

Respondent 2 pointed out that Uzbekistan is double-locked country so it’s crucial to us developing and using aviation in tourism industry: “it’s very important for Uzbekistan. Uzbekistan is inland country. Right? So yes, we can get the world but it would take forever. So, it's definitely easier, faster and quicker from people from abroad to reach. So, aviation development is very important. I mean you can see for example, currently unfortunately with Russian airlines stop, some of them stopped coming and you can see less people coming. Right so aviation is very important. Airports infrastructure is important because you are taking people from abroad. They are used to international standards. So it's very important to provide a very good customer experience because for people when we arrived to a country is the first thing they see. Right? So it's very important to provide them with a good impression.”

Respondent 7 also agreed with the aforementioned: “Primary, because the airport is the gate to the country. And also, Uzbekistan has not direct outlet to the sea. That’s why he role of airline and airports are very important to develop tourism in Uzbekistan.”

Respondent 1 mentioned the importance of aviation on further development of tourism sector in our state: “I would say for a country like Uzbekistan was a country that has a certain dimension. Lots of them make a distance too. It's typical. Countries where you have

a broad in some of the rich and middle class to travel. So it's not so easy to reach by the ground infrastructure. Most likely a lot of wealth comes from the eastern part of China, from Japan you have in Europe the Middle East to a certain extent with the gulf area, the American. These are all countries such a far away from Munich people from Italy or from the Netherlands or whatsoever can easily come by car or by rail as well, which is more difficult as I would say for a country like Uzbekistan which is big itself but also further away from big the areas big enriched middle-class aviation is important to bring tourism in the country and to further development.

The role of airlines is to provide mass and quick transportation from countries to Uzbekistan under safe, comfortable conditions. The airport's role is to show the country's image by giving high level service and attracting them to visit again and again."

Respondent 4 pointed out some drawbacks of current situation: "Unfortunately, investments in Uzbekistan in airports have only just begun. All airports should be renewed, new airline companies should be established, open sky agreements should be made immediately. I believe all these will happen in a short time [15]."

Having studied and analyzed all the data obtained not only from interviews, but also from other sources of information, we come to the conclusion that the airport sector and tourism are closely interrelated with each other. The tourism sector is one of the most promising and rapidly developing sectors of our economy, and of course it is the air transportation of people that is necessary for Uzbekistan. Knowing that the first point that leaves the most impression for tourists is the airport, we cannot ignore the change and development of this sector.

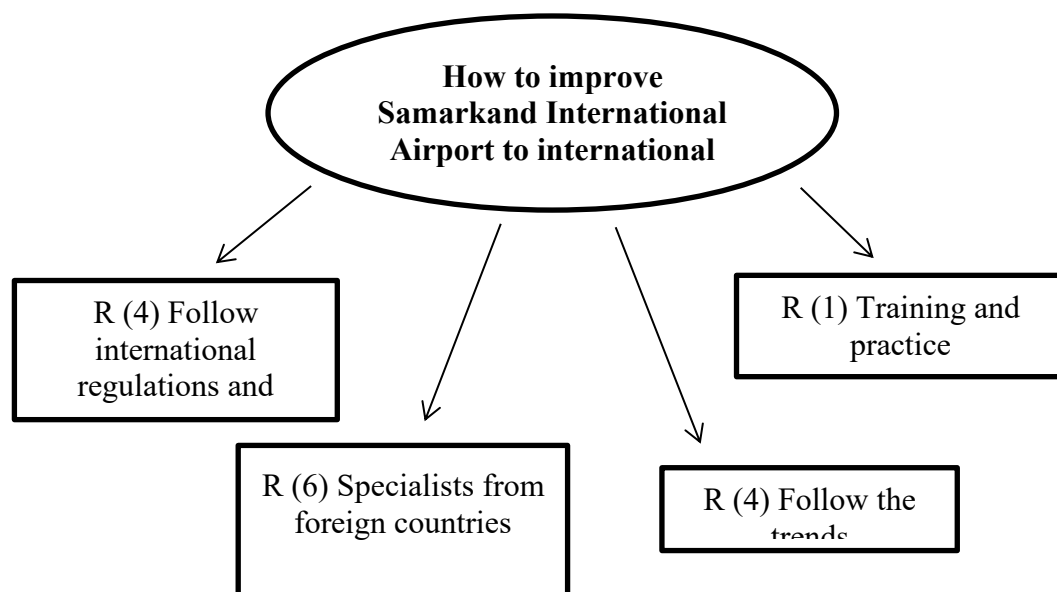


Figure 1. Suggestion for improvement of Samarkand International Airport

4. Conclusion

From open discussions on the basis of unstructured Questionnaire (see Appendix 1), with experts of related field during our research, some more other possible factors are found to be responsible for affecting air transport for tourism. Research shows that aviation and tourism are closely interrelated. Tourism impacts in a significant way on to the development and stimulation of changes in aviation. For instance, it helps increasing competition by the emergence of new carriers or stimulates to start new routes. Also,

tourist satisfaction with airport and airline services is paramount. The study shows that three components are essential for tourist satisfaction at airports:

1. Things that make easier to tourist to achieve the destination they want (taxi, buses etc.) and access to the information they search (free Wi-Fi, sim cards, high-speeded internet etc.)
2. The comfortability of airport (seats in waiting areas, charging access, shopping zones, cleaning, light way findings and etc.)
3. Accurate airport management (Baggage access, short waiting time, supporting staff and etc.)

According to the research airports of Uzbekistan can be improved by these ways:

1. Following international regulations and implant them in Uzbekistan
2. Training and practice
3. Specialists from foreign countries
4. Following the trends

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