

**INNOVATIVE TECHNOLOGY APPLICATIONS  
TO THE TOURISM SERVICE  
BY THE ROAD TRANSPORT ENTERPRISES**

*The article considers the current state and prospects for innovation in the activities of road transport enterprises engaged in the tourists' transportation.*

**Key words:** *transport, tourism, innovative technology, risk, efficiency*

**The problem.** *State and prospects of tourism development in Ukraine depend on the transport and its ability to provide quality services for the carriage of the key consumers who are the tourists hear. In constructing relationships between transport and tourism innovative technologies have to take the main position; their implementation between the carriers and the tour operators without coordinating appropriateness will not be effective.*

*Discrepancy between the traveling transport service quality and the international standards on safety, comfort, value and other characteristics requires rapid implementation of innovative changes in the traffic. The auto-car companies are the most involved to the tourists' transportation, problems and prospects of innovative renovation of which are the subject for this article.*

**Analysis of recent researches and publications.** *Theoretical and practical aspects of the transport services for tourists formation and development are explored in the works of many foreign and domestic scholars, including V. Azar, O. Abdulov, M. Birzhakov, V. Gulyaev, A. Zarutskaya, O. Ilina, G. Kutepova, S. Polyak, V. Sytnikov A, K. Shamakina and others.*

**Purpose of the article.** *The aim of the paper is the rationale for implementation of innovations in the road transport enterprises involved to serving tourists with a reason to better meet their requirements in quality, quantity and value terms of travel services.*

**Main material.** *In most countries, a leading place in the carriage of passengers and tourists is owned by the road transport. Despite the active development of automobile tourism in the early 30s of last century, it faces in Ukraine this time the problems which negatively affect the financial performance of road enterprises. This is confirmed by statistical indicators of Ukraine concerning the carriage of passengers by road [1, 2], which are shown by Fig. 1.*



**Fig. 1. Volume of passenger transportation by public transport**

*As seen from the figure on data for the period analyzed, there is a trend to fewer passengers for all the types of transport and the road one in particular. In spite of this, the share of road transport in the passengers carry is almost constant at about 50 %.*

*Preference in the implementation of road transport trips exists due to many reasons, the main of which are permanent work in various weather conditions, the availability of most population.*

*Despite significant advantages in the implementation of transport servicing tourists, the road enterprises are experiencing significant difficulties with the organization of that in present. First, high uncertainty of predicting tourists' flow; second, dependence of the undertaken trips number on the financial possibilities of tourists; third, high cost of all resources used in the transportation of tourists; fourth, high wear and tear degree of vehicles and lack of their adaptation for traffic of the little-mobile groups and underdeveloped road transport infrastructure cause serious challenges to the further effective cooperation between transport companies and travel agencies [3].*

*The transportation of tourists involves vehicles of the travel agencies, leased rolling stock of the road companies, own transport of the travelers and the rent cars.*

*As forms of interaction between road companies and travel agencies today often act contracts for transportation, rental of vehicles, liability of a carrier insurance, types of payment for provided transport services, travel and tour escort. In this scheme of relationships*

in many cases there is no innovation component for interaction between the transport and tourism businesses.

From the services of tourists' travel the most popular are automobile tours and tours of the day, when organizing which travel firms deal with car carriers on night traffic so that to reduce the travel cost. In this case, the latter have to provide the suitable conditions to ensure the comfort and convenience of transportation.

Dynamics of the number of vehicles is shown in Tab. 1 [2]. Against the background of increasing number of passenger buses in 2011 to 78.2 thousand units or 45.5 % market analysis of transport market observations shows low quality satisfaction of tourists because of the physical and moral wear of vehicles, as well as insufficient equipping them for the transportation of tourists with disabilities, parents traveling with babies, the elderly and so on. Also behind the needs of consumers remains the development of infrastructure facilities; lack of car stops completed with displays informing about arrival of vehicles, emergency call buttons, cash desks selling electronic registers and ticket becomes a significant barrier to the development of informal tourism.

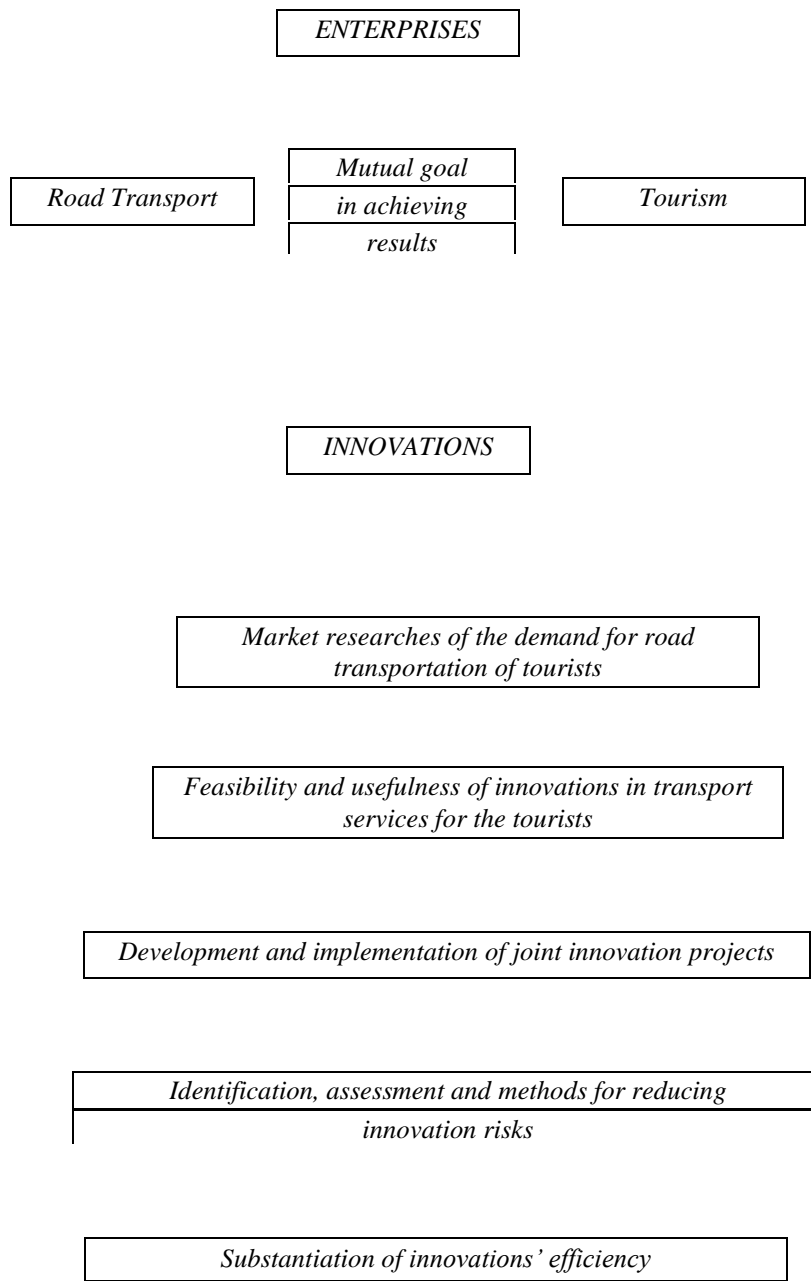
**Table 1**

**Rolling stock of road transport, thousand units**

Type of rolling stock	Years				
	2007	2008	2009	2010	2011
buses	185,5	188,0	180,4	171,5	249,7
private ones	108,1	114,5	110,5	101,9	120,7

In order to increase the tourist flows road and travel enterprises must work together toward implementing innovative changes the matter of which could be displayed schematically (see Fig. 2).

The corresponding effect of the using innovative approaches road companies will get only at build cooperation with tour operators as well as their mutual harmonization and understanding needs for further development [4]. Acceleration of interaction processes between the aforementioned firms will contribute to the implementation of integrated logistics management approaches to the management systems.



**Fig. 2. Interaction of transport and tourism enterprises in the process of innovations' implementation**

**Conclusions.** Further development of innovative technologies requires the more profound theoretical studies of existing national and foreign experience, improving methodological approaches to the development of tourism service innovative concepts for road transport enterprises.

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