Fachhochschule Westküste
Hochschule für Wirtschaft & Technik

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International Tourism Management

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ITM Bachelor 1. Sem
8029: Introduction International Tourism Management

SUPPLY SIDE:

Transportation and Mobility

Transportation - The way stops being the goal

Tourism is always connected to transportation - without change of place no travelling.

Until recently the way itself was an important part of the travelling experience, because it was, among others,

- expensive
- long
- uncomfortable
- unreliable
- dangerous

"Auf Reisen geh'n" "Fremdenverkehr" "Touring"

Today for most tourists the transportation to and from the destination is only a nuisance.

Exceptions: Cruise, Nostalgic trains

Authenticity and transportation

Tourists are used to travel long distances by car or airplane to other regions or countries searching for authentic experiences.

Yet, after the introduction of railways, many critics argued that the fast and detached mode of transportation makes you unaware of the real distance travelled, thereby already making any "authentic" experience impossible.

Today, many travellers still look down on "mass tourists" who travel to a church or monestary on top of a mountain by bus or cable-car instead of getting the "authentic" experience of walking or climbing up.

Development of transportation

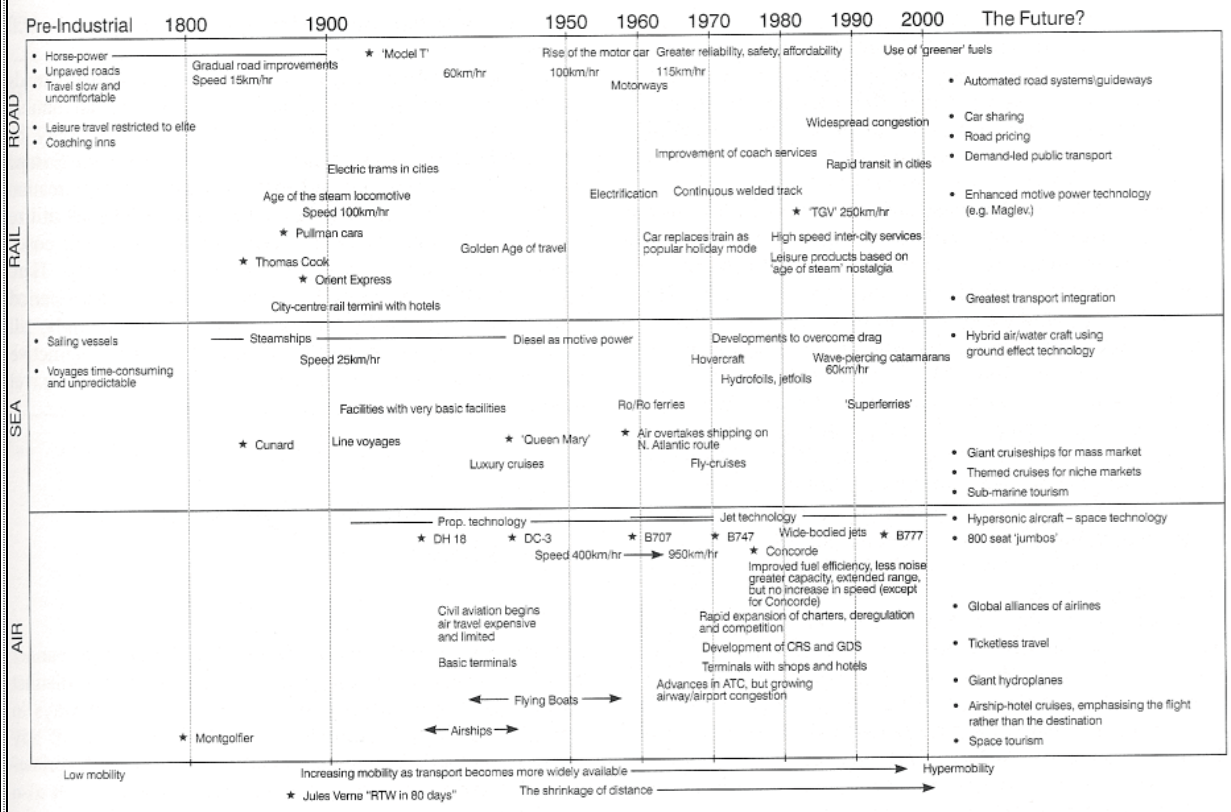


Figure 5.1 The historical development of transport and tourism
Source: Adapted from Cooper et al. (1998).

Fixed, variable, social, environmental Costs

The availability of travel is not only depending on the technological development but at the same time and connected to it with the

- costs involved for the individual traveller or provider of transportation and the costs involved for the society.

These can be further differentiated between

- fixed costs and variable costs and
- social costs and environmental costs

What are these (fixed, variable, social, environmental) costs?

Use the example of "Low-cost" carriers.

Table 5.1 Characteristics of transport modes

Mode	*Way*	*Carrying unit*	*Motive power*	*Advantages*	*Disadvantages*	*Significance for tourism*
Road	Normally a surfaced road, although '*off road recreational vehicles*' are not restricted.	Car, bus, or coach. Low capacity for passengers.	Petrol or diesel engine. Some use of electric vehicles.	Door-to-door flexibility. Driver in total control of vehicle. Suited to short journeys.	Way shared by other users leading to possible congestion.	Door-to-door flexibility allows tourist to plan routes. Allows carriage of holiday equipment. Acts as a link between terminal and destination. Acts as mass transport for excursions in holiday areas.
Rail	Permanent way, with rails.	Passenger carriages. High passenger capacity.	Diesel engines (diesel/electric or diesel/hydraulic). Also electric or steam locomotives.	Sole user of the way allows flexible use of carrying units. Suited to medium or long journeys, and to densely populated urban areas. Non-polluting.	High fixed costs.	In mid-nineteenth century opened up areas previously inaccessible for tourism. Special carriages can be added for scenic viewing, etc. Trans-continental routes and scenic lines carry significant volume of tourist traffic.
Air	Natural.	Aircraft. High passenger capacity.	Turbo-fan engines; turbo-prop or piston engine.	Speed and range. Low fixed costs. Suited to long journeys.	High fuel consumption and stringent safety regulations make air an expensive mode. High terminal costs.	Speed and range opened up most parts of the world for tourism. Provided impetus for growth of mass international tourism.
Sea	Natural.	Ships. Can have a high degree of comfort. High passenger capacity.	Diesel engine or steam turbine.	Low initial investment. Suited to either long-distance or short ferry operations.	Slow. High labour costs.	Confined to cruising (where luxury and comfort can be provided) and ferry traffic.

Tourism companies connected to different forms of transport:

	Directly	Indirectly	Impact
Road	Car Rental - International Coach Operator - National	Automobile industry, service (petrol, washing, repairing etc.)	Major change of landscape
Rail	National Rail Co. - Partly government owned Private Rail Co. - International	Locomotive / Rolling stock production, service	Definition of regional and local centers
Air	Airlines - From government owned to private From indipendent to associations (Oneworld, Skyteam, Star Alliance) Hub and spoke vs. Point-to-point	Duopoly aircraft industry, Airports, service	Development from air-station to mall
Sea	Ferry Co., Cruise Ship Co.	Shipbuilding Industry, Harbours,	Important only for coastal areas/islands
Space			

Transportation, travel experience and distance

THE SATURDAY EVENING POST June 16, 1945


PIA Boeings make 'firsts' in routes, flights, services
A PIA Boeing 720B has jet holds the world record for the fastest time between London and Karachi, London and Beirut and Beirut and Karachi. PIA are the first international airline to pioneer a new route with modern jets through Cannon and Shanghai; the first service through Moscow and beyond. And the first airline to show inflight films to both First and Economy class passengers. It is this kind of modern and imaginative enterprise which explains why last year PIA—a consistently profitable airline—carried over 1¼ million passengers and why seasoned travellers say PIA are great people to fly with.
PIA
PAKISTAN INTERNATIONAL AIRLINES
GREAT PEOPLE TO FLY WITH


BALI
Exciting new destinations!
Amazing prices!
BOOK NOW AT jetstar.com ALL DAY, EVERY DAY, LOW FARES
Jet

How do "Low-cost" carriers communicate the diminishing importance of the distance and the travel experience?

Mobility

Tourism is based on travel, even if travel has become ever easier and faster.

Information can travel at the speed of light today with almost no costs involved.

How about tourism if travel time and costs also will disappears?

Teleportation breakthrough made

Scientists have performed successful teleportation on atoms for the first time, the journal Nature reports.

The feat was achieved by two teams of researchers working independently on the problem in the US and Austria.

The ability to transfer key properties of one particle to another without using any physical link has until now only been achieved with laser light.

Experts say being able to do the same with massive particles like atoms could lead to new superfast computers.

This development is a long way from the transporters used by Jean-Luc Picard and Captain Kirk in the famous Star Trek TV series. When physicists talk about "teleportation", they are describing the transfer of "quantum states" between separate atoms.

These would be such things as an atom's energy, motion, magnetic field and other physical properties.

And in the computers of tomorrow, this information would form the qubits (the quantum form of the digital bits 1 and 0) of data processing through the machines.

Atomic dance

What the teams at the University of Innsbruck and the US National Institute of Standards and Technology (Nist) did was teleport qubits from one atom to another with the help of a third auxiliary atom.

It relies on a strange behaviour that exists at the atomic scale known as "entanglement", whereby two particles can have related properties even when they are far apart. Einstein called it a "spooky action".

The two groups used different techniques for achieving teleportation, but both followed the same basic protocol.

First, a pair of highly entangled, charged atoms (or ions) are created: B and C. Next, the state to be teleported is created in a third ion, A.

Then, one ion from the pair - let's say B - is entangled with A. The internal state of both these is then measured and the result sent to ion C. This transforms the quantum state of ion C into that created for A, destroying the original quantum state of A.

The teleportation took place in milliseconds and at the push of a button, the first time such a deterministic mechanism has been developed for the process.

'Great potential'

The landmark experiments are being viewed as a major advance in the quest to achieve ultra-fast computers, inside which teleportation could provide a form of invisible "quantum wiring".

These machines would be able to handle far bigger and more complex loads than today's super-computers, and at many times their speed.

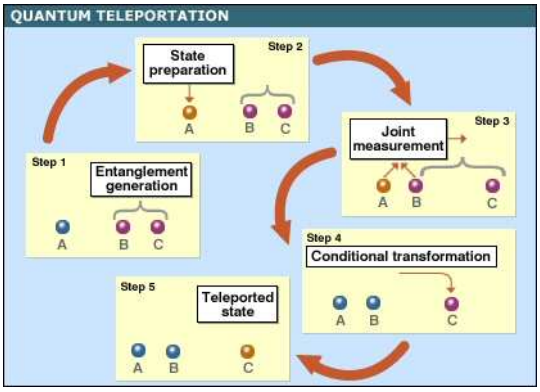
"In a quantum computer it's straightforward enough to move quantum information around by simply moving the qubits, but you might want to do things very quickly, so you could use teleportation instead," said Nist's Dr David Wineland.

Professor Rainer Blatt, of the University of Innsbruck, told BBC News Online: "This is a milestone.

"We are able to teleport in a deliberate way - that is, at the push of a button. This has been done before, but not in such a way that you can keep the information there at the end."

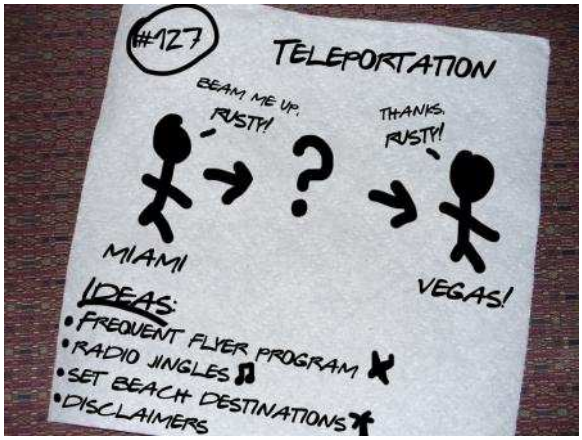
Professor Blatt's team, an Austrian-US group, performed the teleportation on calcium ions. The Nist team in Boulder, Colorado, used ions of the element beryllium.

Despite this and some differences in the experimental methods used by the two groups, both teams reached similar values of fidelity - around **0.75**. Fidelity is a measure of how well the quantum state of the second ion after teleportation resembles the original quantum state.



Story from BBC NEWS:
http://news.bbc.co.uk/go/pr/fr/-/1/hi/sci/tech/3811785.stm
Published: 2004/06/16 19:22:04 GMT

"Businessplan 127"



Please form six groups.

Discuss for 20 minutes the impacts of an invention which allows **people** to be send per **e-email** from one place to another securely and without costs within a few seconds.

Impacts on:

1. Transport industry
2. Destinations
3. Economy
4. Environment
5. Socio-cultural factors of host and source societies
6. Tourists behaviour

Come back and give a brief presentation on your findings.

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Consultation hours (during lecture period): Tuesday 16.00 - 17.00 h