

Chapter Six Outline Transportation

- i. Quote: Robert Louis Stevenson
- ii. Chapter Opener: The Graduation Gift
- I. Introduction
 - A. Transportation a necessity for tourism to occur
 - B. Surface and Air categories, and intermodal itineraries
 - C. Providing a variety of transportation connection options to feed passengers into airports, intermodality has become increasingly important as air traffic volumes have soared
 - D. 24-hour clock is the standard for transportation timetables
- II. Surface Transportation
 - A. Plying the waves: History of water travel
 - 1. Sailing vessels were at the mercy of the wind
 - 2. Steamships allowed scheduled travel
 - 3. Cruise ships
 - 4. Importance of ferry service to certain regions
 - B. Riding the rails: History of railroads
 - 1. Developed in the 1800s
 - 2. Importance of George Pullman and Fred Harvey in increasing long-distance rail travel
 - 3. Passenger rail service began to decline in '40s
 - a. Increase in auto ownership and highway systems
 - b. Increase in airlines
 - c. Railroads did not maintain/improve track and customer service
 - C. Canada and the United States follow similar tracks for rail services
 - 1. Government intervention saved rail systems in U.S. (1971) and Canada (1978)
 - a. AMTRAK: Marketing name for the combination of U.S. passenger rail services
 - b. VIA Rail Canada: Marketing name for Canada's passenger train network
 - 2. Need for government subsidies makes their future uncertain
 - 3. Marketing (especially packaging and rail passes) have increased ridership for both
 - 4. Enhanced speed and service makes travel time less by rail than air for some city pairs
 - D. Asian and European rail service blazes ahead
 - 1. Rail travel still very important in Europe and Asia

- a. High-speed trains carry passengers between large population centers
- b. Often train travel is faster and cheaper than air travel
- c. Chunnel allows travelers to travel between Europe and U.K. all by train
- d. Importance of Eurailpass to non-European international travelers
- e. Specialty trains hold a special place in tourism history

(Mention “Murder on the Orient Express” movie)

2. Trend toward privatizing government-owned rail systems

E. Scenic railroads cater to nostalgia through the preservation of historic trains.

III. Cruising the Highways and Byways

A. Development of national highway systems increased auto travel

B. Automobiles

1. 84 percent of all overnight weekend travel by U.S. residents is by auto
2. Reasons for preference; cost, convenience, ability to explore/change route
3. U.S. and Canada have funded highways instead of rail track
4. Growth in rental car market
 - a. Dominated by business travelers but there is growth in the leisure market
 - b. Fleet utilization and logistics most important variables in success
 - c. The rental transportation options in some tourism areas have diversified to include many alternatives other than rental cars

C. Motorcoaches

1. Scheduled intercity travel and charter/ tour group travel
2. Intercity bus travel has declined, while group motorcoach travel has increased
3. New designs have increased comfort, services available, and capacity
4. Distances between cities is a key determinant in the supply of intercity bus services

(Teaching Hint. *Here is some fun information you might want to share with your class).*

Reading the Signs along the Road

(Facts about the U.S. interstate highway system)

East-west interstate highways are even-numbered.

North-south are odd-numbered.

Interstate highways that go through or around major metro areas are numbered with three digits, the first digit being even.

Interstate highways that lead directly to a major metro center without rejoining the main interstate are numbered with three digits, the first digit being odd.

Mileage markers alongside east-west interstates ascend as one travels east.

Mileage markers alongside north-south interstates ascend as one travels north.

IV. Important Transportation Links

- A. Many modes of transportation which complete the picture
- B. Primarily final destination modes such as taxis, ride-sharing, light rail, subways and intra-city buses
- C. Airport shuttle service increasingly important

V. Soaring Through the Skies

- A. Air travel is a 20th century mode of travel: jet travel only in second half of century
- B. Cooperative organizations make the industry more efficient
 - 1. ATA (Air Transport Association): U.S. domestic airline alliance
 - 2. IATA (International Air Transport Association): International alliance
 - 3. These associations make it possible for passengers to purchase a single ticket although they may travel on planes owned and operated by several companies in a single trip
- C. Marketing muscle of frequent-flyer programs, pioneered by American Airlines
- D. Airlines operate on thin profit margins, so controlling costs and maximizing revenues is a major concern
- E. Operating in a deregulated environment
 - 1. Airline travel was deregulated in U.S. in 1978
 - 2. Changes due to deregulation
 - a. Competition on price
 - b. Increase in number of airlines serving any city
 - c. Airlines enter and leave airport service at will
 - d. Airlines can package and market tours
 - 3. U.S. Department of Transportation and Federal Aviation Administration still oversee certain limited operations (marketing practices and safety)
 - 4. Hub and Spoke system reduces cost of operation and increases load factors
 - 5. Use of code-share agreements link regional carriers to national lines
 - 6. Problems exist in hub-spoke system vs. point-to-point flights
 - 7. New smaller, regional jets (RJs) are being tried to increase direct flights

F. Decoding the language of the airline world

1. Each airline has a two-letter identification code
2. Each city with scheduled air service has three-letter code
3. Classes of service have codes
4. Types of flights have special names, e.g., direct, non-stop, etc.
5. Passenger trip type are given special terms, e.g., round-trip, open-jaw

G. Airports

1. The number of travelers passing through terminals is staggering
2. Basic necessities such as restrooms and water fountains can be found in smaller terminals
3. With more traffic comes more services and concessions; limited service food options, newsstands and gift shops, then bars, restaurants, food courts, expanded shopping, airline clubs, duty free, and more
4. One key service provider in the transportation industry, airports, has now realized that passengers using their terminals hold the potential of substantially increased revenues

VI. Summary