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TRANSPORT LOGISTICS AS A COMPONENT OF LOGISTICS IN TOURISM

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Abstract

The article is devoted to the characteristics of transport logistics as a component of logistics in tourism. The historical stages of the formation of transport and logistics networks and systems as the basis for the development of tourism activities are presented. The dynamics of tourist flows by tourist regions from 1990 to 2024 are analyzed. The features of transport and logistics systems of different countries of the world, which have their own characteristics, are considered, taking into account such factors as geographical location, natural resource potential, relief, climate, landscape, etc. A description of popular tourist routes in the world is given.

Keywords: transport logistics; dynamics of tourist flows; popular tourist routes.

Транспортна логістика як складова логістики в туризмі

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Стаття присвячена характеристиці транспортної логістики як складової логістики в туризмі. Надані історичні етапи формування транспортно-логістичних мереж та систем як основа розвитку туристичної діяльності. Проаналізована динаміка туристичних потоків за туристичними регіонами з 1990 року по 2024 рік. Розглянуті особливості транспортно-логістичних систем різних країн світу, які мають свої особливості, враховуючи такі чинники, як географічне положення, природно-ресурсний потенціал, рельєф, клімат, ландшафт тощо. Дана характеристика популярних туристичних маршрутів в світі.

Ключові слова: транспортна логістика; динаміка туристичних потоків; популярні туристичні маршрути.

Introduction. Transport in the history of the development of human civilization has played a significant role and accelerated geospatial relations between individual territories and countries of the world. The evolution of transport began with the emergence of such types of transport as horse-drawn (land) and water (river). In the 19th century, railway and sea transport appeared, in the 20th century, - this is road and air transport.

The beginning of the formation of transport logistics was associated with road and rail transport. The first tourist trip was organized by Thomas Cook in 1814 in England by rail from Leicester to Loughborough, in which 570 members of the temperance society participated. Sea transport was first used in 1838, when the steamship "Great Western" made its first voyage and transported 68 passengers from America to Europe, initiating a regular steamship service between New York and London [3]

And already in 1847, Thomas Cook created the first tourist company "Thomas Cook and Son", which began to organize foreign trips, first to France, and in 1865 the first organized group of tourists was sent on vacation to Switzerland. In 1866, Thomas Cook took two groups of English tourists to the USA, and in 1867 the American steamship "Quaker City" was sent on a five-month sea voyage, with 60 tourists on board. Among them was Mark Twain, who

described his travel adventures in the book "Simpletons Abroad". Thus began the development of intercontinental tourism.

In 1882, Thomas Cook organized the world's first round-the-world trip. The new business interested many entrepreneurs. After the creation of Thomas Cook's travel agency, the tourist organizations "Tremis and Lanna", "Political Tourist Association", "Cooperative Recreation Association" appeared in Great Britain. In the second half of the 19th century, travel companies and agencies appeared in the USA, as well as in France, Italy, Switzerland, and other European countries.

To write the article, publications by Ukrainian authors were used, including Smirnov I. [12, 13, 14], Lyubitseva O. [12], Kasareva T. [14], Prochan A. [11], Zhurba I [1], Nestoryshen I. [1], Melnyk K. [6], Pikulyk O. [10], Nefedova N. [7,8] and others.

The purpose of the article – to provide a description of modern transport logistics as a component of logistics in tourism, which plays an important role in ensuring the effective and uninterrupted movement of tourists along designated tourist routes in order to get acquainted with natural and historical and cultural monuments.

Research results and their discussion. Transport is one of the main industries in the economy of each country. With the development of civilization, the first types of transport appeared, such as land (horse-drawn) and water (river, later sea) transport. In the 19th century. railway transport appeared, in the 20th century. it was automobile and air transport. Transport services in the tourism sector include various types of transport (water, railway, automobile, air, mixed), their territorial feature (domestic, international) and periodicity (regular and irregular). At the same time, the emergence of organized tourism as a separate sphere of human activity is associated with transport.

Tourist transport can be divided into two categories: independent means of transportation and mass travel, where tourists travel in organized groups [10]. The issue of the need to improve the quality of tourist services and improve tourist logistics in Ukraine has been highlighted. The domestic tourism industry has significant potential for growth, provided that favorable conditions are created and certain transformations are implemented at the state and local levels [1].

The first specialist in tourism is considered to be the Englishman Thomas Cook. In 1814, he organized the first tourist trip in England by rail from Leicester to Loughborough, in which 570 members of the temperance society participated. The cost of such a "tour" was not commercial. Since 1847, the tourist enterprise that was created by Thomas Cook began organizing foreign trips, first to France, and later to other European countries. In 1851, the

commercial travel agency "Thomas Cook and Son" was founded, which already in 1865 sent the first organized group of tourists on vacation to Switzerland. Thus, the first steps in the development of tourism were associated with rail and sea transport. In 1838, the Great Western steamship made its first voyage, carrying 68 passengers from America to Europe, initiating regular steamship service between New York and London. In 1866, Thomas Cook took two groups of English tourists to the United States, and in 1867, the American steamship Quaker City was sent on a five-month voyage with 60 tourists on board. Among them was Mark Twain, who described his travel adventures in the book "Simpletons Abroad." Thus began the development of intercontinental tourism. In 1882, Thomas Cook organized the world's first round-the-world trip. The new business interested many entrepreneurs. After Thomas Cook's travel company, tourist organizations such as "Treims and Lanna", "Political Travel Association", "Cooperative Recreation Association" and others appeared in the British Isles. In the second half of the 19th century, travel companies and agencies appeared in the USA, as well as in France, Italy, Switzerland and other countries of the European continent.

The formation of a logistics approach led to the creation of logistics systems that perform certain logistical functions and consist of subsystems, have developed intra-system connections and connections with the external environment [4].

In tourism, the logistics approach has contributed to the sustainable development of the tourism industry through the efficient use of resources, has enabled management bodies to monitor the market, implement innovative technologies and use feedback from customers [11].

Today, modern transport and logistics systems of different countries of the world have their own characteristics, taking into account such factors as geographical location, natural resource potential, relief, climate, landscape, etc. Therefore, different countries have a different structure of the transport complex. For example, flat countries, first of all, develop railway and road modes of transport.

If there are many rivers and lakes in the country, river transport is actively functioning. Countries that have access to the seas and oceans necessarily use sea transport.

Mountainous countries and countries with a large territory are actively developing air transport. These characteristics affect tourism, especially international, which is practically impossible without transport, both in the past and now. In turn, the development of tourism requires the development of transport. For example, river excursions and cruises, which were launched by the famous company "American Express" on a paddle steamer on the Mississippi River (USA) in the first half of the 19th century. Later, cruises developed in Europe (on the

Rhine and Danube rivers) and Africa (on the Nile River), and at the beginning of the 20th century. and in Ukraine - on the Dnieper River.

Today, there is a classification of transport trips, which are divided according to a number of features: type of route; type of transport used; seasonality of action; form of route; duration of the trip, etc. The task of choosing a type of transport is solved in connection with other tasks of logistics in tourism. The basis for choosing a type of transport that is optimal for a specific tourist route is information about different types of transport [8]. Each type of transport (rail, road, water, air) has its own advantages and disadvantages, specific features from the point of view of logistics management, which determine the possibilities of its use in the transport and logistics system (Table 1).

In rail transport, the development of transport logistics should be based on a combination of economic interests of the sender, railway and recipient through the creation of complex transport and technological systems, tourist routes, in which rolling stock from the clientele and railways is used cooperatively. Recently, in some Western European countries, logistics organizations have been created in the form of special centers or other structures. In France, for example, such centers exist both at the regional and national levels. Thus, in 1983, the national center "Cogerail" was created, which, with the assistance of railway transport services, studies the clientele for better customer service, including tourists. The results of such studies are presented in the form of recommendations or direct logistics services. The goal is to improve the level of transport operations (meeting deadlines, increasing reliability and regularity of transportation).

Road transport is increasingly competing with railways for transporting tourists over long distances, but the services offered by transport companies are changing. For example, in the USA, road transport is increasingly used for transportation over distances of up to 1,600 km. The main factor in the efficient operation of cars, along with rail transport over such long distances, is new types of services related to customer service. The choice of transport mode in tourism logistics is influenced by the speed of delivery and the cost of transportation. If the sender is interested in speed, he chooses air or road transport. If he needs to minimize costs, he chooses water transport. Road transport has many advantages compared to other modes of transport, which explains the increase in the share of its use.

The choice of transport is transferred from the costs and quality of individual transport systems to the total costs in the form of a single complex of transportation (for example, sea and air transport in combination with rail, road and inland waterway, as well as combined methods within land transport systems, such as rail-road, road-river transportation, etc.).

Table 1.

Comparative logistic characteristics of different modes of transport [8]

Type of transport	Advantages	Disadvantages	Scope of application
Rail	High carrying and throughput capacity.	Limited number of carriers. Large capital investments in production and technical base. High material and energy intensity of transportation.	Virtually unlimited
Sea	High availability. Possibility of door-to-door delivery. Great maneuverability and flexibility. Possibility of using various tourist routes.	Low productivity. Dependence on weather and road conditions. Low level of operational indicators.	For short distances (up to 300 km)
Road	Possibility of intercontinental transportation. Low cost of long-distance transportation. High carrying and throughput capacity. Low capital intensity of transportation	Limited transportation. Low speed of vessels. Dependence on geographical, navigational and weather conditions. The need to create complex port infrastructure.	Virtually unlimited
Inland Water (river)	High carrying capacity on deep-water rivers and reservoirs. Low transportation costs. Low capital intensity	Low speed of transportation. tourists. Dependence on uneven depths of rivers and reservoirs, navigation conditions. Seasonality of work.	Virtually unlimited
Air	The highest speed of tourist delivery. The shortest transportation routes	High cost of transportation, the highest tariffs among other types of transport. High capital, material and energy intensity of transportation. Dependence on weather conditions. Insufficient geographical accessibility.	Virtually unlimited

The main barriers in transport and logistics systems include border crossings. In the conditions of the common market of the EU countries, border control is practically abolished, costs are reduced by reducing the staff of border services, and costs due to delays in the process of performing border procedures are reduced. The total savings from these measures are up to 15 billion dollars per year.

When building international transport and logistics systems, the following issues are considered [12]:

1) creation of a free transport market without difficulties in terms of its capacity and load;

2) application of floating tariffs recommended by the bodies of the common market;

3) development of rules capable of protecting the common transport market;

4) liberalization of transport procedures when goods cross the borders of the member states of the common market of the EU countries; coordination of the carrying capacity of main transport and the productivity of railway and warehouse devices;

5) development of logistics services and implementation on a supranational scale of rules, forms and standards mandatory for members of the community.

Depending on the purpose and method of operation, international transport and logistics systems can be classified as follows [12]:

1) Transport and logistics systems that are international in nature. Basically, these are structures that serve as connecting links between national road or railway systems (tunnels, bridges, etc.). These structures are always built on the basis of a bilateral agreement between states and are usually financed by these countries;

2) Objects of transport and logistics systems that cross the territories of two or more countries. It is quite natural that any transport and logistics system is used for local transportation, transportation over short distances and international transportation. Financing the construction of such objects is usually carried out on the basis of specially developed systems for each case separately;

3) Objects of international transport and logistics systems are structures located on the territory of that state that provides a significant volume of international transportation. Thus, an airport, where aircraft are forced to make an intermediate landing during long-distance flights, is an object of a transport and logistics system of international interest. The construction of such objects is most often carried out on the basis of international projects;

4) Some transport and logistics systems can be considered international by their nature or in connection with the political significance attached to them, even if they serve to ensure only a small part of international transportation. Intracontinental highways (Pan-American, Trans-European, Trans-Saharan, etc.) can be included in this category. Financing for the construction of such objects is carried out by interested countries and international organizations.

Today, in international practice, transport and logistics infrastructure includes:

- terminals and transport hubs (stations, ports, airports);
- unifying infrastructure (roads, railways, sea routes, airways);

- centers for receiving and processing information on the circulation of transport traffic;
- customer relations (agencies, ticket reservation systems, invoice processing, tariff setting, etc.);
- auxiliary logistics partners (insurance companies, security refueling organizations, etc.).

In transport logistics in tourism, the following important concepts are defined:

1) Gateway - a multi-sector (multimodal) transport center through which tourists enter the country. For example, for Great Britain - this is London (Heathrow, Gatwick international airports), for France - this is Paris (Orly and Charles de Gaulle international airports), for Ukraine - this is Kyiv (with Boryspil international airport, etc.);

2) Open jaw - a tour that starts in one city of the country and ends in another city, from where tourists fly (depart) to their homeland, for example, "New York - San Francisco - Los Angeles" or "Kyiv - Dnipro - Odesa", etc.

Analyzing the dynamics of tourist flows by tourist regions of the world for 1990-2024, we can conclude that in general, compared to 1990, there has been an increase in the world tourist flow by almost 3.3 times [6]. But after the global infectious disease "COVID-19", the number of incoming tourists in all regions of the world in 2024 has not yet reached the level of 2019. Tourist flows have been restored only in the countries of the European tourist region, where the number of incoming tourists who visited European countries in 2024 was 747 million people or 51.7% of the total world tourist flow. The second place in terms of the number of tourists was taken by the countries of the Asia-Pacific tourist region, which were visited by 316 million tourists, which was only 21.9% of the total world tourist flow. The third place in 2024 was occupied by the American tourist region, whose share was 14.7% of the global tourist flow (Table 2).

Table 2

Tourist flows by tourist regions of the world for the years 1990-2024 [6, 7]

Tourist regions	Number of inbound tourists by year, million people										
	1990	2000	2005	2010	2015	2017	2018	2019	2020	2021	2024
World	436	680	809	951	1194	1322	1404	1464	400	416	1445
European	262	393	453	488	605	671	713	746	236	280	747
Asia-Pacific	56	110	154	208	284	324	343	360	59	21	316
American	93	128	133	150	194	207	217	219	70	82	213
African	15	26	35	50	54	62	67	69	16	18	74
Middle Eastern	10	22	34	55	57	58	64	70	19	15	95

Global tourism is not only returning to pre-COVID levels, but is also gaining momentum, according to a report by the World Tourism Organization. In 2024, France (100

million tourists) and Spain (98 million tourists) became the most popular European countries. This is attributed to the opening of Notre Dame Cathedral, the Summer Olympics held in France, as well as the 80th anniversary of the Allied landing in Normandy during World War II.

Conclusion Modern transport logistics, as a component of logistics in tourism, plays an important role in ensuring the efficient and uninterrupted movement of tourists along designated tourist routes in order to get acquainted with natural, historical and cultural monuments.

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