



FOREIGN EXPERIENCE IN PROVIDING TOURISM SERVICES IN TRANSPORT

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Abstract

This study examines foreign experience in providing tourism services within transport systems, focusing on the economic and organizational integration of transport and tourism. It analyzes international practices in air, rail, road, and maritime transport that enhance accessibility, service quality, and tourist satisfaction. The research highlights the role of strategic planning, public–private partnerships, and digital technologies in improving the efficiency and competitiveness of transport-based tourism services. The findings demonstrate that effective transport–tourism integration contributes to increased tourist flows and sustainable economic development.

Keywords: Transport services, tourism infrastructure, international experience, transport economics, service quality, public–private partnership, digital transport solutions.

TRANSPORTDA TURISTIK XIZMATLAR KO'RSATISHNING XORIJ TAJRIBALARI

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Annotatsiya:

Mazkur tadqiqot transport tizimlari doirasida turistik xizmatlar ko'rsatishda xorijiy tajribani o'rganishga bag'ishlangan bo'lib, unda transport va turizmning iqtisodiy hamda tashkiliy integratsiyasi masalalariga alohida e'tibor qaratilgan. Tadqiqotda havo, temir yo'l, avtomobil va dengiz transporti sohalarida



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qo'llanilayotgan xalqaro amaliyotlar tahlil qilinib, ularning hududiy qulaylikni oshirish, xizmatlar sifatini yaxshilash va turistlar qoniqish darajasini yuksaltirishdagi o'rni yoritilgan. Shuningdek, transportga asoslangan turistik xizmatlarning samaradorligi va raqobatbardoshligini oshirishda strategik rejalarshirish, davlat-xususiy sheriklik hamda raqamli texnologiyalarning ahamiyati asoslab berilgan. Tadqiqot natijalari transport va turizm integratsiyasining samarali tashkil etilishi turistlar oqimining ko'payishiga hamda barqaror iqtisodiy rivojlanishga xizmat qilishini ko'rsatadi.

Kalit so'zlar: transport xizmatlari, turizm infratuzilmasi, xalqaro tajriba, transport iqtisodiyoti, xizmatlar sifati, davlat-xususiy sheriklik, raqamli transport yechimlari.

Introduction

The tourism industry is one of the most dynamic sectors of the global economy, and its development is closely linked to the efficiency and quality of transport services. Transport acts as a fundamental connecting element between tourists and destinations, determining not only accessibility but also the overall structure, cost, and attractiveness of tourism products. In modern conditions, transport is no longer perceived merely as a technical means of movement; it has become an integral part of tourism services that shapes tourist experience, influences demand, and affects the competitiveness of destinations at the international level. As a result, the study of foreign experience in providing tourism services in transport acquires significant theoretical and practical importance, especially for countries seeking to modernize their transport systems and expand tourism potential.

In economically developed countries, the integration of transport and tourism has evolved within the framework of long-term strategic planning. Governments and private stakeholders recognize that high-quality transport infrastructure and tourist-oriented transport services contribute directly to economic growth, regional development, and employment. Air transport enables international mobility and supports mass tourism, rail transport plays a key role in sustainable and regional tourism, road transport ensures flexibility and access to remote



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destinations, while maritime transport supports cruise tourism and coastal development. Each mode of transport performs specific economic functions within tourism systems, and foreign experience demonstrates the importance of coordinated development across all modes.

One of the defining features of international practice is the orientation toward service quality and customer convenience. Tourists increasingly expect transport services that are reliable, safe, time-efficient, and digitally accessible. This has led to the widespread introduction of integrated ticketing systems, multimodal transport solutions, real-time information platforms, and differentiated service packages designed for tourists. Transport operators in leading tourism countries actively adapt pricing policies, scheduling, and service standards to tourism demand, thereby increasing both passenger satisfaction and economic efficiency. Another important aspect of foreign experience is institutional coordination. In many countries, transport policy and tourism policy are closely aligned through specialized agencies, intersectoral programs, and public-private partnerships. Such coordination allows for the optimization of investment resources, the reduction of operational risks, and the creation of unified transport and tourism products. The experience of international transport hubs and tourist regions shows that effective governance mechanisms are a key condition for the sustainable development of transport-based tourism services.

For transport universities and researchers in the field of economics, the analysis of foreign experience provides valuable insights into modern management models, investment approaches, and regulatory frameworks. It enables the identification of best practices that can be adapted to national conditions, taking into account economic structure, demand characteristics, and institutional capacity. In the context of transition economies, studying international models is particularly relevant, as it supports evidence-based decision-making and the modernization of transport services in line with global standards.

Thus, the examination of foreign experience in providing tourism services in transport is essential for understanding contemporary trends in transport economics and tourism development. It creates a conceptual foundation for improving service quality, enhancing competitiveness, and ensuring the sustainable integration of transport systems into the global tourism economy.



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Methods

The methodological framework of this study is based on an integrated economic and comparative analysis of foreign experience in providing tourism services within transport systems. The research applies a qualitative and analytical approach aimed at identifying key patterns, models, and mechanisms used in different countries to integrate transport services into the tourism economy. The selection of methods is determined by the interdisciplinary nature of the topic, which lies at the intersection of transport economics, tourism management, and service studies.

The primary research method is comparative analysis, which allows for the examination of transport-based tourism services across different countries and regions. International practices in air, rail, road, and maritime transport are compared in terms of service organization, pricing mechanisms, institutional coordination, and economic outcomes. This method makes it possible to identify both common features and distinctive characteristics of foreign models, as well as to assess their effectiveness under varying economic and infrastructural conditions.

A structural-functional analysis is used to examine the role of transport within the tourism value chain. This approach considers transport services as an element of a broader tourism system that includes accommodation, attractions, information services, and destination management. By analyzing the functions performed by transport services for tourists, such as accessibility, comfort, time optimization, and safety, the study evaluates how foreign transport systems contribute to the formation of competitive tourism products.

The research also employs an institutional analysis to assess governance models and regulatory frameworks applied in foreign countries. This includes the study of public policy documents, strategic transport and tourism development programs, and the role of public-private partnerships in financing and managing transport services for tourists. Institutional analysis helps to identify effective coordination mechanisms between state authorities, transport operators, and tourism organizations, as well as to determine the impact of regulation on service quality and market efficiency.



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Economic analysis is applied to evaluate the financial and managerial aspects of foreign experience. This method focuses on cost structures, pricing strategies, revenue diversification, and investment efficiency in transport-based tourism services. The study analyzes how transport operators adapt tariffs, service classes, and supplementary services to tourism demand, and how these practices influence profitability and competitiveness. Special attention is given to the use of digital technologies as a factor of cost reduction and service optimization.

In addition, the study uses content analysis of academic publications, reports of international organizations, and industry statistics related to transport and tourism development. This method enables the synthesis of existing research findings and the identification of dominant trends in international practice. The combination of theoretical and empirical sources ensures the reliability and validity of the research conclusions.

Overall, the applied methodological approach provides a comprehensive basis for analyzing foreign experience in providing tourism services in transport. It allows for the systematic evaluation of economic, institutional, and service-related aspects and creates conditions for developing practical recommendations aimed at adapting international best practices to national transport and tourism systems.

Results

The analysis of foreign experience in providing tourism services in transport reveals a set of stable economic and organizational patterns that contribute to the effective integration of transport systems into the tourism economy. One of the most significant results is the identification of transport as a value-generating component of tourism rather than a purely auxiliary service. In leading tourism countries, transport services are designed and managed in a way that enhances the overall tourist experience, increases destination accessibility, and stimulates repeat demand. This approach has resulted in higher tourist flows, longer lengths of stay, and increased expenditure per visitor.

The study shows that air transport plays a dominant role in international tourism by ensuring global connectivity and supporting mass tourism markets. Foreign experience demonstrates that the development of hub-and-spoke models, low-



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cost carrier networks, and flexible route planning significantly reduces travel costs and expands access to destinations. Airports in tourism-oriented countries function not only as transport nodes but also as service complexes that provide information, retail, and cultural services for tourists. This multifunctional model increases non-aviation revenues and improves the economic sustainability of airport infrastructure.

Rail transport is identified as a key element of sustainable tourism development in many countries. High-speed rail networks in Europe and East Asia have become an attractive alternative to air transport for medium-distance travel, offering advantages in terms of time efficiency, environmental impact, and comfort. The results indicate that tourist-oriented rail services, including panoramic trains, heritage routes, and integrated rail–hotel packages, generate additional value and support regional tourism development. Rail transport also contributes to spatial redistribution of tourist flows by improving access to secondary destinations.

Road transport remains essential for flexibility and last-mile connectivity in tourism systems. The analysis reveals that foreign countries активно invest in tourist road infrastructure, including service areas, information signage, and digital navigation systems. The development of car rental services, tourist bus networks, and organized excursion transport enhances mobility within destinations and supports small and medium-sized tourism enterprises. Road transport services adapted to tourism demand demonstrate higher utilization rates and improved cost efficiency.

Maritime transport, particularly cruise tourism, represents a rapidly growing segment of the global tourism market. The results show that countries with developed port infrastructure and coordinated transport policies benefit significantly from cruise tourism through increased local spending, employment, and regional development. Integrated port services, seamless connections with urban transport, and destination management strategies are critical factors for maximizing economic returns from maritime tourism.

Institutional and economic analysis indicates that successful foreign models rely on strong coordination between transport operators, tourism authorities, and local governments. Public–private partnerships play a decisive role in financing



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infrastructure, managing services, and sharing risks. The results also highlight the importance of digital technologies, such as integrated ticketing platforms, mobile applications, and real-time information systems, in improving service quality and operational efficiency.

Overall, the results confirm that foreign experience in providing tourism services in transport is characterized by strategic integration, customer orientation, and economic rationality. These features enable transport systems to actively contribute to tourism development and broader economic growth.

Discussion

The results of the study confirm that foreign experience in providing tourism services in transport is based on a systemic understanding of transport as an integral element of the tourism economy. This approach reflects a shift from fragmented sectoral development toward integrated service models in which transport, tourism infrastructure, and destination management operate as a unified system. From an economic perspective, such integration allows countries to maximize the multiplier effect of tourism by increasing accessibility, reducing transaction costs, and enhancing the quality of services offered to tourists.

One of the key discussion points concerns the role of transport services in shaping tourism demand. Foreign experience demonstrates that the availability of reliable, affordable, and well-coordinated transport directly influences destination choice and travel behavior. High-speed rail networks, low-cost airlines, and efficient urban transport systems reduce both time and financial barriers to travel, thereby expanding tourism markets. This finding is particularly relevant for transition economies, where improvements in transport services can significantly stimulate inbound and domestic tourism without excessive promotional expenditures.

Another important aspect is the economic efficiency of transport-based tourism services. The discussion highlights that successful foreign models prioritize demand-oriented service design and flexible pricing strategies. Transport operators actively segment the tourist market and offer differentiated products, such as tourist passes, combined tickets, and seasonal тариф packages. These measures increase capacity utilization, stabilize revenues, and reduce



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dependence on peak-season demand. As a result, transport services become more financially sustainable and less vulnerable to fluctuations in tourism flows. The institutional dimension of foreign experience also deserves special attention. The study shows that effective coordination between transport authorities, tourism organizations, and private businesses is a decisive factor in achieving positive economic outcomes. In countries with advanced tourism systems, transport and tourism policies are aligned through strategic planning documents and joint investment programs. This coordination reduces duplication of infrastructure, improves resource allocation, and ensures consistency in service standards. The discussion suggests that weak institutional interaction remains a major constraint in many developing economies, limiting the potential benefits of transport–tourism integration.

Digitalization emerges as a cross-cutting theme in the discussion of foreign experience. Integrated digital platforms for ticketing, information provision, and service management enhance transparency and convenience for tourists while simultaneously improving operational efficiency for transport providers. The adoption of digital solutions also supports data-driven decision-making, allowing transport operators and policymakers to better understand tourist behavior and optimize services accordingly. From an economic standpoint, digitalization contributes to cost reduction and revenue diversification, strengthening the competitiveness of transport services in the tourism market. Environmental sustainability is another critical issue highlighted in the discussion. Foreign experience indicates a growing emphasis on environmentally friendly transport solutions, particularly rail and public urban transport, as part of sustainable tourism strategies. The promotion of low-emission transport modes not only reduces environmental impact but also aligns with the preferences of environmentally conscious tourists. This trend suggests that sustainability considerations are increasingly integrated into the economic evaluation of transport-based tourism services.

In summary, the discussion underscores that foreign experience in providing tourism services in transport offers valuable lessons in strategic integration, economic efficiency, institutional coordination, and innovation. These insights are especially relevant for transport-oriented universities and policymakers



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seeking to modernize national transport systems and enhance their role in tourism-driven economic development.

Conclusion

The study demonstrates that foreign experience in providing tourism services in transport is characterized by a comprehensive and economically grounded approach in which transport functions as an integral component of the tourism product. International practice confirms that the effectiveness of tourism development largely depends on the quality, accessibility, and integration of transport services across different modes, including air, rail, road, and maritime transport. Countries that have successfully aligned transport development with tourism strategies have achieved higher levels of destination competitiveness, tourist satisfaction, and economic return.

The conclusions emphasize that transport-oriented tourism services generate significant economic effects by expanding tourist flows, reducing spatial and temporal barriers to travel, and increasing the value added created within the tourism sector. Foreign models show that transport infrastructure investments yield the greatest impact when combined with service innovation, demand-oriented pricing, and institutional coordination. In this context, transport is transformed from a cost-intensive supporting sector into a revenue-generating and value-creating element of the tourism economy.

The research confirms the decisive role of governance and institutional frameworks in shaping successful transport–tourism integration. Effective coordination between state authorities, transport operators, and tourism organizations ensures consistency in planning, efficient allocation of resources, and stable service standards. Public–private partnerships emerge as a key mechanism for financing infrastructure projects, managing operational risks, and introducing innovative solutions. These conclusions highlight the importance of strengthening institutional interaction in countries seeking to adopt foreign best practices.

Another important conclusion relates to the impact of digitalization on transport-based tourism services. International experience shows that digital ticketing systems, integrated mobility platforms, and real-time information services



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significantly improve operational efficiency and customer convenience. Digital solutions also enable data-driven management, allowing transport providers and policymakers to respond more effectively to changes in tourism demand. As a result, digital transformation becomes a critical factor in enhancing the economic sustainability of transport services.

Environmental considerations increasingly influence the development of tourism-oriented transport systems. The promotion of energy-efficient and low-emission transport modes reflects global trends toward sustainable tourism and responsible mobility. Foreign experience indicates that environmentally oriented transport policies not only reduce negative externalities but also strengthen the long-term attractiveness of destinations in the international tourism market.

Overall, the conclusions of the study confirm that the analysis of foreign experience in providing tourism services in transport has substantial practical significance for transport universities, researchers, and decision-makers. The identified international practices can serve as a methodological and analytical basis for developing adaptive models of transport-tourism integration, improving service quality, and increasing the contribution of the transport sector to tourism-driven economic development.

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