



Use of Public Transport: Perspective from Inbound Tourism Industry

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ABSTRACT

There is a good relationship between public transport and inbound tourism. This paper discovers public transport service and quality are directly influenced by the inbound tourism industry by tourists. Public transport modes like private cars, planes, or buses impact the inbound tourists to judge their destinations. Qualitative data are used in this paper. By using public transport, it helps to improve regional health, economic benefits fuel efficiency reduces air pollution reduces traffic jams as well and improves mobility and productivity which helps to develop the inbound tourism industry. Data was collected from recent streamlined research papers on public transport and inbound tourism. Destination management can highlight the service and quality of public transport for inbound tourists and develop the inbound tourism industry. Sustainability, destinations, and modes of choice are highlighted by using public transport. For further studies, this paper can help to connect public transport and inbound tourism and how public transport contributes to developing the inbound tourism industry.

INTRODUCTION

The use of public transport by inbound tourists can contribute to these factors by increasing the local economy and ecological footprint and highlighting sustainable development in the tourism sector.

Public transport used by inbound tourists can reduce the environmental impact. Public transport in tourism also can enhance the local economy by allowing inbound tourists to improve their access to their desired destinations. Public transport systems for inbound tourism can promote sustainable travel practices. For example, Thailand's Chatuchak market boosts the local economy, positive environmental impact, and accessibility for inbound visitors and businesses by using public transport for inbound tourists. Another positive side to using public transport in the tourism sector is that I will schedule some time to connect. It can help preserve natural areas by reducing negative factors like noise, emissions, and pollution.

For economic conditions, environmental issues, and social benefits, There has been growing interest in public transport day by day in the inbound tourism sector. Good quality of service by public transport encourages more sustainable transport among tourists. The use of public transport increases the demand for the domestic tourism sector. Different kinds of information for tourists and access to buses and trains can be the successful promotion of inbound tourism by public transport at destinations. Public transport allows inbound tourists to accept good behavior and increase their positive attitude towards the public transport system. The development of public transport means reducing carbon and greenhouse gas emissions. Domestic tourists also use public transport nowadays (Myung Ja Kim, 2023).

There are two concepts of public transport: one is homogeneous, and another is heterogeneous. Public transport for tourists may be homogeneous, and private cars may be heterogeneous. Transport is the most integral component of the tourism system, which helps tourists explore their choice of destinations and their desired budget. In most urban destinations, inbound tourists are requested to visit specific places and historical sites and travel for pleasure. An excellent public transport system and the attractiveness of public transport remain part of the sustainable tourism sector in urban areas. Demand-oriented tourists and their better understanding help to promote public transport in metropolitan areas. Satisfaction of tourist's impact on the public transport widely. Transport is an integral part of the tourism industry; without transportation, it is impossible to count as the tourism sector (Olakunle Oloruntobi, 2023).

Public transportation in the tourism sector is increasing in a very structured way. Public transport developed its service to provide accessibility to the tourist's desired destinations. The tourist and locals' people can also use accessibility from the starting point to the ending point. A good quality public transport system is the most critical component of modern societies. In contemporary society, the need for public transport is increasing daily in the local and international tourism industry (M. R. Dileep, 2023).

For an eco-friendly environment and to reduce the negative factors of the massive mobility of tourists, they are using the public transport system. They keep a preference for their travel journey using public transport. The tourists always decide to move around, and the tourists and the local people can achieve the equilibrium of the environment. The main reason for public transport is the longest journey performed by tourists (Daniel Miravet, 2021).

Public transportation applications can provide more knowledge related to public transportation information. It also helps the tourists to know how to plan to use it. Modern technology like digital applications associated with the public transport sector can help to increase the use of public transport by tourists (G A Widoseno, 2019).

In the public transport system, reliable and trustworthy buses are essential for inbound and local tourists. The Lebanese government took the initiative to develop the public transport sector for the inbound tourism sector. The main ambitions of planning are road safety and attraction to the inbound tourists. The public bus service like Hop on Hop and the deluxe bus for the tourists was also appropriately designed.

Inbound tourists always want to arrive at their desired destination on time with effective modes of transport system. Public transport is one of them. Inbound and internal tourists must trust transportation networks to confidently perform their journey (Said Ladki, 2016). Policies and strategies for public transport for the tourism industry help to gain the tourist's satisfaction, proper destination management, and sustainable mobility.

Appropriate communications and social marketing strategies highlight the tourism sector's public transport system (Diem-Trinh Le-Klähn, 2015). Due to the increasingly large number of populations in the world, traffic congestion and pollution are increasing daily. Eco-friendly transport modes like the public transport system are one of the most valuable directions to reduce the negative impact on the environment. Tourism creates almost 4.4 percent of global CO₂ emissions, and a large part (75 percent) comes from transport (Diem-Trinh Le-Klähn C. M., 2014).

Inbound tourists' main ambition is to move to see something new and feel other cultural and natural scenes. From the modern perspective, tourists choose their transport wisely because they want more comfort and security. Public transport probed such kind of service to the tourists. An excellent public transport infrastructure should be imposed to ensure safe travel and a secure public transport sector.

LITERATURE REVIEW

Some key factors, such as price, quality, health, protocol, satisfaction, and service, are influenced by the public transport sector for inbound tourism. Mode choice is also an essential factor that plays a vital role in the public transport sector. Intra-destination public transportation use and public transport choices make the most extended eco-friendly trip and reduce the negativity of inbound tourism. Public transport is an integral part of the tourism industry, providing services for inbound tourists to quickly move from

one place to another. It also offers services to both local and foreign tourists. Using public transport by inbound tourism enhances foreign tourists' knowledge of public transport information and their use. All kinds of factors shape the inbound tourism sectors. There is a strong relationship between public transport networks and visitors. The critical aspects of inbound tourism sectors are service quality, factors affecting public transport use by the tourists, satisfaction of tourists, and destination management. Service quality and customer satisfaction are the primary measurements of public transport and urban tourism(Thompson, 2003).

The country of origin directly influences the public transport mode used to reach the Costa Daurada. Two types of tourists: one who arrived by private car used minor public transport at the destinations, and another group who arrived by plane or train used the most public transport, 46% over their journey. This information promotes public transport for inbound tourism – most tourists are influenced by public transport (Aaron Gutiérrez, 2016). Service production, route frequency, and good service are the most significant factors in the public transport sector. Because of these factors, tourists decide whether to use public transport. On the other hand, accommodation is more focused on qualitative factors like safety, information, and comfort. The most crucial factor that the inbound or the outbound tourist expects is the high quality of transfer by the public transport system. They need coordination between the transport and the accommodation. There are some plans to address the needs and expectations related to public transport better (Constantinos Antoniou, 2013).

For drive-free benefits, reduction of traffic congestion, car ownership, and the tendency to drive are the positive perceptions of using public transport, and the same towards the couch also has a positive impact because of less traffic congestion. On the other hand, there are tourist information and personal restrictions. The significant amount of public transport use has influenced the growth of international tourism. Public transport influences both local and foreign tourists. Public transport also highlights environmental, economic, and social issues. The main is to improve inbound tourism by using public transport through the satisfaction (Bokhari, 2020)

The urban public transport results from urban development and the development of the tourism sector. The various functions of urban public transport services allow the transfer to and from various tourist destinations interest both local and foreign tourists. Urban public transport provides services for tourists traveling to different tourist attractions. The public transport increases the attractiveness and the tourist attraction. The public transport service can contribute to representing a complex tourism product (Silvia, 2017).

Transportation is an inseparable part of the tourism industry; in the 21st century, the tourism sector has expanded due to the significant development of transportation. The development of regional tourism mostly depends on the public transport system. Tourist satisfaction is the most vital factor in the tourism sector; using public transport among tourists can be easily achieved.

Accessibility, service quality, values of perception, and destination image influence tourist satisfaction. Access for tourists to a destination can affect the attractiveness and potential of the tourism destination by public transportation (Anjali R. Virkar, 2018).

The growth of the tourism industry is associated with the number of tours in many destinations. There have been some policies by the government related to the transportation chain. Proper strategy in tourism policies is designed to reduce the number of tourists using private vehicles and promote public transport use at destinations (Eugeni Aguil , 2012).

Particular attention should be paid to ensuring the services and quality of tourists in the public transport sector. Also, provide priority to the tourists when they choose the travel methods. Emotional characteristics, mode of transport choice, and expectations should be highlighted in the public transport sector (Alina Pozdnyakova, 2023). Urban public transport provides services for different people for professional and personal needs or tourism purposes. Public transport structure, capacity, safety, and speed are the preconditions for tourists to use public transport (Silvia, *The Public Urban Transport and The Tourism Marketing*, 2017). Despite the general level of satisfaction with public transport. All the brands are equally interested in differentiation. (Carlos Gimeno, 2008). Tourism, mobility, public transport, governance, and the built environment are the preconditions to sustainable tourism (C. Michael Hall, 2007). There is a plan by 2030, 50% of emissions must be cut, and net zero emissions should be cut by 2050 to keep global warming temperatures below 1.5 C. In that case, transport is the central part of tourism, contributing to climate change. Encouraging tourists to use less energy should be done by using public transport. Public transport use by local or foreign tourists can establish emission reduction and improve air quality (Myung Ja Kim C. M., 2023).

Public transport helps to ensure security, safety, and their desired destination choices. Regional touristic areas' developments depend on how they develop their transport system conditions. Attractiveness and environmental freedom are always the main targets for inbound tourists.

METHODOLOGY

The research methodology applied in this study draws upon the theoretical and methodological foundations carried out in different publications specializing in public transport and the inbound tourism sector. Qualitative methods are used to conduct this research. Data was collected from recent research papers related to public transport use by inbound tourists. It also describes the link between public transport and the inbound tourism sector. The methodology involves analyzing the relationship between public transport and inbound tourism sectors. Discuss the potential use of public transport by local and foreign inbound tourists based on secondary data.

Specifically, this paper conducted a recent comparative analysis between public transport and the inbound tourism sector. The findings of this comparative study served as a basis for deriving practical recommendations

advocating for adopting modern logistics practices within the tourism and hospitality sector.

RESULT AND DISCUSSION

Public transport has many forms. It is one kind of system that moves people from one destination to another in an efficient, affordable, and secure way. Most public transport is funded and operated by the government authorities. It is also operated by the local governments. Public transport systems include Buses and railway systems, including HSR, ferries, cable cars, etc.

The transport service is an integral part of the primary sector; it influences a country's economic and tourism development. Inbound tourists' use of public transport plays a prominent role in highlighting the local economy, the sustainable environment, and the inbound tourism industry.

Nowadays, tourists are more cautious about their health conditions; before starting to visit any place, they check the air quality conditions; using public transport ensures the air quality of tourist areas (Diagram-01). Regional government and private and government transport agencies are now more familiar with fuel efficiency, reducing traffic jams, mobility, and tourism productivity. These are the significant advantages of tourists using public transport, which helps to develop the inbound tourism industry.

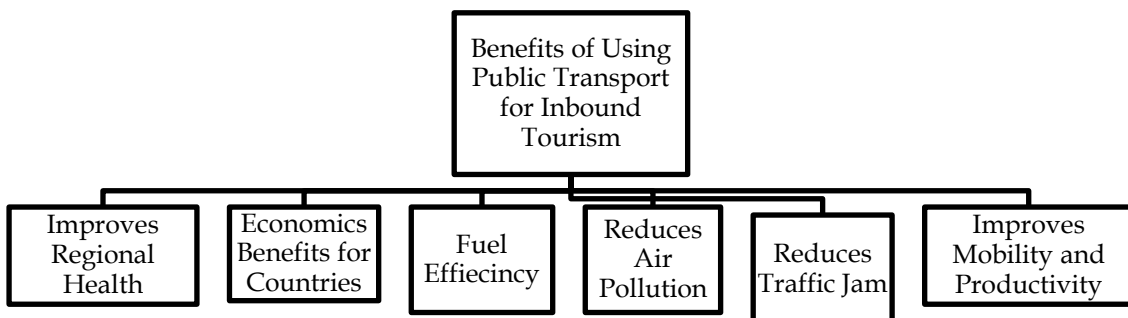
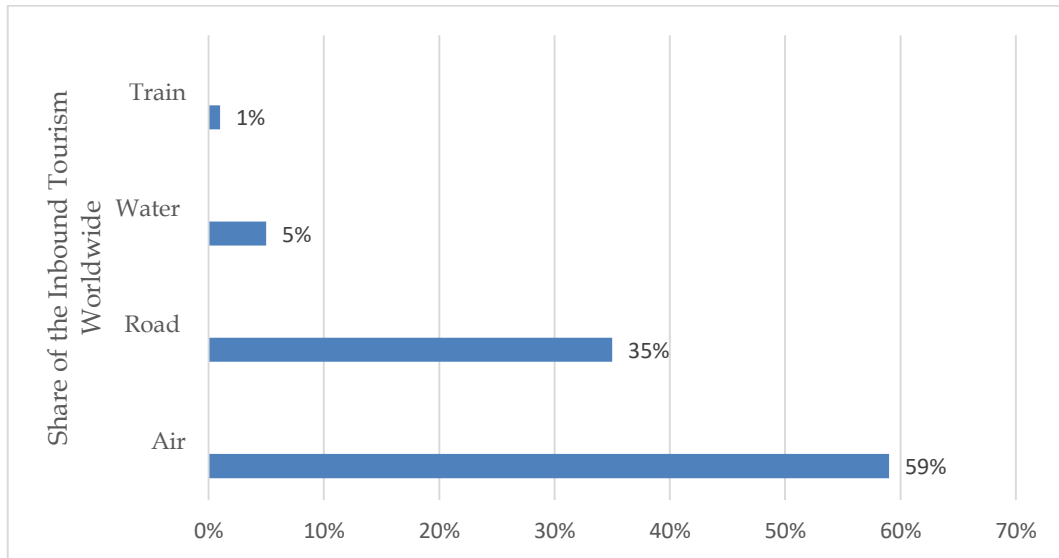


Figure 1. Benefits of Using Public Transport for Inbound Tourism.

The main characteristics of public transport are accessibility to any destination, and public transport influences the inbound tourist's decision on their destinations and travel modes. Good quality service is helpful for inbound tourists and helps develop modern societies by promoting transportation and destinations among inbound tourism. The relationship between public transport and inbound tourists helps with the consumption of the ecological footprint and protects the environment from harmful factors. Promoting public transport modes at tourist destinations is essential to increase tourism mobility.

Statista reports show that 59% of inbound tourists use air transport and 1% rail (Diagram-02). This report shows that transport is a crucial element of the tourism industry. Without transport, it is impossible to count on the tourism industry.



Source: Statista

Figure 2. International Inbound Tourism by Transportation (2019)

CONCLUSIONS AND RECOMMENDATIONS

Public transport encourages both local and foreign tourists because public transport is a more secure and attractive option for tourists than private cars. Due to the safe and attractive public transport helps to grow the regional development. Regional development is one of the most important elements to develop the inbound tourism sector because it helps to attract tourists easily. Public transport enhancement can be identified when the regional development is visible. Recognized this public transport has been integrated into the fabric of the inbound tourism sector.

This paper will interest researchers and students in the public transport systems in the inbound tourism sector and the benefits of public transport inbound tourism, the environment and economic sector, and urban planners.

ADVANCED RESEARCH

The researcher realizes that, given the limited knowledge and skills of the researchers themselves, there are still many shortcomings in terms of language, writing, and presentation form. Therefore, the researcher expects constructive criticism and suggestions from various parties in order to make the article better.

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