

THE MAIN ASPECTS AFFECTING THE USE OF AIR TRANSPORT IN TOURISM

Lenka Očkaiková – Ľubomír Fábry

The main aspects affecting the use of aviation in tourism we will discuss in the following article. Primary role in the provision of air transportation in order to ensure availability, reliability and passenger protection, is to ensure the satisfaction of their needs and requirements for air services carrying passengers used for years to different forms of tourism and kind. The article then point out the way to deal with increased air traffic capacity for just about tourism and agritourism.

K e y w o r d s: Air transport, airport, air transport services provisioning, tourism, agritourism, tourism forms, tourism services

1 INTRODUCTION

Aviation and tourism symbiosis are characterizing relations representing the relevant criterion for current guidance tourism on a global or regional level. Tourism and tourism development have a significant impact on the use of air transport operators. Well as the ability to provide its services in accordance with the legislation on the desired level of quality. Development of tourism, its forms and services highlights the need to create an environment for the implementation of aviation Slovak air carriers under such conditions as is customary in abroad, the global dimension. Modification of aviation legislation responds to the need for an overall development of civil aviation. Also is need protection and improvement of institutional regulatory priorities and measures aimed at increasing the level of service and aviation safety. This is evidencing by the many amendments to existing legislation, standards and guidelines for this tackling. The increased capacity of air traffic through the power of tourism depends mainly on the activities of the operator, his willingness to provide pricing and other benefits for passengers in accordance with applicable standards and regulations.

2 LEGAL REQUIREMENTS FOR CIVIL AVIATION

The organization, in accordance with the Act. 143/1998 Coll Civil Aviation is engaged in providing timely information to the public other than the nature of the business is called the Civil Aviation Authority of the Slovak Republic. [1]

2.1 Rules for operation of air services

Air transport is currently a key part of everyday life for most people it is necessary to ensure its implementation in accordance with the legislative framework, which focuses primarily on ensuring aviation safety and air transport users. Authority continue to supervise over applying current legislation on aviation-oriented activities of employees for the performance of the air carriers which offers its services from site situated in the territory of a Member State other than the State of registration of the carrier.

The purpose of developing the aviation market is set aside, so modifying certain restrictions with regard to certain remote regions characterized by particular remoteness and distance from main centers and to ensure their harmonious cooperation with leading developing regions. Valid standards for traffic between different airports providing transportation services to the same city should be drafted clearly, simply and clearly for all interested parties to compromise flight safety. The level of service of an air carrier is also in access to information about the services on which the customer is allow to create their individual opinion on the cost of services provided by individual carriers and efficiently reviewed with respect to their own needs.

The air operator is only authorize to provide such services and to the extent as is specifying in the operating license. If it is establish that the aircraft operator is unable to provide air services in accordance with the operating license, which holds, the licensing authority which granted the license given to him within the time span Commission asked for summing remedies, including suspension or even revocation of the license. To re-enable the carrier to perform its function, it must demonstrate compliance to the extent specified corrective measures, the Commission must then notify the relevant licensing authority.

Tariffs for air services and air fares are supplied to the public, and there are through the Internet, or other means. Comprehensible form, the customer made the final price you must do when you purchase the service. The published price except fares and rates are also subject to all taxes, fees, surcharges for services in the current force. Based on this information, which should have direct access to the customer, then choose the air service acceptable to him. [2]

2.2 Rights, responsibilities and ensure the security of users of air transport

In the aviation need in order to increase customer satisfaction and their enthusiasm for repeated use just air travel, creating a variety of processing complaints to improve air services provided by this mode of transport.

Dilution of the European Parliament and Council Regulation (EC) no. 2006/2004 on cooperation between national authorities responsible for the enforcement of consumer protection laws ("the Regulation on consumer

protection") requires Member States regularly carry out checks of consumer protection by demonstrating compliance Cooperation Regulation on consumer protection. Member States are required to establish your authority and responsibility of the competent authorities, among other things, play the role of surveillance and enforcement as well as ensuring compliance with funding and resources necessary to the fulfilment of the regulation. [3]

The right to free movement, non-discriminatory treatment and selection are at the discretion of users as well as the aviation medical standards and other passengers with disabilities by limiting or with reduced physical capacity. To ensure equality and the use of air transport services for people with disabilities and other transport users must ensure the presence of qualified personnel at airports and on board aircraft capable of providing the required assistance to such persons. Airport managing bodies shall take full responsibility for providing assistance at a high level. [4]

Negative impact on passenger comfort raise problems concerning flight delays or cancellation or the denied boarding against their will. Therefore, it is necessary to take action fixing passenger demands and ensuring that the presence of air carriers shall comply with the instructions of the free market. As a result of the need to ensure the adoption of Regulation (EC) no. 261/2004 establishing common rules on compensation and assistance to passengers in the event of denied boarding and of cancellation or long delay of flights. Compliance with the regulation is strictly controlled by the competent authorities of the Member States, and the violation is accompanied by the imposition of penalties that adequately encourages carriers to the observance and application of these principles to the desired extent. [5]

2.3 Air transport

Air transport is among the most challenging financial means of transportation, not only for passengers, but the actual operation of the air traffic at the required level represents a significant financial burden on the carrier. Vulnerability of aviation lies in the unpredictable events that primarily affect the use and development of air transport. The economic crisis, interest in air transport declined, but in the European Union in recent years has seen an increase of interest in passenger air transport.

Factors affecting the development and use of air transport are complex and numerous, occurring at the global, national, regional and civil level and help us to better understand why a country in development of air transport is growing strongly and another, on the contrary, it leads to stagnation.

The commercial aviation industry has closely monitored the progress of the domestic economy. In the economic impacts known direct economic impacts created by the economic and the local community and include salaries airline employees, fuel and landing fees and other charges. Further indirect economic benefits including

economic benefits that are deductible item for the airport and produce a set of such activities as hotels, restaurants and retail activities, and total indirect effects. Total respectively final economic impacts are the multiplier effects of direct and indirect effects. [6]

3 ANALYSIS OF GROWTH USABILITY AVIATION BASED ON TOURISM

The interrelationship between air transport and tourism cannot be underestimated. [7]

In regions of Slovakia in the field of tourism is the availability of high perceived by air. The level of services at the customer leaves a perception that interferes with its subsequent decisions implementing their travel destination. The advantage of Slovakia as a tourist destination, it is conveniently locating airports within its territory. Air transport in Slovakia is providing by the six international airports, namely airport Bratislava, Kosice, Piešťany, Poprad - Tatry, Žilina and Sliač. It is also providing to and from five local and regional airports such as the Airport Trenčín, Nitra, Los Angeles, Lučenec, Svidník. [8]

3.1 Air transport products as part of tourist services

The growth trend between the aviation industry and international tourism started to show significantly in the last twenty years, but despite the favorable increase in interest in aviation services, has been reporting in several aviation downturns. [9]

Most attention devoted to tourist destinations in the area of tourism development. Transport to ensure the transfer to the destination selected destinations has a dominant influence on the development of tourism. Tourism can be defined as the sum of recreational activities. International discusses the definition of tourism in a broader sense and defines it as involving visitors stay one night maximum length of stay of one year outside of their normal operation, including business travellers. [10]

To prevent the reduction of operational efficiency as a result of climate change available methods of reducing power for takeoff and landing delays, route optimization, optimization plans flight paths, altitudes and flight speeds, network optimization, and airline fleet. Airlines are trying to manage their activities to focus on optimizing their routes in order to reduce operational costs. [11]

3.2 Socio-economic effects of reducing the growth of aviation

The most influential variable in the field of tourism and air transport, the number of free days that are available to holidaymakers spend outside their normal place of life and also the amount of the total amount spent on travel and transportation. The restricted air traffic due to tourism contributes negatively impact developing

countries and poverty. Tourism itself can have positive effects on the economic position of the country and ensure the reduction of poverty, but only if that will be providing for short runs to mass tourism, and exclusive offers by increasing interest for long trips, will make a sizeable income with a small local number of tourists. Socio-economic impacts can be limited provided. The predictability of socio-economic ties within the long term to airlines and tourism to guide their investment in technology for the better corrected and controls the growth of traffic. [10]

The main element of tourism and tourism is the person who takes this route, depending on the subject and the initiative to pursue this path. The basic requirement for the development of tourism is the country's ability to promote its values and opportunities in order to increase the visibility is a concern about traffic potential tourists, vacationers and clients. Relation to the interest of the tourist clientele, was formulating five basic spheres of tourism, defining winter and summer tourism, respectively hiking on health and spa tourism and also urban, and rural culture. Influential factor for tourism development is the growth of employment in this field often accompanied by substitution of unqualified personnel to jobs. The promotion of domestic tourism is a citizen search activities aimed at regeneration, relaxation and enhancing health. The level of tourism depends directly on the level of the country and also supports increasing the level achieved. Slovak Republic gives more prominence to your landscape protection areas and sites that are trying to keep the legislative framework, and that tourism in his country aims to increase regional economic growth, employment and other parts of the social spheres. Košice Region records high traffic, whether domestic or foreign tourists, given the wide range of leisure activities. Tourism in the Košice region enhances its strength as long and regularly visited the area for reasons of cultural and historical wealth, a large proportion of falls under the protection of UNESCO, on the grounds of ethnographic value and diversity of cultural activities by region and variety. Among the most popular tourists areas east of Slovakia National Park Slovak Karst Slovak Paradise National Park, Tokaj wine region and Zemplín vastness. Document Regionalisation of Tourism of the Slovak Republic is one of the primary documents in the field of tourism. Specifies regional tourism in terms of their wealth, and the spatial distribution of suitable conditions for the development of tourism in the region. The Slovak Republic is on based on the criteria set out the territory of divided into 21 regions. Košice region belongs Dolnozemplín, England, and Spiš, Gemer region. Regions of the high-end areas are divided into Kosice - the Old City, Gemer and surrounding Dolnozemplín - Zemplín Širava area and Domica - Aggtelek. An important part of the division of areas of tourism in the region Tokaj wine region. Potential for tourism in regions of Košice region rely mainly on caving, accessibility, unique caves searching and visiting cultural sites and

hiking, which form the basis of tourism development in the regions. [12]

3.3 Views of domestic and foreign tourists in the Košice region

Slovakia offers tourists a wide range of lifestyle and natural beauty. [13]

Areas traffic tourist were reducing as a result of the financial crisis. Areas traffic tourist were reducing as a result of the financial crisis. Region of Košice maintains a stable position in the number of traffic in relations with other regions in the Slovakia. Currently supports the fact that Košice became the European Capital of Culture 2013. Lately, been seen buying an enormous boom stays at the last minute so aimed at the last minute or short stays. Weekends, which in many cases tourists undergo repeated within their own choices and satisfaction with services.

Region is in terms of cultural monuments renowned especially that its territory is Spiš castle belonging to the cultural and historical heritage sites. The Krásna Hôrka Castle, situated in the picturesque surroundings Rožňava, in the vicinity of the mausoleum is building. As a museum houses culture is accessible to the public Betliar Castle. The monastic complex in Jasov, excluding precious cultural heritage is distinguishing by the beauty of French garden type and, therefore, is among the most famous monuments on the Slovak Republic. St. Elizabeth's in Košice, which is the largest cathedral in Slovakia and Europe, as well as the altar of the church, is a fundamental pillar of attention of tourists in the area. Also, thanks to the cultural heritage, which has the city of Košice, Košice became the European Capital of Culture 2013. Many tourists travel to Slovakia by reason of its natural wealth mineral springs and climatic conditions used in spa treatments. Such popular resorts in Eastern Slovakia include spa Štós and spa Bardejov. In the framework of the spa treatment, a tourist and also cared about his free-time activities through visits to nearby towns, museums and monuments. In the summer tourism, Zemplín Širava offer tourists and holidaymakers in the surrounding areas except for swimming in the lake and built artificial pools and much sports and music and cultural activities. Winter tourism in Slovakia is a hugely popular tourist activity, whether domestic or foreign tourists. Rural tourism in the region Košice region is extremely widespread and popular form of tourism, mainly characterized by a variety of activities aimed at obtaining information on rural areas in terms of history compared to today.

Information centers covered by the Association of Information Centres of Slovakia aim to provide tourism services and information focusing on relaxation, sports, history, culture, tourist activities. Furthermore, tourists can inquire about dining options, accommodation, attendance of cultural events, conveying how to gift shops, tour guide services and other. Government eventually non-profit organization incorporated in tourism

associations aim to provide the information requested, directed to the sphere of housing, food to history, nature, and thereby converging features and attractions. Micro-regional associations conduct their activities in the field of tourism development through associations located throughout the Košice region. The object of the Regional Council of Tourism is a solution to problems associated with it. The main purpose of RRT is improving planning, coordination and guidance activities and cooperation in streamlining tourism activities.

The development of tourism in the Košice region were creating projects. Those projects are Mediaval project, project Spiš Jerusalem, Infotour project.

4 PASSANGER SATISFACTIONS IN THE USE OF AVIATION FOR TOURISM AND AGROTOURISM

High frequency, regularity, high quality services and low cost have a significant impact on the airline industry and tourism, which in turn reflects the satisfaction of clients making use of service and interest in the re-use of the services of the airline industry and tourism. In order to determine the level of passenger satisfaction with services in connection with air transport and tourism, we conducted a survey of public opinion through two types of questionnaires. The first is focusing on finding satisfaction respectively passenger is dissatisfaction with services and capabilities at airports. The results of the second questionnaire expressed satisfaction ratings tourists with tourism offer in the Kosice region. The results presented prevalence survey recorded an average passenger satisfaction than dissatisfaction with services at airports and air transport.

4.1 Analysis of the results of visitor satisfaction, customers, passengers, air transport and services at airports

Air transport should provide a sense of security. Airports to be significant high quality care for passengers desired and expected level of service. According processed survey on services for the promotion of aviation and airports in Slovakia reviewed unequivocal satisfaction 27.4% of respondents surveyed. The average level of satisfaction expressed by 60.3% of respondents indicated a partial dissatisfaction 12.3% of interviewees. Customers aviation and passengers expressed their satisfaction with the staff at airports in terms of expertise, willingness, access dealings with customers and passengers follows. 44.6% of respondents were satisfying with the staff at airports 17.7% of respondents have a negative attitude due to negative experiences. A hugely significant area that a visitor is not indifferent to the transfer and quality requirements involving the speed, safety, regularity, reliability and suitability. Discounts for regular customers would welcome passengers 39.8%, 20.2% of respondents would be appreciated discounts for children. A hugely significant aspect affecting the welfare

of passengers in the use of aviation services at airports during the waiting time of passengers per flight, when denied boarding or small, or long delay of flights. Eating is one of the primary elements which should be a strong emphasis. Quality of food services 80.3% of respondents rated the positive manner, the remaining 19.7% of respondents have reservations about the catering services at airports because they do not have enough food because of their medical conditions, diet. [12]

4.2 Analysis of the results of the satisfaction of visitors and tourists with tourism services in the Košice region

In the life of tourists dominated by excessive expectations placed on respondents demand for tourism services in the visited area, region or area (above the standard level of accommodation, catering, cultural events, internet, sports, etc.), to which shall be add the requirements for low prices. The assessment of subjective views on (quality, quantity) tourism services outweighs the positive perception of the negative reviews in five of the fifteen monitored areas. Almost two-thirds (63.8%) of respondents said that the visit of Slovakia and Košice they left positive feedback, and that in the future in the region again like to return, 61.5% appreciated the care of protected natural and cultural heritage, 46, 1% of respondents believes that tourism in Slovakia below the level equivalent to the example. Developed countries of the European Union and also consider it necessary to highlight the level of welfare and increase the frequency of airlines that quick and convenient way to arrange the transport of tourists in the search area, or. its environment, and transport from the airport to the place of residence, whether distant or near appreciated more than 23% of respondents. Most of The respondents are of the opinion that better promotion of tourism opportunities, services, tourism, accommodation, catering, cultural events, historical and natural heritage, the developing agritourism and ecotourism, also promoting opportunities for air transport and services at airports would positively enhance the interest of visitors and tourists in Slovakia as a country of unlimited knowledge of its beauty. In this way, it is possible to achieve an increase in air traffic capacity and its utilization in the context of increasing interest in visiting Slovakia in order to leave, cognitive, cultural, medical and other plans. In particular, these views significantly reduce overall assessment of the monitored areas. Approached the public appreciates the most responsible and professional approach of staff working in airports, travel agencies and tourist centers in the exercise of his profession, willingness and effort to help customers as much as possible.

In conclusion, standardized interviews, respondents were give a total of 2 multiple answers questions as: "Which of the following tasks should be in the air given the highest priority in order to increase capacity utilization and aviation airports just with regard to tourism?" and "What is the be has done to increase the attractiveness of Slovakia as a tourist area sought

domestic and foreign customers to achieve increased capacity utilization aviation and airport law with regard to tourism? "From the information that indicate with what the customer, respectively tourist satisfied, and which calls for the urgent need to improve in order to ensure a higher level of service and in order to create the conditions for a possible increase in capacity utilization and aviation airports with regard to tourism, it is possible to create a hierarchy of configuration tasks. In the hierarchy of tasks focused on the area of air transport is dominating needed to pay attention to creating an environment for the implementation of aviation Slovak air carriers under such conditions as are customary in foreign countries, and a global dimension. The following in order is the overall development of civil aviation security and improvement of the institutional and regulatory priorities and measures. The need to pay utmost attention to safety and fluidity of air transport. Multiply the requirement to address regional airports, promote sustainability and development of regional airports and airport Bratislava and Košice. Modernization tourism marketing is the dominant requirement in the public perceived as a necessary. Also, promotion of Slovakia as a country with better natural conditions, with lots of minerals and thermal waters virtually throughout the state, with preserved folk architecture, cultural and historical monuments, received the highest frequency indication. Priorities with fewer indications directly related to the provision of additional services to tourists, leading to an increase in the level of expertise of access to customers and streamlining results of operations staff that provide the services required.

The results presented research aimed at enhancing the capacity of aviation with regard to tourism and agritourism could be some extent serve as an inspiration, respectively. Impetus for the adoption of appropriate measures accordingly to maximize capacity utilization aviation and gives rise to the reassessment forms of air transport services and tourism in combination, for the purpose of achievement of the objective of the issue.

5 CONCLUSION

Air Transport and Tourism connect each encourages a relationship that cannot be underestimated. The area focused on the global aviation industry and tourism is rich, offering numerous opportunities for the examination. Problems arising from the dissatisfaction of passengers should be addressed. The satisfied with the status quo refused because the development of air transport in order to increase their capacity with regard to tourism services. Finally, I found that if there is no improvement of the circumstances at work and I refer not increase the frequency of flights and conditions do not improve usability international and regional airports, may be the state of stagnation aviation despite good conditions for tourism. I hope that this article will contribute to a deeper knowledge of the subject in question in regard to

the usability of air traffic depending on tourism and agritourism.

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AUTHOR(S)' ADDRESS(ES)

Očkaiková Lenka, Bc
Technical University of Košice, Faculty of Aeronautics
Lenka.ockajkova@gmail.com

Fábry Ľubomír, PhD Ing.
Technical University of Košice, Faculty of Aeronautics
lubomir.fabry@tuke.sk