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The role of aviation in the management of global tourism growth

As more regions and countries develop their tourism sectors grow need for their responsible planning and management. So as air transport, which provides more than half international arrivals, is a fundamental component of industry, the goals of tourism sustainable development may be achieved only within close interdependent cooperation.

We understand sustainable tourism as one which makes optimal use of environmental resources that constitute a key element in tourism development; respects the socio-cultural authenticity of host communities, conserves their built and living cultural heritage and traditional values; contributes to inter-cultural understanding and tolerance; supports local communities, providing stable employment and income-earning opportunities and social services, and contributing to poverty alleviation. But indeed tourism will never be completely sustainable as every industry has impacts, but it should work towards becoming more sustainable. In contrast with the benefits of sustainable tourism, the overtourism that is currently occurring in some areas brings with it a multitude of negative aspects. «Overtourism» is when too many tourists overwhelm a destination, shifting the balance from a positive experience to one where tourism becomes unsustainable.

According to the United Nations World Tourism Organization, the number of international tourist arrivals grew by nearly 7 % to 1,322 billion in 2017 [10]. This strong momentum is expected to continue in 2018 at a rate of 4-5%. It's 400 million addition tourists compared to the time of the global economic crash of 2008 [11]. Tourism is growing globally as more people have the money to travel more often. This means the top destinations are likely to get more and more visitors in future. The top 10 destinations worldwide already receive over 40% of all international arrivals, while the top 20 have close to 70% [3].There is no doubting the positive effects of tourism but there is another side to the coin. The most obviously negative consequences of overtourism are: deterioration of the environment (leisure activities such as trekking, climbing and scuba diving have negative impacts such as littering, the erosion of pathways and damage to coral reefs, flora and trees); conflicts with local members of society, who are sometimes unable to carry out their day-to-day work or leisure activities because of the saturation of people in their area. The jobs created by tourism are often seasonal and low paid, leaving workers unable to pay for the high rents and living costs associated with identification the place as tourist hotspot. Moreove it can spoil the local culture, making it susceptible to external interference; antisocial behaviour and petty crime are also common complaints. Overcrowding is also negatively affecting travellers themselves. Around 25% of all international tourists had the feeling that their destination had been "overcrowded" and 9% – equivalent to around 100 million tourists – said this overcrowding had actually affected the quality of their outbound trip [3]. Overtourism affected all kinds of holidays and destinations. The

regions most impacted by overcrowding, according to a special World Travel Monitor representative survey of 29000 international travellers in 24 countries, are the Great Wall of China, ski resorts in the Dolomites and Italy's Cinque Terre. The most affected cities include: Guangzhou, Shanghai, Beijing, Amsterdam, Istanbul, Barcelona, Florence and Venice [3].

Overtourism is clearly not good for nature, culture, locals and tourists alike. However, global tourism has not reached its limits. Many destinations would be happy to see more visitors, some either throughout the year, some in the low season. So tourism does not have a growth problem but rather a regional and seasonal problem [6,9]. How air transport development promotes overtourism? what are its negative consequences? and in which way effective industry (aviation) policy and inter branches (aviation-tourism) cooperation should manage this problem?

The aviation industry plays a crucial role in helping to facilitate tourism – just over half of all tourists travel by air. In total, aviation-related tourism supports 36,3 million jobs worldwide, contributing more than US\$892 billion to global GDP [2]. We live in the golden age of travel. The last twenty-five years have seen significant changes in aviation regulation. Air transport liberalization has led to a large expansion of regular air services in terms of the number of seats and routes supplied. Restrictions built into bilateral air service agreements, in areas such as national ownership and control, access, capacity, frequency and pricing, had been relaxed and also the open skies air transport agreements had been launched. One the most conspicuous effect of air transport liberalization was the adoption of the hub-and-spoke model allowing increased the number of air routes and their frequency and reduced fares. Newly adopted system, in turn, was challenged by the rapid emergence of a new category of airlines – "low-cost" carriers [1]. They had put the competitive pressure on it by fares through the using smaller secondary airports. The mass influx of low cost carriers in recent years has made travel easier and more affordable than ever before. That's great news for budget travelers, but not always ideal for the cities receiving them. It's possible to get to almost any part of the globe in 24 hours: all you need is a passport and a little cash. And speaking of cash, the new wave of cut-rate airlines has made it affordable for almost anyone to get to the world's most popular tourist destinations. A flight to Barcelona from London can cost as much as a pizza and a beer in the UK, and this is partly because there is no duty or value added tax on aviation fuel (there are some exception now)[5].

In such prosperity conditions for air travel a key priority for a more sustainable tourism industry is to deal with the impact of aviation on spiralling carbon emissions. Tourism presently accounts for 5% of global emissions – approximately 4% from transportation (40% of those from air travel and 32% from car travel) and almost 1% from the accommodation sector. [6] Demand for air travel is forecast to double by 2050, and carbon emissions from flights would increase dramatically [8]. Dr. Andy Jefferson, programme director of Sustainable Aviation, thinks it is possible to "disconnect growth in aviation with growth in carbon emissions through the use of future aircraft technology, better operational flying techniques and sustainable fuels"[6]. It will be possible, with an internationally agreed emissions trading scheme (ETS), to reduce net CO_2 emissions to 50% of 2005 levels by 2050. These trading schemes present a market-based approach to

controlling emissions and mitigating the effects of climate change by limiting the quantity of industrial discharges of CO2, either through the allocation or purchase of emissions allowances from a central authority or the purchase of emissions credits from market participants [8]. For example, airline, that emits more than its permits allow, could buy credits from others willing to sell them. An alternative solution – a tax on aviation fuel, so the more efficient airlines could capitalize on the benefits [5;6].But the role of the consumer in all of this shouldn't be overlooked, some researchers concluded that global demand for tourism is outgrowing the aviation industry's efforts to go green, meaning that unless we drastically change our habits, emissions from aircraft set to keep increasing in the future [6].

One of the ways to balance the social and environmental concerns of traveler overflows with the economic benefits of tourism is to adopt dispersal strategies [4;12]. In many cases worldwide, overcrowding in gateway cities ('gateway cities' are an international port of entry into a country) typically occur when a travel agent and traveller lack awareness of regional destinations, what to do and how to get there. In some cases, poor or expensive transport access deters tourists from visiting more rural and regional areas. The share of gateway cities in the total number of international tourists arriving is less in countries with a highly developed aviation infrastructure and broad routes network. Thus the ratio between tourists visiting the gateway cities and those who taken a trip to regional tourist centers is 85% to 15% in the USA, 91% to 9% in Australia, 95% to 5% in the UK, 96% to 4% in Thailand [4].

Tourism authorities of Australia have a successful practice of encouraging international visitors outside the four major gateways of Sydney, Melbourne, Brisbane and Perth, and have acted as trailblazers for destination marketing. In 2016 Tourism Australia and Qantas signed a three-year AUS$ 20 million partnership to promote international inbound travel and increase dispersal across regional Australia. The funds are intended for the reconstruction of regional airports (in Northern Territory particularly) in aim to provision the possibility of service aircraft with foreign tourists, development and introduction of special privileged (excursions) fares [7,13]. In Japan, the introduction of low-cost airlines and the depreciation of the yen have helped to create a tourism boom, with overseas visitor numbers almost quadrupling between 2011 and 2016 to over 24 million. However, as tourism is concentrated in the main cities of Tokyo, Osaka and Kyoto, the Japanese government is developing measures to encourage travel further afield. Landing fees at 32 regional airports will be subsidised for up to three years to help them gain new flights, and new customs and immigration facilities will be built at 24 airports to support the handling of extra passengers [7].

Conclusions. The global tourism industry has reached an unprecedented level of demand. Some destinations are now only too aware that ever-increasing visitor numbers need to be properly managed. The air transport plays a crucial role in helping to facilitate overtourism due to low fares and broad routes network. Aviation also is one of the fastest-growing sources of greenhouse gas emissions, promote climate change and degradation of the environment. But as the said Taleb Rifai, Secretary General of World Tourism Organization, «every growing human activity has a downside to it. The answer should never be to halt the activity, and

lose all it's clear benefits, but rather to live up to the challenge and manage it correctly» [9]. Anyone involved in route development (either: airlines, cruiselines, tour operators, travel agents, booking sites, local authorities) has the opportunity, and indeed the responsibility, to manage the impacts of tourism growth.

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