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STRATEGIC CHALLENGES AND PRIORITIES FOR THE DEVELOPMENT OF URBAN PUBLIC TRANSPORT IN THE CONTEXT OF SOCIO-ECONOMIC TRANSFORMATION

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Urban public transport plays a crucial role in ensuring mobility, economic efficiency, and social accessibility in modern metropolitan areas. Under conditions of socio-economic transformation, public transport systems face increasing pressure caused by rapid motorization, environmental challenges, congestion of transport networks, and limited financial resources. The article analyzes the key problems and development trends of urban passenger transport in Ukraine in the context of global economic and social changes.

The study examines the main global and country-specific factors influencing the functioning of passenger transport enterprises, including environmental pollution, growth in private car ownership, infrastructure overload, insufficient financing, tariff regulation, and the lack of effective passenger accounting and compensation mechanisms for privileged categories of passengers. Special attention is paid to the social role of public transport, its impact on labor productivity, quality of life, and urban development.

Based on the analysis of statistical data and the example of Kyiv's urban transport system, the article identifies structural contradictions in the operation of transport enterprises and highlights the consequences of inadequate regulation and inefficient resource allocation. The research emphasizes the importance of state and municipal regulation in ensuring service quality, financial sustainability, and balanced interests between passengers and carriers.

The paper proposes priority directions for the development of urban public transport, including strengthening its role in society, implementing targeted development programs, improving management efficiency, ensuring service quality, and overcoming financial instability. The results can be used in the formation of transport policy and strategic planning at the municipal and national levels.

Keywords: Urban public transport, optimization of transportation, transport service, economic transformation, infrastructure, social development.

Introduction

The life of a modern metropolis's inhabitant is a continuous movement with obstacles. Every minute is scheduled, and everything we've planned should be completed. During a day a man may overpass dozens or even hundreds of kilometers, because most of municipal objects are located at a considerable distance from each other. Today all this is possible due to evolution of private automobile transport and public transport. Automobiles are convenient, mobile and the most comfortable mode of transportation. It gives us an opportunity to move "from door to door". However, along with significant benefits, personal automobile transport has a number of disadvantages, such as:

1. In terms of one passenger, a private car is one of the most costly modes of transport.
2. Pollution of the environment, which is occurring at the stage of operation, and at the stage of its utilization.
3. The road infrastructure that serves and provides road traffic today is overloaded with a large number of cars and does not cope with the existing traffic flows. Consequently, there are huge daily traffic jams.

Urban passenger transport is an alternative to personal transport. It has extensive route networks which connect all parts of the city with each other (fig. 1). Urban passenger transport brings citizens to the places of

education, culture, social sphere and workplaces. It is an available vehicle for all groups of society. Urban passenger transport provides mobility of citizens. The smooth functioning of the system provides quick and high-quality transportation of passengers to their places of work, training, and medical facilities, ensures efficient and uninterrupted functioning of various branches of the economy, the socio-cultural sphere development of the city, region and country.

In most countries in the world we can observe the replacement of private cars by urban passenger transport. It's happening because of problems with environmental pollution and overloading of transport networks in the big cities. This process is also supported by development programs of urban passenger transport. The aim is to expand the range of passenger transport's users and to reduce the number of private vehicles.

So, the problem of organizing the quality functioning of urban passenger transport remains one of the most complicated and topical issues not only in Ukraine, but also in the world. Well coordinated functioning of public passenger transport indirectly influences the development of all sectors of the economy as well as the cities and countries.

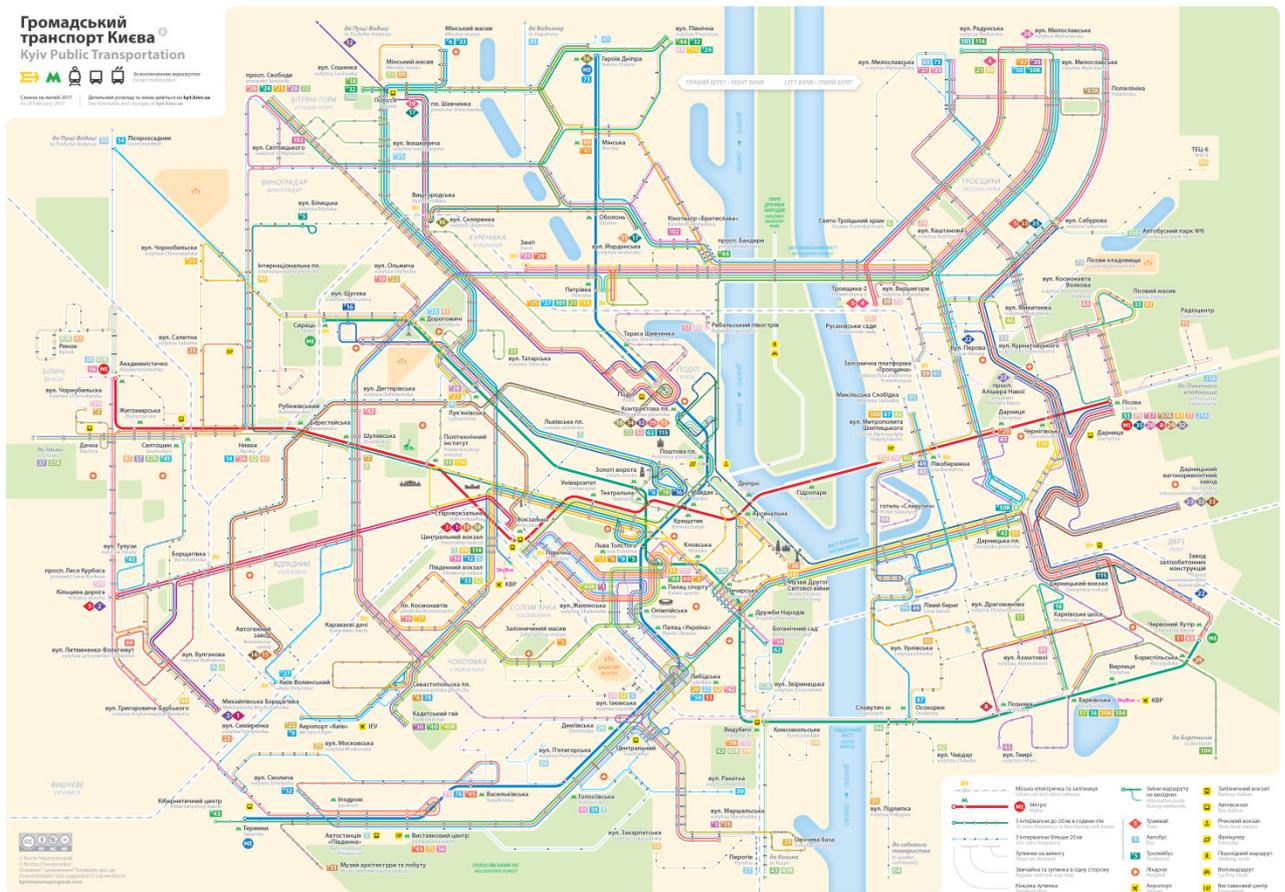


Fig. 1. The scheme of the transport network of a metropolis on the example of Kyiv [13]

Literature review

Nowadays, transformational and reform processes are taking place in Ukraine. They have the greatest impact on the development of passenger transport. Transport component is present in all processes of formation of economic relations. The development of the transport industry and infrastructure influences the formation of the country's economic system. Because of this situation, new tasks and problems are arising before the transport industry. The main ones are improving processes and the formation of an effective system of passenger transport. They are urgent for Ukraine and for most countries of the world. So, the main passenger transport problems faced by transport companies are: environmental problems, the growth of motorization of the society, workload of transport networks, the increase of traffic congestion and passengers' travel time, the transport service quality's problems [2,5,6,8,9,10]. Developmental issues of transport industry enterprises were investigated by such Ukrainian scientists: O.I. Amosha, O.S. Filippova [1], K.V. Gnedina [3], V.A. Grabelnikov [4] and others. Sevastyanov R.V., Rodionova I.O. [11] research the

problems of socio-economic development of enterprises in the conditions of an unstable economic situation, strengthening the influence of innovation, information and communication technologies. The article is analyzing the main contradictions that arise in the process of functioning and factors that shape development of enterprises. Quality's problems of urban passenger transport services are considered in the work of O.F. Kuzkin [7].

These works have great theoretical and practical significance. However, they do not provide answers to all the controversial issues of the formation of an effective policy for the development of urban passenger transport.

The purpose of the article is to study the problems of passenger transport development in Ukraine, to generalize the main factors influencing the state of the system, and to determine the priority directions of its development.

Result and discussion

Nowadays, the question of organizing the quality functioning of urban passenger transport remains one of the most difficult and most urgent in the world. During their activities, transport enterprises are dealing not only with economic issue, but also social. The effect of the implementation of social issues isn't achieved in the financial performance of the enterprise. It is received in the development of enterprises in the city, the region and the economy of the country. Fast and efficient transportation of passengers to their work places provides the enterprises with workforce; and quick and qualitative delivery of goods accelerates the movement of goods and products between businesses and consumers. That is why the transport network of a large city resembles a web that has covered all the streets of the city, connecting its areas and edges with each other.

Urban passenger transport of Kyiv is represented by the underground, buses, trolleybuses and trams. There are large municipal transport companies and little private enterprises which provide the needs of the city's population in transport services (fig. 2). As it is shown in the figure 2, the volume of passenger transportation by public transport is increasing meeting the needs of citizens. The indicators for 2013 and 2014 reflected the processes that took place in Ukrainian society and the economy. They influenced the state of the transport industry. The same trends were observed in all regions and sectors of the country's transport industry.

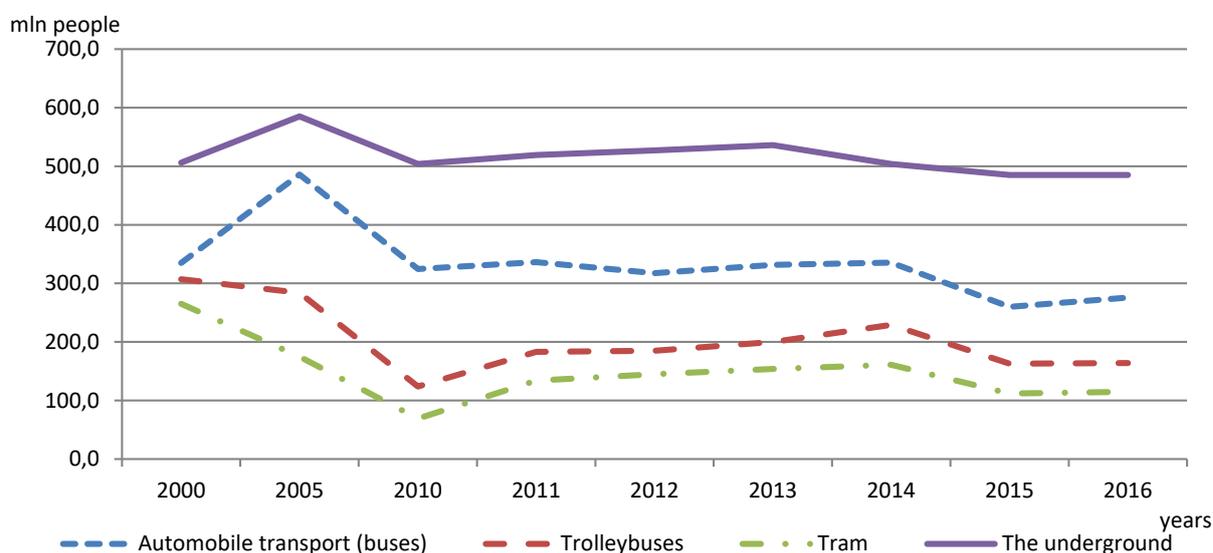


Fig. 2. Volumes of transported passengers and performed transport work by urban passenger transport on the example of Kyiv

All problems of the development and operation of passenger transport enterprises can be divided into two blocks: depending on their localization and the reasons for their occurrence. In a separate group it is expedient to point out the factors that are the result of the globalization of the world economy, the borders clearing, the expansion of ties and living standards increasing. These factors are common for both highly developed countries and for Ukrainian enterprises (fig. 3).

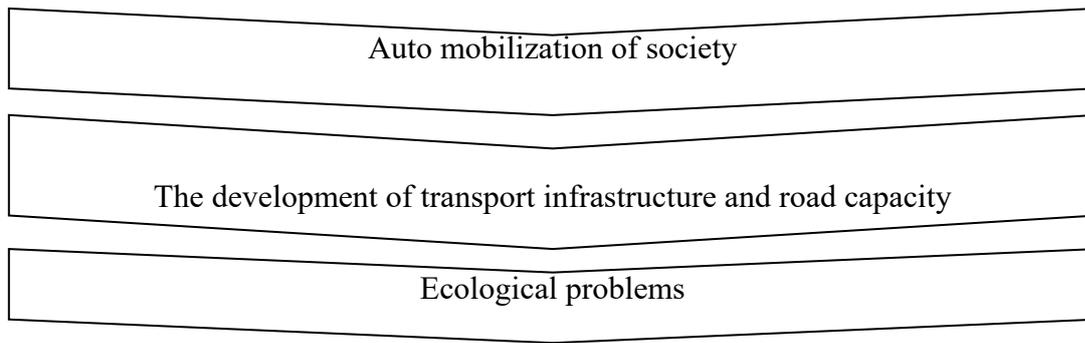


Fig. 3. Global factors affecting the functioning of passenger transport

The processes of auto motoring society, which have been proceeding in Europe and in the world for a long time, are now developing in Ukraine. The number of private cars grows annually. Today every family wants to have at least one car, and sometimes even more. It should be noted that the owners of private cars prefer trips to places of employment and rest mostly by this vehicle. All this for passenger transport enterprises means reducing the demand and decrease of the number of passenger trips.

The development of transport infrastructure takes place in parallel with the development of the city. However, today these processes do not keep up with the existing processes of motorization of society. Due to the large number of personal cars and their constant growth, the capacity of the roads does not cope with their flows, which leads to daily traffic jams and increased travel time.

We should not forget about the environmental problems linked with harmful emissions of exhaust gases.

However, Ukrainian enterprises of passenger transport face specific problems mostly. They are related to the peculiarities of the Ukrainian economy's development and the inherited factors (fig. 4).

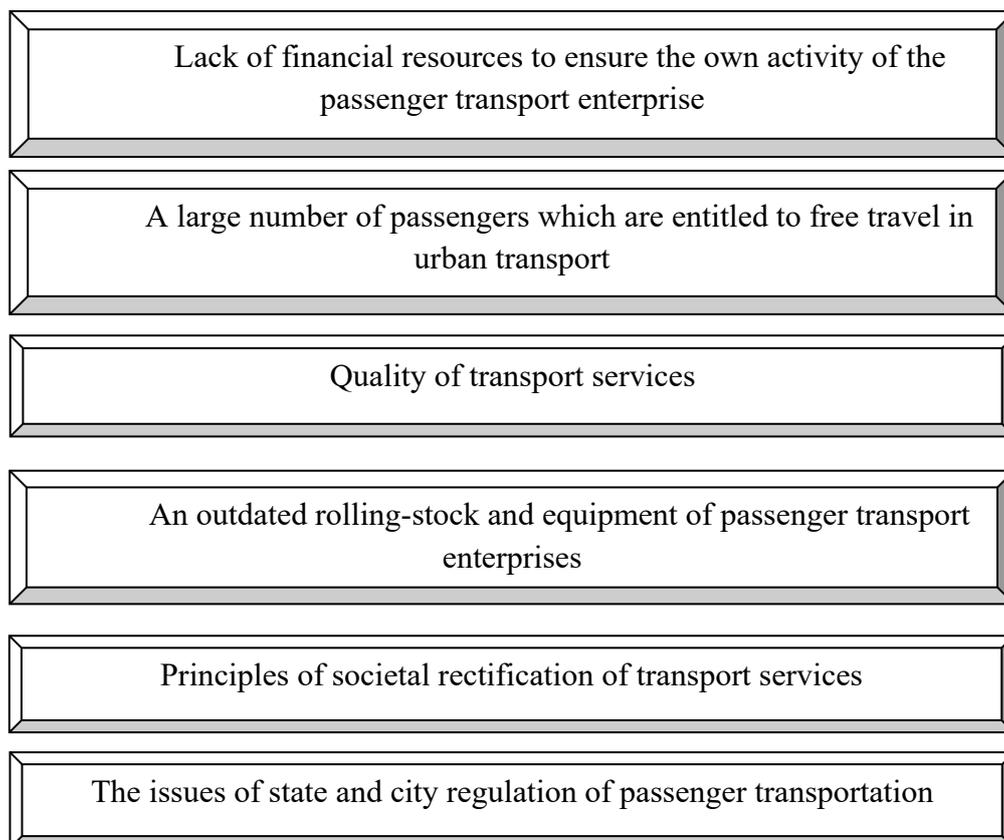


Fig. 4. Specific factors affecting the operation of passenger transport

The main problem of the development of passenger transport is the lack of financial resources to provide their own activities. First of all, this is due to the large number of privileged categories of passengers. According to their status, they can use the public transport for free. According to current legislation, this

privilege is given to socially unprotected people or on professional basis. Nowadays, there are about 20 such categories in Kyiv. According to the social feature, pensioners by age, veterans of war and persons equated to them, citizens, who suffered as a result of the Chernobyl accident, and labor veterans have the right to free travel. Municipal transport companies are obliged to transport privileged passengers without restrictions of their quantity. Private companies, which are engaged in urban transport services, are obliged to transport for free only two passengers in one trip. The main problem of transport companies is the lack of accurate accounting system of privileged passenger. And as a result, there is no precise reimbursement mechanism for transportation of privileged categories of passengers. Non-reimbursement of transportation cost of this passenger leads to financial losses and to the lack of financial resources. Secondly, because of the lack of effective methods for collecting fares and stowaway activity, transport companies are losing their financial resources.

Passenger transport services should be accessible to all citizens. So they relate to social services. Tariffs of the urban passenger transport are regulated by local city's administration. Tariffs are set at a level that would ensure the availability of services for all segments of the population. Tariffs should also ensure the implementation of the principles of their social orientation. The level of regulated tariffs does not always cover the costs for the carriage of passengers and should be compensated by local authorities. However, this does not happen in full, and the amount of compensation is decreasing annually. This leads to the fact that the burden of implementation the social function of passenger transport is shifted the enterprises and solvent passengers.

Another important factor that affects the state of passenger transport enterprises and the efficiency of their activities is the inappropriate allocation of financial resources and ineffective use of them.

The issue of ensuring the quality of passenger transport remains very important because improper conditions, poor quality trips can lead to transport fatigue. The researchers found that daily travel time for transportation should not exceed 1 hour 6 minutes because it can lead to the occurrence of various physiological disorders. Also it was found that every 10 minutes spent in crowded vehicle leads to a reduction of productivity by on average of 4% [12]. The quality of the trip also depends on the solvent demand of consumers for transportation services. Solvent passengers choose the type of transport relying on the qualitative characteristics of the transport service.

Issues of state and city regulation of the passenger transport sector remain very relevant in Ukraine. The purpose of this regulation is to provide the necessary level of transport services in all regions, sectors of the economy. Regulation of the passenger transportation sphere should be carried out through a system of influence on the business entities behavior, on the transport market by changing the legislation, taxation system, transport activity licensing, inspection of vehicle owners, etc. Legally secured system of effective accounting mechanisms for the conveyance of paid and privileged passengers, compensation for losses for the transportation of privileged persons and the regulation of tariffs may solve a number of painful issues in the activity of the passenger transport enterprise.

Therefore, according to considered factors, influencing the function process of passenger transport enterprises, the following directions of policy and mechanism formation for their activity can be highlighted:

1. Increasing the role of passenger transport in society.
2. Implementation state and municipal programs for the development of passenger transport.
3. Overcoming the financial crisis in the activities of enterprises.
4. Provision the quality of transport services.
5. Improving the efficiency of the passenger transportation management system. Development and establishment of an effective mechanism for passenger transportation management.
6. Harmonization interests of passengers and carriers.

Conclusion

The analysis of the main problems of the passenger transport enterprises activity has shown that a number of problems in their activities are common, because they are caused by the effect of globalization processes in the world economy. Ukrainian enterprises are also faced with a number of problems that are specific to our country. They have been inherited from the time of the administrative economy, or have been arisen as a consequence of the development and functioning of the Ukrainian economy. Despite the outlined problems, a number of directions for the formation of effective policies and mechanisms functioning of passenger transport enterprises were identified, that is: increasing the role of passenger transport in society, harmonization interests of passengers and carriers, overcoming the financial crisis in the activities of enterprises, provision the quality of transport services.

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Стратегічні виклики та пріоритети розвитку міського громадського транспорту в контексті соціально-економічної трансформації

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У статті проведено ґрунтовний аналіз основних проблем функціонування та стратегічного розвитку міського пасажирського транспорту (МПТ) в містах України. Проаналізовано основні фактори, які чинять суттєвий вплив на поточний стан транспортної системи. На основі проведеного аналізу визначено перспективні напрями розвитку міського пасажирського транспорту в умовах сучасної соціально-економічної трансформації суспільства.

Міський громадський транспорт відіграє ключову роль у забезпеченні мобільності населення, економічної ефективності та соціальної доступності в умовах сучасних мегаполісів. За умов соціально-економічної трансформації системи громадського транспорту зазнають зростаючого навантаження, зумовленого швидким зростанням рівня автомобілізації, екологічними викликами, перевантаженням транспортної інфраструктури та обмеженими фінансовими ресурсами. У статті проаналізовано основні проблеми та тенденції розвитку міського пасажирського транспорту в Україні в контексті глобальних економічних і соціальних змін.

Досліджено ключові глобальні та національні чинники, що впливають на функціонування підприємств пасажирського транспорту, зокрема забруднення довкілля, зростання кількості приватних автомобілів, перевантаженість транспортних мереж, недостатнє фінансування, тарифне регулювання, а також відсутність ефективних механізмів обліку пасажирів і компенсації перевезень пільгових категорій населення. Особливу увагу приділено соціальній ролі громадського транспорту, його впливу на продуктивність праці, якість життя населення та розвиток міських територій.

На основі аналізу статистичних даних і на прикладі транспортної системи м. Києва виявлено структурні суперечності у функціонуванні транспортних підприємств та визначено наслідки недостатнього державного і муніципального регулювання, а також неефективного розподілу ресурсів. Обґрунтовано пріоритетні напрями розвитку міського громадського транспорту, серед яких посилення його ролі в суспільстві, реалізація цільових програм розвитку, підвищення ефективності управління, забезпечення належної якості транспортних послуг і подолання фінансової нестабільності. Отримані результати можуть бути використані при формуванні транспортної політики та стратегічному плануванні на муніципальному й національному рівнях.

Ключові слова: міський пасажирський транспорт, оптимізація перевезень, транспортна послуга, економічна трансформація, інфраструктура, соціальний розвиток.

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