

DEVELOPMENT OF THE MARKET FOR THE PROVISION OF SERVICES OF REGULAR PASSENGER ROAD TRANSPORT

Maldybayeva Meruyert

maldybayeva@bk.ru

L.N. Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan

The article considers the current state of services of passenger road transport of the Republic of Kazakhstan, as well as increasing economic efficiency using competitive framework of the market of passenger road transport, and notes recommendations for the further development of road transport services.

World experience demonstrates that in the leading countries of the world the special attention is paid to the transport infrastructure market as well as economic responsibility, flexible management costs and use of resources to maximize profits.

The hypothesis of the research is the assumption that the formation and development of competitive framework of the market of passenger transportation will increase the efficiency of road transport enterprises and will create the conditions to achieve the main purpose of public transport, as an economic system is to satisfy the needs of society and individuals.

The purpose of the study is development of theoretical provisions and scientific and methodological recommendations for the formation and development of a competitive framework of the urban passenger transport market.

To achieve the aim, the following tasks were set:

- to study the theoretical aspects and reveal the essence of the competitive market climate;
- to identify the features of the formation of the competitive environment of the urban passenger transport market, the influence of conditions, factors and tools on it;
- to assess the state of the competitive environment of the urban passenger transport market;
- to assess customer satisfaction;
- to offer methodological and practical recommendations for the development of price competition in the urban passenger transport market.

Scientific novelty of research consists in the development and substantiation of theoretical positions and methodological recommendations for the formation and development of competitive framework in the market of passenger transportation through the development of price and non-price competition, as well as develop ways to improve customer satisfaction services to the urban passenger transport.

The achievement of the indicators of socio-economic development of the country, defined in the Strategic Development Plan of the Republic of Kazakhstan until 2025, largely depends on the efficiency of the transport and infrastructure complex. In addition, as a result, the value of the transport capacity of the economy, which has a direct impact on the formation of the cost of products and services for the end user [1].

Figure 1 illustrates dynamics of the volume of road transport services from 2007 to 2018, the volume of passenger transportation by road increased more than 2 times and reached 22 982 217, 5

passengers, which is more than 99% of the total volume of passenger transportation by all types of transport.

Road transport plays an important communication role in providing mobility of the population, including socially vulnerable groups, transporting passengers eligible for reduced travel in city and suburban message. Regular bus services cover 4938 (75%) of 6623 settlements with a population of over 100 people. At the same time, from seventeen regions of the republic, regular passenger transportation is partially subsidized only in seven (Almaty, Almaty region, Akmola region, East Kazakhstan region, Pavlodar region, North Kazakhstan region, Kyzylorda region).

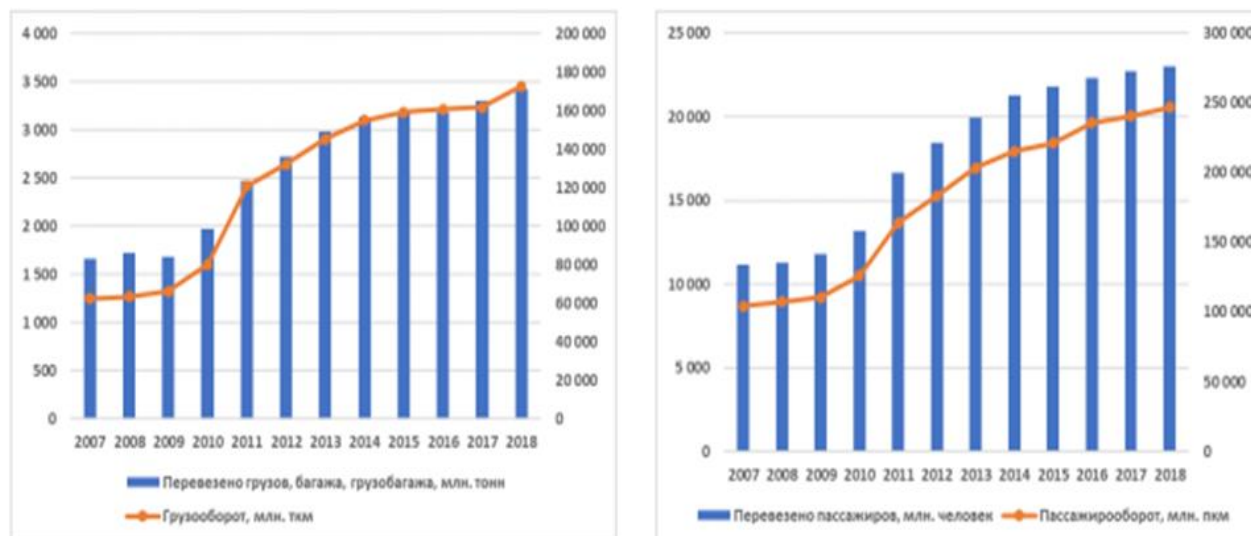


Figure 1. Dynamics of the volume of road transport services, 2007-2018

It is proposed to expand and improve the mechanisms of subsidies in the process of updating the fleet of vehicles, as well as improve the approaches and principles of tariff regulation in the field of transportation, taking into account modern forms of financial and economic relations. In the field of road transport, it is proposed to implement measures of support in the form of providing preferential leasing financing, subsidizing the interest rate on loans and tariffs for passenger transportation, as well as maintaining temporary allowances for payment registration and disposal fees for the registration of new cargo vehicles [2].

It is necessary to ensure that local executive bodies provide mandatory subsidies for losses incurred by carriers on passenger routes with regulated tariffs (urban, suburban, district), and compensation for the passage of preferential categories of passengers established by local representative bodies [3].

The main scientific results, that determine the novelty of the study, are as follows:

- the content of the concept of "competitive framework of the urban passenger transport market" is clarified, which allowed us to define the competitive environment as a set of conditions, which depends on various factors.

- the specific factors of the formation and development of the competitive environment of the urban passenger transportation market were identified, in particular, the development of urban transport infrastructure facilities, and the tools for its regulation were identified, such as subsidizing transportation, the formation of a route network, etc.;

- the problems of the development of competition in the urban passenger transportation market were identified, consisting in the absence of price competition, an ineffective system for the formation of passenger transportation;

- recommendations on the formation of a system of communication of local governments with consumers of urban passenger transport services are proposed, which involve the creation of a public transport council in the municipality, ensuring the interaction of citizens with the transport

department. It will allow more effectively solving management problems in the formation of the city order for passenger transportation and the implementation of transport policy in general.

References

1. State Program of infrastructure development "NurlyZhol" for 2020-2025.
2. Alexandrov, L. A. (1985). Organization of management on automobile transport. Moscow: 104.
3. Azoyev G. L. (1996). Competition: analysis, strategy and practice. Moscow: 208.