

## **2. INNOVATIVE TRENDS OF MANAGEMENT AND TOURISM DEVELOPMENT**

### **VALUE OF QUALITY IN PROJECTS FOR PUBLIC PASSENGER TRANSPORT**

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Public passenger transport of general use is a part of an integrated transport system of Ukraine. The main task of public passenger transport consists in a complete and timely satisfaction of population needs in transportation. Rational organization of the process of passenger transportation is needed to achieve the necessary level of passenger service quality, maximal efficiency of using transport vehicles and other resources. Solving of this task is not possible without improvement of all elements of the transport process and rational management of the transportation quality.

Quality is one of the major parameters of the project along with cost and resources [1]. It is an economic category that reflects totality of the properties of products or services and determines the degree of their suitability for satisfaction of the human needs. It characterizes the degree of suitability of the totality of service characteristics to the requirements of the project [2].

Transport service quality is a very important social and economic task, both for single settlements and for the society. Efficiency of functioning of all economic subjects and population depends on it. At the present time, researchers identify estimation of transport services quality with estimation of the level of passengers and luggage transportation as well as supply of other services during the stay of passengers in transport vehicles and on stop points of the route [3]. Thus, the problems of a transport service quality are the following [4]:

- absence of indices estimating quality of service, absence of competition mechanism between carriers that create conditions for equal competitive activities;
- absence of functions in municipal structures realizing monitoring of the quality indices for transport service;
- absence of economic sanctions and penalties for carriers for violating the standards of transport services quality.

Concept "quality" should correspond to the needs of people. At the same time public passenger transport should be flexible enough to react on changes in the needs of population. Thus, the aim of public transport functioning should be service upgrading. It requires a clear understanding of the passenger's behavior, the consumer needs and expectations. Hereupon, there is a necessity for forming of requirements to quality in contracts between carriers and city governments. Existing methods of quality management in the projects of public passenger transport do not fully take into account evaluation of the transport process, namely, indices of quality by passengers. The factors determining the quality of public passenger transport

functioning require determination of all the totality of criteria that passengers use comparing the quality of the routes of transportation. It should be noted that the meaningfulness of the criteria can be influenced by the kind of transportation, namely, work or cultural and general transportation.

To decide the set problem questioning of passengers was conducted and the respondents were asked to specify the criteria they use for evaluation of the public passenger transport quality. For estimation of experts' opinions coordination the Kendall concordance rank coefficient was used as well as the value of its statistical significance [5].

It was discovered that passengers evaluate the quality of public passenger transport mostly on the basis of travel time. The second meaningful factor is time of waiting for transport. The third top characteristic for passengers is safety of transportation. Less meaningful criteria are amount of vehicles' changes, time needed to get to the stop, the degree of crowding of transport vehicle, the quality of road pavement, appearance of transport vehicle and cleanness of salon, information support of the trip, outfit of stop points, structural characteristics of transport vehicle, system of collection of payment for transportation.

The suggested criteria for transportation quality evaluation can be used in future for development of a complex index of projects' quality for public passenger transport. It will allow to fully satisfy all transport needs of the population and provide economic, ecological and personal benefits.

#### **References**

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## **HISTORICAL ASPECTS OF THE RESTAURANT BUSINESS DEVELOPMENT**

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Human beings have always eaten, but the business of selling food to customers who order off a menu is a phenomenon dating back to the French Revolution. So let's learn more about the development of the industry, which today enables people not