The European Proceedings of
Social and Behavioural Sciences
EpSBS

www.europeanproceedings.com
e-ISSN: 2357-1330

DOI: 10.15405/epsbs.2024.10.65

SCTMG 2023
International Scientific Conference «Social and Cultural Transformations in the Context of Modern Globalism»

ACCESSIBILITY AND QUALITY CRITERIA OF TRANSPORT SERVICES PROVIDED TO THE POPULATION

Liliya Asilyan (a), Veronika Lantseva (b)*
*Corresponding author

(a) Admiral Ushakov Maritime State University, 93, Lenin Avenue, Novorossiysk, 353924, Russian Federation
(b) Admiral Ushakov Maritime State University, 93, Lenin Avenue, Novorossiysk, 353924, Russian Federation, lantseva.v@yandex.ru

Abstract

In this article, the quality of transport services is considered as a set of characteristics realised in the process of interaction between the carrier and the consumer of transport services, mediating the satisfaction of dynamically transforming needs of the consumer of socio-economic nature. Such criteria of transport services quality as timeliness, safety and security, environmental friendliness, reliability, comfort level are identified and analysed. The availability of transport services for the population is considered in the following aspects: informational, territorial, price, technical, temporal. The key problem of ensuring the quality of transport services provided to the population is lagging behind the level of quality of such services due to the non-stop increase in passenger requirements. A number of recommendations for solving the identified problems in this area are proposed. The research methodology is a set of general scientific (a dialectical method, a method of system analysis) and private-scientific (comparative-legal, formal-legal) methods of cognition. The conclusions have practical significance and can be used to improve the level of accessibility and quality of transport services provided to the population.

Keywords: Carrier, socio-economic nature, services quality, transport services

https://doi.org/10.15405/epsbs.2024.10.65
Corresponding Author: Veronika Lantseva
Selection and peer-review under responsibility of the Organizing Committee of the conference
eISSN: 2357-1330

1. Introduction

Satisfying the needs of passengers for movement and cargo for transportability while maintaining a high level of quality of services at a competitive cost and complying with a number of related requirements (minimising travel time, ensuring the required level of safety and comfort en route, meeting transport deadlines, etc.) is a fundamental objective of transportation. An assessment of the level of transport service provision to passengers is possible only during the journey; it is not possible for the consumer to check the level of transport service provision in advance. The main problem of ensuring the quality of transport services for the population is that the quality level of such services lags behind the non-stop increase in passenger demands.

2. Problem Statement

The theoretical basis of the research is scientific and journalistic sources, legal acts of international character (Convention on the Rights of Persons with Disabilities), and national character (Transport Strategy of the Russian Federation; National Programme of Socio-Economic Development of the Far East).

3. Research Questions

Such criteria of transport services quality as timeliness, safety and security, environmental friendliness, reliability, comfort level will be identified and analysed. The availability of transport services for the population will be considered in the following aspects: informational, territorial, price, technical, temporal.

4. Purpose of the Study

Purpose of a number of recommendations for solving the identified problems in this area.

5. Research Methods

In the process of this study, general scientific (a dialectical method, a method of system analysis) and special legal (comparative-legal, formal-legal) methods were used. The method of system analysis allowed us to identify a number of criteria to assess the quality and accessibility of transport services. The formal-legal method of research was used to analyse the regulatory framework governing the rules of transport service provision, as well as legislation in need of revision.

6. Findings

In the framework of this study, the quality of transport services will be understood as a set of characteristics realized in the process of interaction between the carrier and the consumer of transport services, mediating the satisfaction of dynamically transforming needs of the consumer of socio-economic nature.

https://doi.org/10.15405/epsbs.2024.10.65
Corresponding Author: Veronika Lantseva
Selection and peer-review under responsibility of the Organizing Committee of the conference
eISSN: 2357-1330

A number of basic criteria can be identified that currently allow the quality of transport service provision to be assessed:

1. Timeliness (both compliance with passenger and cargo transport timeframes and comparative reduction of timeframes through the use of a fleet of modern vehicles, and maintaining regularity of freight and passenger transport).

2. Ensuring safety and security (loss, spoilage, damage to cargo, ensuring passenger safety).

3. Environmental friendliness (minimizing harm to the environment, e.g. when transport is carried out through the use of high environmental class vehicles).

4. Reliability (sustainability of the possibility for consumers to receive transport services, predictability of their quality level, observance of vehicle schedules on routes by all types of transport).

5. Comfort level (the degree of convenience for passengers when receiving transport services, including the exclusion of psychological and physiological discomfort factors, compliance with the temperature regime in the vehicle cabin, vehicle capacity standards, etc.).

Accessibility of transport services for the population, in our opinion, is a complex concept and can be considered in different aspects.

1. Information accessibility of the transport organization in terms of the range of services provided, their cost or a transparent procedure for the formation of such cost, a consumer-friendly system of contact with the transport organization.

2. Territorial accessibility of the transport organization in case of the need for direct interaction with consumers of services or ensuring a convenient mode of remote interaction, as well as accessibility of services in terms of availability and spatial location of the transport system, regularity and frequency of transport means.

3. Price affordability of transport services implying the acceptability of the transport organisation's profit at the highest possible level of customer service.

4. Technical accessibility reflecting the existence of an objective possibility of transport service in terms of the suitability of vehicles for certain social categories of passengers.

5. Temporal availability implying a guarantee of compliance with the specified time range of service provision to the consumer.

Requirements to organizations providing transport services should be based on the legal establishment of standardization of the criteria of quality and accessibility of transport services for the population. It can be done by harmonizing the quantitative and qualitative characteristics of the criteria considered with the objectives of providing such services, taking into account the main conditions and limitations. The latter category should be understood as the level of consumer satisfaction in the provision of services, modernization of transport infrastructure, objective requirements of special social categories of passengers (persons with disabilities, passengers with children, etc.).

It is necessary to choose the optimal level of service so that the economic effect from the rendered services would be acceptable in relation to the possible costs of their rendering. It is possible to maintain and improve the quality of transport services through the introduction of special economic conditions for the employees of this sphere of motivational nature. For example, a positive effect on the improvement of

https://doi.org/10.15405/epsbs.2024.10.65
Corresponding Author: Veronika Lantseva
Selection and peer-review under responsibility of the Organizing Committee of the conference
eISSN: 2357-1330

the quality of passenger services can be seen in the normative enshrinement of the principle that the quality level of services should be reflected in their tariffication.

Increasing the level of quality and accessibility of transport services implies fixing quality parameters, ensuring that their fulfilment is guaranteed (both through incentives and by ensuring the violators suffering negative consequences), improving the regulatory and legal framework, expanding state participation, and introducing innovative technologies, initially as pilot projects.

The development of the transport industry has always been important and significant both for the country's economy and directly for people. This is due to the fact that transport ensures the carriage of passengers and cargo, which in turn greatly facilitates people's lives and promotes the development of commercial enterprises. The Transport Strategy of the Russian Federation as the mission of the state in the field of ensuring the functioning and development of the transport system indicates, in particular, the creation of conditions for improving the quality of life and health of citizens. It involves the realization of its transport potential through the advanced development of transport infrastructure and expanding access to safe and quality transport services with minimal impact on the environment and climate, the use of geographical features of the Russian Federation as its competitive advantage.

Long-term goals for the development of the transport system include:

i. increasing spatial connectivity and transport accessibility of territories;
ii. increasing the mobility of the population and the development of domestic tourism;
iii. increasing the volume and speed of cargo transit and developing multimodal logistics technologies;
iv. digital and low-carbon transformation of the industry and accelerated deployment of new technologies (Botnaryuk & Klassovskaya, 2020).

Each of these objectives to a certain extent intended to contribute to ensuring accessibility and quality of transport services for the population. Let us dwell on some problematic aspects of realisation of these goals.

In our opinion, the key issue of increasing the spatial connectivity and transport accessibility of territories should be considered their development in remote regions of Russia (the Far East and especially the Far North). There the transport system seems to be at least underdeveloped despite the fact that the regions have a favorable location, it is due to transport transportation and cooperation between Asian countries becomes sustainable and strong. Therefore, the Far East and the Far North are important territories through which the interconnection and partnership between the Russian Federation and the countries of the Asia-Pacific region are strengthened.

When researching this issue, it is necessary to understand the reasons that hinder the development of the industry in these regions. In order to develop the region, it is necessary to develop the infrastructure. Therefore, it is necessary to study what projects and plans for the development of infrastructure of this region the state intends to implement in the near future.

Considering state regulation, it should be said that in 2020, the National Programme for the Development of the Far East was approved.

It should be noted that 40 airports are to be reconstructed, and there are plans to connect even the most remote parts of the Far East to the Internet.

https://doi.org/10.15405/epsbs.2024.10.65
Corresponding Author: Veronika Lantseva
Selection and peer-review under responsibility of the Organizing Committee of the conference
eISSN: 2357-1330

In order to develop the region, it is necessary to develop the tourism business, and this also requires the appropriate infrastructure. Therefore, in the above project, one of the development tasks is the creation of new tourist clusters in each of the 11 regions of the Far Eastern Federal District (Rybkin, 2018).

Despite the fact that there is a timely policy on the development of transport and logistics complex, some problems need to be resolved (Koroleva et al., 2018). For example, with regard to railway transport, it is necessary to ensure the development of infrastructure in these regions, which should be expressed in the creation of new high-speed track connections.

The development of the transport sector in the Far Eastern Federal District and the Far North is necessary because it is owing to a developed and efficient transport network that it is possible to ensure stable international relations with the countries of the Asia-Pacific region. It should not be forgotten that transport development is also an important element in ensuring a high standard of living for people throughout the Far East and the Far North. Therefore, it is necessary to implement government projects aimed at developing transport in the region. The reconstruction of old airports and subsidies for the construction of new railway lines should be implemented. Since subsidies for these purposes, according to the law, are provided on a gratuitous and irrevocable basis, it follows that the investor undertakes to build new infrastructure facilities. Funds are provided on a competitive basis, within the limits of annually determined limits. The state partially subsidizes those infrastructure facilities that are of industrial interest, i.e. companies in the extractive sector of the economy. It is necessary to establish strict control over the quality of work done on those infrastructure facilities where commercial enterprises are involved in the creation and reconstruction.

Technical accessibility of transport services implies compliance with the conditions of suitability of vehicles and other transport infrastructure facilities for certain social categories of passengers, primarily persons with disabilities. Thus, legislation establishes the obligation of organisations providing transport services to the public to provide situational assistance to disabled persons, taking into account the type and degree of health impairment. Such assistance is designed to ensure that disabled persons or other categories of persons with disabilities receive transport services on an equal basis with other passengers. And it consists of assistance in overcoming existing barriers, which is of great social importance for their somatic and psychological health (Tarasov et al., 2022).

The conceptual goal of normative legal acts that enshrine various aspects of the formation of an accessible environment for persons with disabilities is to fulfil the obligations of society provided by the state to persons with disabilities in accordance with the ratified Convention.

The legislative mechanism for organizing an accessible environment is implemented in three directions. The first direction is the adoption by the Ministry of Transport of the Russian Federation of a procedure for organizing the conditions of accessibility of transport infrastructure facilities for disabled people and providing the required assistance. The second direction is to provide training and instruction for employees who interact directly with disabled people on the implementation of the concept of accessibility of transport infrastructure by federal and regional executive authorities within the limits of their authority, by organizations providing transport services to the population. The third direction involves the establishment of administrative responsibility with a set of penalties for non-compliance with

https://doi.org/10.15405/epsbs.2024.10.65
Corresponding Author: Veronika Lantseva
Selection and peer-review under responsibility of the Organizing Committee of the conference
eISSN: 2357-1330

the requirements of regulatory legal acts for the organization of an accessible environment for the disabled.

All of these areas should be implemented with the participation of representatives of communities of persons with disabilities, who have certified competence in the field of determining preventive measures in relation to harm caused in the context of creating an accessible environment. These representatives should represent the interests of different groups of people with disabilities.

Environmental friendliness as a quality criterion for transport services is becoming more and more important in the modern world, especially for maritime transport (V. Y. Lantseva, 2022; B. Y. Lantseva & Kulikovskaya, 2022).

7. Conclusion

Therefore, the improvement of legal regulation implies harmonization of the legal basis for the provision of transport for the population, introduction of clear uniform criteria for the quality of service provision, establishment of legal liability for their violation.

Achievement of the strategic goal of providing affordable competitive transport services in the required volume complying with quality standards to meet the needs of consumers of such services in the conditions of innovative improvement of the economy of the Russian Federation can be realized through the integration of innovative transport technologies into the transport system. This also involves modernization of freight and passenger vehicle fleets, guarantees of provision of socially and economically significant transport services in a definite way.

In order to address the discussed problems, the following recommendations seem appropriate:

i. regulation by the state not only of minimum social transport standards, but also of the process of compensation of losses of transport organizations resulting from the state setting tariffs for the provision of transport services for the population;
ii. replacing advisory provisions of regulations with binding ones;
iii. development and consolidation of a mechanism for regular verification of the implementation of "accessible environment" provisions in transport;
iv. toughening sanctions for non-compliance with established regulations in the area of ensuring accessibility of transport infrastructure facilities for disabled persons and low mobility groups;
v. active use of public-private partnership as a tool for implementing transport accessibility requirements;
vi. incentivizing organizations that have complied in good faith with regulatory requirements in the area of transport accessibility through the introduction of tax incentives.

References

Botnaryuk, M. V., & Klassovskaya, M. I. (2020). Digital technologies: new solutions in business process management in transport logistics. *Marine Intelligent Technol., 4-4*(50), 73–78. https://doi.org/10.37220/MIT.2020.50.4.100

Koroleva, E. A., Sokolov, S. S., Makashina, I. I., & Filatova, E. V. (2018, September). Freight Forwarding Space as a Component of Transport and Logistic. In *2018 IEEE International Conference" Quality Management, Transport and Information Security, Information Technologies"(IT&QM&IS)* (pp. 112-116). IEEE. https://doi.org/10.1109/ITMQIS.2018.8525092

Lantseva, V. Y. (2022). On the issue of international legal regulation of ensuring environmental safety in water transport in the Black Sea. *SHS Web of Conferences, 134*, 00113. https://doi.org/10.1051/shsconf/202213400113

Lantseva, V., & Kulikovskaya, I. (2022). On the issue of the evolution of international legal norms for the protection of the marine environment. *OOO Zhurnal Voprosy Istorii, 2022*(7-1), 150-154. https://doi.org/10.31166/voprosyistorii202207statyi07

Rybkin, C. A. (2018). Development of Local Air Lines: Complexities and Prospects. *Science Reviews, 4*, 32–34.

Tarasov, B. A., Tsvetov, S. V., Borisov, A. B., & Narvatov, M. I. (2022). The physical activity of elderly persons and its effect on somatic and psychological health. *Problems of Social Hygiene Public Health and History of Medicine, 30*(1). https://doi.org/10.32687/0869-866x-2022-30-1-39-44