

SCTMG 2023**International Scientific Conference «Social and Cultural Transformations in the Context of
Modern Globalism»****STATE POLICY IN THE FIELD OF TRANSPORT SERVICES**

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lantseva.v@yandex.ru**Abstract**

At present, the transport system plays a significant role in achieving the goals of society in the field of national security, economic growth, as well as forms the interconnection of various industries in a single structure. It also ensures the coherence of interaction between the territories of the country. Identification of the distinctive features of the market of transport services of the region and identification of a number of their forms for the optimisation of transport processes are facilitated by the classification of types of transport services. Accordingly, the transport complex as an essential element of infrastructure provides regional development and ensures the cohesion of the economic space of the state. Achievement of this strategic goal is ensured by effective development of competitive environment in the transport sector, creation of optimal reserves in infrastructure development, obtaining advanced technologies and technological developments, increasing interest in social and environmental factors, increasing national, economic and other types of transport-dependent countries. In the long term, the transformation of transport systems should be aimed at meeting the needs of society in the conditions of social orientation of the economy while complying with international requirements and, as a consequence, improving the quality of transport services and their competitiveness in both domestic and international market.

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1. Introduction

Freight, passenger and luggage transport services are a type of transport services. Accordingly, they can be defined as an activity of economic entities with the purpose of moving goods and people, carried out with the prior will of the service provider and the customer.

Under the totality of types of transport services rendered in the field of public transport, it is reasonable to understand the services realised and used by means of contractual regulation, achieved by coordinating the will of the producer of these services (carriers, transport agents and freight forwarders) and the consumer (passengers, consignors and consignees). The criterion of the object of carriage makes it possible to subdivide all transport services into freight and passenger services.

The current civil legislation of the Russian Federation gives the service a central place as a category in the system of objects of civil rights and actualises this category in modern market conditions of the economy increasingly over time.

The Civil Code of the Russian Federation does not contain a legal definition of services, only pointing to services as an object of civil rights in article 128. The lexical interpretation of normative material makes it possible to justify the allocation of works and services in a separate group of objects of such rights on a par with property. By its legal nature, there is no material result in the provision of services, and the indicator of their realisation is manifested in a positive effect for the interested party (parties).

The Tax Code of the Russian Federation for taxation purposes defines a service as an activity, the results of which have no material expression, are realised and consumed in the process of carrying out this activity.

2. Problem Statement

In modern conditions, we can observe a harmonious interaction of all available modes of transport at the regional level only at some moments. The principle of combining multimodality of advantages of competition in the market of transport services will allow one to intensify the development opportunities for individual modes of transport and the aggregate regional transport complex, especially in the framework of the current trend of decline in the investment component and lack of stability of the resource market.

Therefore, the actualisation of volume growth with commensurate improvement of the quality of transport services, taking into account their competitiveness, as an organisational and economic criterion for optimising the functioning of the region's transport complex is obvious.

Characteristic features of the service sector in the present conditions are both the prevailing growth in relation to the commodity market and the constant expansion of the range of offered services. Recently, we can state the predominant role of the services sales market as a segment of the economy, which is optimally improving and promising. The range of such market includes the widest range of areas, among which transport occupies one of the key places.

The Order of the Government of the Russian Federation of 27 November 2021 No. 3363-r "On approval of the Transport Strategy of the Russian Federation until 2030 with a forecast for the period up

to 2035" contains main priorities of transport development ensuring accessibility of transport services for cargo owners and population.

The developers assume that the implementation of the established measures will be realised in several stages. The period of implementation of the first stage is proposed to be from 2021 to 2024, the second stage is from 2025 to 2030, the third lasts from 2031 to 2035, taking into account further implementation of the goals, objectives and main activities of the Strategy after 2035.

The Strategy should become an effective tool for the development of the transport complex, in accordance with the established strategic documents and regulatory legal acts of the President of the Russian Federation, to meet the priority goals and objectives of the state development. The goal of the state in the sphere of organising the functioning and development of the transport system is to improve the quality of life and health of citizens, economic growth and competitiveness of the national economy. It strengthens the security and defence capacity of the country, increases the potential of transport through preventive development of transport infrastructure, minimises the negative impact on the environment and climate. Besides, this expands access to safe and quality transport services and takes advantage of the geographical features of Russia. Creating conditions for an innovative technological breakthrough can also be listed as an objective of the established concept.

The primary task in the implementation of the strategy is to ensure the state interests of the Russian Federation in accordance with the National Security Strategy of the Russian Federation.

3. Research Questions

Sustainable economic trends in recent years clearly demonstrate the interdependence of a relatively higher level of development of the territory on ensuring optimal accessibility of the necessary natural resources and transport for the market.

Under the current conditions, there is a clear lack of reflection of organisational and economic factors mediating the improvement of management efficiency and rationalisation of organisational forms of production in the goal-setting documents reflecting regional development with regard to the modernisation of the transport complex. The focus is on improving the quality of transport infrastructure while ignoring the increase in the efficiency of its resources. At the same time, the postulate of multiplying the effect on the development of economic component in the conditions of stimulation of regional resources through the development of transport infrastructure has been scientifically confirmed. At the same time, the experience of the infrastructure planning in the transport sector with the help of a multi-criteria oriented approach implemented through, first of all, the method of economic and mathematical modelling has proved its effectiveness.

Optimisation of implemented measures taking into account a set of both qualitative and quantitative criteria will make it possible to introduce an integrative component when adopting regional programmes for the development of the transport complex, in the context of the cost-benefit ratio for certain segments.

4. Purpose of the Study

Modernisation of the technical, technological and economically balanced transport system created on the balance of transport and economy, as well as improvement of professional qualification of transport agencies' staff, is the key factor in meeting the needs and expectations of the main consumers.

The need for continuous progressive development of the infrastructural complex that ensures an optimally efficient functioning of all types of transport is caused by the expediency of manufacturing exactly those goods, the need for which is acutely manifested in society at a particular stage of economic development.

5. Research Methods

In the process of this research, general scientific and special legal ones (comparative legal, formal legal) were used. The formal legal method of research allowed us to analyze the regulatory framework regulating socio-economic policy in the field of ensuring accessibility and improving the quality of transport services that currently exists in the Russian Federation. Through the comparative legal method of scientific knowledge, the distinctive features of the transport services market in the region were identified.

6. Findings

In order to organize the availability and quality of transport services for the population according to social norms, there is a need to plan the modernization of passenger and road transport systems based on the assessment of socio-economic development and economic balance.

In addition, it is necessary to improve the state of health protection and medical care of commercial fleet employees during their stay on the ship. Harmonization of legal regulation of this segment is becoming more and more urgent (Lantseva & Migda, 2022).

It is also important to create high-speed railway passenger transport, to create and develop passenger transport on routes of importance to the population. It is also necessary to develop and implement social transport standards, to form economic and legal models of competitive markets, high quality and accessible transport services for the population.

At the same time, it is necessary to improve access to commercial passenger transport activities, develop regional air transport, urban, suburban and local (rural) transport systems. Using the latest information and communication technologies, GLONASS global positioning systems and traffic management technologies allows developing intelligent road transport systems to improve the quality of passenger transport.

It is necessary to solve the situation of planning the development of passenger transport systems and vehicles based on monitoring socio-economic development, economic and transport balancing, and to establish combined passenger transport at the regional, interregional and international levels.

The introduction of efficient and economically rational transport technologies by specialised organisations, which implies full satisfaction of demand for quantitative and qualitative segments of

transport services with regard to passenger transportation, is justified. For this purpose, it is necessary to identify the real needs in the fleet of railway vehicles providing passenger transportation using the method of assessment of socio-economic modernization and transport-economic balance. The Strategy also establishes the need for a uniform transport policy in terms of passenger transport regulation and planning.

It seems particularly expedient to organize incentive measures aimed at the development of transport organisations, including the renewal (age reduction) of passenger vehicles, public transport, river cruises and passenger ships, Russian flag vessels, and passenger aircraft fleets.

The implementation of the above tasks implies taking a number of measures:

- i. replacement of obsolete cars and trains with those relevant for large-scale modernisation of the passenger car fleet (in railway transport);
- ii. shipbuilding of marine passenger cruise liners, construction of passenger terminals (in maritime transport);
- iii. shipbuilding of passenger fleet for regional transportations and cruises (inland waterway transport);
- iv. stimulation of the purchase of airliners, acquisition of Russian-made aircraft (in air transport).

To solve this problem, it is necessary to improve the performance of the passenger car fleet, to plan the scope of development, to improve the quality, safety and provision of services to passengers.

The solution to the set task in the field of high-speed railway passenger transport development envisages the following:

- i. expansion of zones of accessibility for the population of high-speed and super high-speed intercity passenger transport;
- ii. development of suburban high-speed passenger transport, including intermodal airport-city transport.

In order to implement these measures in railway transport, it is necessary to develop high-speed passenger traffic in intercity and high-speed suburban transport, to create high-speed dedicated lines, and to distribute freight and passenger traffic into separate directions.

The development of high-speed and super high-speed rail transport will improve the quality of life of the country's population, expand the range of socio-economic activity around the city, increase transport accessibility in economic centres. This will also create conditions for the development of high-tech industries, organise new jobs and provide access to them for skilled workers.

In order to solve the problem of passenger transport development on socially important routes, it is necessary to:

- i. ensure passenger transport on socially important routes, involving the Far East, the Kaliningrad region, the Far East region and Transbaikalie, and include affordability of prices;
- ii. provide transport to a privileged category of passengers and ensure transport services at tariffs set below the economically justified level;
- iii. develop passenger transport on inland waterways in remote northern and eastern regions.

Also, for the rational functioning of railway transport, it is advisable to transform the regulation at the state level and intensify the financing of socially significant transport infrastructure development projects.

Similar transformations are expedient for optimising the development of maritime and inland water transport, especially in terms of intensifying the financing of socially important transportations, shipbuilding of the passenger fleet, and water vehicles for passenger services in the coastal zone.

High rates of tariffs for maritime transport and disruptions in the operation of maritime transport together with geopolitical tensions can have a negative impact on the state of maritime economic activity (Baburina & Kuznetsova, 2020).

It can be concluded that it is necessary to develop interdepartmental regulations on the interaction of water transport management bodies in the Russian Federation (Abramyan & Golubkina, 2019).

In air transport, it is also advisable to transform the regulation at the state level and intensify the financing of socially important transport services. Solving the problem not only guarantees the availability of transport services, as the population needs social support, but also proportionally increases the number of transport social services of significant importance, including for the regions of the North, Siberia and the Far East, be it equivalent regions.

According to the population living in the Far East, one of the most acute problems is air travel (Rybkin, 2018). This is due to aviation inaccessibility, as well as the cost of flights. In 2021, the route network of the Far East included 693 routes, of which 537 were located within the region, as well as 157 routes linked the Far Eastern Federal District with 22 subjects of the central European part of the Russian Federation. In order to resolve this problem, a decision was made to subsidise air travel, and it was planned to continue in 2023.

However, this applies to existing airports operating in the territory, but what about those who live in cities and towns that do not have airports. In this case, people have to make connecting flights or, in some cases, reach their destination by road transport, which is not always efficient given the terrain and accessibility.

It follows that there is a need to provide small landing sites in such inaccessible areas, and to preserve or restore existing small airports and landing sites.

The task of developing and implementing social transport standards is ensured by measures aimed at solving the task of developing and implementing social transport standards:

- i. development of financial, economic and calculation models for social transport standards;
- ii. creation of an accessible transport environment for disabled people and other low mobility groups;
- iii. creation of urban agglomeration links using high-speed road and railway transport;
- iv. development and implementation of programmes to introduce social transport standards, initially at a minimum level and then in line with the development programme on a progressive scale;
- v. modernisation of the fleet of passenger cars and urban land transport for the transportation of citizens with low mobility;

- vi. improvement of accessibility of air transport for the population (development of aviation mobility, including in the field of general aviation).

The solution of these tasks will not only ensure the availability and quality of passenger transport services for all categories of the population, but will also make it possible to create conditions for the gradual improvement of these services. Social transport standards will become the leading principles for the development of transport infrastructure and transport services for the population.

The task of the state in the sphere of functioning and development of transport is conditioned by the creation of conditions for economic growth, increasing the competitiveness of the national economy and the quality of life of the population through access to safe and high-quality transport services, turning Russia's geographical features into competitive advantages.

The environmental aspect of all modes of transport has recently received increasing attention. And while railway and road transport is increasingly subject to measures to improve their environmental friendliness, the marine environment currently remains the least protected, which has a negative impact on the quality of maritime transport services.

Therefore, the environmental aspect of providing quality services by transport organisations is not without its shortcomings and needs to be improved, in particular by maritime transport organisations.

At present, there is little attempt to address a number of environmental problems, both regionally and nationally. It is a sad fact that countries value economic prosperity above the preservation of a healthy marine environment. However, in order to eliminate the imperfections of the provisions of the conventions themselves, the protocols were subsequently adopted, which significantly supplemented, developed and specified the norms established by the agreements. Of course, we noted the evolution of international legal norms on the protection of the marine environment. And at the moment, the role of regional agreements on the protection of the marine environment has been revealed (V. Y. Lantseva, 2022; V. Lantseva & Kulikovskaya, 2022).

7. Conclusion

Achievement of this strategic goal is ensured by effective development of competitive environment in the transport sector, creation of optimal reserves in infrastructure development, obtaining advanced technologies and technological developments, increasing interest in social and environmental factors, increasing national, economic and other types of transport-dependent countries.

The peculiarities of the transport complex of the Russian Federation are the scale of the territory, natural and climatic diversity and uneven territorial distribution of the resource and production base, which in turn determines the special role and place of transport in the national economy (Koshcheeva & Lyapina, 2022). The most important strategy for the development of transport systems is the balanced development of transport infrastructure. The implementation of this direction is based on a comprehensive analysis of statistics and the use of mathematical methods of forecasting the needs of the economic sector and the population in transport services, the development of statistical systems. This involves the construction of economic and transport equilibrium, the forecasting of transport dynamics, the analysis of the model of transport systems development allowing choosing the optimal balanced options, which means coordinated and integrated development of elements.

In the long term, the transformation of transport systems should be aimed at meeting the needs of society in the conditions of social orientation of the economy while complying with international requirements and, as a consequence, improving the quality of transport services and their competitiveness in both domestic and international markets.

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