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THEORETICAL APPROACHES TO THE STUDY OF THE CONCEPT "PASSENGER TRAFFIC"

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This article studied theoretical approaches to the definition of "passenger traffic", developed by the author's interpretation of the concept. The author reveals the basic characteristics of traffic flow and its methods of study.

In connection with the development of society the issue of transport service (passenger transportation) is a permanent public tasks, solve it once and for all impossible. Only periodically rethinking it through research, can satisfy the needs of the population in this area, that is to perform high-quality and timely delivery to the designated point.

Efficiency and reliability of passenger transport is an important factor in the socio-political and economic stability of the country. Passenger transportation accounts for the bulk of the traveling public, which has a direct impact on the effectiveness of the system of municipal services, enterprises, organizations, institutions and all sectors of the economy and regions of the country [1].

The travel industry – a complex infrastructure system, the results of operation of which may cause significant harm to the subjects of legal relations or, on the contrary, promote them, to have a significant impact on the socio-economic development of cities. Therefore, the system of passenger traffic is of strategic importance. Its normal functioning and development should be given special attention to the authorities of all branches and levels.

A significant contribution to the development problems of formation and development of passenger transport made our scientists: B.G. Horowicz, Y.M. Kossoy, V.A. Gudkov, N.B. Ostrovsky, A.I. Sedov, S.A. Dugin, I.V. Spirin, I.S. Yefremov, V.M. Kobozev, V.A. Yudin, S.A. Waksman, V.M. Kurganov, V.N. Parahina, L.B. Mirotin and others. In their work the general principles of the organization and ensure the efficient operation of motor units performing transportation of passengers.

The successful solution of problems of rational organization of passenger traffic, the effective use of the rolling stock is impossible without the systematic study of the nature of changes in passenger transport network. Passenger traffic transport roar multidimensional phenomenon, requires special consideration the conditions and parameters as generating this phenomenon and its accompanying current and future periods.

In Table, we discussed several approaches to the definition of a passenger.

Table – The approaches to the definition of the concept of "ridership"

Author (source)	The essence of the theoretical approach
1. O.N. Larin [1]	Passenger traffic – a movement of passengers on a certain part of the transport network
2. I.V. Spirin [5]	Passenger traffic – movement of passengers through a certain place of the transport network
3. E.M. Oleshchenko [3]	Passenger traffic - movement of passengers at the site of the transport network.
4. A.B. Mirotin [8]	Passenger traffic – a gauge transport products, which is determined by the number of passengers carried in one or more directions to various forms of public transport per unit of time – an hour, day, month or year
5. V.A. Gudkov [8]	Passenger traffic – characteristics of passenger traffic at a single site of the transport network, or between certain points, areas, countries
6. A. Velmozhin [2]	Passenger traffic – load transport network on the direction of movement in a certain period of time
7. A.A. Permovsky [4]	<i>Passenger traffic</i> – The number of passengers, which is virtually transported by passenger transport for some time (hour, day, month, year) through a section of the transport network
8. A.E Gorev [6]	Passenger traffic is the number of passengers who actually carried in a given time on each stretch of the bus route or to a whole network of bus routes in the same direction

Comparing the above definition of passenger traffic, we can conclude that it is the passenger traffic – a measure of the burden of the transport network, which is determined by the number of passengers transported in different directions per unit time.

Passenger traffic has two main characteristics: power and direction.

The direction of movement of passenger traffic shows the distribution of traffic between areas.

Direction passenger traffic are in forward and reverse directions. If the passenger should be in any area through an intermediate (with a change) in the absence of direct transport links, such transit ridership called.

Power passenger traffic – the number of passengers passing per unit time through a specific cross-section of the transport network in the same direction.

The main factor for the formation of the route network and the optimization of the transport system is a power passenger flows. Only with data on the size, direction and distribution of passenger traffic in the territory could reasonably choose the type of vehicle and the type of rolling stock, the number required for regular passenger traffic and determine the optimal route of these routes.

Also, there are the following characteristics of passenger traffic, such as passenger traffic, the volume of passengers and the passenger.

Passenger traffic stopping point – is the total number of passengers in the appropriate stopping point, and getting on the vehicle and the passengers, leaving the passenger cabin of the vehicle at this stopping point at a time.

The total number of passengers carried on the route for a certain period of time is the amount of passengers.

The concept is used for passenger traffic characteristics only regular mass transportation route. In characterizing occasional services uses the concept of transport demand.

An important role in the organization of passenger transport is the unequal distribution of passenger traffic at the time and on separate sections of the existing routes. Therefore, the formation of rational route network, as well as for the effective use of rolling stock and to ensure a high level of passenger service, it is necessary to know the direction, size and degree of non-uniformity of passenger traffic.

There are certain methods of investigation of passenger traffic. The classification of these methods is presented below:

1 For the duration of the period covered:

- Systematic – are held daily throughout the period of motion of the linear service manual workers;
- Single – short survey aimed at solving some narrow, specific task.

2 From the width of coverage:

- Solid – carried out simultaneously throughout the route network in the region;
- Random – are held on separate traffic routes.

3 By type:

- Personal;
- Reporting and statistics;
- Full-scale (coupons, table, visual, the silhouette, the questionnaire);
- Automated contact, non-contact, indirect and combined).

Automated methods that provide information in a processed form, without the participation of people, thus enhancing the speed of data collection and processing, the accuracy of the results of cost savings for the organization and carrying out surveys.

Automated surveys provide continuous passenger to obtain information on the volume of traffic at a relatively low cost and without attracting record-keeper.

Thus, we analyzed the main approaches to the study of the concept of "passenger traffic" and developed his own interpretation of this concept, based on the total studied. In our opinion, the passenger traffic – a measure of the burden of the transport network, which is determined by the number of passengers transported in different directions per unit time. Also in this paper we have studied the basic characteristics of traffic flow and its methods of study.

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**THEORETICAL CHARACTERISTICS
OF LOGISTIC APPROACH IN PASSENGER TRANSPORT**

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This article studied the approaches to the definition of "logistics". The author provides a definition of logistics in terms of passenger transport; reviewed logistics and the traditional approach to the organization of passenger transport; studied the logistics system of passenger transport.

At the present stage of development of the transport system needs to develop an effective set of measures to improve the management of passenger transport on the basis of the logistical approach. Research work A.U. Ahlbeck, G.L. Bagiev, D.J. Bowersox, A.M. Hadjinsky, M.P. Gordon, I.A. Zhuchenko, M.E. Zalmanova, A.V. Zyryanov, K.V. Inyutina, D.J. Kloss, D.D. Kostoglodov, B.C. Lukinskiy, V.N. MENZHERES, Y.M. Nerush show that the recent trend of application of logistics principles of transport, taking into account the totality of the design solutions, technical means and methods of organization of the transport, which implement a predetermined level of passenger service, they are safe, reliable and continuous delivery in due time under certain costs.

Analysis of solutions for improving passenger transport showed that the improvement is especially true for passenger traffic using a logistics approach.

Consideration of logistics as a factor affecting the efficiency of transport, requires a method of controlling costs and performance, most correctly reflects the relationship of logistics to the main economic and financial indicators of economic activity.

In a broad sense it is understood as the science of logistics, which is the subject of the movement, processing and distribution of material, information and financial flows. In our opinion, the most complete and informative provided with the following interpretation of the concept of "logistics" "Logistics – the science of economic management, planning and monitoring the effectiveness of the flow of material and human resources, financial resources and their corresponding information from the place of origin to the consumption for the purpose of best meet the needs of the market entities" [1].

When considering the logistics in terms of passenger traffic, we found that "Logistics – a set of design solutions, technical means and methods of organization and management, which provide a level of service for passengers and their safe, reliable and continuous transportation process at a specific time with minimal costs".

Using logistic approach in passenger transport to optimize the process of production of transport services, reduce the cost of transport services and meet the needs of different population groups, rationalize the use of financial resources and transportation companies in the region. Thus, the use of the logistical approach allows you to create the conditions for improving the efficiency indicators of the passenger as improving its overall organization increased interconnection links and thus control [1].

The economic effect of applying the principles of logistics in passenger transport arises from the reduction in transport costs, reduction of idle runs through the optimization of the route network.

The main difference from the traditional logistics approach is that the logistics approach is based on the organization of through traffic between certain areas of the city at a certain time, reducing travel time and expenses for the organization of transport services, improve the quality of services. While the traditional approach to the organization of passenger traffic is based on the increase in the density of the route network, increasing the number of stops, which ultimately leads to an increase in the costs of transport services.

Logistical approach to management of passenger flows requires a combination of individual sections of the transportation process in a single system capable of providing high-quality public transport services at the lowest cost.