

## Economics

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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.

Logistic system of passenger transport is a structured economic system, consisting of the totality of enterprises and companies, organizing flows of services and manage the implementation of passenger traffic and attendant information flows and finance who service this market; its operation is aimed at better meet the demand of the population in the transportation of passenger transport.

When the design and construction of passenger transport logistics systems take into account the following principles:

- System – a comprehensive review of elements of the logistics system, starting from the stage of formation of demand for transportation and ending his satisfaction;
- Efficiency – the calculation and substantiation of the optimal level of transport services, to identify ways of achieving it, taking into account the efficient use of resources;
- Compliance – ensuring that the characteristics of the rolling stock freight transport demand with specified levels of ride comfort;
- Performance – performance of the system should be evaluated based on the increase of revenues and reduction of subsidies;
- Unity of management – organization of transport and related passenger service under a single structure able to take into account the interests of passengers and operators;
- Informative – to achieve a high level of information security management processes and organization of transport by using modern information and computer technologies [3].

As promising areas to increase the efficiency of the logistics system of passenger transport are the following:

- Justification of management structures in transportation, influencing the formation of the transport systems, and taking into account the interests of the population in the state, industrial and personal aspects;
- Ensuring an integrated approach to the development of regions and cities and their transport systems;
- Development of methods of improving transport services;
- Develop the principles and methodology for regional transport system rolling stock and modern technology, taking into account economic and environmental aspects [2].

Thus, the use of principles of logistics in the passenger will ensure optimum cost options to meet the transport needs of the population. In addition, passenger transport logistics system allows: to eliminate conflicts that arise between the interests of the public and the interests of the operators; to provide search for a compromise between the interests of transport structures and the interests of regional and municipal authorities in charge of the activities of public transport, since the requirement to minimize costs, is seen as an objective function, ensures an acceptable rate of passenger and operator – an adequate profit margin.

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#### **BASIC ELEMENTS OF THE METHODOLOGY OF COMMERCIAL LOGISTICS AS AN INDEPENDENT SCIENCE**

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*The article deals with the commercial logistics as a result of the synthesis of such research areas as logistics and commercial mediation. The author gives methodological elements of the logistics business, focusing on the fact that commercial logistics is an independent science. Among the cited methodological elements the author identifies the purpose, objectives, functions, the object, principles and methods. In addition, in the article the author points out that the problem of the lack of literature is urgent, so the identification of the principles and techniques of commercial logistics as an independent science in this study is made by examining the methods and principles of logistics and commercial mediation.*