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USING OF LOGISTICS APPROACH IN THE ORGANISATION OF TRANSPORT SERVICES BY PUBLIC PASSENGER TRANSPORT

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The growing need to solve the problems of urban public passenger transport necessitates the development of innovative solutions in the organisation of public passenger transport through the introduction of integrated logistics technologies.

The main purpose of using the logistics approach in the organisation of transport services for the population of the municipal public passenger transport (MPPT) is to provide and improve the quality of transportation. Management of various flows in the process of moving passengers by different types of MPPT allows to ensure a minimum level of logistics costs for the production process and implementation of transport services, resources and time of all participants in the process. The rational formation and effective functioning of the logistics chain of passenger movement in the integrated MPPT system is determined by the key indicator - the level of passenger mobility, which is the opportunity for the consumer of transport services to choose the mode of transport depending on the schedule of public transport, the time and cost of the trip, and additional services offered along the chain [1]. Therefore, it is appropriate to consider the process of passenger transport services in the MPPT system at three levels of "price-time-quality" on the basis of synchronisation of flows (material, financial and information) of the subjects' activities, which will allow, in addition to the interoperability of individual elements, to ensure the flexibility and adaptability of the integrated system when changing the principles of building the MPPT route network and organising its functioning.

Integration of flows, processes and interrelationships of elements in the MPPT logistics system is impossible without an effective management system, which includes the organisation and coordination of all types of public transport based on the using of modern intelligent technologies.

[1] Popova U., Golodnyak D., Gayoviy P. Passenger transport logistics: theory and practice [Online] : *Market infrastructure*. 2018. 24. pp.249-245. Available: http://www.market-infr.od.ua/journals/2018/24_2018_ukr/43.pdf