

## 7. ДЕМОГРАФІЯ, ЕКОНОМІКА ПРАЦІ, СОЦІАЛЬНА ЕКОНОМІКА І ПОЛІТИКА

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## THE INTEGRATED ECONOMIC AND POLITICAL APPROACH TO THE DEVELOPMENT OF TRANSPORT IN THE ASPECT OF THE FREEDOMS OF CITIZENS AND THE DEVELOPMENT OF TOURISM

*At present, the free realization of the right of citizens to move is associated primarily with the state of the transport sector and its economic accessibility for citizens. In addition to the state of the transport sector, there are a number of economic reasons that act as restrictions on the constitutional right of citizens to free movement. These factors include a low standard of living and wages, an overestimated cost of transportation services. The problem of the shortage of scientifically based approaches to building a unified strategy for the development of the transport complex has become acute, the need for a comprehensive expert and analytical support for decision-making in the field of transport policy has intensified. This article is devoted to the features of the transport policy of Ukraine. The main factors influencing the transport of Ukraine are traced, as well as the behavioural approach to the study of this sphere is considered.*

**Key words:** *economy of public transport, Ukrainian transport policy, transport policy objectives, transport policy principles, social mobility.*

**Formulation of the problem.** The freedom of movement is one of the essential manifestations of the individual freedom of a person as a whole. The ability of a person to move underlies the full value of human life in many of its manifestations. At the same time, the legislative recognition of this right is one of the conditions for the civilization of the state, an attribute of civil society, a factor of the democratic nature of the legal status of the individual. However, despite the fact that the freedom of movement of citizens of Ukraine is defined as the constitutional and inalienable right of every citizen of Ukraine, its practical implementation is complicated by a number of difficulties and contradictions.

### **The analysis of recent research and publications.**

Generally, the interest in understanding the theoretical questions of development of transport has been significantly foregrounded in recent years. Different aspects of this problem have been reflected in the works of such Ukrainian and foreign scientists as M.S. Mezhebytskyi, R.R. Hrabko, Ya.B. Oliinyk, I.L. Nazarenko, S.I. Pirozhkov, D.K. Preiger, I.I. Malarchuk, and others. The problem of the freedom of movement was investigated by such scientists as L. Tkachuk. However, the use of the human development index and indicators associated with it is not widespread in the analysis of the overall social and economic development of states.

**Selection of previously unsettled parts of the general problem.** Among the reasons for which citizens of Ukraine are limited in the right to free movement should be attributed, and the level of material well-being expressed to some extent through the amount of remuneration, i.e. it is simply the lack of financial ability to exercise the right to free movement. Due to various circumstances, many Ukrainian citizens regularly have to face the problem of movement in the country, but due to the high cost of transport services, this is far from all necessary. This means that, in fact, the right to free movement is essentially limited and it needs an integrated approach including the political and economic aspects of the problem.

**The purpose of the article is** to form an integrated approach to the development of transport as a guarantee of key freedoms of Ukrainian citizens and the development of tourism.

**Presenting the main material.** One of the main reasons limiting the right of citizens to free movement is insufficient budget financing of various branches of transport. The amount of budget financing of the road maintenance is barely enough to annual fixes and not for construction of roads. However, in addition, it is also necessary to maintain the existing road network, as well as to subsidize a number of unprofitable flights. The result of the unsatisfactory situation is that a huge number of citizens of Ukraine are limited in their ability to travel. Another effective way to counteract could be to put tougher requirements for contractors who will carry out certain work in the road sector.

By creating a legislatively fixed set of norms in the tariff regulation in various sectors of passenger transport, it may be possible to plan pricing. The coordinated development of the state system of price regulation in the transport complex should be considered as the main prerequisite for the successful formation of a common civilized market of transport and forwarding services. The complexity and versatility of the task given of establishing price regulation in the agreed transport policy of the state, it is necessary to provide a comprehensive solution to the issues of unification of tariffs, rates, fees and their ceiling levels by means of transport and the unification of tasks and powers of central, industry-wide government bodies and business entities to implement price policy [9, p. 17–19].

Meanwhile, in the market with limited competition, there are large costs in the work of the transport itself. At the same time, owners of vehicles, by including their own costs in the cost of services, try to compensate their expenses, but the result is an overestimated cost of transportation services.

To understand the problem of uncoherence of work of different types of transport and insufficiency of its work, let's consider two different examples:

1) A person trying to get from Chernivtsi to the capital of Ukraine – Kyiv (more than 500 km depending on which road is chosen).

2) A person trying to get from any far-away-situated mountain village located in Putyla district of Chernivtsi region (Ukraine) to its regional centre – Chernivtsi (about a hundred kilometres).

It is important to note that, oddly enough, the first trip will take significantly less time than the second. For example, a direct train runs daily from Chernivtsi to Kyiv; its average route speed is about 60 km/h, as well as several buses. At the same time, passengers who need to travel at any other time of the day can drive from Chernivtsi to Ivano-Frankivsk, Lviv, Ternopil or Kamianets-Podilskyi and make a transfer there. What is more, such combinations are possible using both the bus and the train, or even both. At the same time, the bus will be somewhat more expensive and not equipped with lying places. However, a potential passenger has several options to choose from at once, and on any day of the year.

But how do residents of villages get to their regional centre? First, it should be noted that travels up to 150 km are considered to be suburban. Also, theoretically, a person living 30-50 km from the city should be able to go there to work, or at least go to the city in the morning, visit some institutions, and return normally in the evening. However, do residents of the Putyla district have this opportunity? No, the nearest public transport stop is more than ten kilometres from their place of living, and the road has no hard surface [10]. Moreover, during heavy rains or snowstorms, you can only walk or cycle. Therefore, elderly people have to buy big amounts of food and other things necessary for the household.

Even in those villages where the bus still runs, it goes from two times a week to 3 times a day and the schedules of different lines are so inconsistent with each other, so that if you want to change the bus and make a trip by public transport somewhere further, you have to wait at the transfer point for hours or till morning.

Moreover, in Ukraine, there is no website where schedules of all buses in the country were collected. The information service of the bus stations also cannot tell the schedule of a big part of buses that are not entered into the system, of which run in other regions or districts. Collections of the service schedule on motor vehicles have now ceased to exist in principle [6, p. 18–20].

Thus, it becomes clear that today in Ukraine, the problem of the shortage of scientifically based approaches to building a unified strategy for the development of the country's transport complex has become acute, the need for a comprehensive expert and analytical support for decision-making in the field of transport policy has intensified.

The most pressing practical questions of management technologies are: how to implement this or that decision, who is responsible for it, and how to confirm with predictions the consequences of planned actions, at what time, at the expense of what resources, for what goals and values, what parameters of development to control to determine the effectiveness of their actions, what sensitive factors, conditions and causes to influence – often remain without a clear answer. Meanwhile, the answers to these questions are the essence of designing effective public policy as a management practice.

The term “social mobility” first appeared in scientific use in the first half of the 20<sup>th</sup> century. There is an opinion

that social mobility, on the one hand, is associated with the ability to move freely, on the other – with the ability to plan a trip on public and private transport and confidence in reaching the final destination at the scheduled time. That is, a passenger can leave the car at home, if he is sure that traveling by other means of transport is more convenient, in this aspect social mobility means choosing a more convenient type of transport and means of transportation, i.e. moving from one place to another while maintaining their social status [1, p. 57–60]. It should be noted that the concept of social mobility is much broader than mobility in the sense of freedom of movement, while it includes this feature in its content. Social mobility is presented as a broad concept that combines a complex of social aspects. Whether it is the possibility of free movement within the country and abroad, the availability of sufficient material means to realize the possibility of movement, as well as the possibility of unhindered change in their social status.

Currently, in Ukraine, there are a number of problems in the practical realization of the possibilities of social mobility of the population [8, p. 64–69]. The main direction in solving this problem for Ukraine is to improve the quality of life of the population on the basis of dynamic and sustainable economic growth, ensure the integrity of the national security and the country's defence, and create a solid foundation for its long-term competitiveness and rational integration.

At the regional level, the formation of population mobility is also reflected in the legislation. So, as one of the directions of development of the region is fixed development of transport infrastructure and as a result, an increase in transport mobility of the population. The high cost of air tickets for domestic passenger traffic significantly limits citizens' mobility, and many of them have to rest and work in neighbouring states.

Thus, high prices for air tickets lead to a restriction of mobility of citizens and contribute to the emergence of a number of problems at the socio-cultural level and the violation of territorial integrity. However, it should be noted that the preservation of territorial integrity is one of the predominant functions of the state.

Territorial development of individual regions can contribute to the preservation of territorial integrity. The ultimate goal of such a regulation should be to support the social mobility of the population.

The mobility of the population is also limited by the deterioration of the transport infrastructure. Thus, the current state of hydraulic structures on rivers has long become a factor constraining the economic growth of all water transport [2].

Another problem, along with the underdevelopment of the transport system, limiting the mobility of the population, is the insufficient informatization of the transport industry. Moreover, the existing implementation of informing passengers and reserving tickets is insufficient: sometimes it doesn't work and it isn't clear for everybody.

One of the aspects that characterize the mobility of the population is the problem of transport discrimination.

Transport discrimination is a phenomenon when, due to the insufficient development of the transport system, socially guaranteed minimum services are not available to people: education, healthcare, social security, personal services, etc. For a quite big country as Ukraine, territorial differences in transport services are inevitable, but they should not infringe upon the constitutional rights of citizens, which are often impossible to implement over the lack of roads or unreliable operation of transport. In the sparsely populated areas, due to transport discrimination, it is becoming increasingly difficult to carry out the full range of infrastructure services and services necessary for the development of products and services for the population.

The areas most heavily dependent on the development of the transport system include education and healthcare. In the field of education, there is a significant reduction in human resources, young professionals, due to transport discrimination, move to larger communities, and as a result, a large part of administrative and managerial staff is poorly qualified, which does not allow for the development of the education system based on the introduction of effective forms and technologies of organization management. The lack of a satisfactory transport system is also extremely negative in the health sector, which contributes to an increase in the number of chronic diseases and mortality in rural areas.

It should also be noted that transport discrimination is a factor in reducing social mobility, not only in terms of various areas of government policy but also in relation to certain categories of citizens, including people who are restricted in their ability to travel [4, p. 23–25].

First of all, it is necessary to note the unsuitability of the existing transport infrastructure for the transportation of people with limited mobility: due to the lack of special vehicles, lack of preparation of stopping stations, metro stations, and other objects of transport and housing infrastructure. The absence of ramps, railings, special devices, such as sound beacons, at pedestrian crossings, obstacles in the form of open hatches and dents in the asphalt, virtually deprive some of the citizens of Ukraine of social mobility, making it impossible for them to visit trade, culture, healthcare, social welfare facilities. The most important element in the social rehabilitation of people with disabilities is transport rehabilitation.

Rail transport is a branch, the development of which is becoming a decisive factor for the social and political situation in the country. One of the promising areas of development of the railway transport industry is the development of high-speed communication. In the field of passenger transport, high speeds open up great opportunities in improving the competitiveness of railways compared to other types of transport and contribute to the formation of high population mobility. The development of strategies should take into account the positive experience of building high-speed railways in the world.

In connection with the enlargement of cities, their motorization, additional factors arise that limit the mobility of the population. For example, numerous traffic jams in

the central part of large cities, poor development of public transport, congestion of the subway. Due to these circumstances, residents of megacities have to lose a huge amount of time, and in fact, free time is the main advantage of a person, his wealth.

The normal functioning of the urban communication system is impossible when the main highways are busy. Underground transport should contribute to solving the problem of congestion on urban roads. The lack of preparedness of modern cities for the increased requirements of automobilization is primarily due to the fact that all the major cities of Eastern Europe were built in accordance with the building regulations and standards at that time, according to which there were 180-200 cars per thousand inhabitants. At the same time, the growth rate of the country's car fleet exceeds the pace of construction and modernization of the road network. As a result, in the central part of most cities, there is congestion, paralyzing the road and transport network. Accordingly, the problem arises of a large-scale reform of the road networks of all major cities. However, the budget is not yet able to cope with such financial burdens.

Expansion of the carriageway could contribute to the increase in road capacity; however, the expansion of road networks is costly, leading to the final destruction of plant debris on the streets of the city, to environmental degradation. This can provoke an even greater increase in motorization. Meanwhile, in the conditions of the existing urban development in the central part of the city, where the carrying capacity of the streets is almost exhausted, and the density of the traffic flow reaches its maximum, a reduction in the strip width is seen as rational. World practice shows that in urban areas, the optimal width of the strip is about three meters.

It could also help to increase the mobility of the urban population, to improve the work of traffic lights, which allows increasing the speed on highways, reducing travel time by one-third during rush hours and increasing the efficiency of use of the adjacent road network [3, p. 30]. The quantitative and qualitative development of land transport could contribute to increasing the mobility of the population.

In addition to the above, there are currently a number of political proposals to address the problem of transport load in large cities. In particular, it is proposed to establish the beginning of the working day for some employees for half an hour to an hour in order to reduce traffic congestion. In this way, it is proposed to "stretch" in time the rush hour and, accordingly, reduce the number of traffic congestion and increase the mobility of the population [12, p. 110-111].

The most optimal solution in increasing mobility is the development of alternative types of public transport. Analysis of the development of transport systems of the largest cities in the world, the prerequisites and results of the reforms suggest that a new type of public transport based on high-speed transport systems has been created and is being successfully used. The most developed in the world, except for metro systems, received systems of high-speed trams. This technical solution allows increasing the attractiveness of public transport, to create conditions when car owners, without fear of delays in time, will be able to use the services of public transport. The main result of the implementation of the concept of high-speed trams is increasing the mobility of the population of large cities.

It should be said that the successful implementation of the tasks of increasing the mobility of the population is possible only under the condition of stable and effective functioning of the transport industry as an essential component of the production infrastructure of the country, a significant increase in the standard of living through the implementation of strategic political decisions.

**Conclusions.** The situation in the field of state price regulation in the transport industry should be considered unsatisfactory. The lack of effective regulation and control at the state and regional levels does not contribute to the efficiency of the transport infrastructure, hinders the improvement of the quality of the transport system of Ukraine. The result is a restriction of the ability of citizens to exercise the constitutional right to freedom of movement.

The following measures should be taken to solve problems with tariff regulation:

- establishing the methodological basis of regulated tariffs, taking into account the characteristics of modes of transport. Due to the fact that at present, the methodological basis of pricing is unevenly distributed according to regulatory acts, such changes will help create a more flexible pricing system;
- determining the objective costs when establishing regulated tariffs in various sectors of transport;
- developing a tariff indexation mechanism taking into account economic changes, such as inflation;
- establishing the basis of territorial and other differentiation of tariffs since at the moment the development of various regions is significantly uneven;
- when setting certain tariffs, take into account political, socio-economic, and other factors, which will help create a flexible system of tariff regulation;
- giving bigger transfers for infrastructure to provide bigger speeds and bigger passenger transport performance.

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## ІНТЕГРОВАННИЙ ЕКОНОМІКО-ПОЛІТИЧНИЙ ПІДХІД ДО РОЗВИТКУ ТРАНСПОРТУ ЯК ПЕРЕДУМОВА ЗАБЕЗПЕЧЕННЯ КЛЮЧОВИХ СВОБОД ГРОМАДЯН УКРАЇНИ ТА РОЗВИТКУ ТУРИСТИЧНОЇ ГАЛУЗІ

На даний час в Україні вільна реалізація права громадян на вільне переміщення пов'язана насамперед із станом транспортного сектору та його економічною доступністю для громадян. Існує низка економічних проблем, що обмежує конституційне право громадян на вільне переміщення, включаючи низький рівень життя і заробітної платні, завищену вартість транспортних послуг, а також старіння інфраструктури, яке спричиняє низький рівень обслуговування. Сьогодні в Україні набуває гостроти проблема нестачі науково обґрунтованих підходів до побудови єдиної стратегії розвитку транспортного комплексу країни, необхідність всебічної експертної та аналітичної підтримки прийняття рішень в сфері транспортної політики. Економічні, соціальні та політичні аспекти такої теми, як право на вільне переміщення, є одним з важливих факторів розвитку суспільства. Свобода пересування громадянина є одним з істотних проявів індивідуальної свободи людини в цілому, а також лежить в основі повноцінного людського життя в багатьох його проявах. Водночас визнання цього права в політичній, економічній і суспільній площині є однією з умов цивілізованого розвитку держави, невід'ємним атрибутом громадянського суспільства, чинником демократичного характеру правового статусу особистості. Проте, незважаючи на те, що свобода пересування громадян України визначається як конституційне і невід'ємне право кожного громадянина України, його практична реалізація ускладнюється низкою труднощів і протиріч. Дана стаття присвячена особливостям транспортної політики України. Описані та проаналізовані цілі, принципи та майбутні напрямки розвитку в цій сфері. Прослідуються основні фактори, що впливають на транспорт, взаємозв'язок між якістю роботи транспорту та розвитком можливостей громадян, а також розглядається поведінковий підхід до вивчення цієї сфери. Запропоновано стратегію покращення рівня розвитку транспортної мережі в Україні, скеровану на сприяння розвитку туризму та громадянського суспільства через підвищення мобільності населення шляхом поєднання досвіду економічного (орієнтованого на рентабельність і показники ефективності) та більш далекоглядних соціального і політичного погляду на проблему.

**Ключові слова:** економіка громадського транспорту, українська транспортна політика, цілі транспортної політики, принципи транспортної політики, соціальна мобільність.

## ИНТЕГРИРОВАННЫЙ ЭКОНОМИКО-ПОЛИТИЧЕСКИЙ ПОДХОД К РАЗВИТИЮ ТРАНСПОРТА КАК ПРЕДПОСЫЛКА ОБЕСПЕЧЕНИЯ КЛЮЧЕВЫХ СВОБОД ГРАЖДАН УКРАИНЫ И РАЗВИТИЯ ТУРИСТИЧЕСКОЙ ОТРАСЛИ

В наше время свобода реализации права граждан на передвижение связана, прежде всего, с состоянием транспортного сектора и его экономической доступностью для населения. Существует ряд экономических проблем, ограничивающих конституционное право граждан на свободное передвижение, включая низкий уровень жизни и заработной платы, завышенную по отношению к доходам населения стоимость транспортных услуг. Становится ясно, что сегодня в Украине остро стоит проблема нехватки научно обоснованных подходов к построению единой стратегии развития транспортного комплекса страны, необходимость всесторонней экспертной и аналитической поддержки принятия решений в сфере транспортной политики. Данная статья посвящена особенностям транспортной политики Украины. Также описаны и проанализированы цели, принципы и будущие направления развития в этой области. Прослеживаются основные факторы влияния на транспорт, а также рассмотрен поведенческий подход к изучению этой сферы.

**Ключевые слова:** экономика общественного транспорта, транспортная политика Украины, цели транспортной политики, принципы транспортной политики, социальная мобильность.