



PASSENGER TRANSPORT SERVICE STRATEGY IN PANDEMIC CONDITIONS

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Аннотация: в этой статье рассмотрены вопросы изменения в деятельности перевозок пассажиров транспортом в условиях пандемии, их особенности, повышающая конкуренция в сфере услуг перевозок, какие маркетинговые стратегии применять при этой конкуренции.

Ключевые слова: пассажирский транспорт; его особенности; условия пандемии; различные участники; сегменты сферы обслуживания; критерии сегментации; конкурентная стратегия.

Abstract: In this article considered questions changes in the activities of transport passengers transport in a pandemic, their features, improver competition in the field of service traffic, what marketing strategy to apply for this competition.

Key words: passenger transport; it feature; terms and conditions pandemic; various members; segments of the scope of service; criteria for segmentation; competitive strategy.

During the pandemic, it is necessary to have the necessary organizational and economic mechanisms to develop the service sector and develop an effective marketing strategy. In our opinion, such a strategy requires a clear definition of the current situation in the transport sector, ensuring competitiveness. This requires organizing passenger transportation activities taking into account the specifics of the pandemic that is taking place all over the world, including in our country.

According to the International Monetary Fund's baseline forecasts for the first half of this year, the global economy is expected to contract by 3 percent in 2020. The economic decline is expected to be 6.1 percent in developed countries (including 5.9



percent in the United States and 7.5 percent in the euro area), 5.5 percent in Russia, 2 percent in developing countries, and 2 percent in Uzbekistan, including 5 percent. [5].

Given that passenger transportation companies are largely subsidized, the pandemic has had a negative impact on their operations and, at the same time, will require transport companies to reconsider their marketing strategies in the near future. In such circumstances, it is necessary to emphasize the need to take into account the measures being taken by the government of our republic. In particular, the Decree of the President of the Republic of Uzbekistan "On priority measures to mitigate the negative impact of the coronavirus pandemic and the global crisis on economic sectors." The decrees "On additional measures to support the population, economic sectors and business entities during the coronavirus pandemic" were discussed at a videoconference meeting held by the President [2,3].

We believe that in order to effectively guide changes in the passenger transportation services market, it is first necessary to identify their characteristics.

First, the processes of production and consumption of services are continuous and occur simultaneously, during the passenger transportation process;

Secondly, passenger transportation services do not have a specific form, but the movement of the passenger in space and time can be observed, that is, these services are quite tangible, because the passenger can be seen, heard, and held in the hand;

Third, transportation services cannot be collected and stored. This makes it difficult to objectively calculate the amount of revenue received;

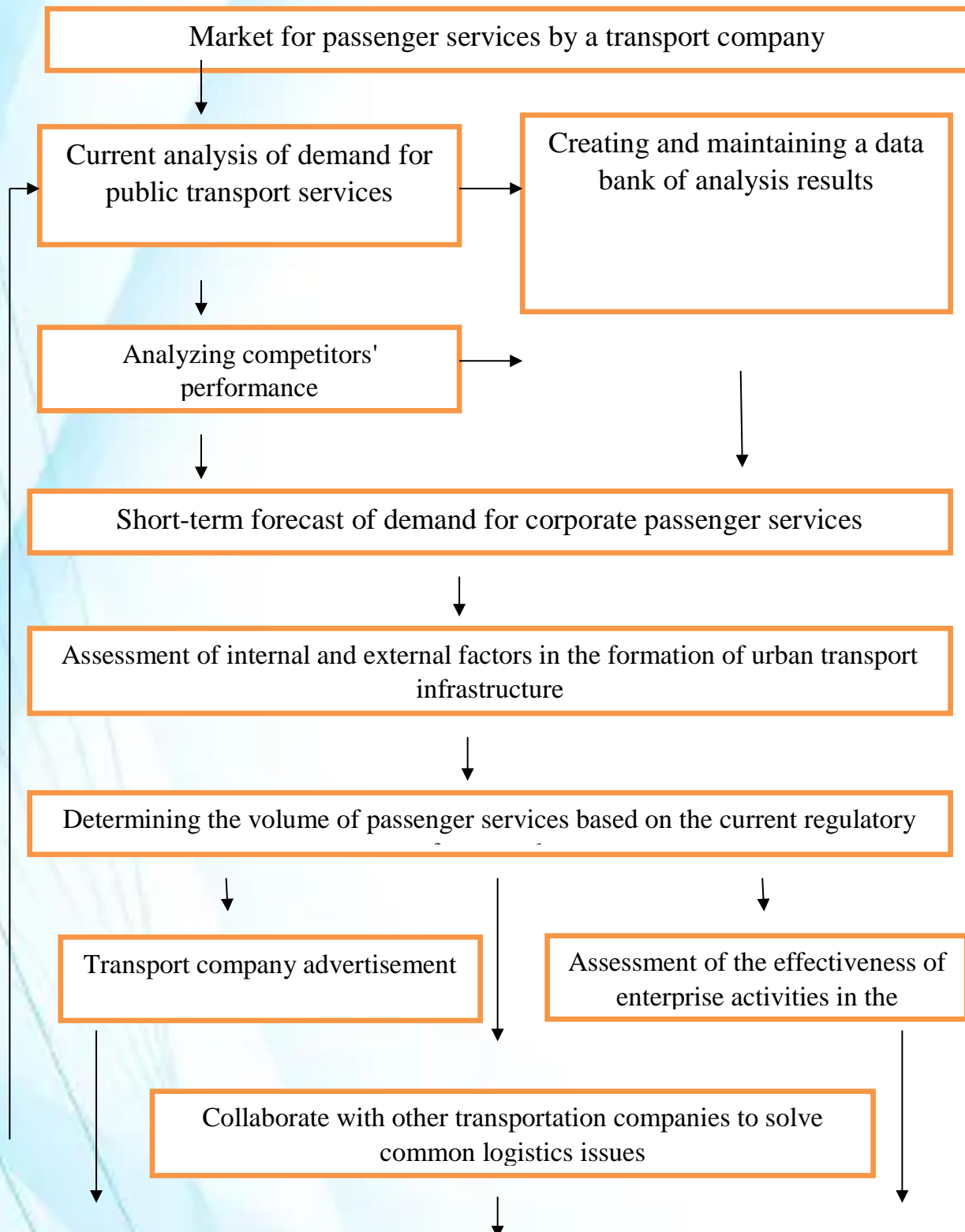
Fourth, the consumption characteristics of passenger transport services are not the same in terms of efficiency for different categories of consumers, which determines the dynamics and variability of the quality of these services. Consumer demands are constantly changing.

The important characteristics of urban passenger transport services are, first of all, consumer values, reflecting the price, speed, comfort and safety of passenger transport. The passenger transport services market is characterized by the participation of various market entities in it. Here, on the one hand, there are many consumers



(buyers) of transport services and, on the other hand, many producers (suppliers) of these services as market participants.

To determine the market capacity of passenger transportation services not only in terms of supply, but also in terms of potential sales, it is necessary to assess the consumption and production potential of the market.





Assessment of the effectiveness of enterprise activities in the passenger service market

Figure 1. General scheme of formation of the service market segment of urban passenger transport enterprises

The consumption capacity of the market is the ability to absorb a certain amount of services (market capacity in terms of demand). The consumption capacity of the passenger transportation services market in Tashkent, the cost of public urban passenger transport is much higher than the volume of transportation carried out, because we must take into account the fact that there are also passengers using informal transport services.

Consumers of urban passenger transport services in Tashkent include residents and guests of the capital and its surrounding districts, mainly young people and students, workers and employees of the production and non-production sectors, business people, civil servants, category and foreign tourists, working and retired people, permanent and temporary unemployed people, and other passengers can get things.

However, during the pandemic, passenger transportation in cities was limited, and for 3-4 months, passengers were transported only in passenger cars, and even then with certain restrictions. Of course, this situation led to economic dissatisfaction among passenger transportation companies and the closure of such private enterprises. In this regard, a comprehensive analysis of the situation in the service market, taking into account the circumstances, and segmentation of the urban passenger transport market in the republic are of great importance in developing a future development strategy for a passenger transport enterprise and drawing up business plans for current activities. In this case, both service consumers, that is, the population using passenger transportation services, and passenger transportation companies can serve as objects of segmentation.



Solving the problems of increasing the share of urban public transport in the passenger transportation market requires an in-depth study of market segments that are of strategic importance for this type of transport.

It is recommended to proceed from the following criteria when dividing such segments:

- the enterprise's ability to enter the segment;
- quantitative parameters of the market segment;
- segment profitability;
- the segment's relevance to the market of the enterprise's main competitors;
- the efficiency of the enterprise's activities in this market segment;
- protection of the selected segment from competition, etc..

In particular, urban and suburban transport serves as a market segment for urban passenger transport enterprises in the system of the "Tashshahartranshizmat" association. In this regard, it is of great importance to identify the main competitors and their competitive advantages.

Therefore, in some areas of suburban communication, railway transport (suburban electric trains) can be considered the main competitor of road transport, and its main competitive advantages are:

- high reliability and regularity of movement;
- high level of passenger safety;
- high compliance of transportation with environmental requirements;
- relatively low prices, etc.
- At the same time, it should not be forgotten that railway transport also has its own serious disadvantages in this market segment:
 - lack of an extensive network of railways in the region;
 - the need for a large mass flow of passengers;
 - low mobility;
 - inability to deliver the client "door to door";
 - low speed of transportation;



- low profitability of transportation.

The main competitors of public transport enterprises in organizing passenger transportation in the city are private motor carriers (the Private Carriers Association (PCA)) and numerous informal individual carriers.

The main disadvantages of private motor transport are, first of all, (1) the negative environmental consequences of operation. Another significant disadvantage is (2) the carrier's responsibility for the safety of passengers, or rather, the lack of responsibility, since most passengers who do not have a ticket in their hands are not insured against accidents.

In addition, (3) private automobile transport lags far behind public passenger transport in terms of its social responsibility to society, as it mainly carries out informal passenger transport and has almost no necessary social burden in terms of transport safety and tax payment.

However, in the context of the pandemic, the government of the republic has developed a strategy for self-employment of the population and considered it appropriate to use more than 70 professional areas. This includes passenger transportation in private cars from January 2021. Thus, another large group of competitors is entering the passenger transportation market.

Segmentation of the passenger transport services market can also be carried out from the point of view of service consumers. The following criteria can serve for such segmentation:

The professional structure of the population of the city, microdistrict (workers, intellectuals, unemployed, etc.);

- the age structure of the population (schoolchildren, students, able-bodied population, pensioners);
- the level of income per family member;
- priority areas of leisure use (sports, tourism, household recreation, going out of town, etc.)

Analyzing the customer base of the passenger transportation market is also important when identifying potential buyers in the market. It is important to determine



which segments of the population will use passenger transportation to what extent in the future. When choosing a marketing strategy, it is necessary to take into account the capabilities of passenger transport companies, the desires of consumers, and the real situation.

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