

DEVELOPMENT OF TOURISM RAILWAY TRANSPORT OF UKRAINE

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Rail transport is an important role in ensuring the tourist industry of Ukraine, which requires efficient functioning of the transport services market.

Today, Ukraine's rail tourism is gradually losing its competitive position in the tourist services market, since it did not adapt itself to market conditions in a timely manner.

In turn, the decline in volumes of rail travel by tourists negatively affects the efficiency of railways. In addition, the reasons for reducing the effectiveness of its work are: the preservation of low socially-oriented tariffs for certain types of tourist transportation; the lack of an effective concept of constructing flexible tariffs that would increase the demand for rail travel for tourists; the imperfect organization of the train movement and the economically unsound range of their course.

The development of tourist transportation requires investment in this sector of the market, and the lack of them in Ukrzaliznytsya does not solve this problem.

The market of transport services is a specific (branch) sub-market in the tourist market of any scale. The technical and economic indicators, which serve as the basis for the appropriate justification for determining the expediency of organizing the trans-

port of passengers of a particular transport, are: length and density of communication; regularity of transportation; speed and length of delivery of passengers; cost of transportation; quality of service; reliability, safety, environmentally friendly transportation; labor intensity, capital intensity, energy intensity and metal content of the type of transport.

There is competition among modes of transport, because for the indicated advantages (time, comfort, reliability and price) – modes of transport are not equivalent: rail transport is cheaper and more reliable, but loses to other types in comfort and time costs.

The transport infrastructure of Ukraine requires development, as well as construction of new railway lines for high-speed passenger traffic and modern highways, modernization of river, sea and aviation transport, as well as significant improvement of the quality of passenger service in all modes of transport. Along with the development of competition between modes of transport, taking into account their advantages and disadvantages, it is necessary to continue development of processes of integration and interaction of modes of transport.