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ской деятельностью и повышением своей квалификации.

**Ирина РАХИМЯНОВА,**  
кандидат экономических наук, доцент  
кафедры «Экономика и управление  
на транспорте» Московского  
государственного университета путей  
сообщения (МИИТ), Москва, Россия ●

## THE TOOLS ARE CHANGING, WHILE FUNDAMENTALS ARE UNCHANGEABLE

*Rakhimyanova, Irina A. – Ph.D. (Economics), associate professor at the department of transport economics and management of Moscow State University of Railway Engineering (MIIT), Moscow, Russia.*

### THE REVIEW OF THE BOOK:

Gorin, B.S., Makharev, E.I., Persianov, V.A., Stepanov, A.A., Surikov, R. T. Sales of services: passenger transport. Educational guide. Moscow, Student publ., 2014, 423 p.

**ABSTRACT OF THE TEXTBOOK.** The educational guide presents fundamentals of sales of passenger transport services on the basis of modern methods of organization and management, system of transportation documentation, automated systems of booking and mutual payments. The state of transport complex of Russia, nature and characteristics of production of passenger transport, types of sale's guarantee are described. Much attention is paid to forms of electronic tickets and electronic multi-documents, e-document execution of selling services and e-commerce.

General framework for each section is accompanied by explanations of specifics, taking into account the specifics of a particular mode of transport, as well as examples of numerous practices, test questions and references.

For students of higher education institutions enrolled in the program of training of specialists in management (qualification «bachelor»). It may be useful for preparation of Masters and Ph.D. students, and employees of all modes of transport in their business activity and professional development.

**ABSTRACT OF THE REVIEW.** Designed primarily for students of higher education institutions, this book contains fundamental and systematic materials on the organization of sale of services and management of passenger transportation market. It presents all types of land, air and water transport, and their commercial activities are considered in the context of network electronic communications, multidimensional competitive environment, marketing technologies. The structure of the educational guide meets program directions of the course «Management» (bachelor degree course), includes test questions for each of eleven chapters, tables and illustrations that help the disclosure of the topic. An important place is given by the authors to regulatory (including international) security of vendors and users of transport services relations, customer focus in politics of passenger companies.

**ENGLISH SUMMARY OF THE REVIEW.** Any teacher always has his own view on the subject, academic disciplines, aims and features of educational technologies. And appearance of a new textbook, educational guide is, of course, another reason to check back again already occupied positions, find agreement / disagreement with some relevant thoughts of colleagues. From this perspective, assessing this published work of a group of authors,

a reviewer cannot help noticing primarily pointedly modern interpretation of age-old issues: ticketing system for passengers, certain relationship of transport owner and «rider» exists for a long time. But nevertheless now we see clearly different services market, other aircraft, automotive, railway, marine vehicles, and other movement speed across continents, other entourage of ticket offices and a railway station!

I mean that it is very important to coincide with time, to «get to the tone». When it feels, it is easier to see remaining advantages of the training book, bring them out of the shadows.

One of the obvious advantages of the educational guide is, in particular, a change of approach to the interpretation of the basic concepts that characterize the object of study, namely, a system of selling services at the passenger transportation market.

The term «sale of services» is offered to be used instead of «sale of tickets», implying a separate type of work. Adjustment seems competent and legitimate to me, since sale of tickets is also a cost item, including costs on paint, paper for tickets, wage of cashiers, etc. And it is not at least one working operation, if one takes the word «sale of tickets» literally.

Consideration of sale of passenger transport services as a system, which is a collection of some activities, dependent from a unified economic strategy (market philosophy), financial rules, as well as computer and other hardware, operating processes, personnel actions, other resources and links between them, reflects a comprehensive approach to evaluation of such a multifactorial phenomenon.

Issues of sale of passenger transport services are shown in the book with account of organizational and functional, legal, informational, documentary, automating aspects. Each of them involves its own nuance and inflection.

For example, regulatory support of sale of passenger transport services, in addition to the characteristics of the basic concepts, revealing at the federal level meaning and customer value of this type of work is presented in this educational guide as material on regulation of services at the national level and its reinforcement by international treaties of the Russian Federation, internal regulatory documents related to the activities of passenger, automotive and land electrical, as well as rail, air, sea, inland waterway modes of transport.

Information support of sales of passenger transport services is a two-way process. On the one hand, its task is to familiarize a consumer with applicable rules and regulations, on the other – a seller, and at the same time – to ensure a balance in





the information space in strict accordance with the Constitution of the Russian Federation, federal laws and departmental regulations. Access to information is a prerequisite of service activities.

A special place in the educational guide is devoted to chapters, revealing foundations of e-commerce and e-payments in sale of passenger transport services, maintenance of security in all processes related to them.

Consideration of issues such as diversity and design features of tariffs for passenger transportation and their application on various modes of transport, confirms an obvious benefit of educational material, not only for students of management specialty, but also for students, Ph.D. students of economic specialties.

Characteristics and priorities for the development of public transport, prospects for industry transformation, as set out in the relevant sections, have and will have an influence on the state and the parameters of competition of some of its types, and in the future as a whole on the competitiveness of transport services for passenger transportation as a factor of social mobility of the population, regional economic growth.

In the present conditions of the struggle for the client passenger companies of individual modes of transport when carrying out sale of their services should set as a priority not just maximization of profits, but satisfaction of passengers' demands in providing transportation of good quality. Passenger companies are required to provide multimodal transportation where this kind of service is in demand by the consumer, i. e. to combine transportation of different modes of transport, coordinating bus schedule with the train schedule, to deliver passengers to airports by rail, automotive modes of transport, as competition in passenger transportation sector is not only a struggle for a passenger, but also a process of interaction, relationship of players at the market.

The principle of client focus of companies, rendering services at the passenger transportation market, steps forward. Therefore the problem of sale of passenger transport services is much broader than answers to the questions, what, where, when and how to sell.

An obvious starting point: the need of a potential passenger to go somewhere is initially determined by the reason for trip, expressed in its purpose. Hence, the research of objectives of an expected trip will allow any transport company to identify target groups of passengers, to offer appropriate services and to create a pricing policy so that it suits all subjects of the transportation process, and as a result to compete with companies at the market for public services.

Assessment of a competitive situation at the market is an initial step in determining competitiveness of a company and development of permanent measures to retain and develop competitive advantages. For this – the ability to withstand competitors providing similar services at the market of transport services for the public; to provide services of the required quality, meeting effective demand of passengers; to use production, labor, marketing, financial, administrative and other capacities effectively.

**Keywords:** passenger transport, sale of services, management, marketing, tariffs, e-commerce, e-payments, market, competition, higher school, bachelor degree course, education program.

For a transport company it is insufficient to render services that meet specific needs of passengers of a particular mode of transport. You must be able to assess the degree of transport market coverage; compliance of established prices for passenger transportation not only with its own internal politics, but also a separate segment of the market in which services are provided, expectations of passengers; ensure the effectiveness of measures to promote transport services at the passenger transportation market.

In the current context, for example, in various versions of ticket's purchase a passenger transportation company must use in its work, modern methods of placing the order and delivery of a ticket to a passenger. And it is worth remembering that new ways of selling tickets are designed not for all segments of passenger transportation market. Thus, for a segment of lower middle income, as well as pensioners and vulnerable categories of citizens demand stimulation and promotion of transport services is the opening of ticket offices in a growing number of settlements. Non-price incentives are implemented through advertising (in press, printed, outdoor, screen, radio and television, souvenirs), due to availability of points of ticket sale (ticket offices and service centers, new forms of ticket purchase).

Therefore, the competitiveness of companies, which includes marketing activities to provide services to the population, tariff policy, demand stimulation and channels of distribution, covers all issues related to the sale of services and is widely presented in the educational guide. The most famous actuators in managing the competitiveness at the passenger transportation market are highlighted: loyalty factor, demand stimulation, improvement of marketing policy, implementation of promotional activities, segmentation of transport services market, use of a flexible tariff policy, provision of benefits. Most of them appear in the chapter on managing the sale of passenger transport services.

Of course, the problems of sale of services in the field of passenger transportation requires a systematic approach. We are talking about a real service that has certain properties and characteristics, under no circumstances should it be able to mislead consumers about the expected quality of work.

Conceptual foundations of information and reference support of sales of passenger transport services, documentation, including references on the schedule and seats availability, rates when booking and selling services, etc., are presented in a peer-reviewed educational guide in quite fully and only confirms the clear structuring, logical structure of the material.

The educational guide is designed for students of higher education institutions, of the field of training «Management» (qualification (degree) «Bachelor»), but it may also be useful for training of Master's and Ph.D. degree students, as well as employees of all modes of transport engaged in commercial activities and increase of their qualifications.

Координаты автора (contact information): Рахимянова И. А. (Rakhimyanova, I.A.) – avirene@yandex.ru.