

impact on the transport system and logistics. Their environmental friendliness, quietness and fuel economy make them a more attractive mode of transport, which leads to changes in infrastructure and logistics operations.[3]

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## **THE ROLE OF TRANSPORT IN HUMAN LIFE**

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Transport is the totality of all types of communication routes, means of transport, technical devices and structures built on communication routes, which ensure the process of moving people and cargo of various purposes from one place to another; and the corresponding branch of the economy connected with the transportation of passengers and cargo. Transport infrastructure includes roads, highways, railways, airports, ports etc. It also covers the vehicles and vessels themselves, as well as the systems and organizations that manage and regulate the transportation.

Respectively, transport systems cover a wide range of modes and methods, each suitable for different purposes, distances and types of cargo. The most suitable transport mode depends on possible transport routings available between the point of origin and point of destination.

Basically, transport plays a large role in solving social problems, in providing cultural, business and tourist trips for the population, as well as in developing cultural exchange in the country and abroad.

Most people use transport for personal mobility. For instance, transport systems allow individuals to travel to work, school, shopping centers, and other destinations.

Also transport facilitates social interactions by allowing people to visit friends, family, and participate in community events.

For most modern residents, owning a car has long ceased to be a luxury, but has become a simple means of transportation [1].

Thanks to personal transport, people can always plan their lives in accordance with the dynamic high-speed rhythm of a big city. Having personal transport means not relying on public transportation schedules or availability. You can go where you want, when you want. After all, a person traveling by public transport risks losing several hours of precious time to get where he needs to go. Personal vehicles also can offer a level of comfort and privacy that public transport often can't match. You can control the temperature, music, and overall environment.

What about trade and commerce? The movement of goods and services requires efficient transport systems that support government trade. Transport provides the trade industry with the delivery of raw materials to the place of production and distribution of finished products for consumption. By delivering goods from places of production to places of consumption, transport contributes to the development of interdistrict commodity relations, which ensures the correct formation of the assortment and better satisfaction of the population's demand. Timeliness depends on the operation of transport; and the rhythmic supply of goods to trade enterprises, which, in turn, contributes to uninterrupted trade and the uniform execution of turnover plans.

The clear organization of transport work affects the improvement of the work of trade organizations, the improvement of trade and technological processes, the speed of turnover of goods, the volume and structure of stockpiles, and ultimately the level and structure of sales costs. The quality, cost, and efficiency of these services – and the overall capacity to provide them — can have a direct impact on an exported good's landed cost and thus on the overall competitiveness of the good in international markets [2].

Inside the EU the split of used transport modes is as follows: road transport (49.3 %), maritime transport (32.3 %), rail transport (11.2 %), inland waterways (4.0 %), oil pipelines (3.1 %). So that most of it is taken over by road transport: an

important role is played by international transport corridors that connect the opposite shores of the continents.

And if there is transportation of goods, then there must be work places. Directly in the transport industry these are drivers, pilots etc.

Also, do not forget about industries such as tourism and logistics.

Attendance, study and familiarization with the historical and spiritual life of the city directly depends on transport. Transportation plays an important role in the tourism industry as it is the means by which tourists reach their destinations, explore new places and visit various attractions. Tourists often travel long distances to reach their desired destinations, and efficient transportation systems make these destinations accessible.

With the development of tourism, transport routes will be constantly expanded, as the increase in the number of tourist trips will positively affect the development of transport employment. Transport, in turn, allows you to expand the geography of your trips. From the moment tourists arrive at their destination until they depart, transport shapes their journey, influences their experiences, and contributes significantly to the tourism industry's economic and cultural impact. Bus excursion and educational tours with visits to several cities and places of interest are especially popular.

Water travel has a number of advantages, such as a high level of comfort, the possibility of implementing various types and purposes of tourism (educational, business tourism, educational, shopping tourism, etc.), and good rest [3].

Nowadays, cruises on cruise ships, which represent entire cities, are popular. On the average ship you can find a library, a cinema, huge banquet halls, restaurants for every taste, gyms, a climbing wall and even a central park with real trees.

The role of transport in freight transport is important for the economy and business around the world. It enables the movement of goods over long distances, supports global trade, influences supply chains and drives innovation in logistics and infrastructure.

Freight transportation is one of the "market" sectors of the economy. The Ukrainian experience confirms the well-known regularity according to which the

growth of the market economy is accompanied by the anticipatory development of motor vehicles. This is explained by the fact that freight flows generated by developing markets of goods and services are primarily mastered by the fastest and most flexible mode of transport.

Cargo transportation, in turn, has its own advantages: door-to-door delivery without overloads along the way; the ability to transport various cargoes; cars are not tied to a schedule and the route can change depending on conditions; high speed of transportation and much more. But it is worth noting that this type of transportation also has its drawbacks: low carrying capacity; cars consume a lot of fuel; harmful to the environment. Also certain restrictions are imposed on traveling by car, for example due to weight, pollutant emissions etc.

Transportation is a key driver of globalization, which refers to the increasing interconnectedness and interdependence of countries through the exchange of goods, services, information, and ideas. Globalization has been made possible by advancements in transportation technology, allowing for faster and more efficient movement of people and goods

But in our life it is impossible to do without special transport. These vehicles include ambulances, fire trucks, police response units, military vehicles and snow plows.

Everyone knows that when we witness an accident, the first thing to do is to call an ambulance to safely transport the patient in situations where he cannot move on his own. Accordingly, medical transport ensures patients can access necessary healthcare services, even if they have mobility challenges, also exists to fulfill the basic principles of first aid, which are to preserve life, prevent further injury and promote recovery.

There are also fire vehicle. They are intended for extinguishing a fire, limiting its development, rescuing and evacuating people, organizing radio communication, and protecting material values.

But, fires and other accidents can cause injuries and other health problems to victims. For this reason, firefighters and ambulances often arrive at the scene of an accident together. In some cases, fire engines arrive before the ambulance and can

provide first aid if necessary. In addition, during rescue operations, firefighters may require the assistance of medical personnel to assist victims. The use of ladder trucks to transport victims to the ground may require the participation of medical personnel.

Can also be given as an example some communities offer shuttle services to employment centers or industrial areas, providing transportation for workers in areas with limited public transportation. These programs are designed for people who rely on public transportation or cannot get to work on their own.

At present, humanity needs more and more transport services, and therefore transport has many prospects in the future, as society is constantly growing, technology is developing, and there are more and more requirements for efficiency and safety.

In the future, people will have access to faster and more convenient ways of moving. Vehicles will be more efficient, allowing you to get to your destination faster. Reducing fuel and energy costs by switching to electric or alternative energy vehicles will save people money. Future vehicles will be safer and cleaner, which will have a positive impact on public health and air quality in cities [4].

If we take into account electric cars, then their use will contribute to the reduction of greenhouse gas emissions and affect the fight against climate change. The development of the electric vehicle industry contributes to the creation of new jobs in the field of research, development, production and maintenance of cars.

In the world there is such a technology as Blockchain, which has existed since 2008. The use of Blockchain technology is providing a secure and transparent record of transactions, can improve the safety, efficiency and reliability of transportation

New transportation technologies are expected to be affordable, environmental friendly and innovative. In this way, it promotes income equality around the world. This means you can start safely and efficiently, no matter how much you earn.

In conclusion, transport is not just a means of getting from one place to another for someone; it is an integral part of the tourism experience, fundamental component of modern society that influences our daily lives, economies, environment, and how we connect with each other on a local and global scale. As the world becomes increasingly interconnected, the importance of transportation in driving economic growth and

fostering global cooperation will continue to grow, making it an indispensable component of our modern society. And thanks to the presence of a single transport system, all types of transport are in interaction and interdependence, complement each other and develop, which ensures the effective use of each type.

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## USE OF IDENTIFICATION AND INFORMATION EXCHANGE TECHNOLOGIES IN LOGISTICS

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Logistics, as a key element of modern business processes, is constantly improving and adapting to changes in the technological environment. The introduction of new technologies and the updating of existing technologies in this industry is of great importance for optimizing processes, increasing efficiency and reducing costs. Among the key technologies used in logistics are barcodes, QR codes, RFID and blockchain.

Purpose of the work. To consider in detail the role of identification and information exchange technologies in logistics, to reveal their capabilities and limitations, and to highlight the importance of their implementation for modern logistics practices.

To support our research, we used a wide range of scientific articles, books and online resources related to logistics. The methods of analysis and synthesis were used to study current problems and develop strategies for their solution.