

**PERSPECTIVES OF INNOVATIVE SOLUTIONS AND TOOLS FOR
ENSURING THE POPULATION SERVICE QUALITY BY PUBLIC
PASSENGER TRANSPORT IN CITIES**

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The result of the digital transformation of various spheres of social life over the past five years for a modern person is the emergence of requirements for effective time management, mobility in the real and virtual world at the same time. The main link connecting various types of human social activity and providing it is transport.

The nature of the city's transport system determines not only the pace of urbanization processes, but also the convenience and quality of life of the population in the conditions of using limited resources. When developing tools for ensuring the quality of services for the transportation of passengers by public passenger transport, it is necessary to take into account the integration nature of the effective functioning of transport when providing public transport services with other types of activities and services, and the role of transport infrastructure in the sustainable development of cities.

Along with the rapid digitization of the spheres of society, the main problem of the functioning of urban passenger transport, inherent in large cities of Ukraine, remains the low level of service quality, which is associated with the significant cost of passenger time for the trip and the level of comfort of transportation that does not correspond to the established tariffs.

Solving the main problems of the development of a high-quality transport complex by making decisions of an operational nature and implementing individual measures do not lead to an increase in the efficiency of the functioning of urban

passenger transport in the long term. Therefore, there is a need to develop conceptual approaches to ensuring the efficiency of the urban environment.

The purpose of the study is to determine the perspective guidelines for the development of urban passenger transport, which are the basis for the development of the concept of ensuring the quality of public passenger transport services in cities.

Among the existing ways of solving the problems of city logistics is the concept of City Logistics, which combines transport, ecological and economic principles that are safe for living, which ensure the well-being of the population and affect their quality of life. The innovative concept of creating a "smart" city (Smart City) is rapidly spreading around the world in order to develop urban infrastructure and improve the efficiency of resource use due to the introduction of digital technologies. In many cities, where the concept was implemented, the idea of Smart City acquired a different interpretation.

The main emphasis when implementing the concept on the territory of European cities is to reduce the level of environmental pollution due to, in particular, the use of transport technologies.

Future concepts of mobility - mobility on demand, mobility at any time, network mobility - are related to the Smart City concept: - Smart Mobility is focused on the optimal use of resources in various modes of transport; - the idea of Mobility-On-Demand is that users pay only for those services that they actually use; - MaaS (mobility as a service) analyzes possible travel scenarios using different modes, selects vehicles according to requirements, offers users the combined use of trips on different types of transport or individual cars.

The experience of the most developed countries and cities shows the need for planning intermodal mobility as an approach to solving the main problems of restraining the development of cities, which involves the coordinated use of various types of public transport and transport communications based on the creation of intelligent electronic platforms and portals for the implementation of innovative solutions in the field of transport management complex in cities.

Therefore, a complex of innovative solutions and tools for ensuring the quality of public passenger transport in cities requires further development and appropriate scientific elaboration, the key characteristics of which should be the mutual integration of the subsystems of the transport complex, the mutual coordination of the goals of the economy, mobility, safety and environmental friendliness of the city with an orientation to the conditions of comfortable life.

**THEORETICAL AND METHODOLOGICAL JUSTIFICATION OF THE
DEFINITION OF MARKETS WITH RESOURCE LIMITATIONS FOR NEW
GOODS AND SERVICES**

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One of the priority directions of the development of the Ukrainian economy is to increase the innovative activity of Ukrainian enterprises and their entry into leading positions in the regional and global markets of new products, technologies and services. The successful solution of this task depends in many respects not only on expanding the scope of innovative activities of companies, but also on the direction of using innovations. In this regard, it is economically expedient for Ukraine and other developing countries, as well as countries with a transition economy, to stimulate, first of all, the development, production and promotion of consumer products of the lower price segment. Such innovations are aimed at meeting the needs of broad segments of the low-income, price-sensitive population by creating inexpensive products or services with optimized functionality.