

O. Ivasyuk, student
N. Radchenko, PhD in Economics, research supervisor
O. Semikina, language adviser
Tavria State Agrotechnological University, Melitopol

IMPLEMENTATION OF ELECTRONIC TICKETS IN PUBLIC TRANSPORT

Nowadays Ukraine and the whole world become more and more involved in the process of digitalization (penetration of digital technologies, automation and IT in all levels of life and economy). Therefore, transition to cashless payments becomes a vital problem. At present, the relevance of non-cash payment systems has increased significantly – in every sphere of life application of such systems increases. So, the investigation of the issue is of particular relevance.

On February 22, 2016, the Verkhovna Rada of Ukraine adopted the Law "On amendments to some legislative acts of Ukraine on introduction of automated system of fare accounting in urban passenger transport". The legislative act introduces automated fare collecting system in public transport, provides appropriate powers to local authorities, establishes mandatory electronic tickets provision in the settlements where the automated fare accounting system is introduced for passengers who have privileges and determines the possibility to fine those passengers who travel by public transport without travel documents registration or composting [3].

The adopted law of e-ticket is the introduction of an automated fare accounting system in public transport. The essence of the law is therefore to allow cities to implement the system independently. The law stipulates that every single city can, at will and according to their financial capacity and economic activity, determine how to organize the electronic system of transport services in the city [1].

The term of implementation in each city will depend on the decision of the local government as well as other details like a system interface, proper software developing, e-tickets production. The city government will determine the type, form of media, the order of travel documents circulation and registration, approve rules for the use of public passenger transport [1].

The expected results of the e-tickets implementation are as follows:

- improving road safety (the driver will monitor the road and will not be distracted by collecting the fare);
- record of the real passenger traffic;
- routes optimization;
- fighting corruption and money withdrawal from the "shadows";
- implementation of convenient payment methods for travel – via a bank card, a mobile phone, etc.;
- as a result, comfort for passengers;
- real reform in accordance with the European principles that will have an impact on the economy across the country [2].

Thus, the e-ticket system will provide the citizens with convenience, accessibility, time saving potential, creating a convenient online platform to provide every citizen an opportunity to buy a ticket via the internet from point A to point B for any kind of transport. Another significant advantage is the possibility of storing the ticket in electronic form in case of lost paper ticket. Implementation of this system will influence the growing non-cash payments sphere, which in the future will improve the quality of life and economic growth rates in the country.

REFERENCES

1. Єдиний електронний квиток: що це таке і як це функціонуватиме в Україні [Електронний ресурс]. – Режим доступу: URL: http://24tv.ua/yediniy_elektronniy_kvitek_shho_tse_take_i_yak_tse_funktsionuvatime_v_ukrayini_n771885. – Назва з екрану.

2. Міський транспорт переходить на електронні квитки. [Електронний ресурс]. – Режим доступу : URL: <https://tsn.ua/ukrayina/miskiy-transport-perehodit-na-elektronni-kvitki-scho-ce-oznachaye-dlya-ukrayinciv-864638.html>. – Назва з екрану.

3. Прийнято закон про впровадження електронних квитків у громадському транспорті [Електронний ресурс]. – Режим доступу : URL: <http://ukrainepravo.com/news/ukraine/priynyato-zakon-pro-vprovadzhennya-elektronnikh-kvitk-v-u-gromadskomu-transport/>. – Назва з екрану.