

Development of Transport Customer Service in Russia to Attract Tourist Flows

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Abstract— The regularity of the tourist flow directly depends on the level of transport services provided. Properly distributed in time, high-quality transportation passenger services are the basis not only for the daily routes, but also for touristic flows. The relevance of this work is to create competitive market of transport services in Russia. The main target is to increase the level of passengers' comfort while using public transport, as well as various services, both urban and national, concerning the system of transport service. Creation of new opportunities for customers, development of technologies aimed at creating better accessibility of the country's transport complex will become possible with development of a full web-based application to search for a schedule transport or create an individual route. Another innovation in Moscow transport system is creating a special card named MoscowViewer. It is the best solution for sharing the "touristic budget" between small and medium business and the Government, as well as solving the shady economy and crime problems. Above-listed propositions create a qualitatively new approach to passenger service, increasing the attractiveness of public transport.

Keywords: *service, customer, transport, innovation, quality, economy, market, tourism, budget*

I. INTRODUCTION

The regularity of the tourist flow directly depends on the level of transport services provided. Properly distributed in time, high-quality transportation passenger services are the basis not only for the daily routes, but also for touristic flows. The quality of transport service provided directly affects the tourists' assessment of the overall urban work. Modern world is full of the oversaturation of the transport services market provided by various companies, each of which seeks to retain and conquer a new market segment, mastering new technologies or adjusting tariffs, customer service is becoming an important aspect for passengers as the process of creating a flexible set of services, as well as receiving positive emotions as a result of using transport services. In our fast-moving world we notice the oversaturation of the transport services market by various

companies each of which seeks to retain and conquer a new market segment, mastering new technologies or adjusting tariffs. An important aspect for passengers is customer service as a process of creating a flexible set of services, as well as receiving positive emotions as a result of using transport services. The relevance of this work is to create competitive market of transport services in Russia. The main target is to increase the level of passengers comfort while using public transport, as well as various services, both urban and national, concerning the system of transport service.

II. RESULTS

Moscow is a center of attraction for tourists from all over the world because of the world-famous history and preserved rich culture. International tourism has reached a peak of over 1.2 billion international tourist arrivals [6]. The importance of tourism is not only a social aspect, but also an economic one. Additional budget revenues of Moscow in 2018 amounted to 14.8 billion rubles, which is almost half of the total tourism revenue in 2010 [4]. One of the factors restraining the development of tourism is crime and the shadow economy in the tourism sector. The shadow economy is a source of survival for the generality of the population [5]. It is developing actively due to the unpreparedness of tourists, ignorance of local laws, as well as the difference in the established regulations (for example, currency and its value). An example is the illegal sale of entrance tickets to museums or events, price increases for taxi services or the illegal work of taxi drivers with tourists who pay in cash. A possible event that could start the fight against this type of shadow economy in tourist sector could be a state program for creating special tourist cards that combine the functions of paying for travel, visiting culturally significant centers, as well as other benefits and advantages in cities. The authorities of Rome, together with transport companies, cultural and tourist organizations have developed a special card for tourists called Roma Pass [11]. A similar system with special city card also operate in other popular cities in Italy, for example, Venice. Roma Pass -

a tourist card that allows tourists to save time to study the transport system of the city, the choice of tickets, as well as waiting in lines at some museums in Rome. There are two types of Roma Pass cards: for 2 days at the cost of 28 euros and for 3 days at the cost of 38.5 euros [12]. A special card is given with a full city map, a description of the routes of public urban land and underground transport, a list of the main attractions and its timetable, a list of current city events, as well as information about the system of bonuses and discounts for tourists - cardholders. A similar system of tourist card operates in Venice (Venezia Unica) [13]. Unlike the Roman tourist map, the Venetian is thought out in details and is based on consumer segmentation. There is also a special card for teenagers cold Rolling Venice Card [14]. The price for this card is half as large. The main difference of the Venezia Unica card is the possibility of creation of the card yourself using the website where you can choose the points you need most of all. An international name combining an emphasis on the city, but primarily focused on tourists from Russia and other countries is the first step on the way of creating a special tourist card. «Moscow Viewer» is a possible name. This map can be divided into: information, transport, socio-cultural and entertainment. This card is temporary in nature and can be purchased on various conditions for a day, 2 days or 5 days. According to the experience of Venice it is popular among the tourists to create their own card by adding the services they need using the special electronic system. The permanent component is the information services of the Moscow Viewer card: a map of Moscow with marked main attractions, museums, city sites, current monthly information about city events; maps of the metro, the Moscow Central Circle and public transport routes of Moscow; hotline phones of tourist assistance centers, embassies, emergency phone numbers; etc. Further development of customer service is based on the introduction of completely new systems and technologies, both at the city level and on a national scale. Creating a transport aggregator will provide maximum synergy of transport, as well as create a full-fledged platform for regulating passenger flows [15]. The transport aggregator can be made in the form of an application for various operating systems, or in the form of a full-fledged aggregator site for creating an individual tourist route, and the online tracking system will not only increase transport safety, but will also become an assistant for passengers to navigate inside large transport hubs. An electronic transport system will establish communication between companies and customers. Such a program will become a full-fledged electronic transport guide for Russia, and it will not only be able to attract tourists to public transport network in big cities, but will also attract tourists to other small towns to increase its economic growth and local living standards. The creation of a transport app in Russia may include informational aspects: a map of the country, highways, public transport route maps, its current schedule and online navigation; the schedule and tariffs for transport services, a map of the country's railways to determine the stations necessary for drawing up the route; online search engine for profitable airline tickets of various domestic airlines both on domestic and international flights; the creation of full-fledged river tourist routes, as well as regular river transport routes in cities. The development of

application details should not be based on the sale of the maximum number of services, but on their competent offer. It is proposed to start choosing a route for passengers either by choosing a transport for those customers who know in advance certain start and end points of the route with respect to a particular type of transport or have exceptional preferences; The second option for using a transport aggregator is to select a path from point to point, indicating possible stops. In this case, at the beginning of work with the application, it is proposed to enter the exact geolocation address of the passenger at the time the movement starts and the final point of the route.

III. DISCUSSION

Russia, as a limitrophy of the world community, has a pendulum-like development system in which both Europe and Asia take their place. However, this development has become an inhibitor of the creation of customer service, especially in comparison with western countries. Western countries have a longer history, where the management of company affairs was inherited, elevating the company's service level. The development of companies in Russia was based on the main economic tenet - more profit. At present, the economy of the Russian Federation is in a state where it has to face the most important challenge for further development. The country's economy is at the bifurcation point, at a time when it is facing a change in the established regime and this requires fundamental changes not only in economic terms, but also in other areas of society. One of the fundamental factors, the essence of which determines the development vector of the Russian economy, including in transport, is the growth in the value of human capital in all spheres of society, especially in the socio-economic plan. The transport system of Russia is also influenced by a systemic challenge. Transport service aimed mainly at satisfying the needs of customers, can be divided into several groups according to the types of activities carried out by staff and management. At present, the real situation of customer service in Russia in transport can be called a steadily developing. There are some examples that divided by type of activity:

1. The first group includes customer information support. In recent years, this part of customer service has been developing particularly effectively in Russia, ahead of the southern countries of Europe. There are some examples of recently created ways of supporting customers: [1]:

1.1 Yandex.Transport App. Despite the fact that the application does not belong to a specific transportation company, it works exclusively as an aggregator for the local people convenience. The main function of the application refers to the concept of customer-oriented service, as the application helps to accelerate the mobility of the population by tracking the movement of buses, trolleybuses and other types of urban transport. In addition to the information component, such an application meets the needs of the citizens' comfort. Passengers have forgotten what it means to wait for public transport in any weather [6].

1.2. Convenient navigation in metro, MCC (Moscow Central Circle). Multiple changes have affected the Moscow

metro map. General structural changes in Moscow transport are immediately and promptly reflected on the metro map:

stops of Moscow central circle, the time of the transition from the MCC to the metro and in the opposite direction, aeroexpress directions, routes to the airports, the main city landmarks are even marked on the metro map. All this actions directly relates to passenger information support. A truly modern and convenient navigation on public transport in a foreign language is the most important tool to increase the loyalty of foreigners. It is important to note the preparedness of the staff, especially after the World Cup. Most public urban transport employees have a basic knowledge of the English language, which is a huge step in establishing communication with foreigners [7].

1.3 Navigator. The development of a navigator for drivers is a solution to deal with many problems due to the active response of the application to changes in the operation of the city's transport system online. Overlappings, accidents, unscheduled road works, and much more that can become an obstacle to comfortable traffic in the city - everything is displayed in the navigator in real time, helps to unload flows and significantly accelerate the travel time of drivers as a connection between the citizens and changes inside the city.

1.4 SMS informing. It is especially developed in air transport, where companies have been trying to establish the process of informing passengers about their flights. Talking about convenient applications for smartphones that work just when the phone is connected to the Internet, and for people traveling to different countries this is not always proper to be provided with all the necessary information; SMS-informing is the most convenient way to send important information to the passengers. For example, in February 2019, at the Fiumicino airport in Rome, the Russian company S7 informed passengers about the change of boarding gate by sending the messages faster than passengers learned about it via the speakerphone. Fiumicino Airport is quite large and consists of four terminals, where the path with hand luggage from one exit to another can be up to 25 minutes. With clear time limits and an approved schedule, changing the boarding gate can be critical, especially for disabled person. So the sms-informing is an important component of service. However, due to the fact that recently combined flights of Russian and foreign companies are gaining popularity, due to which the ratio of tourists from Russia and, for example, Italy is divided approximately equally. In this case, it is important to translate the text of the message either into the language of the partner company or into English, because otherwise, this service loses its value if the information coming from the airline cannot be accepted by customers.

1.5 The presence of official representatives of passenger carrier companies along the entire route of the clients of the particular transport organization. It especially applies to airlines. Tourists using Russian air transport companies, having a certain level of language barrier do not have the opportunity to get direct advice in their native language before departure or when unusual situations occur. Transport companies are actively working on this problem. For example, S7 airlines offers the information for transit passengers about

baggage claim and further actions at the airport in Russian, English, as well as in the official language of the country of departure.

1.6 Payment options with using the "Troika» card: payment for the passage to the Tretyakov Gallery, payment for the passage to the Lunarium Museum of the Moscow Planetarium, to the VDNH ice rink, payment for the services of the Zaryadye park, travel on Aeroexpress trains, p to the Museum "Moscow Transport", etc [8].

2. Maintenance. This group implies not only competent and timely work with rolling stock to maintain passenger safety, but also the level of comfort at which the state of transport is maintained. Timely replacement of temperature control systems, ensuring comfortable passage of passengers into public transport through the required number of working turnstiles or smooth operation of the seat adjustment system on the plane. As examples of existing measures to maintain the quality level of technical maintenance, it is possible to highlight:

2.1 Launch of new comfortable trains "Moscow" in metro with comfortable sound insulation and heat preservation in underground carriage with through passage, increasing the rationality of using space to carry more passengers. An equipped system of handrails with a warm coating, as well as an air disinfection system show the level of customer service [9].

2.2 Possibility of wireless access to the Internet in Moscow public transport is a bilaterally beneficial innovation for passengers, customers, and for transport organizations. The ability to publish advertising relevant to customers on a particular topic is a large part of the organizations' income. The opportunity to put some advertising materials during the process of downloading the internet is a unique way of delivering advertising content that ensures maximum customer engagement, as this advertisement cannot be missed. It means certain earnings for transport companies, regardless of the decision of passengers to view ads or turn it off. For example, the cost of branding a page on the following locations: Moscow Metro, Moscow ground transportation, Moscow Central Circle, Central Suburban Passenger Company, St. Petersburg Metro is 3.500.000 rubles during the working day and 1.725.000 rubles on Sunday excluding extra charges [10]. For passengers, especially for tourists, the ability to connect to the Internet in public transport is a real travel assistant. Signs in a foreign language help tourists navigate the city, create the most convenient and comfortable routes, without wasting time looking for the landmarks.

2.3 The Moscow Central Circle combines convenient access to fitness centers, large shopping centers, as well as industrial areas of Moscow, where small businesses are now gradually developing, due to the proximity to the city center, convenient access from the Third Ring Road or the MCC. Comfortable trains with a climate control system creates favorable temperature conditions in trains. There are equipped seats specially for passengers with bicycles or people with disabilities, convenient navigation, baggage-clearance system, interesting cultural and historical exhibitions introduced to create a comfortable atmosphere while waiting for a train. An

exhibition dedicated to Yuri Gagarin, as well as cosmonaut Oleg Kononenko took place on march'19 at the MCC Gagarin Square station.

2.4 Updated bus fleet of the main city carrier - Mosgortrans fully meets all the criteria of a unified Moscow standard for urban land passenger transport. The criterions are: accessibility, environmental friendliness, comfort and safety. Mosgortrans bought 573 new trolleybuses and 375 new trams and 7,4 thousand buses during past 8 years. The average age of Moscow buses today is 4.7 years. The same figure in Paris is seven years. [2].

2.5 Opening new directions and expanding the geography of flights according to customer needs is also an example of customer-oriented service. For example, in 2017, S7 Airlines opened flights to new international destinations from Moscow to Catania, Pisa, Rome, Kos, Tehran, Urumqi, Uralsk and Kokshetau, as well as from Novosibirsk to Tbilisi and Karaganda, from Vladivostok to Osaka. The number of passengers increased on flights Moscow-Barcelona, Moscow-Naples, Moscow-Ibiza, Novosibirsk-Bangkok, Novosibirsk-Seoul. Many tourists from Italy choose the S7 airlines due to the active development of customer service, the achievement of the most favorable price-quality ratio for passengers, as well as the time of departure of flights (citizens from Liguria, Tuscany, Umbria and Campagni prefer S7 airlines to AirItaly on combined flights) [3].

3. The third most important group for creating strong customer service is a feed-back. It is the most important component of creating a harmonious background and image of transport companies, especially for tourists, since they are more impressionable from the transport system of the new city than residents who use public transport every day.

IV. CONCLUSION

Creating a tourist transport map based on the experience of Western colleagues will create a competitive technology for safe interaction with tourists. The value of this innovation is reflected in many areas, from attracting tourists to public transport, ending with the impact on crime and the shadow

economy in the tourism sector. The development of the service is inherently connected with the country's population as a whole, which is why the introduction of new technologies and systems will also affect the attitude of the local population to public transport.

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