THE CRUCIAL CHALLENGES OF THE PRICING UTILIZATION AS THE TOOL OF CREATION OF EFFICIENCY OF TRANSPORT MARKET

Summary

Transport constitutes one of the main area of contemporary economy, so efficient operation of transport is the basic element of the future development of economy and society. Similarly, transport could be regarded as a market. This market, unfortunately is not self-regulated. For that reason, the creation of proper transport policy is necessary. Because of complexity of transport with huge number of elements and inner or outer interrelation, the process of regulation is extremely difficult and not effective enough. Utilization of the proper methods and tools of regulation seems to be crucial. One of the tools are transport prices. The concept of internalization of external costs of transport is the best example of that activity. On the other hand, an important question concern the transport regulation process is the final effect, we would like to achieve. The efficiency of transport could be assessed on different levels (macro, micro, stakeholder, etc.) or different scopes (e.g. economic, social, environmental). At the same time, the creation of proper measures, obtaining a reliable data or indication of best practices is not easy. Utilization of pricing tools in transport is therefore very interesting but complicated issue. Identification of main obstacles, challenges and chances become a crucial question.