ELECTRONIC CARDS IN MUNICIPAL TRANSPORT AND CITY TOURISM

Summary

The integrated payment systems based on smart card technology are with no doubt the most advanced type of ticket instruments. Definitely worth deeper analysis are: the oldest, the most technologically advanced system The Smart Cards Octopus in Hong Kong and Smart Card Calypso, which is distinguished by the largest number of examples functioning in the world. Over ten years of the system's exploitation allows precise, multiaspect analysis of the efficiency and enables drawing many different conclusions, significant for institutions considering implementing this still rarely used system in Poland. This innovative technology is particularly predestined to be implemented in complex transport systems, shaped by many independent companies with different forms of ownership, different organizational and legal forms, using own fare solutions.

The international practice shows that, it is possible to identify a distinct trend based on intensification of the meaning of integration and interoperation of smart cards systems in transport. Entities dealing with tourist traffic, next to the public transport and other municipal service sectors, more over become a participant. Due to the key role of municipal transport in urban tourism, it is worth analyzing the possibilities of developing the payment systems based on electronic cards, combining the functions of a ticket and a tourist card.