A CONCEPT OF MANAGEMENT AND ORGANISATIONAL SOLUTIONS
FOR THE PUBLIC, REGIONAL TRANSPORT IN THE INNOVATIVE REGION - THE ASPECT OF
COMPETITIVENESS

Summary

The necessity to deal with the conditions of competition within the expanding market of passenger transport services as well as with the development of individual transport services results in a need for taking professional actions in order to protect the public, regional transport. The actions should be taken to improve not only the transport operating system but also the development of public, regional transport.

There are several aspects, which are crucial for the transport competitiveness. Among them, one of the most important tasks is to create an integrated system of passenger transport services. It is also an important matter to present an offer which is suitable for the needs created by the developing market. A special attention should be put to prepare models of organisation and management of the public, regional transport in the innovative region, the models which should correspond to the European transport system and the process of internationalisation of the regional transport entities. What is more, better methods of managing the public, regional transport, using intelligent transportation systems and information technologies should be provided.

The organisation of the services of the regional passenger transport system, created according to the standards of European transport system is currently the most important factor of building a competitive public transport in the innovative region.

The aim of this paper is to present new concepts of management and organisational solutions for the public regional transport that can be helpful to improve the regional transportation system's competitiveness.