I. Improving The Marketing Information System in The Market of Transport Services

Marketing is extremely large in terms of the amount of information used. In order to use this information efficiently and rationally, it is necessary to devise a system-based approach to the data complex, which is a single system, which should be divided into several systems.

Marketing Information System (MAT) is a service for collecting, processing, and transmitting a data set for marketing activities. [11] The use of information in marketing matters involves the three main stages: their collection, processing, and use. The most demanding of these steps is the collection of this information. Therefore, it is desirable to consider more in detail the organizational structure of this stage.

Internal accounting reporting system (information collection stage). This includes the amount of sales of goods, the level of inventory reserves, accounts receivable and so on. Information. The management of the enterprise can use them widely to solve existing problems. [11]

External marketing information analysis system. This footprint involves changes in the market and firm’s infrastructure. Regular collection of information and their comprehensive analysis are key to the success of the firm. In order to improve the efficiency of importing and marketing of marketing information:

Firstly, it is necessary to adjust the motivation of market analysts;
Secondly, additional sources of information should be used;
Third, it is desirable to purchase information from a private marketing company;

For more information on competitive businesses, they need to thoroughly analyze the price of their products, visit such firms and fairs, study their reports, attend stockholder meetings, interview their employees, and more.

The importance of the information gathered in the company depends, first of all, on the accuracy of their approach and decision making. Receiving information from external sources and applying it to the enterprise provides the following additional opportunities: availability of broad range of information; the preparation of information from outside by neutral groups or firms, ie, their level of objectivity; It is necessary to be aware of the amount of expenditures being made, as it is necessary to transfer financial resources to other companies for the received information; availability of information on sales volume across all products and sales networks.

Marketing research system. The task of this system is to place large quantities of information on the scientific basis in banks. Otherwise, the information collected may not be efficient and rational. [11]

Marketing Research Data Bank is a modern and scientifically-based form of information storage and search organization. Marketing research has several ways to gather primary data:
- Observations are widely used to study the methods of selling products, buyers’ demands. The information obtained on the basis of this method is characterized by a high degree of objectivity, but it is not possible to obtain sufficient information about the characteristics of buyers, the reasons of buying and the reason for their popularity;
- The impact of testing on the level of commercial sales, the optimal level of prices. This requires a large amount of expenses. Therefore, this method is not widely used for primary data collection;
- information on the extent to which buyers evaluate their products, the reasons for purchasing and how they behave on the market, based on the method of review.

MAT - is a modern computer technology tool that helps you to collect, transmit, process and deliver information to marketing professionals and to maximize marketing performance.

Transition to market relations greatly increases the demand for these systems. At present, MACs are widely used in marketing departments of all emerging firms, businesses and corporations around the world.

MOTs are widely used not only in conducting marketing research but also in all activities of the enterprise and help to solve the following tasks:
a) to evaluate the most suitable conditions for the market, and to evaluate the most suitable conditions;
b) comparing the company’s products with competitive products and economic indicators;
c) analyze the level of consumers’ demand on the market;
d) evaluating the firm’s position in a particular market or sector;
e) economic performance analysis of marketing activity;
f) study the comprehensive range of market prices on a product group, and make specific conclusions.

In order to achieve the quality of marketing research it is necessary to organize, organize and maintain information continuity. In this way, marketing information can be seen and developed as a single system.

Marketing information system - is an effective way of helping people make decisions about their marketing activities by collecting, editing, analyzing and transmitting important and accurate information, from technical means and practices. Marketing information system is a set of interconnected elements and relationships.

All information and communications collected on marketing are part of a sub-system that supports decision-making in decision-making, as well as analytical methods, developments, decision-making models, and computer programs. It is natural that the decisions taken within the framework of the audit are based on certain sources and analytical findings. [14]

It is natural that the need for a system that promotes decision-making in marketing is increasing in the future. Because it is important to save the time spent on the amount of information and the amount of time it takes to manage it. The model bank uses less error in processing and making decisions. [11]
It is crucial to anticipate marketing concepts through market research, analysis and forecasting of emerging situations, and taking all organizational measures to plan action, satisfy demand for products and services.

As with other economic entities, marketing is a system that is constantly changing, ie a structured, periodically changing structure with access and exit. Studying the market with elements of the marketing system, and in doing so, the development and implementation of a competitive market strategy necessarily implies the successful use of modern information and communication technologies. The essence and importance of the elements of the marketing system are the necessity of these technologies. These elements are interconnected and form a single system (Table 1).

Table 1: Marketing elements that require the use of information and communication technologies in marketing

<table>
<thead>
<tr>
<th>Market Research</th>
<th>Development and implementation of market strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market analysis</td>
<td>Product policy</td>
</tr>
<tr>
<td>Watch the market</td>
<td>Price policy</td>
</tr>
<tr>
<td>Market forecasting</td>
<td>Sales policy</td>
</tr>
<tr>
<td></td>
<td>Communication Policy</td>
</tr>
</tbody>
</table>

The key stages of market research in marketing are:
- Planning marketing;
- Marketing activities management;
- Conducting marketing monitoring of the activity.

From a systemic modeling point of view, the marketing system for a particular segment of the market is characterized by:
- Describe the structure of the modeling object (for example, the range of products);
- Determine the processes in them;
- Introduction and Evaluation, the existence of direct and reverse connections with the environment.

Currently, the methodological principles of the analysis and design of complex systems are widely used in the modeling of economic systems. At the same time, the input and output of the system is examined, and the system itself is viewed as a “black box”.

The distinctive features of complex systems include:
- The complexity, complexity and complexity of the components;
- Multifunctionality;
- Availability of controllers;
- Multiple criteria;
- Taking into account the effects of uncontrolled external factors.

Marketing management is understood as the process of developing and implementing its program of work, which governs the implementation of the goals set in changing external circumstances. Optimal control is the administration that implements extreme-targeted functions when restrictions are met. [12]

II. Improving the Application of International Experience in Providing Transportation Services in Uzbekistan

The processes of innovative modernization and diversification of the economy, in turn, have a tendency towards the rapid growth of services and services in the system of social division, which is one of the laws of development of the individual society in a certain sense. In addition, not only industrialized countries, but also in low and medium-sized developing countries, special attention is paid to the organization of objects and subjects of service in all directions, ie the service sector’s role in the national economy. For example, “80 percent of US economics employs 50-60 percent of EU employment. The share of services in the gross national product of countries like USA, France, Denmark, Great Britain, Japan, Sweden, Germany and Austria is 70-78%” [11]. World experience shows that in order to increase the efficiency of transport services, the development and implementation of a system of innovative measures in the following areas is of paramount importance: reducing the cost of transportation (passenger, freight); further increase the demand for transport services and fully meet the cost of reducing travel costs; Efficient use of funds associated with renewal of transport parks and creation of favorable conditions for network workers; expansion of internal opportunities, taking into account the preferences and decisions made by local authorities (boosting travel fees, canceling privileges, etc.).

The analysis shows that at present, the methods of organizing public transport are fundamentally different in many developed countries, especially in cities [12]. They are distinguished by the national and local authorities in terms of the regulation of transport system, service financing, quality of transportation operations, and the use of competition or other mechanisms, taking into account the type and types of ownership (Table 2).

Despite the fact that there are different forms of urban transport activity on transport services, the reform of transport sector of foreign countries has been largely accomplished using three models. [3] They include, inter alia, the relationships between market and administrative mechanisms in regulating and transporting the industry, namely:
- Administrative management model (USA, Canada, Paris);
- Limited competition model (London, capital of Scandinavian countries);
- A model of state control (Great Britain, outside of London, Santiago-Chile).

As transport services in Paris, including the local authorities, have been implemented in France, there is almost no competition between the types of transport services and in this area. This is due to the fact that payment for services of the transport enterprise is made from two sources: travel and budget subsidies.

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Table 2: Implementation of urban passenger traffic regulation in foreign countries [4].

<table>
<thead>
<tr>
<th>Politics direction</th>
<th>Measures</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrying out transport services based on state-owned property</td>
<td>Organization of transportation services delivery based on predominance of state-owned property</td>
<td>Most European countries, USA, Russia and Uzbekistan</td>
</tr>
<tr>
<td>Tariff installation</td>
<td>Tariff carrier installs</td>
<td>Great Britain, outside of London</td>
</tr>
<tr>
<td></td>
<td>The tariff is set by the customer</td>
<td>Stockholm, Copenhagen, London</td>
</tr>
<tr>
<td>Based on the peculiarities of taxation</td>
<td>Urban tax assessment for urban passenger transport</td>
<td>France</td>
</tr>
<tr>
<td></td>
<td>Taxation of transport companies from local budgets for coverage of trotuar and parking lots</td>
<td>Greece</td>
</tr>
<tr>
<td></td>
<td>Preferential taxation of employees in public transport</td>
<td>United States</td>
</tr>
<tr>
<td></td>
<td>Taxation of commercial organizations, offices, buildings and structures within a radius of 800 meters from the territory under construction underground station</td>
<td>USA (Los Angeles), Canada, Italy, Spain</td>
</tr>
<tr>
<td></td>
<td>Direct financing of city passenger transport by stopping traffic near their commercial structures</td>
<td>Japan, Canada, Australia, USA, Germany and other countries</td>
</tr>
<tr>
<td>Consideration of budget financing features</td>
<td>Annual approval of Transport Department budget</td>
<td>USA, Russia, and Uzbekistan</td>
</tr>
<tr>
<td></td>
<td>Procurement of the proceeds from the federal funds</td>
<td>United States</td>
</tr>
<tr>
<td></td>
<td>Assistance by the State in the investment of urban passenger transport</td>
<td>Europe</td>
</tr>
<tr>
<td></td>
<td>Budget subsidy for urban passenger transport</td>
<td>Luxemburg, Rome, Berlin, Vienna, Helsinki, Stockholm, Lyon, Athens, Paris, Madrid, Lisbon, Copenhagen, Bern</td>
</tr>
<tr>
<td>Based on a changeable tariff policy</td>
<td>Tickets for a few hours, days, rides and groups</td>
<td>Europe, USA, Uzbekistan</td>
</tr>
<tr>
<td></td>
<td>Transfer system</td>
<td>United States</td>
</tr>
<tr>
<td></td>
<td>Pay off a large amount of fines for unnamed travel</td>
<td>USA, Europe</td>
</tr>
</tbody>
</table>

However, due to the fact that investment costs are included in the tariff, the carrier purchases the necessary equipment at its own expense and carries out transport services on a contractual basis. They are designed for a period of five years, with the exception of budget subsidies, imposing a fine or imposition of penalties for the performance or non-fulfillment of the terms of transport service.

The world experience shows that the administrative model of the transport system is characterized by both positive and negative aspects in the transition from limited competition and state control to neutral models. In particular, positive results can be attributed to the reduction of budget subsidies for each selected model of the city. For example, 80 percent of subsidies in London, 100 percent in other UK cities, and 30 percent in Copenhagen and Stockholm. Today, the highest rates of travel costs are available in Europe (over 80% in the UK and about 50% in Scandinavian countries). The negative aspect is, at the same time, the result of the Paris administrative model, which is 30%, which is one of the lowest indicators in Europe [15].

Organization of transport activities is based on the function of the local self-governing bodies around the world. Local authorities are responsible for providing transportation services to the population and are the customers of the trips. Also, in the practice of foreign countries, forms and mechanisms such as leasing, concessionnaire or creation of joint-stock companies are used, and busi-ness routes for them are established by means of competitive bidding. In general, the world experience shows that the four main forms of transportation activity can be distinguished: a) the institute of internal (utility) carriers, which has the right to provide public transportation services; b) on the basis of tender contracts servicing the route and c) the subjects of the route network management on the basis of tender contracts, and d) forms based on the harmonization of the terms of the free market contract.

One of the most common forms of traffic management in most European countries is the institution of internal carriers. They are communal property and occupy a leading position in the market, and the legal basis of these forms are taken into account in different directions.

The French Transport (Public Transport) Act is based on the principle of pre-emptive government initiatives and grants public service providers the exclusive right to provide passenger transport services. The government utilizes these services independently of the law of direct carriers, ie the individual transport management or public utility company. In this case, the order of execution of the contract shall be carried out on the basis of the exercise of authority by other transport service providers.

The German law on transport (public transport) is based on the principle of preference for market entitlement and provides the right of transport services to any carrier in the market of transport services. This right starts with the authorization procedure, covers all procedures within the system, and regulates the design of a defined transport service.

If we analyze the experience of the Russian state, it should be noted that transport services in the network of city routes are based on public-private partnerships through attraction of investments into the transport sector. In a modern interpretation, public and private partnerships are institutional and institutional associations between public and private businesses. Legally, this project has
a mutually beneficial rental agreement, which reflects a mixed contract, and incorporates leases, contracts, and service contracts. The contract is not a financial lease because it does not have the elements of the deal.

In general, the development of transport services in Uzbekistan using the experience of developed countries and increasing their effectiveness is important and requires a number of researches in the future.

III. Improving Public Administration in The Field of Passenger Transport in Uzbekistan

The first in the country in the field of road transport management was implemented in 1993. At that time, the Ministry of Transport of the Republic of Uzbekistan, inherited from the old “alliance regime”, was abolished and the “Uzavtotrans” State Stock Corporation (SAC) was established on the recommendation of many labor collectives operating at the time. The newly established SJSC “Uzavtotrans” started operating in Uzbekistan as a united and independent business entity, based on the principle of equity, state, joint-stock, collective, lease and other types of enterprises and organizations dealing with freight and passenger transportation in the country. One of the main tasks of its activity is to coordinate the activities of automobile transport associations, enterprises and organizations, which are widely used in the development of motor transport and property, based on the demand of the national economy and population for road transport services [1].

After that, in 1998, the Uzbek Agency for Automobile and River Transport was set up to improve management and strengthen control over road and river transport, develop competition in the market of motor transport services, as well as safety and environmental requirements. This public administration body was founded on the basis of the Republican Management Department “Uzavtolisatsiya” and independently separated from the structure of SJSC “Uzavtotrans”. Among the tasks assigned to the Agency are: licensing of business entities in the field of automobile and river transportation, licensing by the licensing agreement and compliance with other requirements in the field of automobile and river transport, regulatory and legal acts on organization and improvement of automobile and river transportation development of acts can be distinguished separately [2].

In order to deepen the processes of de-monopolization in the field of motor transport, to form market relations and to create a competitive environment in the market of transportation services, to improve the management system of automobile and river transport, the next reform was carried out in 2001. In particular, in 2001, the activities of the SJSC “Uzavtotrans” were liquidated and the territorial state joint-stock companies and associations, which were part of it, were transformed into regional carriers’ associations. These regional carrier associations were transferred under the auspices of the Council of Ministers of the Republic of Karakalpakstan, regional and Tashkent city. Also since 2001, the function of coordinating the activities of automobile transport control and automobile passenger transportation services was directly subordinated to the Council of Ministers of the Republic of Karakalpakstan, provinces and the city of Tashkent [3].

Although a number of positive results have been achieved as a result of the implemented reforms, the process of introducing market mechanisms in the system of public transport in public transport in Tashkent was slowed down by 2006. Various restrictions on the participation of private passengers in tender tenders and the provision of transport services to passengers have hampered the development of the transport services market.

Impossible of carrying out of purposeful work on reduction of the share of the state share in the charter fund of enterprises “Toshshaharylochjitrans” is directed on improvement of quality of service of bus parks, drivers and service personnel, timely and reliable movement on the directions, maintenance of moving content and reduction of the cost of passenger transportation, material interests and has been described as being incapable of increasing the responsibility [4].

Due to the abovementioned facts, the following companies have organized the Toshshahartranskhizmat Association for passenger traffic on the basis of JSC “Toshshaharyshchtsitrans” and the Center for coordination of all types of transport under the Mayor’s Office of Tashkent as a structural subdivision of the Tashkent city khokimiyat, “Department of licensing and coordination of movement of all types of passenger transport” and made proposals for a new round of investment. These proposals were thoroughly studied and approved. As a result, in 2006 the department of licensing and coordination of all types of passenger transport of Tashkent city khokimiyat was established. As a result of the Ministry’s activities, significant changes have been made in public transport in Tashkent city. Particularly, the growth of the number of bus routes in the network of Tashkent city passenger routes has resulted in the establishment of minibuses and buses, replacing Damas cars with passenger capacity, and arrangement of light cabs.

In our opinion, one of the most striking results of this reform is the introduction of modern automated dispatcher systems in management, monitoring and control of routes of land-based public transport, introduction of modern passenger-friendly payment system, passenger traffic flow analysis it can be assumed that the existing routes network is coordinated. It should be noted that until now only these results were achieved in Tashkent.

Regular reforms in the field of passenger transport management have been carried out in Tashkent region. In particular, the proposal was approved by the Cabinet of Ministers of the Republic of Uzbekistan. As a result, in 2007 the department of licensing and coordination of all types of passenger transport of the khokimiyat of Tashkent region was established [5]. It should be pointed out that this department is a structural subdivision of the Tashkent region, but it was organized experimentally. Among the main functions and tasks of the Department are coordinating the movement of all types of passenger traffic in the Tashkent region, regulating and optimizing the routes of routes, as well as carrying out the functions of the customer for passenger transportation with the right of licensing the activities of urban and urban passenger transportation, as well as passenger traffic in the cities of Tashkent and fulfillment of the organization of open tenders for the placement of long-distance transport routes jratib. Because the structural subdivisions of any other regional khokimiyats do not perform such functions or functions on their territory.

At the same time, in connection with the establishment of this Department, city transport control bodies were liquidated in Almalyk, Chirchik, Yangiyul, Bekabad and Angren regions of Tashkent region [6]. It should be noted that the urban passenger transport authorities, whose activity in the Tashkent region has been terminated, is based on the Law of the Republic of Uzbekistan “On urban passenger transport” of April 25, 1997, # 419-I of the Republic of Uzbekistan, On measures for preparation of the project on development of urban passenger transport within the framework of debts of the Development Bank “, dated August
17, 1998, № 350 “Urban Passenger Transport “ and tenders and conduct issues “and No. 513 of November 26, 1999” The concept of the development of urban passenger transport in the Republic of Uzbekistan “On the basis of the agreement. Also, an experiment in the area of passenger traffic management in the Tashkent region has been continuing over the last 7 years, and a government decree on the introduction of these reforms in other regions of the country or the end of the experiment was not adopted. In its turn, the issue of introducing appropriate amendments to the above-mentioned normative-legal acts is open. It should be noted that, as a result of the reforms carried out in the Tashkent region, in contrast to the city of Tashkent, all the results were not achieved. In particular, the major and priority tasks of introduction of an automated control system for passenger traffic management, including registration of remuneration of land passenger carriers and automation of control systems in urban passenger transport, have not been solved [5]. Until the implementation of the above-mentioned reforms in Tashkent region, as well as the failure of these reforms in the last seven years, as a result of continuing experimental reforms, the results of the reforms in Tashkent region have been assessed as positive. The results of public administration reform in passenger transport system of Uzbekistan. Today, thanks to the reforms implemented in the automobile transport system of the republic, a number of positive results have been achieved. One of the most prominent among them is that the non-state sector in the sphere of freight and passenger transport can be seen in the country. In particular, according to the official data of the Uzbek Agency for Automobile and River Transport, almost 100% of the volume of passenger carriageway falls on the share of non-state property. As a result of the large-scale involvement of the non-governmental sector in the sector, the dynamics of passenger traffic is also rising. This situation is evident in Diagram 1. In particular, in the Republic of Uzbekistan for 2000-2013 the volume of passenger carriage increased by 2 times and amounted to 6895.1 mln. the passenger. Despite the fact that there is a growth in the number of passenger traffic in our country, its annual growth rates have dropped dramatically. Particularly, this indicator has grown rapidly between 2000 and 2005, with a growth rate of 15.3 percent compared to the previous year. However, starting from 2009, this figure has dropped and has dropped to 4.3% in 2013. As a result of the processing of existing data in the MINITAB, 1 model has been created. According to him, the tendency of annual growth of passenger traffic in Uzbekistan will continue to decline in 2014-2016, which can be assumed to have a negative value [8]. In urban and suburban areas, the total volume of passenger traffic in the country is considerable. It is worth noting that the growth of passengers’ volume on these types of goods is mainly related to the expansion of the line of taxi routes. In particular, the growth of this indicator is due to the fact that the new route taxi routes are closed instead of bus routes, which are closed or temporarily suspended for certain reasons and are unable to resume operations. As of July 1, 2014, the total number of routes available in our country was 4324, of which 41.9 percent were bus routes and 58.1 percent in the number of routes. Also, when analyzing this indicator for the total number of city and suburban passenger routes, the average number of bus routes was 37.4% and the average number of bus routes was 62.6%. It is clear from these figures that the demand of the regular residents of cities and towns of the republic and the regular use of public transport is met by major taxi routes. [7]. This restricts access to social protection of the population, in particular, for passengers, at affordable prices, than public transport. In addition, the reduction of passenger buses leads to a significant increase in the number of minibuses and cars in the automobile roads. In particular, in 2001, Damascus passenger carriages with a capacity of 6 passengers in large cities such as Samarkand and Bukhara had 50 per cent of the market of passenger transportation services, and the rate of one passenger per passenger was 2 times higher than regular buses. This has resulted in a 50% increase in public transport by private vehicles [9]. By analyzing the dynamics of passenger carriage licensing in the Republic of Uzbekistan between 2005 and 2014, we can see that the share of cars in the total movement of cars is steadily rising. In particular, this indicator was 15701 in 2005, accounting for 47% of total licensed vehicles. In November 2014, this figure was 42,821 and amounted to 79 percent of total licenses. In addition, it can be seen that the change in the total number of licensed vehicles for the period 2005-2014 has changed in line with the number of licensed cars during that period. This suggests that the increase in the share of non-state motor vehicles in passenger carriages will increase the share of small-capacity vehicles in the country’s passenger fleet. The consistent growth of the share of passenger cars in the Republic of Uzbekistan and the share of total licensed cars in the Republic of Uzbekistan is the basis for assessing the share of buses and minibuses in the market of passenger transportation services to the population. It should be noted that the decline in passenger car traffic in Uzbekistan in comparison with the previous year is in line with the tendency of reduction of total number of buses and minibuses in the country. Also, the growth of passenger cars in the passenger transport market has led to a number of other socio-economic consequences. Particularly, the speed of passenger carriages exceeds the set limit, the number of accidents involving passengers, traffic accidents at high traffic frequencies and the increase in emissions of carbon dioxide emissions into the atmosphere. This is the case. IV. Conclusions Above all, we can say that the reforms in public administration in the field of passenger transportation in our country are being implemented in full compliance with the principles of the “Uzbek model” of development. In particular, from the first years of independence to the present day, the state has step-by-step and evolved reforms, taking the role of the chief reformer in conformity with the formation of market relations in our country. These institutional reforms are yielding its results. Particularly, it is possible to say that the industry has been removed from the state monopoly and the activity of economic entities with different forms of ownership on the basis of equality is the main outcome of the reforms. Because, the state monopoly of the industry has allowed to attract private investments in the central and remote regions of the country, to satisfy the demand of the population for passenger transport services and to renew the morally and technically outdated vehicles during transition to market relations. Entering the private sector into the sphere, in turn, has led to the reduction in service costs, the increase in incomes. It has also been demonstrated in practice that the highest efficiency in the management of passenger transportation activities in a particular city can be achieved by a local government authority...
in that city. In particular, the effective functioning of the “Department of licensing and coordination of movement of all types of passenger transport in Tashkent city”, which has the highest level of development of the urban passenger transport system in the country.

Today, based on the world’s best practices and reforms in the country, it is necessary to improve the management of urban passenger transport in our country. For this purpose, first of all public transport in all cities of the country should be fully covered by the relevant authorities. Therefore, it is expedient to conduct relevant work on all the regions of our country today and to organize the work of regional urban passenger transport authorities for particular or several cities as it may be necessary. Particular attention should be paid to the issues of financing the city passenger transport management and provision of qualified personnel.

It is also necessary to take measures to increase the share of bus routes in passenger transport, taking into account the ever increasing number of permanent population and urbanization. Timely implementation of these measures will help to improve social protection of the population, reduce human health and ecological damage, ensure traffic safety on the roads, and improve the quality of transport services provided to passengers.

Thus, by examining the best practices of the world, identifying ways to increase passenger traffic on the market of motor transport services is one of the priorities of our further research.

References


[6] Resolution of the khokim of Tashkent region № 248 of November 14, 2007 “On creation of Department of licensing and coordination of movement of all types of passenger transport of khokimiyat of Tashkent region”.


[8] The calculations were carried out by the author by building a nonlinear trend model using the Minitab program.


[10] Developed by the author on the information presented in the bulletin prepared by the Uzbek Agency for Automobile and River Transport for the years 2005-2014.


