THE EXPERIENCE ECONOMY IN THE SYSTEMS OF URBAN AND REGIONAL TRANSPORT - FROM A CHANGE OF LOCATION TO POSITIVE EMOTIONAL IMPRESSIONS DURING MOVEMENTS

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Resume

The achievements of the experience economy show that, when using services, not only their useful value is important, i.e., changing the location in the case of transport, but also related positive experiences and impressions are of increasingly great importance. Hence, the aim of the research was to assess and indicate the directions of application possibilities of the experience economy in the urban and regional transport. There were used methods of analysis of the current theoretical achievements of the experience economy and the social studies into the use of cars, as well as the methods of analogy, brainstorming, synthesis, and modelling. The personalization of services should be pursued, in the field of passenger information, travel planning, and tariff solutions, as well as solutions increasing the possibility of using the travel time for the professional matters, education, and entertainment.

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1 Introduction

The ensuring of sustainable development of the transport system is related to such a division of transport tasks in which the public transport will play an important role in movements, in particular in the intensively developed areas. However, even though the policy of car traffic limitation in cities has been pursued for many years, and that substantial public funds are spent to co-finance the provision of services and investments in the public transport, it does not always provide the expected results. For many years, the number of cars and the car traffic have been increasing in cities, and the urban, suburban, and regional public transport have been recording declines in the transport volumes, or in the share of the transport service of the city. The situations of growing volumes of movements by the public transport are usually related to the covering by the service of new areas, to a general increase in the population of a specific urbanised centre, or to the implementation of solutions forcing the limitation of private cars usage, e.g., through the enlargement of the city centre areas closed for traffic, or the implementation or expansion of the paid parking zones. Unfortunately, a trend is not universally observed, in which the services of the urban public transport, due to the users' attachment, and due to other features, would effectively compete with the movement by cars, leading thereby to a change in the division of transport tasks in favour of the public transport. The public transport services can offer everything, which could seem necessary: punctuality, modern vehicles, information, and competitive prices with respect to cars; they are also promoted in a standard way; however, this is now not something unusual, the punctual provision of services is already a standard. People expect something more, something additional, which will delight, will increase the attractiveness, will cause that people will start talking about these services, which will become fashionable and well perceived, and not, like it is in numerous cases, that the sole

encouragement to use these services will consist in the limitations or difficulties for cars, restricted traffic zones, the charges for entering the city centre, for parking, and others. The actions related to the traffic limitation, such as closing city centres for the traffic, charging for the entering, limitation of the number of parking places and the paid parking, may be positively assessed, however, they associate with the administrative compulsion, which is not willingly accepted. It is much better, when the travellers, of their own free will and without any enforcement, will change the way of travelling and to a larger extent will start using the public transport, and this means that special attention shall be paid to the whole of supporting actions and resulting in choices in the field of using the public transport.

The balancing of transport requires many actions [1], obviously the spatial development itself is very important [2], however, in the situation of competition with movements by cars it is necessary to ensure not only a transport offer and attractive prices of the public transport. It is necessary to direct the public transport towards the service users, not only by the adaptation to the needs and a high quality of the transport services, but also by facilitating and improving the attractiveness of the public transport use by passengers at all stages, starting from the route planning, tickets purchasing, waiting at the stops, and moving by a vehicle of the public transport. Positive experience and assessment related to the use of public transport can result from the very solutions on-board vehicles and at stops and stations, the use of applications related to the passenger information, the travel planning and payments for the services [3], the experience from contacts with the staff, including the drivers, with other passengers, and various solutions, not used so far, which allow to use the time of travelling for education, entertainment, or in another way preferred by the passenger.

2 The objective and research methods (methods and materials)

The objective of the research consists of the analysis and assessment of application possibilities of the experience economy in the urban and regional transport, so as to cause, in particular through various types of accompanying services, additional to the service of movement itself, an increase in the attractiveness of the services of urban and regional public transport, and hence the increase in the number of transported passengers. Specific suggestions for the urban and regional public transport will be formulated, directed towards the strengthening of the positive impressions and experiences of passengers, to encourage or strengthen their attachment and the habit of using this form of movements.

In the concept of experience economy, acquired by consumers, it is not that tangible objects or services are the goods, considering only their practical properties, while positive experiences, impressions, emotions, or feelings, accompanying the purchases or the use of services, play an increasingly great role, in certain cases a crucial role, at consumer decisions. In addition, they significantly affect the choices and purchasing decisions made, and this applies to the objects or services, original purpose of which was not related to the creation of positive experience. The purchasing process itself, the environment, in which it takes place, the service, the emotions and impressions can have a greater value for the buyer than the purchased object or service.

The experience and emotions obviously always accompanied people, this is nothing new; for example, it was related to the exchange of products on the markets, characteristic negotiations, bargaining or just arguing about the price, and later on the satisfaction and pleasure from the successful transactions. Already in the ancient times numerous experiences and emotions were provided by the theatre performances or various types of competitions and sport games, hence the events directed towards impressions. However, for many years the consumers were treated as individuals making rational choices, paying attention primarily to the practical values of the purchased objects or services, comparing the practical properties and the price paid for the good. The producers also focused on that in their offers, to meet such assessment criteria. However, for many of them this has turned out a road nowhere, which required cutting the costs, and thereby the funds for the development. The competition on the markets, and the growing consumer requirements and expectations, also resulted in many actions of the producers, intended to increase the sales, to cause the attachment to a given product, the feeling that it is indispensable and thereby to obtain a premium due to that, and in order to ensure the attachment to a specific company/brand there was a widespread influence on the emotions and sentiments. The experience economy plays an increasingly great role in the countries with a high level of socio-economic development; a part of researchers assume that it will be the next stage of socio-economic development after the agriculture, industry, and services, that the increasing demand for positive impressions and experiences will be maintained, not only in sectors directed towards their provision (tourism, sport events, cultural events, cinema, theatre, musical concerts, and others), but in those where attention was not paid to them so far, as well.

The conducted review of databases, indexing the scientific publications, allowed to state that the use of experience economy in the systems of urban and regional public transport was not a subject of studies in Poland, Slovakia, nor worldwide. There are papers on the very trend of experience economy, and on the possibilities of using it in the sectors oriented most generally at the provision of experiences, like the tourism, entertainment, and media. The application of

solutions, directed towards experiences in the shops of selected brands and in selected services, is also visible. The lack of research in the field of public transport limits the use of the subject literature only to the theoretical foundations of the experience economy itself, and to the identified premises, experiences, and emotions connected with the use of cars. In this case the studies were carried out by the sociologists. The paper uses the theoretical achievements of the experience economy, the results of studies conducted in sectors other than the urban transport, and the social studies into the use of cars, as well as the methods of analogy, brainstorming, synthesis, and modelling. The basic sources of information, used during the research, comprise scientific papers, books, articles, and reports related to the experience economy, as well as the behaviour and expectations of people using cars and the public transport.

3 The hitherto state of research

3.1 The experience economy - creation of positive experience as the direction to make tangible products and services more attractive

The emotional experiences and impressions during the purchases planning, the purchases themselves, and the later use of the purchased products or services, are not something new for the people. They were accompanying people already many years ago, for instance during exchanges made in the marketplaces. Obviously, with the division of work and smaller self-sufficiency of households, and the development of goods and money economy, the understanding of principles describing these processes was increasingly important. The science describes the processes of economic behaviour and making choices by the people, where the starting point was the classical economy and works of A. Smith and D. Ricardo, which assumed the rationality of people economic behaviour and the maximisation of achieved benefits at the possessed funds. Over time, it is visible that the principle of rational behaviour, adopted under the classical economy, is not always confirmed in the actual consumer behaviour, new trends originate in the research in the field of economy, providing a new look at the usefulness and the choices made. It is worth drawing attention here that already in the ancient Greece the doctrine of hedonism was functioning, which considered the pleasure as the only motif and goal of the human life.

In recent decades many publications have expressed the opinion that on competitive markets it is not enough to produce and deliver a useful product or service to succeed and gain a group of permanent and faithful customers. Positive experiences and related impressions become increasingly important during the purchase or service use, apart from the usefulness itself. They can differentiate the goods of various suppliers, and also be a factor decisive for purchasing. The impressions can occur both during the purchase planning itself, or the service use, e.g., during a visit to the shop or a place, where the service is being provided, and later on, when the purchased good is used. Persons involved in various scientific disciplines, both sciences related to the economy, management started to notice that, as well as those involved in the sociology, psychology, philosophy, or futurology.

The transformations in the society expectations are related to the economic growth, which occurred in many countries since the end of the World War II. The economic growth and the increase in income over time resulted in the reduction of poverty, privations, daily problems related to the survival; with time more and more social groups had a possibility of convenient and comfortable life, availability of many services, personal development, and the orientation to survive was replaced with a possibility of an attractive life, in which the universal accessibility of medical services, education, and various types of tangible goods and services is obvious. More and more free time adds to that, which is related not only to the growing labour productivity, and thereby possibilities of shortening the working time, but also with the fact that the time, which in the past was devoted to various household activities, has been reduced. The free time exists not only during holidays, or on weekends and official holidays, but on the working, days as well, [4-5].

The increased accessibility of tangible goods, and the satisfying of needs in that respect to a large extent in the situation of material well-being, caused actions both of their manufacturers and sellers, and the buyers themselves. The tangible goods were started to be related to various impressions, which were aimed at increasing their attractiveness; at the same time the consumers, being aware of that or not, started to look for positive experiences and impressions. Already in the 1950s the publications appeared, which drew attention to the emotional aspects of consumer experience/impression; following this way in the next years people were obviously encouraged to look in a broader way on the human behaviour, and to recognise the emotional aspects of decisions making [6-8]. According to Carbone and Haeckel, a product or service is always connected with the experience, which consists of certain impressions created by, e.g., meetings, or when the people consolidate the sensational information. Such impressions can be very subtle, even subliminal, or extremely obvious. They can occur by chance or on purpose, individual sections can exist, or altogether as some set. They can refer to the function of a product or service, the staff behaviour, the outfit of the interior, the smell, the cleanness and privacy of location, the legibility of print on the receipt, or a number of other elements [9]. These publications, and many others [10-11], have shown a direction, but also in a way have contributed to creation later of the concept of the experience economy by Pine and Gilmore.

The experiences and impressions, as an additional

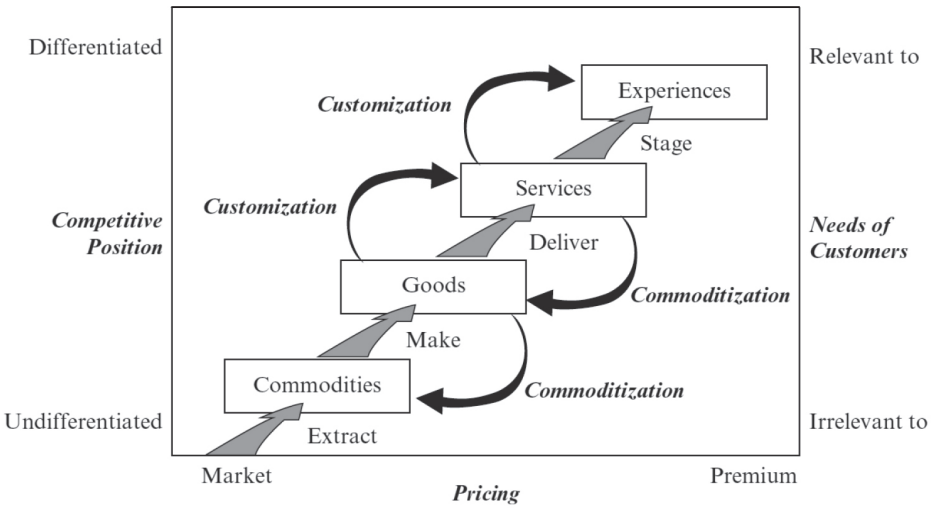

Figure 1 *The progression of Economic Value, [20]*

factor increasing the attractiveness of tangible products or services, or as a separate market offer, which gains an increasingly big share in the market in societies with a high level of socio-economic development, were presented by Pine and Gilmore [12-13]. Snell also made a big contribution [14]. The links between the experience economy and development of creative sectors and post-industrial cities are also perceived. Creative employees (creative class) are the employees, who seek innovative and novel solutions in various sectors, who creatively resolve problems, using for that the knowledge and certain unconventional approach. In that respect the scientific staff, intellectuals, IT specialists, architects, as well as artists, are most frequently mentioned. Creative employees tend to settle and work in cities, and the capability of cities to attract and retain the creative class employees will decide about their future economic growth [15-16]. The experience economy becomes a development policy of urban and regional authorities; it may be proved by the strategies, which promote the experience economy, and by the reports showing the economic influence and the growth potential offered by the experience economy [16].

Publications about entities delivering emotions create a trend in the theory of economy, but they also exist in strategies of entities, in particular in marketing; in general, the consumers are treated as rational persons, but at the same time operating under the influence of emotions and waiting for pleasant impressions. So, we can refer to the maximisation of usefulness, however, from a broader perspective, which considers positive impressions as well. The combination of those two areas of usefulness, resulting from the performance of the original function of the good or service (e.g., movement in transport) and of the emotional area, may be defined using a concept of experiential marketing [17]. It is also possible to find opinions, according to which in rich societies the possibility of satisfying an emotional need becomes the main objective; the linking of the labour productivity with the development, self-realisation, pleasure, and even with fun [18]. Referring to cars, it becomes obvious that they are purchased to symbolise the style of life, and to realise the dreams [18]. It is necessary to draw attention that if the experience is to ensure a significant usefulness, it should be personally perceived as significant, and it should contain elements of novelty, surprise, learning, and involvement [19].

Of course, it is also possible to meet opinions drawing attention to the fact that the better utilisation of resources should be the basis for action, including the rare resources and an increase in productivity, and not various additional functions or solutions, which create emotions and, in a way, hide the basic usefulness of a given good. It is difficult to deny them logic, however, numerous decisions are related to the human personality, emotions, pursuit of the adopted goals, and it is difficult to negate that. The reference to those opinions exceeds the framework of this paper; those are studies in the field of psychology, sociology and, in the context of economy, it is related to the regulatory activity of the public administration, and to determination of the scope of freedom in the business activities.

National economies of highly developed countries feature now a high share of the services sector, both in terms of the GDP growth, and the area of employment. The recent decades of the socio-economic development may be also looked at as a broadly understood third wave of Alvin Toffler, which is characterised by the growing role of information, knowledge, and skills. They are considered the wealth, which is not consumed in the processes of their use, providing a great potential for the productivity growth, and thereby further expectations and changes resulting from a greater amount of free time, and possibilities of having a pleasant and attractive life. Pine and Gilmore [20] have shown that the tangible goods and services, which provide positive experience,

and affect the buyers' emotions, will be playing an increasingly great role, which justifies the separation of another stage - the stage of socio-economic development of the experience economy (Figure 1).

They draw attention to the necessity, wherever possible, of products and services adaptation to individual customer needs, to distinguish the product, and to better satisfy the buyers needs and wishes. The customer experiences in this case are internal individual impressions, hence there is a need for personalisation and even creation of special offers for individual customers [20]. In addition, the authenticity is important here, understood as the compliance of the given product, conditions of selling, or provision of service with the buyers' imaginations, both of who they are, and to what values and assessments they aspire [20].

The experiences may be classified in different ways; the division from the point of view of participating in them is one of approaches; a passive one may be mentioned, hence we experience such, but we do not participate in its creation, as well as an active one, in which the interested person participates in its creation. A relationship or an environmental relation, which links customers with the event or performance, is the second dimension. The absorption is one of the spectrum's ends, the other is the immersion. As a result, this allows to divide the experience into four broad categories, i.e., entertainment, education, escape (escapism, distraction, active participation resulting in the detachment form the real world), and aesthetic [13]. The attention is drawn here to the fact that the categories are not separate; for example, the education and entertainment, depending on the participating person's involvement, may be at the same time a smaller or greater detachment from the reality, these can be aesthetic experiences as well. That depends not only on the event itself and its staging, but also on the consumer him/her-self, who can perceive and react differently. The experiences and emotional impressions exist more and more frequently as the offer itself on the market, and in combination with other tangible products or services. Pine II and Gilmore express a far-reaching opinion that the experiences or even a series of related experiences, which result one from another, can and should be treated by entities as a separate economic offer, which can generate additional revenues from the participation fees, and at the same time increase the sales of the basic product range [21-22]. In a way they distance themselves from the experience marketing itself, or usual marketing campaigns, stating that the method to reach customers consists in creating just a separate economic offer of attractive experiences, involving customers, and creating their unforgettable recollections. It is not necessary to limit to the physical domain, the virtual experiences may and should be used as well for example through diverse Internet portals. Referring to the public transport, such experiences may comprise a possibility of visiting historical facilities, e.g., an urban transport depot, where not only historical means of transport will be gathered, but also their equipment (e.g., mechanical ticket machines, validators), ticket patterns, staff uniforms, and many other exhibits, which will make visitors to travel in time. Another experience may consist in the participation in computer games, in which, for example, the environment and the visualisation correspond to the city, where we move, and the lines run in accordance with the current routes of the lines, and the challenge may be the virtual management of the public transport or even the urban transport, where the player takes decisions, e.g., in the field of the transport offer, ticket prices, and others. According to the Pine II and Gilmore suggestions, such an offer may be paid, and at the same time it will create experiences related to the use of public transport. It is necessary to add, at the same time, that the very measurement of experiences is a major problem, a big difficulty with it, or even the assessment of the overall experience. The range of experiences is large, starting from cognitive, emotional, physical, sensory, and social, which still requires the research. The knowledge and measurements are indispensable to explain, in particular in the situations, where the designed experiences are not attractive and exceptional [23].

3.2 Movements by cars in cities as a source of positive impressions, experiences, and emotions

From the point of users' view, the movements by cars have many advantages; the car, when commuting to work, in a way may be an extension of spending the time in a similar way as at home [24-26]. It is the driver or the car user who decides, whether (s)he will travel alone, or commute in a company of another person, e.g., a colleague, friend, person travelling in the same direction; it is like the apartment or house owners, who live there on their own, with the family, or invite friends. The travelling by car with another person can create certain bond, the feeling of closeness, common objectives, impressions, and emotions, which are pleasant for humans and necessary for them. The car segment (class), its additional equipment, also may be the analogy to the place of residence, its size, spaciousness, materials used for the interior outfit (e.g., leather armchairs) and its equipment. Finally, moving by car it is possible to take many actions, the same, which are made at home - to deliberate in loneliness, talk to the co-traveller (for example, a colleague, family member), talk on the phone, listen to music or to other contents [24]. The car, like the home, in a way insulates from the surroundings, physically by closing the doors (which is important, e.g., during movements at the night-time), as well as from the outside noise, protects against unpleasant temperature, heat or cold, rain, dust, and unpleasant smells [27], e.g., on hot days in the crowded means of public transport. It protects against taunts and

provocative looks of others, if any. The car is considered a method to create a mobile environmental bubble, to reduce unpleasant impressions, related to the city life [28-31]. Movements by passenger cars may increase safety during the pandemic, for example during Covid-19 many people have decided to switch to individual means of transport, such as bicycles or cars, to avoid the risk of infection in public transport. This trend has increased the interest in bicycles, electric scooters, and other alternative modes of transportation [32]. The car traffic is related to accidents, but it paradoxically increases the safety of the person moving by car, in a limited way (s)he moves on foot, does not wait at stops, less often crosses the street, does not use a two-wheeled vehicle, and at the same time cars are designed and manufactured with numerous systems of active and passive safety.

The car allows the driver to abandon the adopted social etiquette, observed when using other forms of travelling. When driving the car, the driver can talk aloud on the phone, sing, comment on the behaviour of others, shout, or even swear, not worrying about the opinions of other people [28, 33]. The solutions in the form of garages and car parks in residential houses, office blocks, or other places of work, which are opened and closed by remote controllers, enable moving by car without walking to it through the generally accessible and public zones [28, 34-35].

When moving by car, if it ensures a faster reaching of the destination, the time devoted to travelling is shortened, at the same time having a feeling of some extension of the stay at home or at work; by the reproduction of once static home [28, 36] or professional spaces [28, 37], it shortens the feeling of time spent on travelling, which a part of people equate with the lost time. It is also possible to encounter the argumentation, in which the possession of a car brings increasing expectations that it will enable getting to a larger number of places in a shorter and shorter time [26]. The cars expand the range of people's movements, hence a possibility of their activity. Many things, which people consider a social life, could not be obtained without the car's flexibility and access to it 24 hours a day [38]. The car enables better time management, flexible adaptation to the schedules of the day, related to the work and to various duties and activities. In fact, the purchase and use of a car in many cases means the acquisition and purchase of time. This obviously does not apply to big cities with the metro systems, which in intensively developed city centres offer very short travel times. Moreover, the additional functionality of cars in the form of a possibility of using the boot allows for, e.g., bigger single shopping and related time saving, and the transport of bigger objects (e.g., purchased in the building or furniture shops), which can also save time and improve the purchasing of a good, because it is not necessary to order a separate transport service.

A car gives a possibility of fast moving, nearly without the distance limitations, and also without any additional formalities. It is not necessary to learn the network of the urban public transport, tariff regulations, and to purchase a ticket; the car with the navigation practically ensures easy moving to the destination, without the knowledge of a given area topography. The car also gives a greater possibility of choosing the place of residence and the place of work, expands the spatial range of searching, it is also easier to realise the desire for living in green areas, to have a house with a garden, in silence, and not in the city hubbub, and at the same time to use the possibilities provided by the city, driving there if necessary. As a result, the choice of a place of residence in numerous cases takes into account the possibility of using a car, in suburban districts or areas with a low-rise development and small population; as a rule, there is no offer of the public transport, characterised by a high frequency of journeys and a short time of getting to the city centre [39].

The use of a car may be related to many positive impressions, resulting from the feeling of comfort, luxury, prestige, success, material status, realisation of dreams, independence, freedom, and simply power. This applies not only to the luxury and premium brands; the impressions are individual perceptions of the users, and the very value of the car, which realises the dreams, gives the feeling of comfort and independence, depends, inter alia, on the material status of the person. It should be added that the impressions are received not only by the car owners, but also by the environment, neighbours, friends, counterparts - sometimes the used car in a way may fail to meet the expectation related to the held position or to the profession. In addition, the feelings of admiration, satisfaction of someone's success can appear, as well as for example, of jealousy. The behaviour and situations are not rare, in which the change of a used car make into a newer and better one results not from the needs of the car user, but just from the opinions expressed by the environment, or the place of work; in entities making vehicles available to the managerial staff, it is a standard practice that the vehicle class depends on the ranking in the entity's positions hierarchy.

Such impressions frequently result from very grand and individualised additional equipment; this applies not only to the quality of seats and the internal upholstery, but also to such systems as navigation, multimedia stations, multi-zone air conditioning, heated and ventilated seats, and many various devices supporting the car driving, and thereby providing the feeling of comfort and safety. A paradox appears here; the car driving may be a great impression, where the driver has a limited contact with senses (the sight prevails), and also a limited social and environmental contact [27]. People refer to the lack of sensory involvement between the drivers and a broadly understood environment [40]. The car ensures total mobility, and minimum movements are required from the driver and passengers, people travel being fastened with a safety belt to the seat

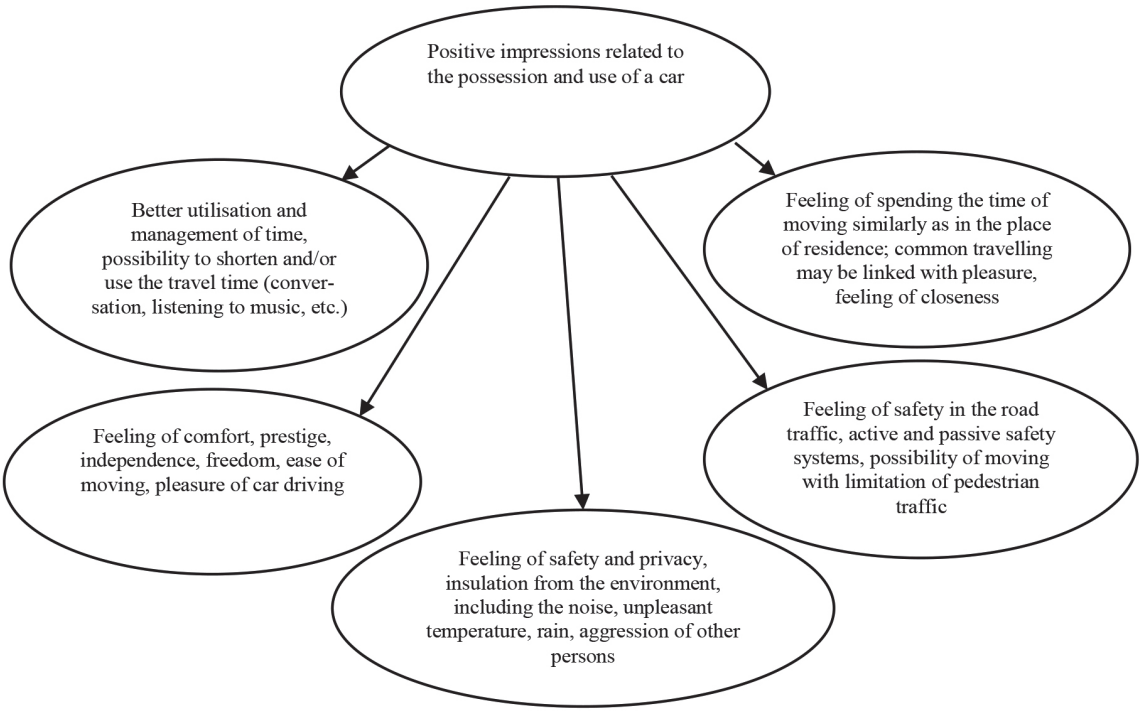

Figure 2 *Possible positive impressions related to the possession and use of a car*

[26-27]. There are definitely more such paradoxes now; on the one hand the criticism of cars, on the other hand it is common that bigger cars are purchased, with engines of higher power (frequently unnecessary in the context of the maximum speed limits) and high own weight, with the drive on more than one axle, or off-roads, which practically never leave the asphalt pavements. Figure 2 presents possible positive impressions related to the possession and use of a car.

The travelling, in particular in the field of the means of transport choice, is not only the issue of the duration, even though the time is very important. This is also the issue of friendliness and attractiveness of the conditions of travelling; the manufacturers of cars are aware of that, and the car interior equipment was substantially enhanced as compared to the solutions a few decades before, and the cars themselves and travelling by them in many cases is related to positive emotional impressions [41]. This does not apply to the public transport within such a scope; in this case the significant changes introduced in recent decades, important from the passenger point of view during travelling, include the low-floor vehicles and solutions related to the IT technologies - applications for travel planning, information, and purchasing of e-tickets. The decline in the bus occupancy has not caused significant changes in the number of seats; after all, their increased number, especially on lines with low occupancy, could improve the comfort of travelling by bus. The transport organisers assume that the low-floor vehicles, the real-time information, and the applications for travel planning and tickets purchasing are sufficient for passengers; however, competing with movements by private cars it is necessary to go further, to ensure positive impressions, the feeling of well spent time during the ride, and thereby to create a fashion for the use of the public transport.

There are many reasons to use cars; certainly, they are used to cover a distance, but this need in many cases may be also satisfied in another way. The end of the 19th century and the beginning of the 20th is the beginning of the automotive industry, manufacturing of cars on a large scale, related numerous innovations in technical and technological solutions, as well as in the field of management and organisation of the production and sales. A huge automotive industry originated, providing employment and affecting the implemented social and economic policy. The spatial planning of cities and the construction of transport infrastructure was related to that, cars allowed for daily commuting to work from longer distances, which enabled cities to develop spatially, the processes of urbanisation, and later on, also suburbanisation. Over the years, it created the organisation and style of life, and simply a mobility culture based on a car. Private cars are now, after a house or apartment, the second major expenditure of a household [33], where in part of situations even a greater weight is applied to the car.

The automotive industry is one of the main industrial sectors of the global economy, it is strongly linked with other sectors, e.g., of the steel, rubber, glass production, and with the crude oil consumption. Apart from that, the manufacture and use of cars is related to construction of the transport infrastructure, in particular roads and

car parks. Cars have also a significant impact on the environmental issues, especially CO_2, as well as on the land take [42]. Attention should also be drawn to many petty offences and crimes related to the possession and usage of cars; one can mention thefts (cars are frequently high-value objects, and their mobility makes them relatively easy objects of theft), speeding, drunken driving [43], and as a result accidents and related fatalities or injured persons, personal tragedies of many people, and social losses.

The usage of a car also means other inconveniences for the users. The travel time in certain cases may be longer than in the public transport, especially in the centres of cities, which have implemented systems to privilege vehicles of the public transport, and if the time necessary to find a parking place is added. In addition, because of frequent closing of strict city centres for traffic, it may be necessary to leave the car at some distance from the destination. The necessity to drive the vehicle may be another inconvenience, especially in the situations of a high traffic volume, and for drivers with poorer skills, it may mean additional stress, fear of collisions or accidents, and related procedures and responsibility. When driving a car on your own, the possibility of being involved in other activities is limited as well, which are possible in the means of public transport; one can mention the reading of press, books, or - what is now more and more frequent - of e-mails, social portals, and giving answers, and the autonomous vehicles in the urban traffic are still a pretty distant future. In addition, the problem with finding a parking place is against the usage of cars; it may require a lot of time, and is also related with the uncertainty, whether in an acceptable distance from the destination such a place may be found. The possession and usage of cars means also costs higher than in the case of using only the public transport [44-45]. Frequently, car users, when comparing the costs, compare the marginal costs of the car usage, i.e., the costs of fuel and parking charges related to a given travel, and do not consider the costs of purchase - depreciation of the value, insurance, services and repairs, and possibly a parking place, car park, or a garage for a vehicle.

4 Results and discussion - how to increase the competitiveness of the urban and regional public transport

4.1 Travel time utilisation and making it more attractive

Movements may be carried out individually, within individual households, then the demand for means of transport, fuel, service and repair activities, and parking services is made. The demand for transport services may also be satisfied by entities, which provide such services; these may be the services by taxies or by means of public transport. These two systems of individual transport and collective transport, differ from each other; the individual transport is substantially personalised to the user needs, and this personalisation starts already at the stage of purchasing or another form of vehicle's acquisition; the user makes a choice from among numerous brands and makes, and also different equipment versions. The use of a car considers only the needs of a specific user or users; this applies to the moment of starting the travel, route choice, decisions about breaks, if any. In the case of using a car there is no need to wait at a stop nor to stop at intermediate stops - this is quite important, because the time of waiting at a stop and at intermediate stops is particularly perceived as lost, and subjectively it flows slower, because during that time the traveller does not approach the destination. The planning of the transport offer itself in the public transport is based on macrosimulation models, which consider passenger flows generated in transport regions, and the direct connections and great frequencies, by nature, are created for the biggest of them. The considering of links and destinations of incidental travels is possible to a limited extent.

Despite the existing limitation of possibilities for individualisation of the public transport offer, this method of movement, apart from external benefits connected with the lower emissions, land take, and energy consumption, as well as higher safety calculated per one transported passenger, has, or can also have other benefits, from the persons using the public transport point of view. This is a possibility of using the travel time for other purposes, which, due to the car driving, is substantially limited in the case of a private car use. The issue of time becomes crucial with the economic development and higher peoples' income, this results from a higher value of time; in each unit of time, allocating it for work, the nominal and real income is higher than in the past in addition, there are numerous possibilities of spending the time, frequently in a very attractive way for the given person. Simplifying, one can assume that the time, which is not a travel for a given purpose, is usefully utilised in specific locations, like the work, sleep and rest, or various types of interests. It is necessary to assign a part of time to movements between locations; a large part of this time may be considered lost.

The criterion of time saving is considered at the assessment of benefits of the undertaken transport investments, starting from the roads, which enable faster movements, as well as various types of transport systems. However, in the case of transport in cities, the shortening of the travel time is substantially more difficult, and the intensive development of city areas, the increase in the number of persons staying in cities and of places of work, the increase in the traffic volume, and its calming at the same time, as well as the safety issues, will even be slowing the traffic down, which ultimately extends the time of moving, and hence of the

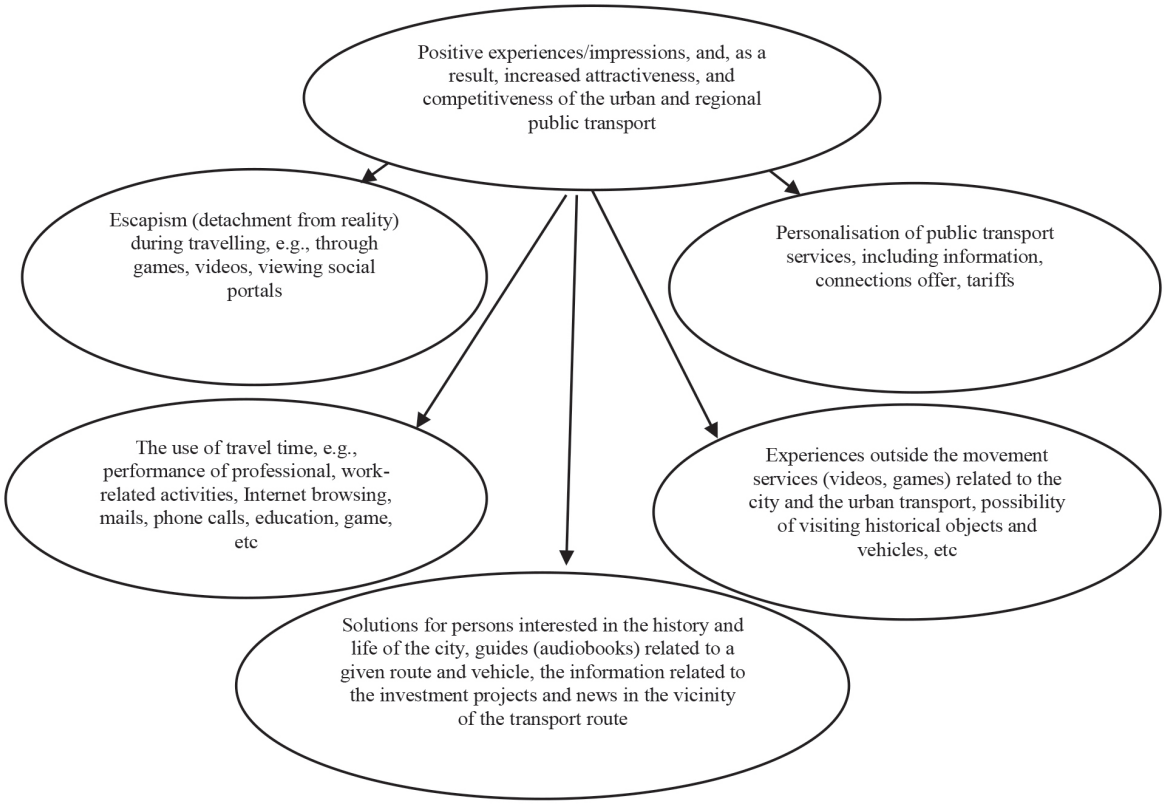

Figure 3 *Areas of activity and methods for obtaining positive impressions related to the urban and regional public transport*

travel. In the case of the public transport, during the travel, both at stops, stations, or in vehicles themselves, it is possible to perform selected actions, which allow for practical usage of this time. These may be the actions related to the work, education, maintenance of social relationships, rest, and relaxation; however, in part of the cases people get bored with the travel itself, have the feeling of lost time and a dragging on travel, and, as a result, additional tiredness. It is possible to use the time of travelling in the public transport for the reading of daily newspapers and books, or for thinking and mental preparation to work or other events of the day; such utilisation existed already many decades ago, practically from the begging of the public transport. However, the development and wireless accessibility to the Internet by means of mobile devices has significantly enhanced the possibilities of using the time, which can convert into a positive attitude to the public transport. Mobile devices with the Internet access provide very broad possibilities, phone calls, and on-line receiving and sending of e-mails or SMS-s, access to social portals, reading the contents of selected files, e-books, educational applications, e.g., learning of languages, various types of games, films, or music (headphones). For tourists or persons willing to learn something more about the history, interesting objects, and the current life of those areas of the city, through which a given line runs, information sets could be prepared (in several languages), which the passengers could listen to via headphones on the possessed mobile devices. All that allows to perform selected actions related to work, education, entertainment, or detaching from the feeling of losing the time for travelling and focusing on an interesting action. It also allows for a wide personalisation of services, including the information, the transport offer, and the tariffs. Vehicles can also display data about the means of transport, type of drive, and especially emission-free status. Figure 3 presents possible positive experience related to the public transport.

Obviously, the current and increasingly broad usage of mobile devices is the behaviour paving its way, more frequent in the young generation, which results from the fact that previously such possibilities did not exist, and this shaped the framework of behaviour, not only when travelling. There are no major difficulties in carrying out phone calls at stops or stations; in vehicles it depends on their size and occupancy, in the case of higher occupancy it is rather necessary to reduce to evasive and short replies to questions, to provide hints, without any excessive descriptions, not to disturb other passengers. The possibility of using the time for work to a large extent depends on the work nature. If someone runs his/her own business, holds managerial functions, employs people, it is possible to provide guidelines and instructions related to the selected aspects of work. Similarly, if the work requires reading selected

documents, this may be done in a means of transport. However, the studies show that not all the time will be used, and only a part of the travel time. The work may be equally productive, but we do not necessarily like the environment, or it is different from that to which we got used at work; the lack of access to certain materials, which are available only in the office, or the impossibility to contact the person, needed in a given case, may also be a problem. The performance of work-related actions is not possible for many types of work, most frequently of physical labour type, like the work on production lines, cleaning, security, building works, and others. Another approach to the travel time consists in getting involved with actions related to the education, interests, and entertainment, which results in the benefits in the form of positive impressions during those activities, and in the feeling of shortening - reducing the travel time. As a result, the travel time, and the travel itself by the public transport, is associated as less arduous, and even positively.

For the public transport users, the mobile devices created a possibility of widening the positive experiences and contributing to positive perception of the travel and reduction of the time loss feeling. One can mention information applications, available in the vehicles of the urban public transport, which are educational in nature (e.g., language learning, information from the indicated field), various types of games and competitions (games available in mobile applications, the next levels, so that their continuation would be possible only in the vehicles, during the next travels), listening to selected audio-books, videos in smartphones, meetings with interesting people. In addition, other possibilities to use the time when waiting for a vehicle and on-board vehicles of the public transport are to be considered, which, for example, is not possible when driving a car, and in this case, it may be the source of competitive advantage.

4.2 Personalisation of tariffs, passenger information and travel planning systems

The personalisation is a natural reaction of tangible goods manufacturers and service providers to the individuality and unrepeatability of individuals, and their pursuit of being noticed, separate, and standing out. At the same time, the personalisation allows for adaptation or increased functionality of a given good, facilitation in usage, and thereby, an increase in its attractiveness for the consumer, and his/her attachment to use the specific good. As a result, it translates into the financial results via the improvement in competitiveness, a significant number of loyal customers, and - if such a strategy is implemented - the acceptance of higher prices by the customers.

The personalisation may be implemented in various ways; that depends on the sector, as well as on the strategy of entities. The IT technologies are an important factor, which facilitated the personalisation itself and reduced its costs. They facilitated the gathering of information on customers, both this acquired automatically about the purchases or service usage, and on various features

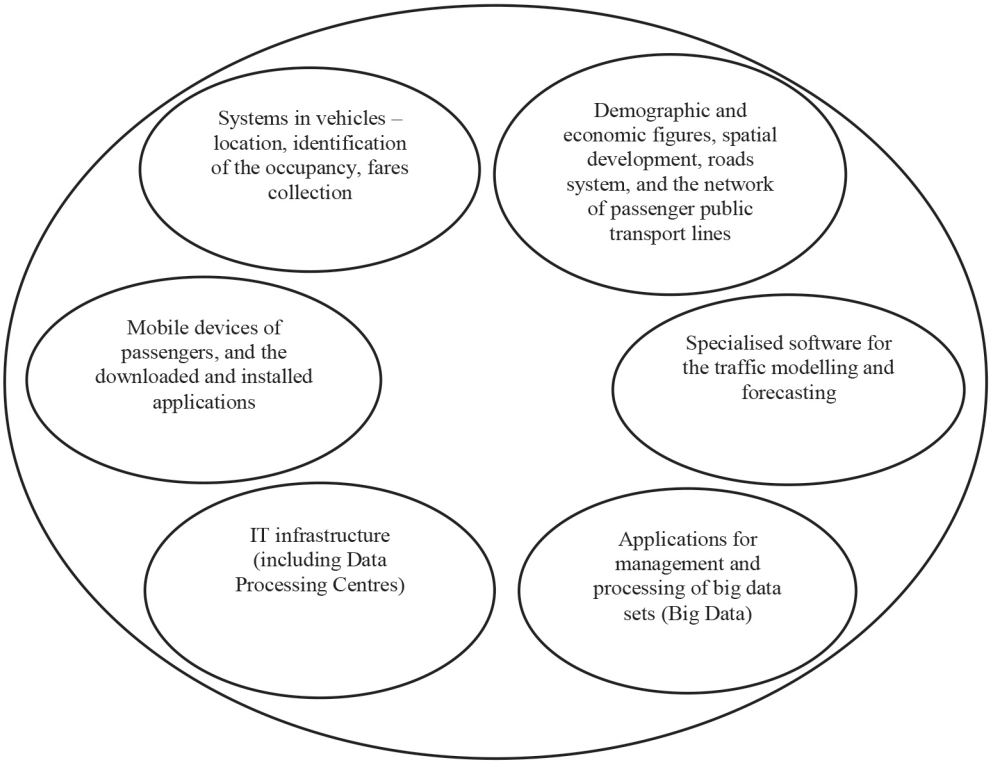

Figure 4 *Selected infrastructure and IT tools to create the personalisation of services, attractiveness and competitiveness of the urban public transport*

applicable to the given person, his/her expectations, and consumer preferences, introduced during the installation of dedicated applications, e.g., the loyalty ones, which allow to obtain information, facilitate the purchase of delivered goods or services, and also the making of payments. Applications installed on mobile devices became widespread, for the business entities it is a cheap solution; the device, installation, and payments for the Internet access are on the consumer side, and the entity ensures development, making the application available, and its updating. The applications are also a tool to build the identity and recognisability of a given entity, inter alia via the existence of the icon on the device desktop, reception of notifications, or using the application in connection with the service use. Figure 4 presents the selected infrastructure and IT tools to create the personalisation of services, attractiveness, and competitiveness of the urban public transport.

The universal nature of mobile devices (most frequently smartphones) and applications concerning various aspects of movements give a possibility of personalisation of the urban public transport services, despite that according to the assumption, this service, due to a high capacity of means of transport, is dedicated to the mass transport. The applications related to the urban public transport services are encountered now, which allow for the travel planning, including determination of possible routes and means of transport, which can be used, of the distance to be covered, travel time, and availability of means of transport - departure times. Moreover, the applications also allow for obtaining the information about the costs related to the movement; in various variants some of them also allow to practically make the payment, and in part of cases it is necessary to use another, application dedicated to that [3]. The applications also allow to obtain the current information on the operation of urban public transport vehicles or disturbances and difficulties in the traffic. The automatic location of a given smartphone (and thereby a potential passenger) means that it is only necessary to indicate the travel destination, and even that may be simplified by the possible saving of previous travels and selecting one of them, like it is the case in the navigation used in motor vehicles.

The personalisation of urban public transport services is possible through appropriate adaptation of the information, suggestions of the travel route, and the ticket price to the user's expectations, as well as to the policy of the service provider. It may allow to gain passengers, e.g., those who sporadically move in the given city (e.g., tourists, persons on business trips, visiting someone in the given district) and are not familiar with a frequently quite complex system of public transport lines and tariffs, which results in the choice of a taxi or an own car. In bigger cities, with a more developed network, it is also possible to create an offer of movement routes between the travel origin and destination, indicating for selection the fastest route, under the given conditions, or the cheapest one, and the route suggestion itself may also consider preferences of the means of transport and method of travelling, e.g., with a transfer, using the rail transport, or a direct movement by bus, or the lack of suggestions for the routes, on which vehicles are overcrowded and/or delayed. The information may also relate to the current occupancy of the means of transport, possibilities of transporting a bicycle, and many other parameters, which can be useful for passengers. The utilisation of mobile devices for tickets buying enables also the prices to be diversified, to the extent, which has not been used so far; for example, in the case of the first ride by the urban transport, the first purchase using a given mobile device, the application of a free or of reduced-price ticket, hence slightly differently than it has been applied so far, when the travel based on a single-ride ticket is much more expensive than based on season tickets. It is also possible to apply dynamic tariffs, charging the fare most favourable for the passenger, after the counting of the number of travels in a given period. There is possibility to implement solutions for disabled people as well, ensuring their accessibility and ease of using public transport, especially since the number of this social group is growing [46]. The personalisation may also comprise solutions in vehicles, for example, the temperature in the vehicle, as it is unfortunately the case, not necessarily must depend on the solutions and yield of the heating or air conditioning equipment. Like in private cars it was possible to create zones, it seems that also another principle may be applied that, for example, there will be three zones from the vehicle's front - warmer, intermediate, and cooler, and the travellers choosing the place in the vehicle will thereby be capable of choosing the preferred temperature.

In the urban transport, there is a relatively high variability of demand for services, depending on the hours, day of the week, as well as periods in the year [47]. In addition, various events of urban or local impact add to that in city districts, as sports and cultural events, markets, fairs, trade exchanges, and others. They are cyclical or sporadic in nature. Schedules of classes in secondary and higher schools have a major influence, as well. Days free of learning, before and after holiday periods, inter-semester breaks, examination sessions, or secondary school-leaving examinations, cause major changes in the number of passengers, using a specific transport line, even in the group of working days, or Saturdays or holidays. The number of passengers using the urban public transport is affected by a season of the year as well; in the wintertime the walking and the use of single-track vehicles is usually reduced, and, in the case of very unfavourable road conditions, the usage of private cars; the number of people using the public transport increases then, like in the case of rainy days. In this context, it is widely proposed to designate routes and create vehicle circulations based on multi-criteria analysis methods [48], as well as those used so far in the

case of optimization of cargo and shipment flows in cities [49], in which the transport routes, in the normal course of events, change frequently.

5 Conclusions

The theoretical achievements of the experience economy show that in societies with a higher degree of socio-economic development, increasingly great attention is paid not to the basic usefulness of a given tangible good or service, but to the positive and attractive impressions accompanying both before, during and also after the service use. The experiencing of impressions is an individual matter to a large degree; hence the personalisation is important, adjusting products or services to individual customer expectations. Referring that to the movements of urban, suburban, and regional range, apart from the covering of space and location change, which is related to a specified benefit, the impressions and feelings, related to the travel, are of considerable importance, as well. The offering of various additional services in the urban public transport, which provide a feeling of a better used travel time, education, knowledge enhancement, and attractive impressions, may lead to improvement in the public transport competitiveness in relation to private cars, and thereby an increase in the transport volume.

Cars, despite the mass production, since they are used only by the driver, or possibly a small number of passengers, ensure the personalisation of travelling. In recent decades cars experienced significant changes to adapt them to the buyers' expectations and to provide them emotions of driving. The multitude of makes, possibility of personalising the colour and interior materials, and the equipment itself, navigations, multimedia stations, multi-zone air conditioning, equipment for phone calls, increasingly great power generated by the engines, systems facilitating the driving and increasing the safety, all of that ensure not only a possibility of moving itself, but also a good mood, and increases the attractiveness of travelling.

Against a background of changes introduced in cars, those in the vehicles of public transport, aimed at improving the comfort and making the travel more attractive, cannot be considered significant. Obviously, major facilitations include the introduction of low-floor vehicles, passenger information systems, and utilisation of applications installed on mobile devices, which facilitate and allow for the travel planning, or its purchase and payment for it. The available IT technologies, the ease of automatic location, the possibility of wireless data transmission, and the widespread possession and use of smartphones, provide great possibilities of using these tools to increase the effectiveness in the processes of urban transport management, as well as to introduce many services and solutions, which provide a feeling of attractive, pleasant, and useful spending the time.

The public transport may provide, different from cars, possibilities of using the travel time. The development of IT technologies and related more and more universal possession and usage of mobile devices with the Internet connection, have incredibly expanded the possibility of using the travel time. That may be used for the purposes related to the professional work, but also for entertainment, education, and learning. Mobile devices can also personalise the use of public transport and adapt to the individual needs. Various persons, travelling by the means of public transport, can watch videos on the screens of their devices or play games, and using the headphones listen to various contents, in accordance with their wish. Mobile devices also enable personalisation, depending on the needs for the passenger information and the applied tariffs; various promotional campaigns may also be personalised.

A substantial part of the paper deals with attractive experiences and feelings of car users. This results from the objective adopted in the research, in which an assessment was made of a possibility of introducing at least a part of them in the urban and regional public transport, hence that should not be equated with the intention to support this form of travelling. A car is a competitive method of travelling for the urban public transport, therefore pursuing the increased share of travels by the public transport it is necessary to understand the foundations of choices of persons, who buy and use cars. Cars may be obviously linked to numerous negative events, which the owner or the driver can encounter, like vehicle's theft or damage, an accident or road collision, costly and/or long-lasting repairs, getting stuck in major road jams, stress, fears, significant risks during moving in difficult conditions on roads, snow, icing, and fog. The purchase and usage of a car means a significant expenditure, frequently higher than in the case of public transport services. However, the equipment and the very possession and usage of cars ensure positive impressions, which is proved by their widespread presence almost worldwide, hence one of actions (apart from others), aimed at increasing the volume of the public transport, should be the ensuring of attractive impressions, better use of the travel time and the personalisation of services.

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Conflicts of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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