

SOCIAL MARKETING AND PROMOTION OF PUBLIC TRANSPORT SERVICES IN FUNCTION OF SUSTAINABLE DEVELOPMENT

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The primary objective of this paper is to explore promotion of public transport. The private car currently dominates travel in large metropolitan areas and its use is on the increase, in spite of the fact that public opinion is generally in favour of the development of public transport and political statements which reflect this opinion. Furthermore, the available projections and an analysis of the potential effect of conventional policies indicate that although such policies are able to exert some control, it is limited. Transport scenarios have been designed to incorporate a progressive improvement in public transport supply in the following respects: increase in speeds on the roads, increase in public service, creation of exclusive public transport lanes, reserving radial roads for public transport, extension and reorganisation of bus routes in response to this.

Ministry of transport and communication has an important responsibility to coordinate, develop and implement the Government's policy for developing an effective, efficient and fully integrated transport system in Macedonia. There is a strong emphasis on public transport planning and a commitment to help improve the State's social, environmental and economic success through balanced and practical transport strategies.

Key words: social marketing, promotion, public transport, congestion, sustainable development

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