

Study on Security, Perception and Knowledge getting need Consumer Protection Rail Services

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Abstract

Protecting rail passengers rights is a topic of great interest since the market economy, by its mechanisms and principles promoted, may be associated with the notion of fairness. In relation to consumer's needs, the concept of fairness is considered providing ample opportunities for information, buying and affordable choice of products and services of adequate quality requested price. The number of passengers has decreased considerably since 1990 and as a result rail transportation is likely to enter into a vicious circle due to the fact that the low number of passengers will damage its financial position, limiting the ability to invest in improving services thereby causing service quality and passenger numbers continuing decline. In this paper we highlight problems identified as a result of a study conducted in North Station between 27.01.2013 -02.02.2013, in collaboration with the National Rail Passengers. Given that one of consumers' fundamental rights is to be informed and educated, we believe that the innovations brought by our research can contribute to strengthening the rail passengers rights and creating a realistic perception by a better understanding of the consumer rail service concepts.

Keywords: Consumer Protection, Railway, Problem Identification, Travel

Introduction

Consumer rights and interests protection is a permanent problem in actuality. Authorities continuing concern proves, on one hand, the need to improve legislation in the field and on the other, the establishment of bodies to have this effect, delegated specific authority. Current study objectives are to identify consumers on rail opinions and attitudes and their reasons to choose between rail and other transport services.

Many studies and reports indicate economic and social rail passenger services as beneficial citizens. Consequently, disabled persons and persons with low capacity of mobility due to disability, age or any other factor, could benefit from rail access comparable to other citizens. We subscribe to the view that disabled persons and persons with low capacity of mobility are equally entitled to freedom of movement, freedom of choice and non-discrimination. Among other things, it is recommended given to the provision of information to disabled persons and persons with low capacity of mobility on the accessibility of rail services, access conditions of rolling stock and equipment on board. To provide passengers

with sensory impairments best information on delays would be required by/through means of adequate visual and auditory systems. Beyond the considerable investment that the first step would be to provide people with disabilities and people with low capacity of mobility the opportunity to purchase tickets on board trains without extra charges¹.

Research Objectives and Its Relevance

This study focuses on the national operator of passenger rail that operates national and European market. Legal regulations and standards on quality and safety and rail services in conjunction with marketing and sociology elements could change consumer preferences among transport services worldwide. The case study examines national operator of passenger rail and highlights the complexity of internal systems assurance and certification of quality and safety of its own services .

The main objectives of market research on the train were:

- ✓ Measuring customer satisfaction to the main services offered on trains;
- ✓ Use measurement data of the main attributes of the journey;
- ✓ Identify fare elasticity : the availability of passengers to pay more for additional services;
- ✓ Knowledge of customer needs and desires of the national operator of rail passenger;
- ✓ Knowledge of the social status of passengers on Romanian railways and behavioral profile of travelers (age, education, profession, reason and frequency of travel, who pays and so on .

Market research carried out has allowed for the following analyzes:

- ✓ Perception of service quality measurement : the satisfaction on the journey to security attacks, thefts and recalcitrant people:
- ✓ Level of security offered by train to the risk of accidents, cleaning, operation and equipment of toilets, air conditioning / heating wagons, comfort and appearance train information on services, employment of train punctuality and other data travel in general;
- ✓ Main measurement attributes of the journey: how important are these elements of the journey;
- ✓ Measurement of customer satisfaction and the main attributes of the trip will allow the operator to obtain the necessary sectoral analyzes national rail passenger for each product and determine the strengths and weaknesses of each product by rail.

Sectoral analysis allows strategic positioning of brands and actions necessary for their value :

- ✓ Communication : important elements and high satisfaction from customers;
- ✓ Investment : Important strong elements and low level of customer satisfaction .
- ✓ Maintenance : elements with low importance and high level of customer satisfaction .
- ✓ Control: elements with low importance and low customer satisfaction .

¹ REGULATION (EC) NO . 1371/2007 OF THE EUROPEAN PARLIAMENT COUNCIL of 23 October 2007 on the rights and obligations of rail passengers

Knowing the needs and profile of demographic, social and behavioral clients as well as their willingness to spend can achieve a segmentation of travelers through factor analysis to highlight certain groups of travelers. Each group is composed of travelers with similar social and behavioral profile (reason for traveling, trip frequency) taking into account the means of transport used to reach the starting point, the reason of choosing train similar needs and similar availability payment, allowing identification of actions marketing and loyalty programs.

Market research (primary and secondary research to form a comprehensive understanding of the current position of competitiveness, including both qualitative market research that takes the form of target groups and quantitative studies using both of those, and those who do not use rail). The company's experience in the study could lead to a complex mechanism to adapt to consumer demands, due on the one hand and management on the other governmental and intergovernmental task in developing specific legislation.

The mission of the national operator of passenger rail can be difficult due to extensive work they perform in various geographical areas, under many legal systems. Often, consumers can address some very different with the same services, due to common needs identified, but there are services specifically developed and adapted for certain specific markets. An alternative between the two extreme situations can be a global service adaptation to local needs, by modifying or adjusting the formula to satisfy specific needs.

In the last two decades, where public transport passenger market in Romania was taken by the increasing use of private cars. Car ownership has increased rapidly since 1990. Car journeys increased by around 60 % between 1990 and 2004. The number of trips by car owners grows faster than the number of machines.

The number of passengers has decreased considerably since 1990 and as a result of this national operator of passenger rail is likely to enter into a vicious circle because the low number of passengers will damage the financial position of the railways, limiting the ability to invest in improving services thereby causing service quality and passenger numbers continuing to decline.

Passenger demand, whether measured in terms of absolute number of passengers either in terms of the number of passenger-kilometers relationship fell by more than 50 % since 1990. Demand has stagnated in 2002-2004, increasing from year to year around 5 % in 2004, before falling back in 2005. While a recovery is expected in 2015, demand is still below the levels of 2004.

Description of Methodology

This study was conducted on board trains on a representative sample of all trains available to customers in three categories :

- a) The main traffic links ;
- b) The main stations ;
- c) Trains on the main relationship, the type of train (IC, Interregio, Regio) and by type of service (grade - I was and Class - II) ;

Samples the trains take control of other important variables : timetable slots .

The size of a sample in terms of number of passengers interviewed, to be representative of the national railway operator customers passenger train type. The objective was to obtain a 500 interviews available allowing relevant results statistically :

- ✓ The total sample of 500 valid interviews : the error rate + / - 1.8 % .
- ✓ Samples per type of train 300 valid interviews : the error rate + / - 3.7 %

- ✓ Market research was conducted through a questionnaire completed by personal interview .

The market provides the following results:

- ✓ Measuring perceptions of the quality of transport services for all trains national operator of passenger rail on the type of train (IC, Interregio and Regio) and the type of service (I and II Class);
- ✓ Measuring perceptions of the quality of transport services, by type of customer, depending on their social profile, demographic and behavioral (gender, age, education, profession, reason and frequency of trips, who pays. etc).
- ✓ Measurement importance of transport services for all national railway operator trains passenger train type (IC, Interregio and Regio) and the type of service (I and II Class);
- ✓ Measurement of price elasticity : the availability of passengers to pay for new services or improve current service : analyzes are possible for passengers in general and per product and class;
- ✓ Knowledge of the needs of travelers regarding their expectations on transport services;
- ✓ Considerations purchase tickets (repetitive) and passenger loyalty ;
- ✓ The reason for choosing the mode of transport for passengers in general, the type of train and class;
- ✓ Identify travelers .

Passenger Market In Romania

Public transport market in Romania registered a total of 315 million trips in 2004. Of the 216.5 million trips , or approximately 70% were made by bus (buses and mini - buses) and about 99 million or 30% of total trips were made by rail. Transportation modes based on bus and rail have been long-term decline since the 1990s. Development trends in passenger transport in Romania since 1990 are shown in Figures 1 and 2 .

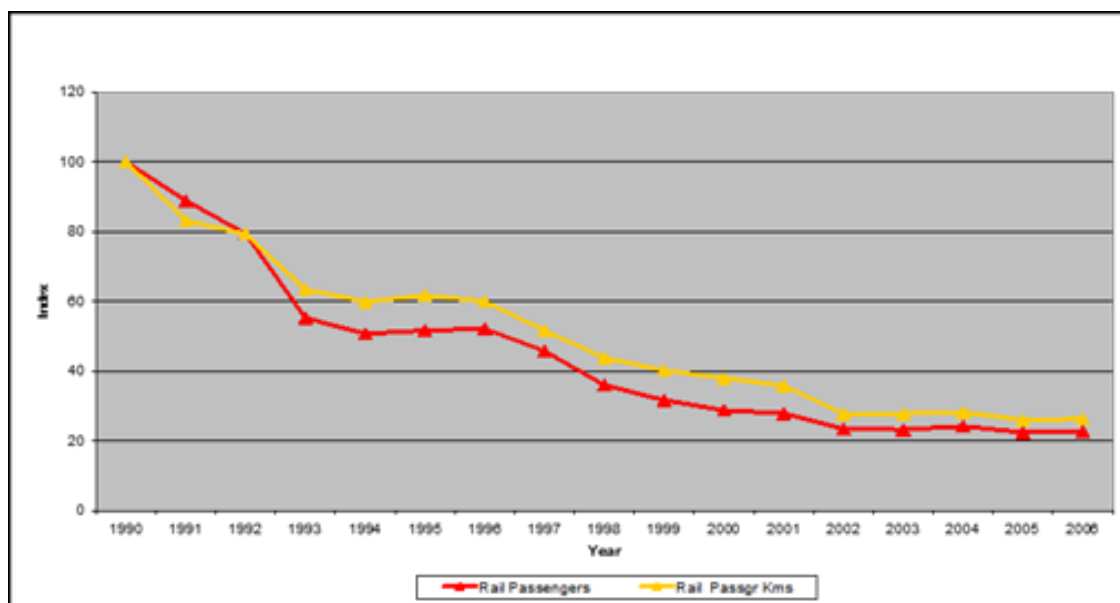


Figure 1 - Index of rail use in Romania

Development of passenger transport performance (in passenger-kilometers) varies from country to country, and different models are applicable in the EU in the period considered. Although quarterly performance in the EU transport was higher in 2008 than in 2007, great contrasts occur when focusing on the development at the country level. Focusing on growth in 2006-2007 and 2007-2008, Hungary and Greece, each recorded the largest decrease among the Member States for three of the eight quarters considered

Transportul de pasageri, pe moduri de transport						
Passengers transport, by mode of transport						
	2006	2007	2008	2009	2010	2011
Transportul interurban și internațional de pasageri (mii pasageri)						
<i>Passenger intercity and international transport (thou passengers)</i>						
Transport feroviar	94441	88264	78252	70332	64272	61001
Transport rutier ¹⁾	228009	231077	296953	282311	244944	242516
Transport pe căi navigabile interioare	190	211	194	181	84	125
Transport aerian	5497	7831	9077	9093	10128	10783
Transport maritim ²⁾	-	12	38	13	23	27
Parcurea pasagerilor / Passenger transport performance						
Transportul interurban și internațional de pasageri (milioane pasageri-km)						
<i>Passenger intercity and international transport (million passengers-km)</i>						
Transport feroviar	8093	7476	6958	6128	5438	5073
Transport rutier ¹⁾	11735	12156	20194	17108	15812	15529
Transport pe căi navigabile interioare	13	23	21	20	15	18

SOURCE: National Institute of Statistics

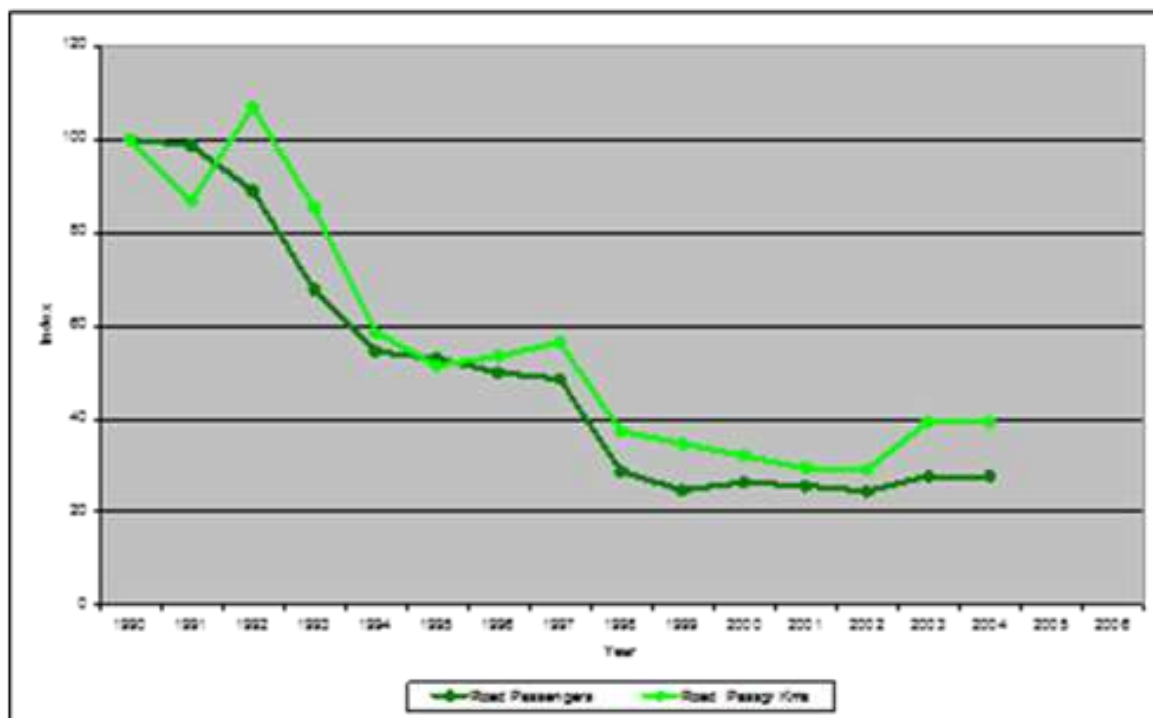
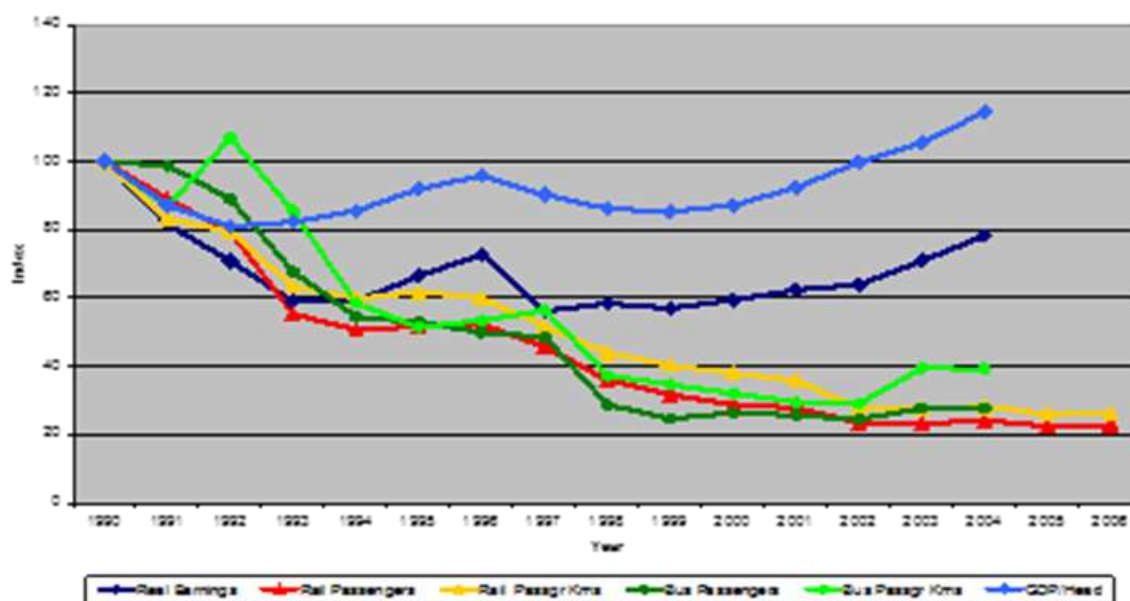


Figure 2 - Index of bus use in Romania

Rail passengers decreased numerically from 407.9 million in 1990 to 93.2 million in 2006. Travel in bus fell from 780.7 million in 1990 to 216.5 in 2004. Significant long-term decline in the patronage throughout 1990 has now stabilized so rail registered slight increases since 2006, and the road based on the 2003 bus. The market share of public transport between bus and rail has remained relatively constant since 1990. In 1990 34% of journeys made by public transport were made by rail and 64% by bus. Since 2004, 31% of public transport journeys were made by rail and 69% by bus. In the same period the number of holders of private cars has increased significantly.



Source: Eurostat

Figure 4 - Use of public transport and economic trends

It is estimated that the rail routes with the highest population density will provide better rail services. The combination of population density economic development may be relevant and important. For example, Route 700 (the city of Galați) has the highest population density but relatively low rail services to / from Bucharest since serving a predominantly agricultural area. Route 800 (the Constanța) has one of the lowest population densities, but traffic flow is the main national railway operator travelers due to high traffic during the summer holidays and the economic center and is the main port of the country. Routes 500 (to Suceava and 600 (to Iași) has a large number of cities and is characterized by significant local traffic flows over and through their final destination traffic type .

The single most important flow both in terms of revenue and passenger journeys is Bucharest-Constanța . Business and competitive position of the national operator of passenger rail route is now threatened. In short, this is caused by the impact of maintenance works associated with the rehabilitation and improvement of roads, widening the travel duration and the impact on confidence in the services provided and their punctuality. In the medium term extending between the Danube and Constanța motorway to improve road travel duration and affect the competitive position of the railway. Also, long-term changes in travel habits might undermine national status as a leading tourist destination Constanța population.

Feeds and Bucharest- Constanța , Bucharest- Timișoara and Bucharest- Cluj Napoca where rail is in strong competition with road and where the revenue per passenger km is in the best income earned would be subject to a process of improvement. Possible actions that could be undertaken include restricting subsidized travel tickets at peak times and changes in the product, increasing the tariffs parallel. The core product is sold to customers traveling between two points.

In addition, there are benefits as well as the frequency and duration of travel , secondary features such as on-train environment, customer service (including serviceable

staff), station facilities and the ease of reaching the station (including both physical access and facilities purchase tickets) .

Public service contract between the operator of the national rail passenger and MT stipulates minimum quality standards for services Interregio and Regio. These include the minimum commercial speed, availability and quality of accommodation facilities catering to passengers.

We found significant differences in quality standards between Intercity and other types of trains. However, the difference between Intercity services and Interregio seem to be less important and relates primarily to commercial speed . These are relative only specifications for quality used national railway operator and passenger on the train covers environmental quality.

Intercity services are limited stop service linking the main centers and the rest of the country. Currently, intercity trains depart daily from Bucharest North and returns approximately equal numbers. In addition, a small number of services linking regional centers are classified as Intercity. Intercity services were introduced in 2000/2001 with the idea that will enable competitive travel times at regular intervals between key destinations. Services are only limited stops. By default, Intercity services present facilities such as air conditioning, newspapers, music and book guaranteed board seats. Wagons drawn up trains locomotives were refurbished and quality standards offered by current assets are usually high.

Most trains on the network are classified as "Regio". These are local trains that stop at all stations. The number and frequency of stops at stations with worst stage of rolling stock, lead to the conclusion that all but the most short trips are generally slow. The rolling stock is old and generally rudimentary in terms of quality. This product is of poor quality as a whole .

For rural and less populated routes, the strategy is to make round trips in the morning and at noon. When there is demand, it is possible to operate a third night train workers returning from work in the evening. On these routes, the social role of the track can be important, facilitating people's access to education and jobs.

Train journey times are usually large and limited topography and infrastructure quality. For comparison, the average travel times High Speed Intercity routes linking main cities in northern Britain divert main east coast line is around 133 km / hour.

Average speed regional service (fast) TransPennine Express , which connects the main towns in the north of England is around 75-80 km / hour.

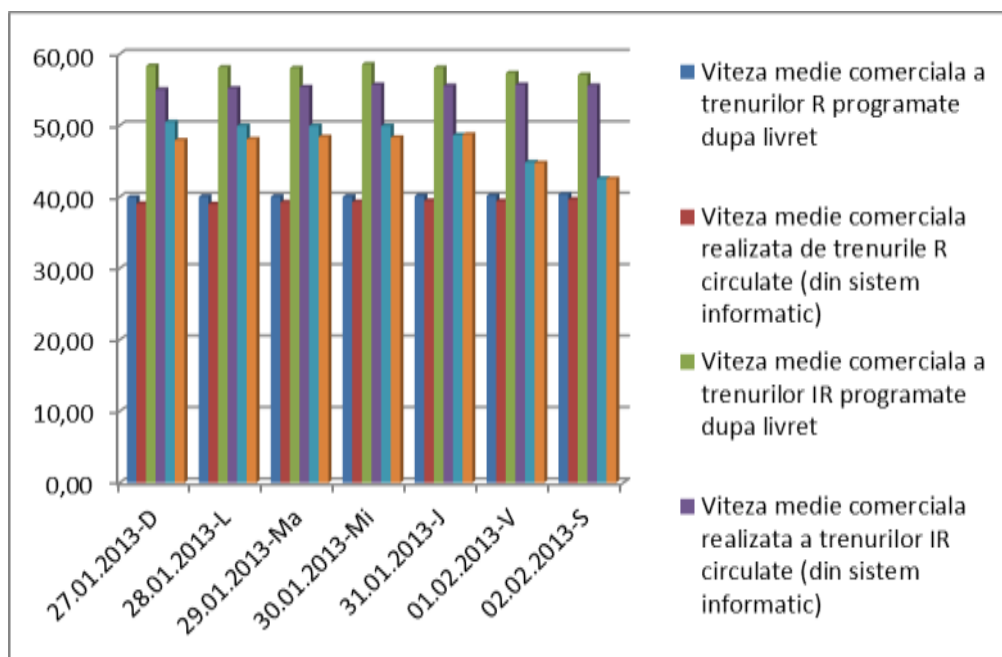


Figure 5 - Graph comparing average commercial speed of trains IC, IR, R scheduled and conducted between 27.01.2013 - 02.02.2013 (source: own research)

Customer Profile

To substantiate the case study was carried out by the authors primary market research large scale during 6 months. It included:

- ✓ Six focus groups covering a range of age groups and geographic locations ;
- ✓ Surveys on the train (trains per day) ;
- ✓ Survey the sleeping car users ;
- ✓ Survey on users of buses ;
- ✓ Survey on users of private cars .

We used the results of this research for profiling customers who currently use the services of the national operator of rail passenger.

Intercity

Most customers use services relatively rare, 56 % of passengers using the service less than 2-3 times per month. However, 25% of customers use the service 2-3 times per month, suggesting the existence of a strong group of users regularly make the same trip. Intercity services have the highest proportion of business travelers, 20 % of users. Intercity 72 % of users had an alternative means to make the trip. Competition for these services is its dominant 61 % of users saying it could travel by car, be led by them, be led by someone else. Car ownership levels are relatively high among users, 63 % of users having a car available in the household. Nearly a third of Intercity service users who participated in the survey chose to travel by train than by car. Intercity passengers are generally intolerant of the idea of changing trains, 40 % of them stating that they travel with other forms of transport if they have to change trains.

b) Interregio

For customers who use this service 7% of service users Interregio use daily services and other 9% of users traveling several times a week. This is reflected in the profile of the travel purpose where 18 % of users traveling to and from work. 53 % of users have made the trip more than 2-3 times per year and 22 % of users used the service 2-3 times per month. Interregio services have the highest proportion of trips made in order to visit friends or relatives, 35 % of users saying this purpose that target their journey.

c) Regio

Regio train users indicate high levels of frequency, 26 % of users traveling daily. Other 19 % traveling several times a week and 12% once a week. Travelling to work is 22 % of all journeys made Regio trains while traveling to / from school is another 19 % of trips made. Regio trains play an important role in the development of both economy by transporting workers to jobs, and by providing access to education. 68 % of travelers Regio trains could travel with an alternative and here most would use the bus if the train would not be available for making their journey.

d) Subsidized trips

Just less than half of the users interviewed traveling with subsidized tickets, of which 22% were employees of companies under the Ministry of Transport. The lowest rate was recorded subsidized travel among users and most Intercity services among service users Interregio. This was predictable, given the structure supplements payable for higher quality services and restrictions on the use of subsidized travel. Traveling students are the dominant form of travel subsidized services and Intercity Interregio, grants schoolchildren are particularly important for Regio trains once again indicating that this service plays an important social role in providing access to education.

e) Trains with sleeping cars

Trains with sleeping cars market is heavily dominated by the male users - 65 % of users versus 47 % of users daily trains (comparative figures for the national population in 2011 by sex were 48.6% men and 51.4 % women), 21 % of users ages 18-25 and the other 33 % of users aged 26-35 - they are comparable with the figures of 26% and 22 % for trains daily. There may be a number of reasons why men are predominant. These include cultural reasons, such as the fact that women have less reason than men to travel long distances or retention of women to travel by train at night, especially if neânsoțite reasons of personal security.

In terms of income levels, users train with sleeping cars come from households with incomes greater than users trains day and probably reflects the large number of users visiting for business : 31 % of users versus 13 % of users daily trains. It is possible to play high level users visiting for business - 31 % of users versus 13 % of users daily trains.

Most users have decided to travel by train - only 25 % said they had no other way to travel. The main reasons for using trains of the night was efficient use of time and preference to travel by night trains (26 % each). The car is the vehicle of competitor, 41 % of users being of this opinion. 21 % would use trains daily if the night train would be available 16 % would take the plane.

Customer Satisfaction

Market research was also used to investigate how satisfied are current users of railway services to various aspects of services. Figure 6 shows the overall levels of satisfaction among users of railway services in terms of planning their trip.

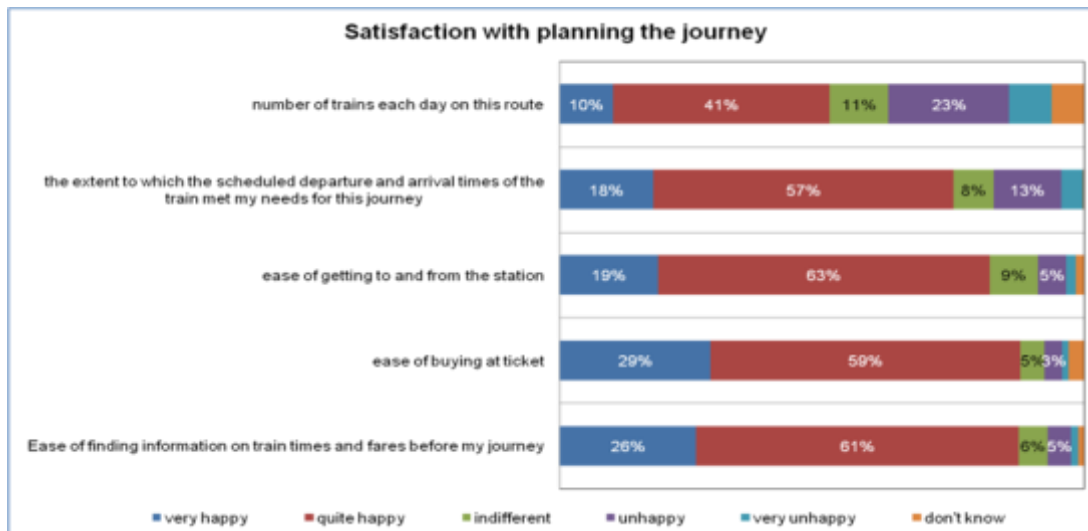


Figure 6 - Degree of satisfaction in relation to travel planning

Source: Own research

The main issues arising are summarized as follows :

1 . Time table

The main cause of dissatisfaction in terms of journey planning refers to the frequency of services. Among all users of railway services, only 36 % of users believe that they are very satisfied or almost daily number of trains traveling on the route, while 43 % are very dissatisfied. Less than half of users Intercity (45%) and Interregio (43 %) are satisfied with the number of trains running daily routes they use .

Overall, 65 % of users are satisfied that departures and arrivals of trains announced satisfy their needs. The results suggest that 21 % of users though train travel does not meet their needs and there is a risk that they move to competition .

2. Access to information and services

For users, the access to information and to purchase tickets seems a major issue. However, none of these elements does not exceed 90 %, which indicates that there is room for improvement.

3 . Access to railway stations

64 % of users are satisfied with access to stations , which indicates that access could be an issue to take away potential users of the railway.

General Degree of Thanksgiving

Figure 7 shows the overall satisfaction levels among customers national operator of public passenger rail. Indicators were analyzed : punctuality train kindness and serviceable staff, security of the person on the train, the general level of satisfaction with train travel, making travel time required; space for luggage cleaning trains, security of the person at the station, value for money, cleanliness toilets in trains, availability of soft drinks in trains.

In terms of overall satisfaction to their journey, only 10% of passengers are very satisfied, while the other 54 % of users are very satisfied. 16.2 % of users are very unhappy, other 3.4% are very dissatisfied.

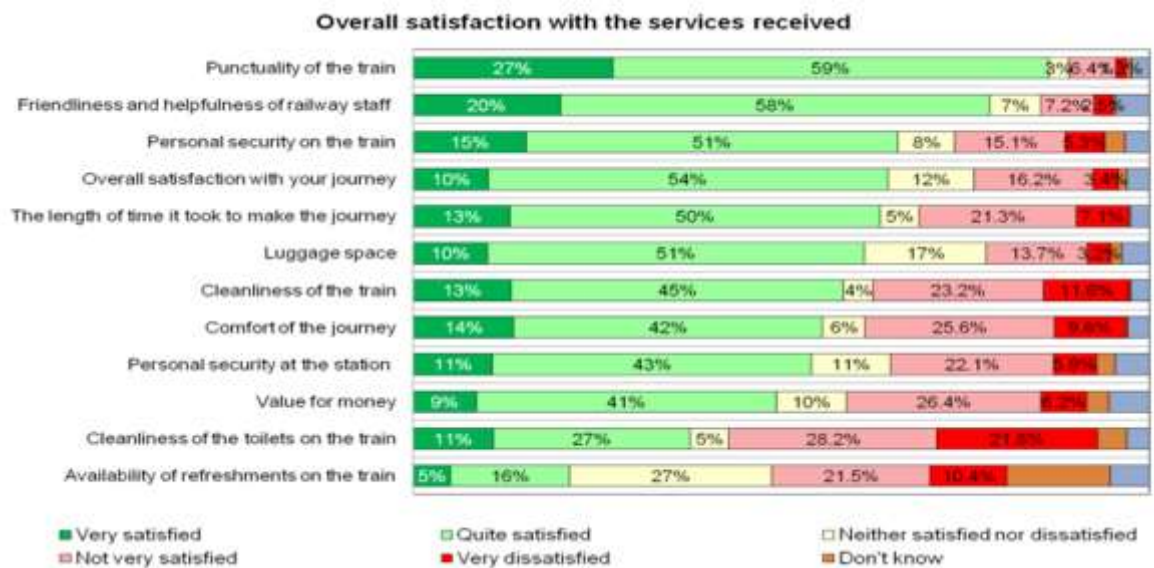


Figure 7 - General levels of satisfaction among customers

Source: Own research

- Dark green - very satisfied
- Green light - almost satisfied
- Yellow - neither satisfied nor dissatisfied
- Pink - not very satisfied
- Red - very dissatisfied
- Brown - do not know

Question Railway

Only 52 % of service users are satisfied Intercity their journey to Interregio, 56 % for service users and 73% for users of Regio. This reflects on the one hand the length of travel of the other of the different expectations of different groups of users. This raises the issue that the current rail services do not match the needs of the market and could be a threat to national operator of public transport as the means competing improve their product .

6 . PROVISION OF SERVICES

Punctuality was dotted best quality of all types of services, with a total of 86 % of the passengers were very or almost satisfied with this. Cleaning toilets on trains has been an important issue. Intercity users were most satisfied, 67 % are very satisfied with the quality or close. However, the users of Interregio, in this regard there have been 51 % and 18 % of users Regio. This may be related not only to train cleanliness and basic physical standards and issues related to rolling stock provided, especially the older trains.

Environment on board trains usually do not meet customer expectations, 41.6 % of people are very unhappy with the general cleanliness of the train that traveled further 23 % being almost unhappy, suggesting that over a third of passengers are satisfied with environmental quality on trains. Again, this may be related not only to train cleanliness and basic physical standards and issues related to rolling stock supplied 87 % of users are satisfied and only 37 % Intercity trains Interregio.

Characteristics of Services

Availability refreshments had the lowest score of all types of trains, only 13-37 % of users are satisfied with this. Demand appears to be especially high in Interegio trains where

45 % are dissatisfied or very dissatisfied with the current lack. This is comparable to 29% of service users and 25 % of users Interregio Intercity services are dissatisfied or very dissatisfied. Intercity figures suggest that there is catering on trains specification is not found in all Intercity services or satisfy customer demands. This suggests that there is scope to provide additional facilities to travelers, and room for additional income. However, the question did not refer to the price although passengers like the idea of having refreshments available, this is not a guarantee that they would be willing to pay for them. Market testing would be a good starting point of the approach .

Value For Money

In total 52 % of users felt they received value for money. The group with the highest score was the group of service users Intercity 59 % of them feel they have received value for money. These were 57% Interregio users and 37 % of Regio users. Given the bonus paid for Intercity services and the number of trips made with other types of subsidized services, this indicates that there are real issues about the quality of services to all types of trains to be resolved. Interregio services are a particular source of concern and there is a risk of being substituted by bus services .

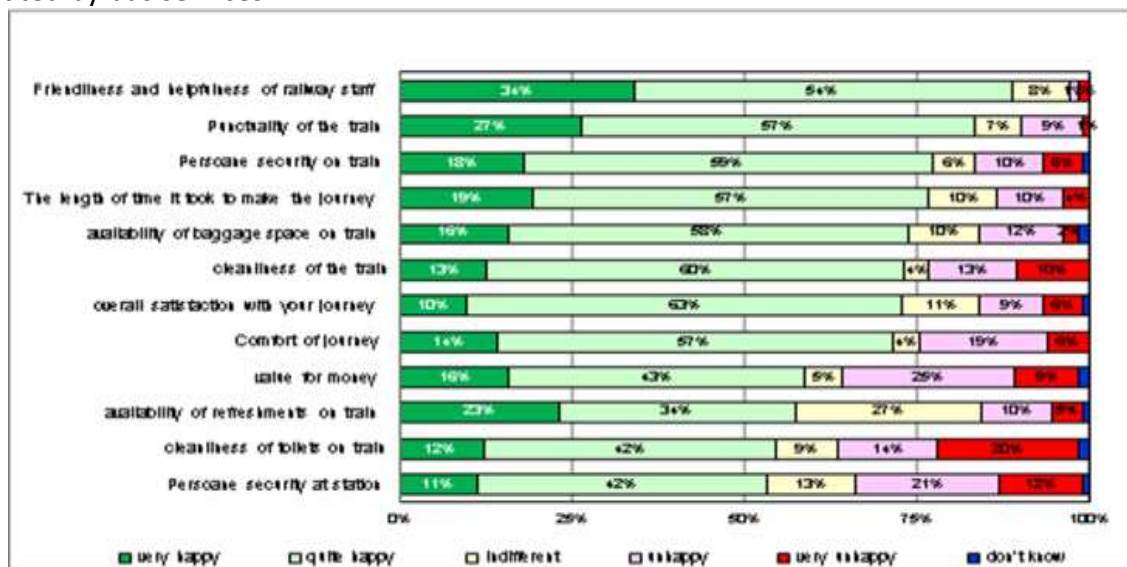


Figure 8 - Customer Satisfaction night trains

Figure 8 shows that the majority of users (75 %) are generally satisfied with their journey. However, 25 % of users are very satisfied.

An important issue for users of night train is the level of personal security in railway stations, 33 % of users were very dissatisfied or dissatisfied with this aspect . This could be a feature that would remove the female users of these services. As is the case for other types of trains, cleanliness of toilets and refreshments are also available sources of dissatisfaction.

National services provided, the national passenger rail provided the provisions in Regulation EC no. 1371/2007, the rights and obligations of rail passengers , as referred to in Chapter 2, paragraph 3 of the EC Regulation 1371/2007 . Exemptions from the provisions of EC Regulation 1371 case with national and international services in relation to non-EU countries have been approved by Government Decision no . 1476/2009 and are operated by national operator of passenger rail .

To ensure passenger assistance is required to notify the railway undertaking , the Station , ticket vendor or tour operator about the need for assistance at least 48 hours prior

to granting its obligation to report to the designated point to assist at least one hour before the published departure time or that all passengers are asked to present or, if not provided, at least 30 minutes before.

Regardless of the manner in which it was issued, in paper or electronic, travel ticket prove, until proven otherwise, the conclusion and content of the contract of carriage and contains information on:

- ✓ carrier participating in the execution of the contract of carriage ;
- ✓ trip ticket issuing company ;
- ✓ course, the price and duration of the card;
- ✓ general and special conditions applicable shipping ;
- ✓ passenger's name, date of travel, train and place reserved .

On receipt of the ticket is advised the passenger to ensure that it was completed according to his instructions. Travel ticket is not valid if missing these guidelines or mandatory validation was not performed by the passenger or travel ticket subsequently amended or falsified .

For international rail services offer the assistance in case of delays or cancellations of trains, train connection losses or accidents and compensation, as follows :

a) Cancellation or delay its train before departure - For the case of cancellation or delay of the train before departure or during travel more than 60 minutes, the traveler is able to choose between :

- ✓ refund the full cost of the ticket, in terms of buying it, for the part or parts of the journey not made if the journey becomes unnecessary travel relative to the initial setting, accompanied by ensuring appropriate, a return to the original point of departure at the earliest opportunity ;
- ✓ continuation or re-routing, under comparable transport conditions, to their final destination as quickly as possible ;
- ✓ continuation or re-routing, under comparable transport conditions , to their final destination at a later date at the passenger .

It's good to know that if they choose to continue or re-routing, but also where the train, although respected departure time to reach your destination with a delay of 60 minutes, the traveler may require payment RU compensation for the delay between the place of departure and destination stated on the ticket travel, minimum compensation is fixed as follows:

- ✓ 25 % of the ticket price for a delay of 60 to 119 minutes ;
- ✓ 50 % of the ticket price for a delay of 120 minutes or more.

Payment vouchers or cash to be made within one month from the date of filing of the complaint by the passenger.

b) Late arrival of the train at the point of - In case of delays of over 60 minutes provided the traveler will provide free meals and refreshments in reasonable relation to the waiting time, ie hotel or other accommodation and transport between the railway station and place of accommodation to the situation where a stay one or more nights becomes necessary due to the delay. If the train is blocked on the track, railway company must provide passenger transportation from the train to the station, the starting point and the final destination of the service, to the extent that this is possible materially. If the railway service can not be continued, the company held as soon as possible alternative transport services .

c) Missed connections - Expenses related to hotel accommodation will be reimbursed by the carrier and losing touch with the last train of the day link. In this case will be settled and the costs of the announcement or persons close to the destination traveler expects .

Carrier shall be relieved of liability when the cancellation, delay or missed connection train is due to one of the following:

- ✓ circumstances beyond the operation of the railway which the carrier could not avoid and the consequences of which could not prevent;
- ✓ fault of the passenger ;
- ✓ conduct of a third party which the carrier could not avoid and the consequences of which could not prevent.

Carrier's liability may be engaged and on the loss, damage and delay in delivery of checked baggage , as follows :

a) loss or damage resulting from total loss / partial baggage - For this situation is to pay compensation carrier :

- ✓ Proven in the amount of traveling, but not to exceed 80 units of account per kilogram of gross mass or 1,200 units of account per item of luggage, if the amount of the loss or damage suffered is proved
- ✓ up to 20 units of account per kilogram of gross mass or 300 units of account per item of luggage if the amount of the loss or damage suffered is not proven.

b) Damage to luggage - Compensation in this case shall not exceed the amount which would have been payable in case of total loss of luggage , ie the amount which would be payable if part been lost .

c) Delay in delivery - If the passenger proves that loss or damage has been suffered thereby, the carrier must pay for each day of delay from the date of application delivery, but not more than 14 days, compensation equal to the amount of the loss or damage, up to a limit of 0.80 units of account per kilogram of gross mass of the luggage .

If the passenger does not prove that the loss or damage has been suffered thereby, the carrier must pay compensation of 0,14 units of account per kilogram of gross mass of baggage or 2.80 units of account luggage delivered late. Injury or death situation traveler fault of the carrier it has an obligation to pay damages , noting that the immediate economic needs may grant an advance in proportion to the damage suffered. In case of death the advance is 21,000 Euro and in case of injury to the advance shall correspond to reasonable and justifiable expenses , but not more than 21,000 Euros per passenger.

He must write to the carrier who performed the carriage on which the accident occurred within 12 months of the date on which the entitled aware of the damage.

Height useful for travelers :

- ✓ before scheduling train travel in Europe , international train to consult the website of the railways in the country where you want to go and check if the train stops in the city where you want to go ;
- ✓ check ticket travel is completed according to your instructions ;
- ✓ check the schedule of the train station arrival and before the station names that need to get off ;
- ✓ check computer panels placed in the station to find updated information about the boarding line, arrival time, departure time and destination of the train, and about where to stop car entered the travel ticket on the platform as appropriate;

- ✓ check the on trains with respect to destination, class and / or the adjacent wagon doors to be sure that you board the train that will take you to your destination ;
- ✓ if you are disabled or reduced mobility on board check availability of specific equipment, notify the carrier about the need to ensure assistance at least 48 hours prior to granting it and the hours of presentation at the designated point for assistance ;
- ✓ in case of cancellation, delay train, missed connections or lost luggage contact the rail company or station for assistance and information on your rights, noting that the complaint is filed shall be filed, in principle, the ticket issuing or central department customer railway company that sold the ticket or any other railway company involved in the consignment ;
- ✓ if the cancellation request train railway staff to travel on the ticket mention about not using it;
- ✓ keep receipts and invoices proving purchase of food, hotel accommodation and transport between the railway station and place of accommodation to be settled, when these are not provided by the carrier.

These common rules are subject to Regulation (EC) nr.1371/2007 the European Parliament and of the Council of 23octombrie 2007 regulating the rights and obligations of rail passengers .

Travel by train in Europe have seen tremendous growth in recent years, European citizens becoming aware not only of the safety and comfort they offer trips by train, and their legal rights. In such a context, the regulation of rail passenger rights has become a constant concern of the European Union, meaning they were set common rules applicable in Europe, ensuring balance between travel, which is the weaker party to the transport contract and rail operators

In strategic thinking , the central idea of any business is to create value for consumers through the spectrum of products and services offers. Differ from other competitors through innovation, quality, uniqueness and focus on consumers, companies make efforts to achieve a competitive advantage (Dess, Lumpkin & Eisner, 2006; Mathur & Kenyon, 1998; Porter, 1985).

Conclusions

We note that in the current competitive market for transport, many companies offer the same services widely and quality of customer defined. To identify beneficiaries of work and their requirements, and then to produce exactly the service requested, time needed, at the lowest possible price could be a competitive approach. Subscribe to the notion that the main driver can differentiate to the user is most of the time, quality of service .

The challenge facing the national operator of passenger rail conclusion may be simply to develop and grow but to reverse a long-term trend, namely that the market shares of low and lost traffic, mostly road means.

We are confident that a market -oriented organization is one in which the whole attention of the business is built around the needs of the markets they serve or would like to serve. This may imply that each of its functions should be built around customer needs and align service delivery to customers in accordance with the quality of service. This can be extremely important in service industries such as railways, where production and human resource strategies are key to the customers satisfied .

Variability refers to the transport services that continuously their quality depends on many factors : who provides them, when, where and how they are rendered. Train A team may consist of a nicer staff with an outfit more prepared, which may contribute overall to ensure a quality service. Even a single employee service quality varies according to the time available or solicitude they keep for as long as it is available to every traveler (Raicu St., 1994) . Faced with this variability in service transport operator may use to introduce quality standards and take action to carefully selecting and training staff, providing incentives to emphasize the importance of quality, regular assessment and prompt suggestions and complaints among travelers undertaking surveys to identify poor quality services and the transfer of functions and staff to automatic cars. (Raicu St., 2002).

In terms of the basic product - Train - supply meets an extent that can be improved customer expectations. In particular, the frequency of services and the journey time can be important issues for many users. Given the availability of alternative modes of transport , they can become important issues for the national operator of passenger rail. As the strengthening of competing modes of transport, the risk that passengers move towards alternative is widening.

While most passengers are satisfied with their journeys polls in touch with satisfaction highlights areas that need improvement. In particular, while the Intercity services set standards in terms of environmental quality on trains for long-distance services, we note a discrepancy between customer expectations and service quality in other trains. This is especially the case Interergio and regional services.

Briefly, the quality of presentation can be expressed, for services provided by : time delay in meeting demand, financial situation, customer complaints (complaints, litigation) etc. (Vasile Dragu, 2009).

In conclusion, this work can act as an approach to conceptual analysis and structuring of the research study on identifying specific problems faced by most of the passengers on the usefulness and necessity of knowing the concepts of consumer protection in passenger rail .

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