As it is shown in the experience of a number of European cities, the most successful are the systems of public transport, which are focused on the formation of income of carriers and meeting the use of services by the population, primarily, based on the quality indicators [1].

Urban passenger transport (UPT) is traditionally a subsidized industry and compensation is provided to transport companies for the transportation of passengers of privileged categories and for a regulated fare.

In accordance with the provisions of the Law of Ukraine "On Amendments to Certain Legislative Acts of Ukraine on the introduction of automated fare accounting system in urban passenger transport", adopted on 17.01.2017, on the possibility of introducing world experience in using modern effective electronic automated methods of passenger accounting transport is expected to have many economic benefits [2].

The main tasks of such a system are [3, 4]:
- creation of a single transport space with standardization of means of travel;
- possibility of flexible tariff and compensation policy implementation;
- maximum increase of transparency and accuracy of accounting of actually provided services for transportation of passengers, in particular, privileged ones;
- providing complete, reliable and detailed information on the performed transport work to solve the tasks of analysis and planning of passenger traffic, etc.

To implement these tasks, the following conditions must be met:
1) Modernization of the traffic organization system;
2) Optimization of the route system of the city;
3) Improving tariff and compensation policy;
4) Development of an automated system of smart fare accounting in UPT;
5) Creation of a single transportation operator in the UPT;
6) Creation of information and analytical database of the transport system.

If paragraphs 1), 2) and 5) are more technical ones, then paragraphs 3), 4) and 5) are socially oriented, interconnected and should be considered first, because today it is not only satisfying the interest of the carrier, but also a safety and a quality of transport services in general.

Nowadays, the calculation of the amount of compensation from the budget is carried out on the basis of calculation methods that do not fully correspond to the actual number of preferential services provided, which leads to disregard for the financial capabilities of the respective budgets.

The purpose of improving the tariff and compensation policy and developing an automated system of smart fare accounting should be ensuring the efficiency and reliability of public utility, taking into account the social expectations of the population, ensure the required level of investment attractiveness of the public passenger transport market.
To achieve this goal it is necessary to adhere to the following areas of its implementation - the operational indicator of the share of privileged passengers who travel using electronic tickets to determine at least 99%, as well as to ensure:

- constant monitoring of the level of fare in public transport and the factors influencing this level;
- transparency and predictability of fares in public transport;
- a balance between effective demand and the level of fare in public transport;
- a stability of economic conditions of functioning of carriers in the market of city passenger transportations;
- the required amount of investment in rolling stock, production base and modern technology in the market of urban passenger transport.

The result of these tasks will be the achievement of a strategic goal, which is to create a modern model of urban passenger transport, focused on European principles and standards.

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INFLUENCE OF GLOBALIZATION PROCESSES AND FINANCIAL AND ECONOMIC PROBLEMS ON THE STATE OF THE AGRARIAN POLICY OF UKRAINE

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The intensification of global globalization and integration processes actualizes the issue of choosing the place and role of Ukraine's agro-food sector in the world economic system. The agricultural sector of Ukraine provides 12% of gross domestic product, 22% of employment and 38% of export value. Sustainable development of