

Research on Transformation and Upgrading of Road Passenger Transport Enterprises under the Background of Supply Side Structural Reform

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Abstract: As an important entity of China's economic development, the road passenger transport industry is the backbone force to ensure that passenger transport enterprises are moving towards the middle and high-end level. Based on this, the research on the transformation and upgrading of road passenger transport enterprises under the background of supply side structural reform is proposed. Under the background of supply side structural reform, the transformation of road passenger transport enterprises in China includes continuously optimizing the supply structure and enhancing the vitality of road passenger transport enterprises. The upgrading of road passenger transport enterprises includes innovating operation and management methods of enterprises, making new and old replacements, promoting application of enterprise information management, and paying attention to optimize the element configuration of the enterprises, so as to continuously promote the transformation, upgrading and development of the road passenger transport enterprises.

Keywords: Supply side structure; Reform background; Road passenger transport enterprise; Transformation and upgrading

1. Introduction

At present, the environment for the development of road passenger transport enterprises in China is undergoing profound changes. The government has focused on the overall situation of economic development in China and proposed vigorously promote supply side structural reforms. This is China's major strategy to adapt to the new development of the global economy, and also the focus of maintaining the rapid development of economy in China [1]. Based on this, this paper studies the transformation and upgrading of road passenger transport enterprises under the background of supply side structural reform. This paper expounds the transformation strategy of road passenger transport enterprises under the background of supply side structural reform from two aspects. It should appropriately expand the total supply of passenger transport enterprises, and also continuously optimize the supply structure of enterprises and enhance the vitality of road passenger transport enterprises. The upgrading strategy of road passenger transport enterprises includes innovating operation and management methods of road passenger transport enterprises, making new and old replacements, and promoting the application of enterprises information management. Under the new trend of economic development of supply side structural reform, people should actively cultivate innovative ele-

ment allocation that can promote the transformation and upgrading of passenger transport enterprises, ensuring the rapid growth of economy of passenger transport enterprises, and providing a solid economic transportation foundation for building a moderately prosperous society in China.

2. Transformation of Road Passenger Transport Enterprise

2.1. Optimization of supply structure

Maintaining the rapid growth of the national economy and moving the structure of passenger transport enterprises to the middle and high-ends are the two forms of building a moderately prosperous society. It is the overall requirement for the upgrading of China's economic development after entering a new situation, and is also the fundamental principle for promoting the structural reform of road passenger transport enterprises [2]. Therefore, China's road passenger transport enterprises should moderately expand the total demand, while focusing on promoting the supply side structural reform of passenger transport enterprises, promoting the effective connecting of supply and demand, and continuously promoting the upgrading and development of passenger transport enterprises. Under the background of supply side structural

reforms, the methods and features of optimizing supply structure for passenger transport enterprises are shown in Table 1.

Table 1. Methods and features of optimizing supply structure for passenger transport enterprises

Methods	Features	Description
Adjust the enterprises management structure	It is the process that passenger transport enterprises adjust their services to achieve their desired goals.	Strengthen the application of supply side structure and improve the quality of passenger service.
Improve the fair competition mechanism	It is the mechanism guarantee for ensuring the open and fair service of passenger transport enterprises.	Reasonable establishment of open resource sharing mechanism
Complement the weakness of the enterprises	It is an important measure to promote the development of the enterprise economic system from a low level to a high level.	Promote enterprise research and development with innovative data management methods
Improve enterprises agility	Promote the diversified development of enterprises	Build a networked passenger transport enterprise cluster

Under the background of supply side structural reform, to optimize the supply structure of road passenger transport enterprises is mainly to enhance the application of supply side structural reforms in the transformation and upgrading of passenger transport enterprises. First, it is necessary to constantly adjust the management structure of enterprises, focus on the reform of key areas and key points, and ensure the service quality of passenger transport enterprises [3]. Second, it is necessary to improve the fair competition mechanism of enterprises, and all management processes must realize the openness and transparency of enterprises to improve the service quality and service efficiency of passenger transport enterprises, and strive to achieve the process of transforming in the course of development and seeking high-end development in the upgrading. Next, it is necessary to fill in the weakness of the enterprise, continuously promote innovative data management methods for enterprise R&D, and promote the upgrading of enterprise service types. Finally, there is necessity to effectively improve the adaptability and flexibility of the supply structure of passenger transport enterprises, build a cluster of networked passenger transport enterprises, and promote the successful transformation and development of passenger transport enterprises.

2.2. Enhance the vitality of road passenger transport enterprises

Passenger transport enterprise is the entity of supply side structural reforms. Therefore, it is necessary to actively promote the economic development of road passenger transport enterprises, enhance the vitality of passenger transport enterprises, continuously improve the competitive soft power of passenger transport enterprises with high quality, and prepare for the transformation and upgrading.

First, innovate the service mode of passenger transport enterprises, and actively establish a diversified enterprises culture. While regarding the customers as service entity, increase the income of employees of passenger transport enterprises and ensure the rationalization of the in-

come of employees. Second, the basic service quality of enterprises should be improved and high-quality service selection activities can be carried out. For employees with the best service quality, enterprises can give certain rewards to effectively improve the enthusiasm of the employees. In addition, it is important to pay attention to the social benefits of passenger transport enterprises, both optimizing the development environment of enterprises and enhancing the social responsibility of enterprises are as the goal of transformation and upgrading, and rationally promoting the process of enterprise upgrading and transformation. Finally, the speed of the upgrading and transformation of road passenger transport enterprises should be ensured. The “door-to-door” transportation service [4] can be realized, that is, set up peer-to-peer passenger routes in a certain area to provide quick and convenient passenger transportation services to customers, and save time for customers' travel. In short, under the background of supply side structural reform, the development of road passenger transport enterprises can use all forces to provide customers with high-quality and fast passenger transport services, and effectively protect the travel efficiency of customers, thereby enhancing the vitality of passenger transport enterprises and promoting the successful transformation and upgrading of passenger transport enterprises.

3. Upgrading of Road Passenger Transport Enterprise

The upgrading of road passenger transport enterprises should be carried out in three aspects, including improving the old and new replacement, promoting the information management and optimizing the elements allocation of enterprises to ensure the service quality of passenger transport enterprises.

3.1. Improving old and new replacement

The economic development of enterprises will inevitably accompany with the process of replacement of old and new iterations. In the process of transformation and upgrading, passenger transport enterprises should pay atten-

tion to the transformation process from traditional service efficiency to innovative service efficiency, and cultivate more innovative development strategies [5]. Passenger transport enterprises should pay attention to the entity of innovation, effectively focus on the customer as a service key points, actively cultivate innovative resources and service types to the gathering of enterprises, and continuously promote the enterpriseization of major innovation achievements. At the same time, it is important to pay attention to the use of traditional services. Deeply analyze the shortcomings and advantages of traditional service types, learn from and extract high-quality services from it, apply them to the transformation and upgrading of road passenger transport enterprises under the background of supply side structural reforms, and effectively guarantee the quality of service and transformation of the enterprises.

3.2. Promoting information management

Information management is the usual management method used in the process of transformation and upgrading of China's major enterprises. Information technology is an advanced technology under the background of supply side structural reform. It mainly manages by the three architectures including network, cloud and intelligent terminal [6] to strengthen the infrastructure construction and service efficiency of passenger transport enterprises, and realize the mutual exchange of passenger transport enterprises. Under the background of supply side structural reform, the information management method of road passenger transport enterprises is shown in Figure 1. In addition, it is necessary to make full use of information technology to promote the application of innovative services, actively encourage passenger transport enterprises to expand the passenger transport market in countries along the route, and fully utilize the brand benefits to export passenger transport platforms to achieve the upgrading and development of passenger transport enterprises to foreign transport industries. At the same time, it

is necessary to continuously update the products, equipment, technology and services of passenger transport enterprises, and always ensure the management process of passenger transport enterprises with advanced information technology to increase the credit support of passenger transport enterprises and accelerate the transformation progress of passenger transport enterprises.

3.3. Optimizing elements allocation

Under the background of supply side structural reform, improving the efficiency and fairness of resource allocation for passenger transport enterprises is the basic guarantee for promoting the transformation and upgrading of road passenger transport enterprises. In order to improve the efficiency and fairness of resource allocation for passenger transport enterprises, it should first strengthen the mastery of the allocation of passenger transport enterprises [7], thereby optimize the elements allocation for passenger transport enterprises. The main element allocation of the passenger transport enterprise is shown in Table 2.

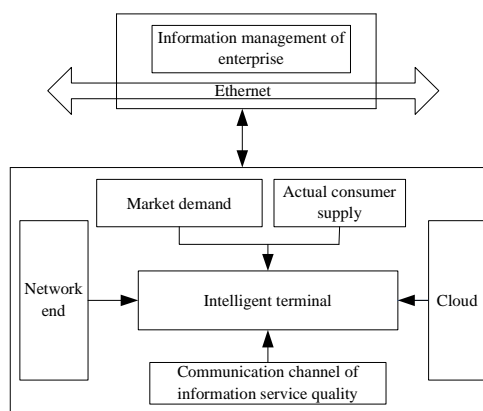


Figure 1. Information management structure of passenger transport enterprise

Table 2 Elements allocation of passenger transport enterprises

Element	Status	Optimization measures	others
Talents	It is the entity to promote the transformation and upgrading of passenger transport enterprises	Actively hire high-quality talents and pay attention to vocational skills training for employees in passenger transport enterprises	Provide sufficient development space for high-quality talents
Technology	It is an important support for the success of the transformation and upgrading of passenger transport enterprises	Learning from the development strategies of excellent passenger transport enterprises at home and abroad, and introducing advanced technologies	Attracting the continuous gathering of advanced technical elements
Funds	It is a necessity in the transformation and upgrading process of passenger transport enterprises.	Effectively guarantee the fund investment of the transformation and upgrading of passenger transport enterprises, and rationally allocate the direction of funds usage	Pay attention to the application of working funds
Service	It is the key to ensure the efficiency of transformation and upgrading of passenger transport enterprises	Adhere that the people are oriented, and customers are the main body of service	Try to provide customers with the best quality of driving environment

It is necessary to actively respond the government's supply side structural reform strategy. Give full play to the decisive role of the market mechanism in the resource allocation of passenger transport enterprises, and through creating a good service environment, introducing high-quality talents, advanced technology, abundant funds investment and other optimization process of elements allocation, effectively guarantee the successful transformation and upgrading of passenger transport enterprises. It is also necessary to implement the customer's entity, attract the gathering of advanced elements, provide customers with the best quality service and riding environment, and lay a solid mass foundation for the transformation and upgrading of passenger transport enterprises, to promote the successful transformation and upgrading of road passenger transport enterprises.

4. Conclusion

This paper analyzes and studies the transformation and upgrading of road passenger transport enterprises under the background of supply side structural reform. Relay on the new trend of economic development under the background of supply side structural reform, by optimizing the supply structure of passenger transport enterprises, innovating the operation and management methods of enterprises, enhancing the vitality and optimizing enterprise's elements allocation the four modes to promote the transformation and upgrading of passenger transport enterprises. It is hoped that the research in this paper can provide theoretical basis and reference for the transfor-

mation and upgrading of road passenger transport enterprises in China.

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