

The Significance and Role of Postal Services in the Sustainability of Rural Areas

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Abstract The concept of Universal Postal Service (UPS) today assumes its primary role of connecting at all levels of society. It becomes a service of general social interest through which broader social goals are created. Due to its importance, which is reflected in the specific social value for both physical and legal entities and the social role in the creation of Sustainable Development Goals (SDG), positive impact on the environment, the traditional security of other security states, the traditional security of other states and the security of the nation, there is a need to this humane concept protected and maintained, especially in underdeveloped and devastated areas and for the most vulnerable population groups.

In many rural areas, certain services are not available or are available at significantly higher prices and/or lower quality than in urban areas. The trend of depopulation of rural areas reduces the number of local facilities such as schools, post offices, and shops, so there is often a fear that the closure of local life facilities on the annual level of service availability and impact will be negatively affected (cost reduction, creation of negative environmental effects, loss of social resources, and reduced possibility/impossibility of fulfilling the request for postal services). Local self-government and postal administrations are trying to find solutions by building strategic public-private partners, sharing resources and infrastructure, developing social postal services, and emerging access to local user access. al communities.

The paper presents research into the social values of the postal network and postal services in rural areas of the Republic of Serbia (RS) using the Willingness to pay (WTP) method. Through the research, the patterns of using postal services and the habits of users (legal entities and individuals) are determined, based on the characteristic lifestyle and work, especially considering the population's mobile population, lower paying power of the population - and lower paying ability. older users...

By analyzing the obtained results, conclusions were drawn about the specifics of the provision of postal services in the rural areas of the RS, it was pointed out the significant availability of the postal network and postal services through which financial and non-financial location is achieved.