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**THE DEVELOPMENT OF LOGISTICS INFRASTRUCTURE AS A TOOL
FOR THE MANAGEMENT OF MARINE TRANSPORTATION**

**СТАНОВЛЕННЯ ЛОГІСТИЧНОЇ ІНФРАСТРУКТУРИ
ЯК ІНСТРУМЕНТУ УПРАВЛІННЯ МОРСЬКИМИ
ТРАНСПОРТНИМИ ПЕРЕВЕЗЕННЯМИ**

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Логістична інфраструктура морегосподарського комплексу України характеризується досить низьким рівнем розвитку, істотними ціновими диспропорціями, високим рівнем монополізації. У зв'язку з цим пріоритетними заходами національної політики в напрямі розвитку галузі повинні стати: розвиток інфраструктури, формування рівноправних економічних відносин між його учасниками; інформаційне забезпечення учасників ринкової системи, створення національної маркетингової інформаційної системи.

Statement of the problem. The global flow of goods and passengers took too large a scale, diversity and complexity of supply. Transport in this process plays a leading role. Sharply tangible and obvious difference between the national regimes of different countries and opportunities of their citizens. The absence of a common means of addressing the problems associated with the transport complex in each state, exclusive approaches to the consideration of individual features not only at the macro level, but in the Annex to each mode of transport as a subsystem of the whole transport complex, in fact, play a much bigger role in the effects which may be formed.

If reform in the port sector of Ukraine is accompanied by significant changes in the economic, social and legal nature. Along with this, in modern conditions the failure of the national cargo base, the underutilization of port facilities, a dramatic loss of transit cargo fundamental tools build on-farm mechanisms of functioning and development of port complexes of Ukraine.

Until recently, port complexes was a pure state structures, but in providing all kinds of commercial services were based on the use of joint ownership - state, corporate and private, each of which has advantages and disadvantages, and requires appropriate production organization.

Where there is economic activity, there is always a problem of property. The market economy cannot develop and function only when one form of ownership, one of the objective basis of its functioning is the diversity of the economy, the diversity of forms of property, regardless of what form of ownership is built production.

Logistics infrastructure of the Maritime complex of Ukraine is characterized by relatively low the level of development, significant price disproportion, high level of monopolization. In this regard, priority activities of the national policy on direct

the development of the industry are: development of infra-structure, formation of equal economic relations between its participants; the information provided cookies participants of the market system, the establishment of a national marketing information system.

Review of recent research and publications. Scientific-theoretical bases of activity of infra-structures such foreign and Vit-cisnadie scientists: P. Belnick, O. Borodino, So Bronstein, He Stroked, O. Ermakov, S. Slop-Ko, H. singer, Was Jochimsen, B. Krasnopolskiy, Century Krasovski, that is, Winged, A. Kuznetsova, S. But the owl, Rosenstein-Rodan, S. Yudin, A. Jansson and others are now of special importance logistics infrastructure it is in Maritime complex-sea, because of its functioning is able to provide the unbroken chain, which will be held all the necessary logistics operations with the material flow kami.

Objectives of the study. Rationale strategy of development of logistics infrastructure in mo registars.com complex of Ukraine.

The basic material of research. The globalization processes, the feeling of "the world in the palm", paradoxically, increase the transportation volumes and demand for commodity exchange. Only those enterprises that are efficient and flexible, those who move in the direction of a changing world, provided appropriate technologies and using progressive commercial strategy, will exist in the market and continue to play an important role there.

The scale and structure of national and world transport systems defined by the volume and structure of demand for their services, the ability and willingness of national and foreign investors to Finance the development and modernization of the transport system, direction and growth in related sectors, which are the material and technical base of functioning and development of transport, the possibility of transport enterprises to realize their innovative development. Volume of demand for transport services and requirements to their quality are determined by the geographical location of industrial base of the state, its structure, specialization and cooperation, directions of economic relations, domestic and global, and their intensity, macroeconomic indicators of activities of the state, business and consumer activity of the population, and the density of the population on a certain territory, its age structure, the distance between settlements and locations of production and consumption.

Meanwhile, the demand of the world economy in the improvement of transport processes and further development of high-tech, highly integrated schemes of cargo transportation with the guaranteed safety and the observance of strict rhythmic supply continues to have an impact on the development of transport in the major countries of the world. Long-term trends in the global transport is still aimed at expanding the global network of transport communications, increase of their load, improvement of synchronous operation of various types of transport

Today carriage of goods and passengers is not regarded as a mechanical process, separated from man. In all countries of the program of development of transport complex of the show as a top priority is the welfare of the population directly through qualitative performance of transport services, and indirectly through the immediate activation of all spheres of economic life of the state.

First of all it is necessary to determine the main factors of global development and to establish the degree of their influence on the formation UNOCHA mechanism port enterprises.

1) Technological change is deep and widespread containerization of freight traffic and the use of new technologies, first of all information and communication. In recent decades port industry has undergone rapid growth is technological innovation, containerization is one of these. This process requires from the sea ports of proper infrastructure, environment, appropriate technologies, etc. that directly affects the port environment and generates demand for the growth of international trade. On the other hand, introduction of the newest technologies as electronic data interchange, constantly increases the efficiency of ports. "Container revolution" as an external factor of influence on the activity of the ports, transformed the role traditionally state ports-monopolists on the search forms that would zabezpečovaci existence and effective work in these conditions. In addition to the changes in the institutional plane, it had influence on construction of internal management mechanism, namely on the pricing process, which happens not for the strict requirements of the state regulatory bodies, taking into account also the interests of private parties and business conditions. Moreover, the positive externalities generated by the port community, no longer confined to the local port area and dispersible on extensive adjacent territory;

2) Globalization - the growing Maritime trade and international navigation. Sea world trade, despite the crisis downturns, gradually recovering and growing gradually. If we analyze the growth rates in the past, they will demonstrate in the last 30 years of stable increase of 4% a year. The UNCTAD forecasts indicate that in the next years this figure will be even more than that, accordingly, will affect the volume of international shipping.

For his part, the globalization and the creation of large transnational corporations changed the internal structure of ports and stimulated the power port to the introduction of advanced information and communication technologies, to be able to track and adjust TNK processes move their cargo in spatial seen. Structural synergy the effect of three factors – the performance of TNCs, the use of communication technologies and containerization of transportation has allowed the Singapore port to become the world leader port industry, and working with him TNK – container operators of the world level.

3) Permanent integration of different modes of transport and their services – the growth of Maritime trade and international navigation. The establishment of intermodal transport and routing using this type of transportation enhance competition between ports per attract more ships and increase of traffic in the ports. Moreover, development of the system of delivery of cargoes "from a door-to-door" changes the function of the marine complex of the center of the movement of passengers and cargo from one type of transport to another, a wing of the big transport supply chain. It is therefore important to promote integration of sea ports in the logistics chain with freight forwarders and transport companies. In addition, these companies are actively encouraged port authorities are to contribute to providing the highest level of services for a lower price.

4) The Growing involvement of the private sector – private sector participation in the management of the port and the funding of activities over the last decades has essentially increased. Privatization procedures in ports rarely include privatization of port land and basic infrastructure.

The analysis shows that the system of factors closely connected with the work of all elements of the transport system. So, the survey results demonstrate strong

correlation between results of different sectors of the economy, demographic indicators and the transport system.

It is obvious that the decline in industrial production and the fluctuations of the level of income directly affect the volume of transported cargo mass, and on the value of the number of passengers carried. Accounting of such dependence, primarily important when constructing figures.

Classical Economics traditionally did not have an independent value accommodation infrastructure units and engineering infrastructure network on the whole. In early economic research priests-Tu and proposals of the difference between the cost of accommodation infrastructure and transport costs or was taken equal to zero, or are considered equal for all competitors. Meanwhile, the number, size and geo-geographical location capacity, use them in logistics, directly affect the level and the cost of customer service. Design the infrastructure network is the first responsibility logistics managers, because this network provides up-rate products and materials to consumers [1].

Consideration of the capacity of the transport system in the first place as the main terms of quality of life of people, and only then, as a means of improving the efficiency of the economy in General – is the main trend of the modern world community. For their successful implementation requires the fulfillment of a number of principles that can be compiled and proposed in the article. Considering transport system taking into account modern tendencies and of the transformation, the main directions, which should be the basis for the functioning and development of national transport system.

Among the main factors of rapid implementation logistics in the global economy are: SKO-cue the development of information technology and n-lsuzu computers; the globalization of markets; structural changes in business organization; the philosophy of management quality [2].

Accordingly, the formation of the infrastructure logistics network should consider different options to geographic locations of objects. The fact that the geographical markets are very different from each other, it is easy to illustrate.

In General, modern logistics infrastructure is characterized by several trends: minimize costs, associated with transportation, storage, perepakovany, customs documents, which actualizes management and marketing, which in turn increases the demand for logistics services and warehousing real portability; growth of demand for high-quality logistics services; cost reduction producers at the expense of logistics and time between stages of production and consumption.

Negative factors affecting the development logistics services market, is dissatisfaction with demand on warehousing and insufficiently developed transport infrastructure and lack of qualified staff in logistics [7].

Currently, there are problems associated with the construction of internal economic mechanism of management and activities of domestic port complexes competitive positions on the international market of transport services taking into account new forms of doing port business and new organizational and legal forms of building relationships within a single port environment.

For the present there is an acute shortage of economic approaches based system of measures on forming of domestic economic mechanisms of establishing the

economic system as a separate enterprises port areas and mechanisms of functioning of the entire port complex.

Among the whole range of different factors of economic growth in the conditions of preservation of the strategic potential, provision of equal participation of Ukrainian legal and physical entities in formation of the market of transport services and provision of cargo flows, we believe the most significant skillful realization of the business potential of the citizens of the country, efficient use of economic mechanism independent of the economic initiative of the person, recognition of entrepreneurship indispensable force of economic dynamics, competitiveness and social prosperity.

To intensify efforts in this direction, and a more complete understanding of the whole complex of existing problems, first of all, we must consider the theoretical aspect of this problem. The main condition of possibility of existence of entrepreneurship us vbats in creating a competitive environment and the provision of economic freedom economic entities. Already this understanding of the essence of the problem allows to explain an important feature of the development of the modern world economy qualitative criteria are:

- predominance of private ownership of the means of production;
- legal and economic independence in decision making;
- simplified management system;
- professional interchangeability of employees;
- direct participation of the owner in the company management;
- initiative, the exploratory nature of the activity.

Thus, competition in the principles of free market access is the main condition on which are market mechanisms that generate price signals generate the incentives that shape the market abundance, variety of assortment and high quality of goods and services.

In modern conditions of market relations in all sectors of the economy and the extremely precarious situation of enterprises, the surest strategy to achieve economic stability is the choice of these parameters of activity of sea port, which will provide the maximum amount of money proceeds for work performed at the expense of growth of volume of services, their diversity while maintaining or even some reduction of tariffs for all services. Each sea port, despite the unity of the technology of processing cargo flows, by specialization, peculiarities of distribution, relations with freight owners to form an individual terms of functional performance and use of production potential.

The formation of local stevedoring markets is based on vnutri competition in the system of servicing cargo flows. The presence of different scale enterprises requires special institutional control mechanisms that ensure the rational use of production potential with a valid application of state regulation and support temporarily uncompetitive companies.

Economic efficiency, as a result of functional and investment activities, is formed under the influence of external conditions, management, rationality of project solutions and market conditions. Therefore, to develop a mechanism of decision-making it is necessary to analyze some results of production activity. These results include the rate of change of profitability, capitalist, labor, capital productivity,

security, and some others. Parameters of their influence on the integrated efficiency can be established on the basis of functional or regressive relations.

The most important principle of making economic and investment decisions is choosing rates, which ensures the achievement of the main strategic goals of the port complex. In the system of functioning of tariffs the market of transport services vary within certain limits, in accordance with the nature of the balance of traffic and port capacity, i.e. proposals. In the investment process as the price is the cost of capital, which regulated the activity of investment.

In modern conditions of functioning of the domestic enterprises of the profit is the main source of development of their capabilities, the purpose and at the same time a necessary condition, a source implementation strategies. Therefore, financial condition is an important characteristic of the business activity and the company's reliability.

Conclusions. In the conditions of globalization strategic priority the development of Maritime complex. Trance-formation of logistics infrastructure should be based on the system approach that enable-s rationale for the strategy of its development and detail in perspective and current plans for the macro - and micro.

The main result of the logistics infrastructure Maritime complex should be to minimize maintenance costs mother-material flows and environmental safety.

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Анотація

Украина имеет выгодное географическое положение в центре Европы, выход к морю и крупные судоходные реки, что в целом определяет ее высокий транзитный потенциал.

Инфраструктурные подразделения логистики являются связующими между отраслями производственной и рыночной инфраструктуры и приоритетными по инвестиционной привлекательности. Логистическая инфраструктура играет базовую роль в формировании и развитии рыночных отношений, обеспечивает переход национальной экономики на принципах устойчивого развития.

Общемировой процесс перемещения грузов и пассажиров принимал слишком большие масштабы по разнообразию и сложности поставок. Транспорт в этом процессе играет ведущую роль. При этом резко ощутима и очевидная разница между национальными режимами различных государств и возможностями их граждан. Отсутствие единственного средства решения проблем, связанных с транспортным комплексом в каждом отдельном государстве, эксклюзивные подходы к учету индивидуальных особенностей не только на макроуровне, но и в приложении к каждому отдельному виду транспорта как подсистемы всего транспортного комплекса, фактически играют гораздо более важную роль в тех последствиях, которые могут быть в результате сформированы.

К типовым объектам логистической инфраструктуры относятся производственные предприятия, склады, погрузочно-разгрузочные терминалы и магазины розничной торговли.

При формировании инфраструктурной сети логистики следует рассматривать различные варианты выбора географического местоположения объектов. Тот факт, что географические рынки во многом отличаются друг от друга, легко проиллюстрировать.

В общем, современная логистическая инфраструктура характеризуется рядом тенденций: минимизация расходов, связанных с транспортировкой, хранением, переупакованием, таможенным документооборотом, которая актуализирует менеджмент и маркетинг, что, в свою очередь, повышает спрос на логистические услуги и складскую недвижимость; переносимость; рост спроса на качественные логистические услуги; снижение затрат производителей за счет логистики и сроков между этапами производства и потребления.

Негативными факторами, влияющими на развитие рынка логистических услуг, является неудовлетворенность спросом на складские помещения и недостаточно развитая транспортная инфраструктура, а также нехватка квалифицированных кадров в области логистики.

Определение необходимого количества объектов каждого типа, их географического местоположения и хозяйственных функций составляет существенный элемент всей деятельности по формированию (проектированию) логистической инфраструктуры. В особых случаях ведения операций на таких предприятиях может быть передано сторонним специалистам, оказывающим соответствующие услуги. Независимо от того, кто реально выполняет эту работу, все инфраструктурные подразделения должны рассматриваться в процессе управления как интегрированные элементы логистической системы фирмы.

Приступая к формированию логистической инфраструктуры, необходимо определить количество и местоположение каждого типа подразделений (объектов), необходимых для выполнения функций логистики. Кроме того, нужно установить, сколько и каких запасов следует иметь на каждом объекте и где размещать заказ клиентов на поставку.

Инфраструктура образует каркас, на котором строится система логистики и ее работа. Через это инфраструктурная сеть включает информационные и транспортные объекты. Отдельные функции (такие, как обработка заказов клиентов, управление запасами или грузопереработка) осуществляются в рамках логистической инфраструктуры.

Соответственно, в общем понимании формирования логистической инфраструктуры должно базироваться на принципах рационализма, системности, комплексности, баланса интересов субъектов рынка, ориентации на удовлетворение потребностей потребителей, экологической безопасности внедренных и действующих объектов.

Проведение преобразований в сфере портовой Украины сопровождается существенными изменениями экономического, социального и правового характера. Наряду с этим, в современных условиях недостаточности национальной грузовой базы, недозагрузка портовых мощностей, катастрофической потери транзитных грузопотоков необходимы кардинальные инструменты построения внутрихозяйственных механизмов функционирования и развития портовых комплексов Украины.

Еще до недавнего времени портовые комплексы представляли собой чисто государственные структуры, но предоставление всех видов коммерческих услуг в них было основано на использовании совместной собственности – государственной, корпоративной и частной, каждая из которых имеет свои преимущества и недостатки и требует соответствующей организации производства.

Там, где есть экономическая деятельность, там всегда присутствует проблема собственности. Рыночная экономика не может успешно развиваться и функционировать только при одной форме собственности, одной из объективных основ ее функционирования является многоукладность экономики, разнообразие форм собственности, независимо от того, на какой форме собственности построено именно производство.

Трансформирование логистической инфраструктуры должны базироваться на системном подходе, что включает обоснование стратегии ее развития и детализации в перспективных и текущих планах на макро- и микроуровни.

Основным результатом работы логистической инфраструктуры морехозяйственного комплекса должны стать минимизация затрат на обслуживание материальных потоков и их экологическая безопасность.