

ECONOMIC PROBLEMS AND PERSPECTIVE DIRECTIONS OF DEVELOPMENT OF TRANSPORT-LOGISTICAL SERVICES OF AN AUTOMOBILE COMPLEX

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Abstract: *The study showed that the optimization of transport and logistics potential of the automotive complex of the territory can become a point of growth, a vector of movement aimed at reducing the level of interregional economic differentiation and recovery of the progressive development of the economy. Consistent logistics of transport activities involves the consideration of freight from the standpoint of the streaming concept (movement and dynamics), when the transport cycle is a specialized logistics system, and the stages of this cycle (working with the clientele, transportation, warehousing and cargo processing) – logistics business processes.*

The need to study the laws of the implementation of transport and logistics potential of the automotive complex in relation to the dynamics of indicators of inter-territorial differences, both economic and natural-climatic character, determined the choice of research direction, its theoretical and practical significance.

Introduction:

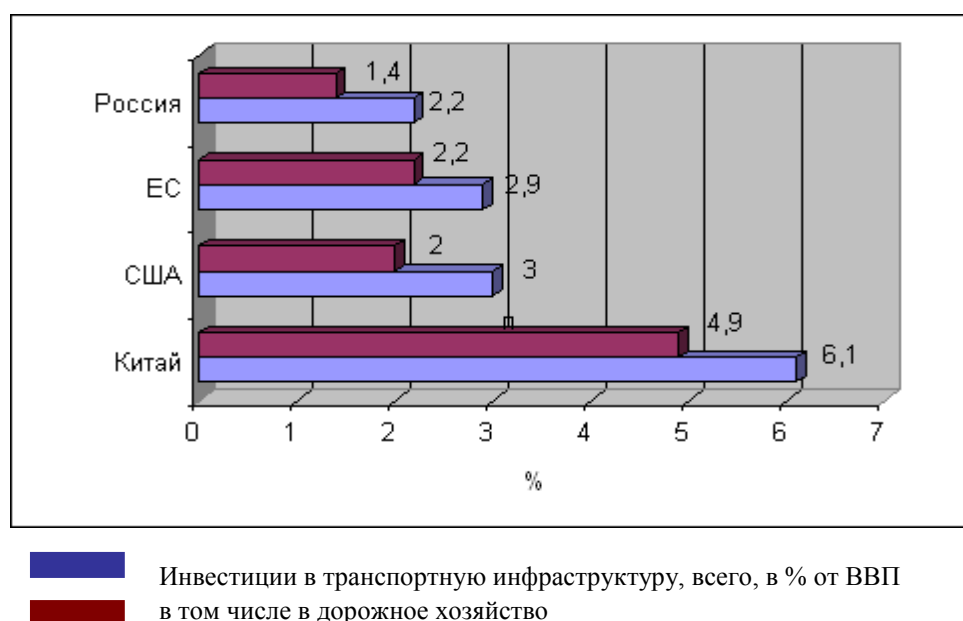
One of the attribute properties of socio-economic systems is their heterogeneity, which is reflected in the set of quantitative indicators. For example, the Russian regions traditionally differ significantly in the type and pace of economic development, which is due to the peculiarities of their economic and geographical position, the type of dominant economic structure, the state of natural resource potential, industry and reproduction proportions, the content of human capital, the structure of the institutional environment, etc.

The General basic trend of Russia's spatial development is the increasing concentration of resources in large agglomerations (Moscow and St. Petersburg), which, along with the aggravation of geopolitical risks, creates additional obstacles to the implementation of measures of state regulation of the economy aimed at overcoming the crisis and restoring the progressive macroeconomic dynamics, improving the level and quality of life. The polarization of the economic space contains a potential threat to the disintegration of the national economy, which causes social tension.

In this regard, increasing the importance of transport infrastructure in the national

economy and its constituent territorial units, performs several important functions, namely: provides the relationship between their functional elements; acts as a factor of intraregional and interregional mobility of material and human resources that contribute to the effective reallocate resources, enhance the level of coherence of economic space and creation of prerequisites for the implementation of spatial effects.

In turn, transport infrastructure is capital intensive and inertial sector of the economy that develops under the influence of the ratio of supply and demand for transport services and the products produced with the use of its facilities; the volume of gross investment spending; state partnership with participation of the state and business entities in implementation of investment projects, etc. the Transport system as a whole and some of its key elements are constantly experiencing a shortage of investments and do not have long-term potential for sustainable development. (picture 1)



Picture 1. Investments in the transport complex of developed countries [1]

Main part:

The transport complex is one of the key sectors of the national economy and largely determines the prospects for the development of the entire economy. In a post-industrial society, the process of production of goods takes only a small part of the total commercial cycle, and the bulk of the time falls on various types of movements of raw materials, materials, finished products, Finance, information, etc., which causes the high importance of logistics management and development of transport logistics tools and supply chain management (SCM). According to official data, the average share of transport and logistics costs in the final cost of goods produced in the Russian economy is about 24%, which is more than 2 times higher than in Western Europe[2]. This is one of the factors contributing to the deepening of the crisis in the Russian economy.

The analysis shows that the road infrastructure in Russia dominate the infrastructure complex in terms of budget allocations, while at the same time Russia is among the outsiders in the world Bank's profile ranking in terms of availability and quality of road infrastructure. The implementation of the state program documents aimed at the development of roads shows that many problems of economic, social, environmental, political and other nature are associated with the functioning of this sector. In this regard, the optimization of the transport and logistics potential of the automotive complex can be a starting point for reducing the level of interregional economic differentiation and recovery of the progressive development of the economy.

Overcoming the existing difficulties of transport-forwarding service requires a significant transformation of the tools and techniques of business management, taking into account the whole spectrum of peculiarities of modern Russia and the international situation, including the impact of the global financial and economic crisis, the likelihood and extent of the new crisis phenomena, the specificity of management in the conditions of economic sanctions as well as the mentality and behavioral traditions. [3]

Characteristic of transport logistics today is the development of regional expansion. An increasing number of ITEC, strengthened in the Central regions of Russia, continue to expand its business with the formation of offices in other regions. According to some expert estimates, every year the leading transport and logistics companies open branches in about 10-15 cities of the Russian Federation. The high level of rent for storage facilities, as well as the underdeveloped road infrastructure remains a complicating factor in the development of branches. Over the past 10 years, the car Park has grown by 75%, and the road network – by only 15 %. Despite the unsatisfactory condition of many highways, more than 80% of cargo transportation is now conduct by land-mainly by road.

With the development of the transport logistics market within the Customs Union, the scale of cargo transportation and, consequently, the degree of competition are increasing. A significant advantage of the Customs Union is to reduce the costs of customs clearance, which made access to the markets of the Customs Union countries more real for Russian business structures, including ITEC.

The Russian market of transport and logistics services (TLU), taking into account the high rates of its development, was attractive to investors even before Russia's accession to the WTO. Since joining, the optimistic expectations in this area have increased. In 2013, the market growth of this segment was close to 30 %. However, some significant domestic conditions, including the timing of customs inspection of goods in Russia, still far behind the WTO standards. In comparison with the accepted two-hour European time of registration of goods, the Russian long terms complicate TLU. Insufficiently motivated refusals to declare, the requirement of numerous additional documentation for goods and other barriers complicate the activities of Russian ITEC in international directions. The pace of adaptation of the customs system of the Russian Federation to international standards will determine the level of trust of foreign companies to Russian cargo carriers. The transition to the system of electronic Declaration of goods can help to improve the situation.

The characteristics of the volume of modern freight transport in the context of different modes of transport reflect the data in table 1.

Table 1 - Freight turnover by mode of transport in Russia in 2016-2017 years [4]

<i>Indicators in the dynamics</i>	<i>2017 year</i>		<i>December 2017, billion t-km.</i>	<i>In % to</i>	
	<i>Billion. t-km.</i>	<i>In % to 2016.</i>		<i>December 2016</i>	<i>November 2017</i>
Freight turnover of transport (total), including:	5476,7	105,4	474,9	99,8	104,5
Railway	2493,0	106,4	219,1	105,0	103,8
Automotive	250,9	101,2	21,8	96,1	103,9
Pipeline	2614,9	105,1	228,2	95,8	106,5
Inland waterway	64,5	96,0	2,3	95,1	64,1
Nautical	45,9	106,4	2,9	91,0	77,3
Air	7,6	115,5	0,6	101,2	88,2

In the future, the dynamics of the market of the TLU will be determined by the growth rate of macroeconomic indicators (GDP, foreign trade). The growth of the transport and logistics market, including the volume of freight traffic may lag behind the growth of macroeconomic indicators (according to experts, the delay period may be about six months).

The following can be considered as essential prerequisites for the growth of the TLU market:

- increase in cargo turnover, including from producers in the Asian region, opening their own production in Russia;
- state policy focused on the development of the infrastructure complex;
- increase the interest of consumers of transport and logistics services in outsourcing of logistics functions to conserve resources and focus on core business;
- restoration of growth rates of the world and Russian economy and volumes of international trade, improvement of world economic relations;
- the development of globalization and the increasing complexity of the supply chain (from supplying of raw materials to distribution of finished products);
- increasing the degree of integration of the Russian economy into the world economy with increasing volumes of high-yield cargo in export-import traffic and the development of logistics infrastructure of international transport corridors located on the Russian territory;
- increase in inter-regional trade within Russia, due to the desire of regional producers to enter the markets of other regions, as well as their absorption of large national and multinational companies with a wide sales network;
- the growing demand for high-quality transport and logistics infrastructure in the Russian regions with support for the development of infrastructure through the mechanism of public-private partnership.

The factors braking the process of logistically the transport sector include: morally and physically obsolete fixed assets; lack of investment; implications of sanctions; a high degree of differentiation of Russian regions by level of infrastructure maintenance; low level of development of intra-and interim coordination of the related business processes; insufficient utilization through logistics technologies in the organization of multimodal and intermodal transportation in international traffic; the complexity of major transport nodes and multimodal transport and logistics centers that meet international standards; lack of qualified personnel in the field of logistics and supply chain management (SCM).

Conclusion:

Taking into account the study of the practice of transportation, we have identified the main factors that stimulate the development of the Russian market of freight forwarding and logistics services, which include:

- increase of customers' requirements to the quality of logistics service;
- consolidation of market participants;
- significant strengthening of competition as a result of accession to the WTO, accompanied by the strengthening of the marketing component in the activities of the participants of the freight forwarding market, including the diversification of services, optimization of pricing, etc.

The potential of logistics in the transport sector, converted into real logistics systems, can create significant economic benefits, increase the effectiveness of material, financial and information flow processes, as well as strengthen economic ties of integrated freight forwarding structures, which, in turn, will increase their competitiveness.

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ИКОНОМИЧЕСКИ ПРОБЛЕМИ И РЕШЕНИЯ ПРИ РАЗВИТИЕТО НА ТРАНСПОРТНО-ЛОГИСТИЧНИТЕ ВРЪЗКИ ПРИ АВТОМОБИЛНИЯ ТРАНСПОРТ

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Ключови думи: икономика на транспорта, финансиране, транспорт, транспортни и логистични услуги, управление на транспорта и логистиката.

Резюме: Изследването показва, че оптимизирането на транспортните и логистични връзки при автомобилния транспорт може да допринесе за икономически ръст и да намали различията в регионалното икономическо развитие на съответните териториални поделения. Логистичните и транспортни услуги се свързват предимно с придвижване на товара от началния до краен пункт и те се характеризират с цикличност.

Необходимостта от изучаването на законите на действие и потенциала на логистичните и транспортни връзки при автомобилния транспорт по отношение на преодоляване на икономическите различия в отделните териториални части на съответната държава е от съществена важност за теорията и практиката.