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Problems and Prospects of Control Combined Cargo Transportation within the Sea and Air Transport

Relevance of research. Combined Transport (CT) significantly changed the traditional nature of competition in the transport sector, therefore a large number of rules and principles approach to transport are obsolete or in need of revision. Thus, the most fundamental change made in the transport sector is a change from the traditional practice of transportation from point A to point B (port - port or station - station) to the system of through traffic (from the point of origin of the cargo to its final destination point). The key element of the system is to control the load. Indeed, one who controls the movement of goods throughout the system, regardless of whether it covers the aircraft, trains, road transport or ports, has a competitive advantage over those who control the cargo that is carried only by certain types of vehicles. The party that controls the load all along the line can take any decisions related to transportation, from route selection, carrier and port of call to transport. Such control shippers exempt from their traditional concerns about specific routes,

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ports, warehouses, transshipment facilities. As a result, certain types of transport are changing marketing strategy, especially in relation to the central object of competition – control the loads.

The increasing specialization of modes of transport, which is necessary for the organization of CT and different organizational structure of foreign trade cargo transportation have exacerbated not only "multi-modal" competition, but competition within individual transport modes ("one species" or "within species").

The main reason for this is that the potential hinterland of each mode of transport, spatial and functional – a range of transport operations segments (marine and terrestrial) is expanded, sometimes beyond the conventional scope. Therefore, all modes of transport are exposed to greater competition in their traditional areas.

In addition, with the development of CT new participants such as air transport which gradually creates its own niche have appeared in multimodal competition nowadays. Herewith shipping lines mark more active strategy for air transport in "skimming" of their goods (implying prices, not quantity). It is also important to emphasize that the CT led not only to an intensification of competition in transport, but also strengthened the element of complementarities for both combined and single-species transport.

Research problems. Solving problems to ensure the efficiency of the processes of cargo transportation is given considerable attention in the writings of Vorkuta A.I., Bakayeva O.O., Kulayev Y.F., Sich E.M., Mirotin L.B., Smekhova A.A., Tovkun D.L., Chekalov V.I., Tsvetova Y.M., Zayonchyk L.G. and many other scholars. At the same time, Ukraine has paid insufficient attention to the disclosure features of combined transportation within the maritime and air transport and management of traffic.

The purpose of the article is to study the characteristics of regulation of combined transportation within the maritime and air transport Ukraine.

The main material of the study. We should note that the development of combined transportation (equipment) in any country should be based on the interaction of three key partners actively participate in combined traffic:

• state that develops and implements national laws and regulations relating to trade and transport;

• service providers, including a supplier of transport services (carriers, freight forwarders, operators and equipment that perform operations on

Combined Transport in accordance with national and international trade and transport practices, and suppliers of other services (banks, insurance companies) associated with international trade agreements;

• transport users (buyers and sellers, importers and exporters) that can take advantage of combined transport in the implementation of trade agreements. [1]

Activity of these partners covers not only economical, commercial and operational aspects of international transportation, but all aspects relating to trade facilitation and responsibility for the goods. The participants – partners in undertaking a range of equipment typical measures in the context of international trade and transport are presented in Chart 1.

We get the conclusion that the required training of government

Chart 1
Members of combined transportation

Partners in trade and transport	State	Users of transportation	Transportation service
State	Simplification of customs procedures. The liberalization of foreign exchange control	The strategy of export expansion. The strategy of replacing imports. Systems for temporary storage of goods in customs warehouses	Providing infrastructure and equipment. The introduction of the legal requirements (licenses). Adoption of financial liens for the fulfillment of the contract
Users of transportation	Lobbying / applying pressure in favor of adopting the necessary laws and regulations	Improving the use of commercial practice. Better understanding of the requirements of the product. Enhancement organizations by means of shippers bargaining	Long partnership with selected operators of transport. Best exchange of information at the right questions. Find competitive offers
Transportation service	Lobbying / applying pressure in favor of adopting the necessary laws and regulations	Marketing services related to trade and transport. Closer ties with the clientele. Better understanding of customer needs.	Increase professional organizations. Improve logistics management to provide efficient transport services. Make innovations on transport operations.

officials and high-level management personnel are advisable to focus on solving the problems of international trade and transport, including the common practice of procedures and documents relating to the facilitation of trade, combined transport and container operations.

Air cargo transportation is one of the segments of transport that is developing rapidly. By the 1970s, they were not considered a significant competitor of maritime navigation (in international traffic) or overland transport (inland transport) and regarded as a stepchild of air passenger traffic. Even shippers and forwarding agents often do not consider air freight transportation by an independent and separate type of freight transport [3, p. 97].

For many years air cargo transportation kept in their lack development of economic operation of the aircraft. The introduction of the wide body jets, especially the "Boeing 747" and significant improvement of cargo terminals and a growing recognition of the great potential of the line as a kind of freight transport that can carry standardized containers and accessories - all at once strengthened the competitiveness of air transport. However, the share of air transport in the total volume of international freight traffic is low. The value of airlift constitute 10–20% of international trade based on the specific route [4, p. 11]

Competitive advantages of air transport compared with other modes can be determined by four main factors: time and transportation cost, the nature of the goods and the feature of the market. One of the benefits of air transport is less the duration of transportation, especially at medium and large distances. Time saving factor is especially important if the transport time is considered to be the total duration of carriage of goods from point of origin to point of final destination. Airports are often closer and more accessible than ports at the location of these items inside the country. Another aspect of the overall length of transportation is the frequency of transport services. The number of flights per week or month that senders can use in most major shopping centers is significantly higher than the frequency of waste line vessels. Moreover, the transfer of cargo from one flight to another takes less time on air transport than on the sea. Improving airport ground equipment, the use of special containers and transshipment of unified cargo provide temporary advantage of air transport, although ccontainerization greatly accelerated transport operations in maritime transport. This advantage is vital for the following product groups:

- products with biologically short life cycles, (flowers, fruits, meat);

- products with a short economic life that are shipped on a special occasion, such as certain holidays or fashion goods, like those that have come on the market from time to time not to lose their value;
- products in which air transport serves primarily as a marketing tool and allows you to meet sudden increase in demand for the goods or demand in specific markets for specific products;
- urgent items (equipment needed for production line that is out of work or medication and care facilities). This group includes the goods sent by air at one time basis because of problems with land transport mode as strikes, simple vehicles, the need to withstand the delivery time to ensure their reliability;
- goods, fast delivery of which allows decline in inventories, and provides significant cost of capital;
- equipment, the use of which in the production justifies the increased transportation costs (the revenue is much higher than the additional transport costs);
- goods of high value, rapid transit of which in spite of the higher tariffs can provide significant savings "frozen" capital.

The second factor that affects the competition is the cost of transportation. Of course, the high cost of air freight is one of the major constraints to their development. The main reason is the higher capital investments in aircraft compared to their carrying capacity and the relatively high cost of fuel.

However, air transport is not always the most expensive. The system of distribution of goods (from the point of origin to point of final destination) includes a list of cost items, such as packaging, insurance, transportation and delivery of goods, capital expenditures. For a number of these elements air transport has advantages over the sea. For example, rapid transit and careful handling of cargo allow the use of lighter package than strong boxes or containers designed for maritime transportation. This package is saving labor, materials, weight and volume of cargo, which generally leads to lower overall transportation costs. Of course, containerization greatly reduced the cost of packing for sea transportation, air transportation but still has a distinct advantage. The advantage of the cargo packing is connected with its value. Thus the carriage by air of cars does not need oil as protection of the marine environment during transportation by sea.

At the same time, we note that insurance fees – is another area where air transport is an advantage. Statistics show that the number of air

transport accidents is lower than any other form of transport. Also, due to lower transportation duration and greater the cargo insurance rates for a particular direction are lower than in maritime transport. The convenient location of the airport in relation to the market also has a significant cost advantage.

It is important to note that the various surveys of exporters, importers and freight forwarders of the factors they are guided in the process of choosing between air and sea transport, the most frequently mentioned: the total duration of transport, the timing of the contract, the cost of transporting one ton of cargo, the need to reduce inventory, freight rate berthing fee, the ratio between the volume and weight of the goods, the shelf life of products, size of shipments and reliability of transport. It follows that any factor can be isolated as the main transport for all in choosing the mode of transport, and for each product different factors are prevailed.

In our view, many transportation problems are the result of institutional, inter-governmental and legal difficulties, such as the decentralization of decision-making at all levels of the state; complicated, sometimes contradictory, responsible government agencies; complexity of the reconciliation of public and private interests. Therefore, in order to enhance or reduce the inefficiency of trade and transport system and make way for the development of equipment state can take the lead by taking the following measures:

- it is allowed to harmonize liability regimes on transport and insurance practices, and provide a legal framework for the establishment and development of CT;
- facilitate trade and transport operations (customs regulations, trade and transport documents, electronic data interchange technology) and their recognition of the trade community operators of transport, government agencies, banks and insurance companies;
- provide a smooth evolution of customs and transport operations / services and eliminate wasteful use of resources, computerization of customs administrations, improve infrastructure (custom equipment, internal bonded warehouses, intermodal original equipment) and means of transport;
- training of local staff both in the public and private sectors (primarily freight forwarders and ocean carriers) [2, p. 247].

In our view, required a close relationship between service providers (transport companies, banks and insurance companies), their users, and government agencies in order to take into account the interests of

the parties participating in the development of combined transport and solve major problems. Only in this case it is possible the rational use of existing facilities, coordination of transport policy, obtaining a synergistic effect. The quest for more efficient and smooth transportation system is based on the need to have a strategy of planning and management that go beyond the individual modes of transport and enjoy the results of their mutual competition, improving both their interaction; lead to more consistent regulation unlimited each type of vehicle; take into account the requirements of the new working relationship between the public and private sectors.

In addition, robust advisory mechanism is required, a national organization promoting trade and transport can act in such a mechanism. This mechanism may also take the form of public or private initiatives aimed at ensuring a coordinated and reliable system of transportation. Such an initiative could raise competitiveness and quality standards of the national transportation system. Obviously, the development of optimal solutions is possible with such an organization, and can improve the efficiency of transport. This arrangement will improve coordination between government agencies; public and private sectors; commercial parties; with all stakeholders at the regional level equipment.

The main objectives of the organization should be to encourage the improvement of transport for the benefit of Ukraine's foreign trade, and the main objectives are as follows:

- the role of national forum for discussion the measures of formalities, procedures and documents used in international trade and transport;
- making government projects in Ukraine for approval policies and practical approaches to the regulation of trade and transport;
- developing recommendations on prospective investments in transport;
- expansion of public awareness about the methods and benefits of providing the conditions of trade and transport operations.

Since the effective functioning of the national organization depends on its representativeness , the activities should cover all aspects related to the mixed messages and trade, namely customs , public transport authorities , finance and planning; banks; insurance companies; transport users (senders, recipients, importers, exporters); Chamber of Commerce, international transport operators (shipping companies, airlines, CT and their agents); management port and terminal operators, including

operators of internal customs warehouses; operators of inland transport (road, rail, inland waterways).

Thus it is necessary to note that the very nature of measures to facilitate trade and combined transport requires going beyond national borders. Thus it is necessary note that the very nature of measures to facilitate trade and combined transport requires going beyond national borders. In other words, the need for coordination is not limited only to trading partners because the application of appropriate measures without neighboring countries risks a problem of transit traffic in (through) those States.

Government measures to promote equipment can not be taken in isolation from the overall strategy, which should: be based on the efficient use of resources, compared with a profit derived from international trade; have an orientation to the market and take into account the requirements of customers; different objective attitude to the various modes of transport; encourage the development of national transport technology and the accumulation of experience; exhibit sufficient flexibility to changing conditions and needs of international trade and technological development.

Conclusion. Thus, the passage of equipment strategy will lead to the economic approach to assess the role of the state in the field of transport; reduce the length of the logistics process and the cost of it; growing containerization; strengthened the validity of legal norms; responsible for operators and users; limited control functions of public authorities; eliminated the conditions for fraud and corruption; eliminated shadow economic activity as a result of its inclusion within normal economic process, characterized by legal business atmosphere.

This strategy can be performed using a variety of means: modification of the existing concept to promote trade and transport operations; updating the legal framework; changing the structure of government agencies and professional organizations; changing the working methods of administration; vocational training and the creation of his motivation; increasing the availability of tools for data processing.

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Abstracts

ОЛЕНА ЦИМБАЛІСТОВА. **Проблеми і перспективи управління комбінованими вантажоперевезеннями із задіянням морського і повітряного транспорту.** *У статті описуються нові принципи і правила підходу до комбінованого транспортування. У статті представлені такі проблеми, як необхідність змін у звітності державних організацій та установ для координації та партнерства нового типу між державним і приватним секторами для використання транспортних систем; оцінка інституційних, міжурядових і правових питань, що стосуються розвитку транспорту. Це передбачає заходи щодо підвищення ефективності торгівлі та транспорту і створення умов для розвитку інтермодальних перевезень.*

Ключові слова: *комбінована транспортування, транспорт морський, транспорт повітряний, аеропорт, держава, інтермодальні перевезення.*

OLENA CYMBALISTOWA. **Problemy i perspektywy zarządzania kombinowanymi przewozami ładunków z wykorzystaniem transportu morskiego i powietrznego.** *W artykule przedstawiono nowe zasady i reguły podejścia do transportu kombinowanego. Opisano*

problemy związane z koniecznością dokonania zmian w sprawozdaniu instytucji i organizacji publicznych w celu koordynacji oraz rozwoju nowego rodzaju partnerstwa między sektorem publicznym i prywatnym w zakresie wykorzystania systemów transportowych.
Słowa kluczowe: *transport kombinowany, transport morski, transport lotniczy, linie lotnicze.*

ЕЛЕНА ЦИМБАЛИСТОВА. **Проблемы и перспективы управления комбинированными грузоперевозками с задействованием морского и воздушного транспорта.** *В статье описываются новые принципы и правила подхода к комбинированному транспорту. В статье представлены такие проблемы, как необходимость изменений в отчетности государственных организаций и учреждений для координации и партнерства нового типа между государственным и частным секторами для использования транспортных систем; оценка институциональных, межправительственных и правовых вопросов, касающиеся развития транспорта. Это предполагает меры по повышению эффективности торговли и транспорта и создание условий для развития интермодальных перевозок.*
Ключевые слова: *комбинированная транспортировка, транспорт морской, транспорт воздушный, аэропорт, государство, интермодальные перевозки.*

OLENA TSYMBALISTOVA. **Problems and prospects of control combined cargo transportation within the sea and air transport.** *The article describes the new principles and rules approach to combined transport; in the article such problems as the necessity of changes to the accountability of public organizations and institutions of coordination and partnership of a new type of public- private sectors for the use of transport systems, the evaluation of institutional, inter-governmental and legal issues regarding the development of transport, such as the decentralization of decision -making at all levels of the state and complexity of the reconciliation of public and private interests are discussed. It suggests efficiency measures of trade and transport and creating conditions for the development of intermodal transportation.*
Key words: *combined transport, combined transport freight transportation, sea transportation, air transportation, airline, state level.*