MODERN FEATURES OF THE FUNCTIONING OF THE TRANSPORT MARKET IN THE NATIONAL ECONOMY

СУЧАСНІ ОСОБЛИВОСТІ ФУНКЦІОНУВАННЯ ТРАНСПОРТНОГО РИНКУ В НАЦІОНАЛЬНІЙ ЕКОНОМІЦІ

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Shaposhnykov K.S.
Doctor of Economics, Professor,
Head of Black Sea Research
Institute of Economy and Innovation

Market reform of the system of economic relations, social transformations and transformational changes taking place in the national economy over the past twenty years have caused the appearance of significant changes in the transport sector of the country. On the transport were carried out basic institutional transformations, initial privatization, the transition from direct administrative management of the transport industry to state regulation of subjects of the RTP, laid the legal framework for transport activities in the new economic conditions. As a result of market transformations, there are tens of thousands of transport entities operating in different organizational and legal forms. Consequently, this article is devoted to modern features of the functioning of the transport market in the national economy.
Key words: *state regulation, national economy, market, transport services market, transport, transport industry.*

Ринкове реформування системи економічних відносин, соціальні перетворення та трансформаційні зрушення, що відбуваються в національній економіці понад двадцять останніх років, зумовили виникнення суттєвих змін в транспортному секторі країни. На транспорті були проведені базові інституційні перетворення, здійснено первісну приватизацію, перехід від прямого адміністративного управління транспортною галуззю до державного регулювання суб'єктів РТП, закладено правові основи транспортної діяльності в нових економічних умовах. В результаті проведення ринкових трансформацій у країни діють десятки тисяч транспортних суб'єктів господарювання різних організаційно-правових форм. Отже, дана стаття присвячена сучасним особливостям функціонування транспортного ринку в національній економіці.
Ключові слова: *державне регулювання, національна економіка, ринок, ринок транспортних послуг, транспорт, транспортна галузь.*

Introduction. In this market, almost 33 thousand registered enterprises of all forms of ownership and management conduct business activities, more than 90% of which are private entities. Thus, for example, the share of volumes of cargo transportation by entities of private ownership is 50.0%, while the largest share of it in road transport is 72.0%; accordingly, the share of volumes of passenger transportation by subjects of private ownership is 42.0%, including by road transport – 90.0% [3].

Unfortunately, these measures have not become sufficient for the formation of a civilized RTP and the creation of a competitive comprehensive and effective system for the provision of TP. Considering the possibility of further effective development of the RTP should take into account the following factors, namely [1; 2]:

The specifics of transport as links in the economic and production process. As one of the most important system-forming elements, transport determines the degree of development of economic potential and the industrial structure of any economically developed country. If it was previously believed that transport only contributes to the activities of industries in the manufacturing sector, serving as a service role, now it becomes a prerequisite for their growth. This determines the specificity of the mechanisms of development of the transport and road complex (TDP), which should develop at a faster pace, while at the same time in the functional and structural balance with others, first of all, the basic branches of the national economy.

The deep, fundamental changes associated with the implementation of innovative communication and transport logistics technologies that promote the rational organization of freight traffic and are designed to ensure the sustainable development of the RTP, which guarantees the satisfaction of the demand for quality and comprehensive transport services. The main advantage of their use is the possibility of achieving a significant economic effect by reducing at least 30-40% of the total logistics costs of distribution, transportation, storage and distribution of commodity-material flows on the basis of optimization of logistic schemes of delivery of cargoes. Underestimation of the value of transport and logistics technologies inevitably leads not only to the reduction of financial and economic outcomes of transport industry enterprises, but also to the competitiveness of domestic goods on world commodity markets, which ultimately leads to a slowdown in the development of the state as a whole.

In addition, it should be taken into account that the latest post-crisis years have become a benchmark for the use of fundamentally new approaches to the problems of economic development, thus challenging many negative processes that have become crisis status. Among the set of other causes and problems of the crisis state of TPK among the largest is the problem of overcoming the unacceptably high depreciation of fixed assets and unsatisfactory state of transport infrastructure objects, which not only negatively affects the quality of the provision of TP, but also does not meet the current requirements of safe operation, reducing efficiency activity of the subjects of RTP and their competitiveness on the world market. Ultimately, this condition affects the indicators of socio-economic development of the country (GDP, state budget revenues, employment of the population, etc.) and affects its international image [2].

Analysis of recent research and publications. Features of the development of the transport market are devoted to the works of O. Boyko [1; 2], T. Ibragimhalylov [6], V. Kopytko [7], V. Kisly [8], N. Primachev [9], V. Razvadovsky [10], V. Koval [11], and others.

Setting objectives. Justification of the peculiarities of the development of the transport market in the national economy.

Presenting main material. In modern conditions, ensuring efficient and complex development of the RTP is made possible on the basis of progressive market technologies and models, especially those that are in line with the general tendencies and laws of socio-economic development, and most importantly, the needs of the development of the national economy. This primarily concerns the cluster-logistic model of the development of RTP, based on the principles of symbiosis of competition and partnership, the wide use of the public-private partnership institute in the implementation of investment transport projects, boosting innovation in the transport sector, increasing the competitiveness of domestic transport and logistics companies, as in the domestic RTP, and in the market of service of transnational routes [1; 6].

Taking into account the above, it becomes important to identify the problems that impede the dynamic development of RTP by analyzing the dynamics of performance indicators of economic entities and establishing on this basis the causes of the systemic crisis of the transport industry with the subsequent justification of the priority directions of its overcoming. For a long time, two indicators have been used to determine the role of the TA sphere in the national economy: the share of this sector in the total number of employed and the share of services rendered in the gross national product (GNP). Today, scientists use them for a variety of economic comparisons, continuing to seek more advanced criteria for economic analysis and assessment of the role of services in the national economy [7-11].

It should be emphasized that RTP plays a vital role in the socio-economic development of the country, since its effective functioning provides conditions for the functioning of most branches of the national economy, being the fundamental basis of interaction, RTP forms the conditions for ensuring economic relations between producers and consumers of products in different regions of the country. , as well as foreign economic relations. That is, speaking about the fact that acting as a communication factor of the RTP reflects the problems and dynamics of the country's socio-economic development.

Unfortunately, in the last five years, the transport industry, as a whole country's economy, is experiencing a period of instability. At the same time, in the last two years, the work of transport enterprises and other subjects of the RTP is marked by negative trends, which are manifested in the fall in the volumes of transportation of passengers and goods, which respectively leads to inadequate satisfaction of demand for TP population and economic complex of Ukraine. Meanwhile, in the first three post-crisis years (2010–2012), the country's economy showed the first signs of a crisis, which was reflected in the positive dynamics of the main indicators of transport activity [4].

However, already in 2013–2014 managing the subjects of the RTP showed a negative dynamics of volumes of freight and passenger traffic. For example, in 2013 compared to 2012 the total volumes of cargo transportation decreased by 1,9%, passengers by 2,8%, volumes of cargo handling at sea and river ports decreased by 4,3%. At the moment, Ukraine has not yet reached the pre-crisis figures: in 2013, volumes of cargo transportation amounted to 89%, passengers – 81%, cargo handling in ports – 87% compared to the level of 2007. The economic crisis and the difficult situation in eastern Ukraine negatively affected the performance of the transport industry in 2014. Total volumes of cargo transportation in Ukraine for 10 months. 2014 decreased by 6.7%, passengers – by 4.7% compared to the same period of 2013 [3; 4].

Reflecting the general economic trends, falling volumes of freight traffic show almost all (except for automobile) modes of transport. For example, by rail in 2015, 442 million tons of cargo were transported, which is 3.3% less than in 2012 and is only 86% of the level in 2007. January-October 2014 the reduction of the volume of rail freight traffic is 8.8%. In the structure of cargo transportation, this type of transport is the largest share – 70%, which has a significant impact on the dynamics of cargo transportation in Ukraine in general [3; 5].

However, considering the general structure of freight transport by type of transport in 2015, taking into account the transport carried out by motor transport for own needs, as well as pipeline transport, the carriage of goods is dominated by road transport, its share is 68.64%, the share the railway transport – 24,17%, pipeline – 6,86%, sea and river by 0,16%, aircraft – 0,01% [4].

In recent years, shipping has significantly decreased. Thus, in 2016 6 million tons of cargo was transported by water transport, which is 25% less compared to 2015, and is only a quarter of the level of 2007. The share of transport by this mode of transport in the total volume of freight traffic is currently less than 1 % At the same time, water transport is promising for the development of mixed multimodal container transportations, and also due to its environmental and economic efficiency, in particular for 10 months. In 2016, the transport of goods by this mode of transport increased by 5.2% compared to the same period of 2015 [4; 5].

Freight transportations by civil aviation in Ukraine practically are not carried out, in volumes traditionally do not exceed 0,1 million tons per year and make less than 0,1% of the total volumes of transportation of cargoes. At the same time, in 2015, traditionally the most part were irregular carriage in other states within the framework of the UN humanitarian and peacekeeping programs, as well as in accordance with contracts and agreements with other customers. In total, 21 domestic airlines performed cargo and mail throughout the year. At the same time, the depth of the fall in the volume of cargo transportation by air is the largest: 19.2% in 2016 and 16.5% in 10 months. 2015 compared to similar periods of previous years. Significant volumes of transportation were carried out by ANTK "Antonov" (reduction compared to 2015 by 18.8%), ZetAvia (21.5% reduction), Maximus Airlines (13.8% decrease), International Airlines Ukraine (reduction by 28%) [2; 4; 5].

In the market of passenger transportations during the year worked 25 domestic airlines, the main passenger air carriers: "International Airlines of Ukraine" (reduction of volumes by 14.6% compared to 2013), Wizz Air Ukraine (19.4% decrease), Utelier Ukraine (24.1% decrease), Wind Rose (11.9% decrease), Kharkiv Airlines (an increase of 20.8%) and Dniproavia (an increase of 20.7%) [2; 4; 5].

General unfavorable conditions for air transportation have led to a sharp decline in the basic performance of airports in Ukraine. Passenger traffic through Ukraine's airports has decreased by 28% compared to the previous year's figure of 10896.5 thousand passes. In total, commercial flights of domestic and foreign airlines during the reporting year served 24 Ukrainian airports. Among the main factors that led to a decline in demand for air travel – the current military-political situation in the state and the annexation of the Crimea, recommendations on the safety of flights by a number of international organizations and EU bodies to avoid alternate routes part of Ukraine's airspace and, as a whole, the general state of the current economic situation. During the year, part of the domestic airports did not work, many airlines significantly reduced the route network, a number of directions were generally curtailed. In the reporting year passenger and cargo transportation performed 35 domestic airlines [1; 3-5].

Between them, it is necessary to take into account that the potential of the development of the air transport market in Ukraine is extremely high. This is due to the presence of a large area (the second in Europe after the Russian Federation), the population, its rapid urbanization, a significant number of large cities, as well as the advantageous geographical location of Ukraine at the crossroads of transit routes between East and West. The use of this potential will increase in conditions of recovery of economic growth, as well as gradual increase of the effective demand of the population, its requests for air travel in business and tourism.

Road transport is the only mode of transport in which the growth of cargo volumes in 2016 was achieved, compared to 2015 (by 2.8%), and compared to 2007. (by 8.2%) with the volume of transportation of 184 million tons of cargo. In January-October 2015, road transport continued to grow and increased cargo volumes by 3.7% [3-5].

The volumes of cargo handling by sea and river ports decreased in 2015 by 13% compared to 2007. (due to reduction of processing of export cargoes and transit cargoes). In 10 months In 2016, compared to the same period of 2015, the volume of cargo handling in commercial and fishing ports and industrial berths (sea and river) grew by 6.4% and amounted to 119.7 million tons, which is explained by the switching of part of cargo flows with captured by Russia Crimean ports. At the same time, the volumes of processing of export cargoes increased by 15.6% and in internal traffic – by 20.8%. Processing of transit and import cargo decreased by 10.1% and 16.2%, respectively [3-5].

Passenger transportation in 2016 compared with 2015 had a negative dynamics in rail and road traffic, which is explained by the reduction in demand for transport services by the population due to their decrease in their incomes, the increase of fares, as well as the reorientation of part of passengers to services of illegal carriers. According to the State Statistics Service of Ukraine in 2015, 6.6 billion passengers used the services of passenger transport, which is by 2.8% less than in 2014. A passenger service of 128.3 billion passes was executed. km, which is 3.0% less than in 2012 By rail by 2015 425.2 million passengers (including passenger transportation by city by train) were sent, which is 0.9% less than in 2014 Compared with before the crisis in 2007 passenger traffic was reduced by 5%, and if compared with 1990. – it decreased by 36% (that is, more than a third). For long distances, passengers are gradually switching to aviation, while moving at short distances increasingly prefer road transport as faster and more convenient, even in spite of the unsatisfactory state of roads in Ukraine [3-5].

Obviously, in the last two years, the reason for a sharp fall in volumes of freight and passenger transportation is the complex military-political situation in the state and the crisis situation of its economy and, above all, industry.

However, the main reason for the crisis situation of the TPC of the country is a violation of the provisions of economic laws that regulate the processes of simple and expanded reproduction of core productive assets. As a result, the stock of technical resources of the industry (infrastructure, rolling stock) created in the Soviet times was practically exhausted and there was a real threat of the loss of its stability. For example, the level of depreciation of the main means of production in the railway transport reaches 80-90%. There is an outdated part of the infrastructure of the railway industry (stations, stations, hotels, communications and traffic management, etc.) [4]; the slow pace of renewal of the rolling stock of motor transport almost 70% of the rolling stock is technically and / or obsolete, and 50% of the buses have been in operation for more than 10 years [4].

In the field of air transport, we also observe the aging of the fleet of aircraft: now no more than 6% of their total number are operated less than 5 years, while aviation enterprises, due to lack of funds, practically do not have the opportunity to purchase new aircraft directly. There is no state program of updating the rolling stock of domestic airlines, although the necessity of its development was discussed in 2008. in the relevant Decision of the National Security and Defense Council. There is also a technical mismatch of most airports in Ukraine with the requirements of the International Civil Aviation Organization (ICAO) and the International Air Transport Association (IATA) [3-5].

In the field of water transport we have a discrepancy in the level of development of ports, the efficiency and quality of their management and functioning of modern international requirements, demand for their services; low rates of fleet renewal and maritime infrastructure. This led to the aging of basic means of production: the average age of domestic vessels is more than 20 years, which does not allow many ships to go to overseas ports. The bulk of the fleet, controlled by domestic shipowners, is registered in foreign ship registers, which threatens the independence of the transport of foreign trade in Ukraine [2; 3-5].

It should be noted that despite the adoption of the approved Transport Strategy for the period up to 2020, it has not developed in specific program documents: there is no approved integrated program for the development of the TPC of Ukraine (or separate sectoral transport programs) in the medium-term perspective, except for the State Target Economic program of development of highways of general use for 2013-2018, approved by the resolution of the Cabinet of Ministers of Ukraine dated July 11, 2013, No. 696. Accordingly, the development of railway, water, aviation and automobile Ukraine's transport is largely inertial and is not aimed at achieving concrete and well-founded goals [3-5].

We agree with the views of the authors who argued that among the causes of the crisis situation in the transport sector is the lack of effectiveness of financial and economic mechanisms that should stimulate its investment development. The same is true today. Transport is one of the most economically intensive sectors of the economy, therefore, it is necessary to attract significant funds to ensure its sustainable development, first of all it is about significant long-term investments. However, the possibilities of the state are limited, own resources of enterprises do not allow to cover all needs. The application of PPP mechanisms has not spread due to the lack of sufficient legal and regulatory framework for its implementation in the country and proper guarantees of investors' rights [1; 2; 6; 7].

Another important systemic cause of the crisis situation in the transport industry is that market mechanisms have not become their main regulator. The mechanisms of competition on the RTP are poorly developed, while the state regulation of the RTP is not sufficiently effective. The heterogeneous competitive environment has emerged in transport: from fully privatized road and river transport to the state ownership of railway transport and seaports in the early 90's of the twentieth century [1]. The monopoly is also preserved in potentially competitive segments of rail transport, with the current inefficient system of management of state transport enterprises leading to unsatisfactory results of their work, loss-making, and, consequently, the inability to ensure the renewal of their own rolling stock and the restoration of outdated transport infrastructure on parities with the state and principles of private investors. Note that unlike in Ukraine, in most European and CIS countries, railway transport reform has taken place, as a result of which the economic functions have been separated from the regulatory, as well as the isolated natural-monopoly sector of the use of infrastructure from the potentially competitive market of operator companies [2]. In Ukraine, the "preservation" of structural reforms in monopoly segments of the TPC, primarily on railway transport, made it impossible to timely delimit the functions of state and economic management, hampered the processes of forming a progressive production and technological system of rail transport, structured according to activities, still does not allow the demonopolization of the transportation process and ensure access to the private carriers' market. Consequently, structural reforms in the transport sector are extremely slow, that is, the transport sector is still experiencing a difficult period of reform, moving to new development management mechanisms, "embedded" in the world RTP [2].

It is also necessary to recognize that the country's economy is extremely transport-consuming. The increase in the number of RTP subjects, fragmentation of the single transport system, and the prevalence of private financial interests could not but negatively affect the level of transport costs that are growing at a high pace. So, in order to earn 1 conventional dollar of GDP, in Ukraine, on average, it is necessary to transport 6 tons-km of goods. At the same time, in the European Union (EU-25), this indicator was 0.3 ton-km, that is, 20 times less []. In Ukraine, such a ratio determines the dependence of its economy on the supply of products of a largely low degree of processing ("commodities"): such as metals, ores, grains, and the like. Not the last low efficiency of the transport system due to the low speed of cargo, which does not meet modern requirements [5].

Among the systemic problems that hamper the development of RTP can also be attributed [1; 2; 6-11]:

- low level of inter-sectoral coordination in the development of transport infrastructure, which leads to the unification of a single transport space, the inefficient use of resources and the reduction of efficiency of TP;
- Slow improvement of transport technologies and their insufficient connection with production, trade, warehouse and customs technologies;
- Unacceptably low level of informatization of transport process and informational interaction of transport with other branches of economy; insufficient efficiency of financial and economic mechanisms to stimulate investment development of transport and its infrastructure;
- low level of safety of transport activity;
- Significant excess of international standards on the negative impact of transport on the environment;
- low level of competitiveness of domestic market players in the international and domestic transport services markets;
- Lack of realization of state and sectoral programs in the field of certain types of activity, types of transport, transport machine building, development of the state border.

Conclusions and perspectives of further research. The priority direction of the national transport policy continues to be the development of a civilized national RTP, and above all on the basis of ensuring all forms of security – from protecting the rights of citizens and creating equal conditions for the development of all types of economic activities to protect the country's economic interests, as well as the policy of restricting monopolies and development of competition. In this case, it is important to create a condition for the development of internal competition between carriers and individual modes of transport, as well as external competition with international transit systems.

In order to improve the situation in the transport sector, accelerate its exit from the crisis and provide the necessary impetus for further development, it is necessary to develop and implement a series of economic, structural, organizational, technological and institutional reforms in transport. The directions of state policy should be based on the tasks of European integration, provide for the comprehensive preparation of the Ukrainian transport system for the implementation of the Association Agreement with the EU. At the same time, priority should be given to the formation of an effective competitive RTP in Ukraine and the development of a balanced national transport and logistics system capable of satisfying the full requirements of the economy and population in quality transport services, ensuring an adequate level of safety of the transport process and reducing the negative impact of transport on the environment, and also the opportunity to fully realize its transit potential.

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