Research on the Integration of Logistics Resources—Based on the Perspective of Beijing-Tianjin-Hebei Regional Integration

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Abstract. In recent years, logistics industry in China has developed rapidly, and the result is remarkable. At the same time, there are many constraints. Under the background of the coordinated development of the Beijing-Tianjin-Hebei region, this paper mainly focuses on the integration of logistics resources of the Beijing-Tianjin-Hebei region. According to the data of China Statistical Yearbook and official websites of Beijing, Tianjin and Hebei, I use the SWOT-PEST matrix to analyze the environment of logistics development of the Beijing-Tianjin-Hebei region, put forward the relevant suggestions for the development of the logistics industry, and hope to have a practical significance to improve the overall level and competitiveness of the logistics industry of the Beijing-Tianjin-Hebei region.

Introduction

In 2015, the government work report put forward to promote the coordinated development between regions and the new type of urbanization to expand development space. Work continued to promote the coordinated development of the eastern region, the central region, the western region, and the northeast; priority was placed on moving forward with the Three Initiatives—the Belt and Road Initiative, the Beijing-Tianjin-Hebei integration initiative, and the Yangtze Economic Belt initiative. A number of major projects were also launched to develop infrastructure, improve the distribution of industries, and achieve ecological and environmental conservation.

In 2016, we will take a full range of measures to reduce the transaction, logistics, financial, and energy consumption costs of enterprises, and work to put a stop to the collection of arbitrary and unwarranted fees from enterprises and be strict about investigating and punishing violations of regulations.\textsuperscript{[1]}

Visibly, the government has attached great importance to the overall development of the logistics and the Beijing-Tianjin-Hebei region.

Function Orientation

Goals have been set for the integrated development of Beijing, Tianjin and Hebei in the next 15 years. The aim is to transfer the nonessential functions of Beijing and form an optimized structure for the capital’s core functions by 2030.

The function orientation of Beijing is the national center for politics, culture, international exchanges and scientific and technical innovation. The function orientation of Tianjin is a national research and development base for advanced manufacturing, a hub for international shipping in North of China, a zone for financial innovation and services, and a pilot zone for economic reform. The function orientation of Hebei is an important national base for trade and logistics, a pilot zone for industrial transformation and upgrading, a demonstration area for modern urbanization and urban-rural integration, and an ecological buffer zone.

“The supercity is the vanguard of economic reform,” said Liu Gang, a professor at Nankai University in Tianjin who advises local governments on regional development. “It reflects the senior leadership’s views on the need for integration, innovation and environmental protection.”

The new region will link the research facilities and creative culture of Beijing with the economic
muscle of the port city of Tianjin and the hinterlands of Hebei Province, forcing areas that have never cooperated to work together. [2]

The Concept of “Logistics Resources Integration” and “Logistics Integration”

The concept of “logistics resources integration” has broad and narrow sense. The broad sense of logistics resources integration, is from the point of view of government and industry or regional management to understand logistics resources integration, and emphasizes the overall planning of logistics resources, unified operation and management cross the enterprise, industry and region. The research of this aspect is more from a point of view of understanding, the idea and the principle to qualitative and conformity. [3] In narrow sense, the integration of logistics resources is the understanding from the point of view of enterprise and supply chain. Under the scientific and reasonable system requirements, with the help of modern science and technology, especially the computer network technology, in order to cultivate the core competitiveness of enterprises and meet the needs of the market environment, a dynamic management system has seamless connection between the limited logistics resources and social dispersed logistics resources. Logistics resource integration is one of the four flow integration of logistics, information, capital and process in supply chain. [4]

The so-called logistics integration, namely on the part of the government, in order to achieve and improve the logistics industry’s comprehensive economic strength, improve the quality and efficiency of the regional logistics industry, expand the scale and radiation scope of logistics, among local governments mutual cooperation and jointly promotion, based on the regional economy and the hinterland range, make full use of the existing logistics resources in the region. The integration of logistics resources for the effective use of logistics resources has important influence. At the same time, the logistics facilities, logistics channels, logistics nodes, logistics information, logistics market, logistics personnel, logistics policy and measures and other logistics resources need to coordinate the planning and configuration, to achieve a win-win situation. On the part of the enterprise, taking the logistics system as the core, by the overall and systematic management from the production enterprise, the logistics enterprises and sales enterprises until the consumer supply chain, it is the development of logistics industry in an advanced and mature stage.

Environment Analysis of Logistics Resource Integration Based on SWOT-PEST

SWOT-PEST analysis method is combined with the SWOT and PEST, that is a matrix model of structural system, provided in Table 1, integrating the internal micro environment and the external macro environment, recognizing its advantages and disadvantages in political, economic, social and technical aspects, in order to identify key factors more accurately and formulate a more comprehensive and detailed development strategy.

SWOT is a typical strategic planning analysis method, focuses on the internal micro environment analysis, to determine their own core competitiveness from four aspects of strength, weakness, opportunity and threat; PEST focuses on the analysis of the external macro environment, to carry on overall analysis mainly from four related factors of policy, economy, society, technology.

<table>
<thead>
<tr>
<th>SWOT</th>
<th>Internal factor</th>
<th>Strength(S)</th>
<th>Weakness(W)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Political(P)</td>
<td>Economic(E)</td>
<td>Social(S)</td>
</tr>
<tr>
<td></td>
<td>SP</td>
<td>SE</td>
<td>SS</td>
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<td></td>
<td>WP</td>
<td>WE</td>
<td>WS</td>
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</table>

Table 1. SWOT-PEST matrix model [5].
According to the SWOT-PEST method, establish the SWOT-PEST analysis matrix of the logistics industry of the Beijing-Tianjin--Hebei region, provided in Table 2.

Table 2. SWOT-PEST matrix model of logistics resources integration environment.

<table>
<thead>
<tr>
<th>SWOT</th>
<th>PEST</th>
<th>Political</th>
<th>Economic</th>
<th>Social</th>
<th>Technological</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal factor</td>
<td>Strength</td>
<td>The encouragement of logistics industry from Beijing, Tianjin and Hebei governments; Public transport; Industrial connection; Trade and logistics industry</td>
<td>Continuous development of Economy; Larger proportion of the region’s GDP</td>
<td>The location and traffic advantages; Continuously improving transportation infrastructure</td>
<td>Agglomeration advantages of talent and technology; Intensive science and technology resources</td>
</tr>
<tr>
<td></td>
<td>Weakness</td>
<td>Policy gap of Beijing, Tianjin and Hebei; Fair competition</td>
<td>No strong economic strength; No sufficient development of private economic; Lack of uniform logistics standards</td>
<td>The transportation restriction caused by the increasing total amount of logistics; No perfect urban infrastructure</td>
<td>No prominent industrial development focus; No fully played talent resources</td>
</tr>
<tr>
<td>External factor</td>
<td>Opportunity</td>
<td>National attention; Continuous improving status of the logistics industry; The support of policy and planning</td>
<td>The promoting effect of regional economic integration on logistics integration</td>
<td>“Third pole” of China's economic growth; Industrial cooperation adjustment</td>
<td>Logistics information; Logistics standardization integration process; O2O model of Joint Distribution Service Center</td>
</tr>
<tr>
<td></td>
<td>Threat</td>
<td>Lack of systematic and specialized legal provisions; Low level logistics laws and regulations; No complete coordination between logistics laws and regulations</td>
<td>The backward economic development in the Yangtze River Delta and Pearl River Delta; Logistics service level and efficiency behind the developed countries</td>
<td>The backward logistics technology and equipment level; Obstacles of logistics management system and mechanism</td>
<td>Low level of logistics service and efficiency, enterprise management and specialization of persons engaged in logistics</td>
</tr>
</tbody>
</table>

According to the analysis of Table 2 and SWOT, “to grasp opportunities, play its strengths, defuse the threat, overcome the disadvantage”, combining with the Beijing-Tianjin-Hebei region coordinated development situation and logistics development status and characteristics, focusing on the outstanding problems, analysis of the environmental conditions of the Beijing-Tianjin-Hebei region’s logistics resources integration, formulate opportunity advantage strategy and weakness threat strategy, in order to improve and enhance the logistics’ competitiveness of the Beijing-Tianjin-Hebei region.

The Development Strategy Analysis of Logistics Industry

Recently to 2017: There will be progress in reducing the noncapital functions in Beijing, and breakthroughs in the coordination of transportation, environmental protection and industrial upgrading. Medium to 2020: The population of Beijing will be contained within 23 million, and the problems that arose with its urban development could be effectively solved. A coordinated transportation network will take shape, and the regional environment will be improved significantly, with progress being made in the coordinated development of industries. Gaps in public services such as education and medical care will be effectively closed. The investments in science and innovation will be further strengthened. Forward to 2030: A coordinated pattern of regional development will take shape.
The state attaches great importance to the development of region and transportation infrastructure. The development of regional economy can’t be separated from the development of logistics industry. According to the present situation of the logistics industry of the Beijing-Tianjin-Hebei region and the logistics resources integration, the corresponding strategies are put forward.

In advantage opportunity matrix, logistics industry of Beijing-Tianjin-Hebei region should rely on internal advantages, seize the external opportunities. On the basis of the full integration of its logistics resources, take the advantage opportunity strategy of active expansion. Using various advantages of resources and opportunities to further increase the logistics industry's attention and investment and promote the integration of the three places of logistics and overall competitiveness. In inferior threat matrix, the logistics industry should resolve or avoid external threats and weaknesses. By the way of solving the difficulties one by one, take the weakness threat strategy of target concentration. Through the adjustment of the logistics industry, make up for their own shortcomings, comply with the requirements of social development, and enhance the overall competitiveness.

(1) The policy support of the government and the competent authorities is the leading force to create the favorable external environment for the logistics industry of the Beijing-Tianjin-Hebei region. Its economic development advantages, agglomeration advantages of talent and technology resources, more prominent location and transportation advantages, should further increase the logistics industry planning, guidance and support, establish a more perfect logistics system of laws and regulations, set up the strategic consciousness and improve logistics management ideas and methods, and abundantly play the advantages, support and encourage canonical and rapid development of the logistics industry.

(2) Country attaches great importance to the Beijing-Tianjin-Hebei region collaborated development and logistics integration, making use of the opportunity for development of commerce, logistics, industrial and other related industry to transform and upgrade, focusing on the integration of logistics resources. On this basis, optimize industrial structure of the logistics industry, and build the logistics linkage system with logistics facilities closely. On the one hand, encourage and foster specialized and standardized logistics enterprises with its core competitiveness; on the other hand, vigorously the introduction of domestic and international comprehensive logistics enterprises should be entered the local market, in order to enhance the overall competitiveness of the logistics industry, promote the specialization and socialization of logistics service level.

(3) The construction of logistics infrastructure mainly includes the construction of circulation processing, storage, transportation and other facilities. Beijing, Tianjin and Hebei should be integrated into the population, land, transportation and other conditions, overall planning, research and analyze the existing logistics resources, such as the status and information management of logistics channel, logistics park, logistics port. Based on logistics resources, system integration is important to optimize the structure and layout of the regional market, and improve the market system. According to the current market demand for logistics, relay out and expand the construction, gradually improve from road transport to water transport, rail transport, air transport, to construct multimodal transport network, and layout systematically for logistics infrastructure, transportation system, logistics park integration.

(4) There is a gap in policy among Beijing, Tianjin and Hebei. It is suggested that the government should narrow the gap, try to build a fair and competitive social environment and form a unified and standardized logistics standard as soon as possible. At the same time, the existence phenomenon is that the government intervention in the enterprise is relatively large, making not sufficient development of private economy. I think it’s necessary and essential to create a more relaxed, appropriate policy environment to promote the economic growth of private enterprises. In addition, the government should actively guide and encourage logistics enterprises to improve the mechanization, automation and information level of logistics operation, establish the enterprise internal management information system, improve the logistics information platform, in the premise of ensuring circulation processing, logistics information service, inventory management, logistics cost control, value-added services, develop more high level professional work in an all-around way,
such as logistics project design, the entire logistics services. Pay more attention to the training of professional talents and the utilization of human resources, improve the level of logistics technology and equipment, logistics service level and efficiency.

**Summary**

The logistics industry is a kind of compound or polymer industry which is formed by the industrialization of logistics resources. Logistics resources include transportation, warehousing, loading and unloading, handling, packaging, circulation processing, distribution, information platform, which formed transportation industry, warehousing industry, loading and unloading industry, packaging industry, processing and distribution industry, logistics information industry. These logistics resources scatter in a number of areas, including manufacturing industry, agriculture, circulation industry, the industry of logistics resource integration is not simple superposition, but by the way of optimizing and integrating, it will be able to play a greater role.

At present, the logistics industry of the Beijing-Tianjin-Hebei region has great advantages and the development is faced with important opportunities, the weaknesses and threats of internal and external environment. Based on SWOT-PEST matrix, analyze the development of the logistics industry and logistics resource integration environment. According to the advantages, opportunities and fully logistics resources integration, take aggressive expansion strategy; in view of the weaknesses and threats, solve the difficulties item by item, take the target aggregation strategy. Based on the analysis and research of logistics resources integration environment, through the integration of logistics resources, fully understand, research and analyze region’s logistics resources, through further overall planning, meticulous organization and efficient management, gradually develop the comprehensive logistics, improve logistics service quality and efficiency, enhance the level of logistics technology, and improve the overall competitiveness of the logistics, so as to promote the coordinated development and lay a solid foundation of logistics integration for the Beijing-Tianjin-Hebei region.

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**References**