Analysis on the Current Situation and Development Countermeasure of Marine Transportation Industry in Jiangmen City

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Abstract. Based on the survey data of Jiangmen marine economy, this paper analyzes the current development of marine transportation industry in Jiangmen city, and summarizes the operation characteristics of the marine transportation industry, then points out the problems existing in the development, finally puts forward some suggestions on the development of marine transportation industry in Jiangmen.

Introduction

2015 is the last year of the implementation of comprehensive transportation system development of the 12th five-year plan in Jiangmen city. In the past year, under the joint efforts of the municipal government and the transportation administration, Jiangmen has initially established a comprehensive transportation system for the coordinated development of highways, waterways, railways and other means of transport, which strongly supports the development of Jiangmen’s economy and society. As an important part of comprehensive transportation system and marine economy, marine transportation has made great progress in 2015, the main performances are as follows: the scale of marine transportation continues to expand, the transportation structure is further optimized, the infrastructure construction is steadily advancing, and the security capacity is continuously enhanced. But at the same time, there are also some problems in the development of Jiangmen marine transportation industry, such as the overall size of shipping enterprises is small and unable to form industrial clusters, channel conditions need to be further improved, the public wharf infrastructure construction is relatively weak, and the port function is not strong enough which resulting in higher cost of portage.

In order to grasp the development of marine transportation enterprises in Jiangmen, and understand the difficulties and problems faced by enterprise development, we conducted a detailed investigation and analysis of the industry and related enterprises, then combined with the present situation of domestic and overseas marine transportation development, and put forward some suggestions for the further development of marine transportation industry.

1. The Development of Marine Transportation Industry in Jiangmen City

Based on the investigation of the marine transportation enterprises in Jiangmen, as well as the interviews with the Jiangmen municipal bureau of statistics, the bureau of transportation, the bureau of letters and so on, we have mastered the development of the marine transportation industry.

In terms of volume indicators, the cargo volume reached 9.42 million tons in 2015, an increase of 15.02% over 2014. In terms of transportation, mainly to groceries and containers, of which the container volume increased from 4.3 million tons in 2014 to 4.62 million tons in 2015, but the proportion of the total traffic volume decreased by 3.5%; and the volume of passenger traffic in 2015 was 2.35 million, a decrease of 3.83% compared to 2014’s figure of 2.44 million.

In terms of the capacity indicators, the number of marine transport vessels in 2015 was 562, compared with 468 in 2014 increased by 20.09%; correspondingly, the total tonnage of marine transport ships in 2015 was 1,104,200 tons, an increase of 32.82% from 831,300 tons in 2014. Another significant change is the average tonnage of each ship, in 2014 the average tonnage was 1776 tons, and the average tonnage in 2015 was 1964 tons, an increase of 10%, however, if
only to calculate the average tonnage of new ships in 2015, it reached 2900 tons, indicating that the shipping scale gradually expanded.

In terms of the supporting facilities indicators, the length of the port in 2015 than in 2014 increased by 403 meters, an increase of up to 21.07%, while the number of berths in the port also increased by 9.68%, and in the number of handling machinery, a total increase of 13 units in 2015, an increase of up to 9.29%. Specific to the enterprise, each enterprise has a very uneven distribution of the number of equipment.

In terms of the enterprise business indicators, the total assets in 2015 than in 2014 increased by 11.22% to 1494.15 million yuan, but at the same time, liabilities also increased by 14% to 1802.14 million yuan, indicating that companies are optimistic about the future of the shipping demand, therefore increasing the scale of investment, which resulting in cost increases; secondly, the main business increased by 18.5%, it shows that the business situation is still relatively ideal, but because the investment and wages have maintained a rapid growth rate of 11.22% and 15.87%, thus lead to the overall profit increased from 522.34 million yuan to 642.02 million yuan, this shows that the short-term profitability of enterprises is not ideal, which needs to cut costs in order to turn around.

In terms of employees indicators, the number of employees reached 955 in 2015, compared with 844 in 2014, an increase of 13.15%, this shows that the size of the enterprise continues to expand, of which the proportion of professional and technical personnel maintain in 10%, and the proportion of the number of people with college degree or above accounted for 17%, while the proportion of senior titles is close to 60%. Research found that: the proportion of staff qualifications and title in large-scale enterprises is more reasonable, while the small and medium-sized enterprises are relatively poor.

2. Operation Characteristics of Marine Transportation Industry in Jiangmen City

2.1 Overall capacity continues to expand

The survey data shows that: in 2015 Jiangmen marine transport capacity continues to expand, and maintained a high growth rate, however, this change is mainly due to two companies a substantial increase in the number of ships, while the capacity of other companies remained basically unchanged, which indicating that in the current maritime market, the polarization is very serious, the large enterprises have improved their own transport capacity, which reflecting that they keep optimistic attitude on the current transportation market prospects, while small and medium enterprises due to the operational pressures, which have to maintain the same size to save costs.

2.2 Capacity structure is further optimized

The trend of large-scale, diversification and specialization of marine ships is more obvious. In 2014, the average tonnage of ships is 1776 tons, and in 2015 was 1964 tons, while in 2015 the average tonnage of new ships to reach a total of 2900 tons, some enterprises even have 10000 tons of ships, which indicating that the enterprises are also pursuing economies of scale, so the size of the ship is growing. In addition, some progress has been made in terms of container transport, container volume in 2015 than in 2014 increased by 320 thousand tons, an increase of 7.44%, which indicating that more and more enterprises choose this efficient and cost-effective ways of transport.

2.3 Freight volume maintain steady growth

With the continuous expansion of capacity, freight volume is maintaining a high growth rate in 2015, the annual transportation volume is 9.42 million tons, compared with 2014, an increase of 15.02%. In terms of freight type, mainly includes ore, grain, coal, steel, ceramics, etc. However, we should also see that the overall growth rate of freight volume is slower than the size of capacity growth, on one hand is affected by the domestic economic slowdown, which resulting in reduced demand for bulk cargo market, on the other hand, the current shipping market is in a state of serious oversupply, and this situation will continue for a long time.

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2.4 Passenger traffic continued to decline

The volume of passenger traffic in Jiangmen is mainly composed of two parts, one is by visitors to Hong Kong and Macao, the second is the tourists in and out of Shangchuan Island. In recent years, due to the transportation facilities from Jiangmen to Hong Kong and Macao port are not perfect, and there was only one boat from Jiangmen to Hong Kong and Macau every day, so the travel time limit for tourists is relatively large, which resulting in more and more visitors choose to go to Hong Kong and Macao by boat from Zhongshan port, so the number of passengers decreased year by year.

2.5 Business scale continues to expand

In 2015, the growth rate of investment in fixed assets, new projects and the number of personnel in Jiangmen shipping enterprises were more than 10%, this shows that the overall scale of Jiangmen’s shipping enterprises is expanding, and it also reflects that the enterprises are optimistic about the future development of the shipping market. In recent years, along with the national and Guangdong province attach great importance to the development of marine economy, all levels of government have been introduced to the marine economy support policy, which also provides a favorable environment for the rapid development and transformation and upgrading of shipping enterprises.

3. Analysis on the Problems of Marine Transportation Industry in Jiangmen City

3.1 External economic environment downturn, the decline in the number of business

From the enterprise survey feedback information, it is widely believed that the current economic situation continues to slow down, which resulting in decreased demand for logistics, and shipping business is also constantly reduced. At the same time, the contradiction of supply exceeding demand of shipping enterprise still exists, and in addition, disorderly competition between enterprises leads to the difficult operation of shipping enterprises.

3.2 The number of enterprises is too small to form industrial clusters

From the geographical distribution of shipping enterprises, mainly distributed in Xinhui District and Taishan city, and there is only one shipping company in Enping city. From the scale of the operation of marine enterprises, large enterprises rarely, mostly for small and medium enterprises, and the business scope of repeat degree is high, which unable to form a complete industrial chain and industrial clusters, it also can not form a port terminal as the center of the marine value-added services industry, which make the overall competitiveness of the shipping is not strong enough.

3.3 The narrow scope of business services, vulnerable to the impact of the external environment

According to the previous research information, Jiangmen shipping enterprises mainly focus on ore, grain, ceramics, coal and steel products, the transport business scope is narrow, when the external market environment changes, the enterprise because of no long-term stable supply or because their own conditions of the ship restrictions, and thus affected by fluctuations in the market. Part of the ship is in a state of suspension without supply of goods, and even some ships will have to be rent in order to maintain the survival of the enterprise. Supply instability and other reasons, resulting in undiminished operating profit of shipping companies throughout the year and is not conducive to long-term stable development of enterprises.

3.4 The construction of port infrastructure is backward, which can not meet the needs of modern transportation

At present, the number of ports, the length of wharves and even the number of berths in Jiangmen city are seriously inadequate. Insufficient channel depth is one of the most important factors influencing the development of marine transportation in Jiangmen city, it seriously restricts the
transportation scale of shipping enterprises and can not give full play to the characteristics of cost-effective shipping, which resulting in increasing logistics costs and prolonging production time, and increasing the burden on enterprises. Secondly, the construction of port infrastructure is backward, and the collection and distribution system is not perfect, which can not meet the requirement of the enterprise’s fast transportation. In addition, the construction of deep-water ports has been unable to achieve because of lack of financial support.

3.5 The development of passenger port is backward and the management is difficult

Jiangmen port is the western Guangdong and the Pearl River Delta region access to Hong Kong, Macau and even through the world’s major traffic gateway, passenger traffic peak can be close to 1 million people, but in 2014 it had dropped to 80 thousand people, and showing a declining state, the reason has four aspects: one is the road traffic and harbor diverted most tourists; secondly, the terminal facilities is dilapidated; thirdly, the round trip is longer and the frequency is less, which seriously restricts the traveling choice of the passenger; fourth, the geographical location of the pier is remote, the bus and other transportation facilities from the urban areas are not perfect, which make passenger spend long time for the trip.

3.6 Higher financing threshold, restricting the transformation and upgrading of enterprises

At present, the development of the shipping industry is basically in the state of market regulation, at the same time, shipping industry is a high-risk industry, and the construction and purchase of ships have the characteristics of large investment, slow return and high risk, so the shortage of funds has become an important factor that restricting the development of enterprises. However, due to the high threshold of financing loans, it is difficult for SMES to obtain sufficient funds to expand the scale of external, technical transformation or transformation and upgrading. In addition, local governments are no corresponding supporting policies in the investment, which can not attract foreign investment to expand the scale of enterprises.

3.7 The proportion of professional and technical personnel is low, which restricts the further development of enterprises

We can see from the enterprise survey data, the whole industry of professional and technical personnel proportion is very low, although there are a number of high professional titles, for the development of enterprises, lack of high-level professional and technical personnel and management personnel, it will seriously restrict the technological innovation of enterprises, and it also restrict the development of shipping enterprises to large-scale, diversified, but the talent is difficult to introduce or retain; and the current maritime industry demand for talent and supply is not a serious match, coupled with the maritime industry special working environment, leading to corporate recruitment and reserves in a more passive situation, which affecting the sustainable development of enterprises and competitiveness.

4. Countermeasures for Development of Marine Transportation Industry in Jiangmen City

4.1 Strengthen government support, and create a good environment for development

Fully mobilize all aspects of the power, and play the leading role of government to provide a good environment for the development of Jiangmen shipping enterprises. Government policy is not only the basis and condition for the rapid development of the shipping industry, but also a strong backing for the rapid development of the shipping industry. The Government should give preferential in the shipbuilding and ship purchase policy, cargo reservation system, tax policy, operating subsidies etc., and improve the overall competitiveness of the industry through the capital market, production standards, subsidies, competition rules of policy [1,2].

4.2 Strengthen the guidance of industry associations, and straighten out the communication channels between government and enterprises

As the communication channel between the enterprise and the government, the association plays
the main role of uploading and distributing. It should strengthen the organization, communication and coordination ability of the association, timely and accurately understand the demand of the enterprise and constantly improve the service mechanism. Providing more information and accurate service for the industry, increase consultation and coordination efforts to help enterprises solve various problems in business development, create a more relaxed environment for the development of enterprises, fully release the potential and vitality of enterprises, and promote the sustained and healthy development of enterprises [3].

4.3 Simplify customs clearance procedures, and improve customs clearance speed

At present, the goods import and export customs clearance requires complicated procedures and it take a long time. To improve the efficiency of customs clearance, it is necessary to excavate potentials from system revision, mode innovation, process reengineering and other aspects etc., and under the premise of safety and efficiency, the procedure can be simplified to meet the requirements of the enterprise operational timeliness.

4.4 Strengthen the construction of ports, and pay attention to the development of Hong Kong and Macau Ferry Terminal

First of all, we should clearly understand the status and importance of the port. Secondly, we should take the construction of large-scale bay and high-tech district public dock as an opportunity to promote the construction of Hong Kong-Macau Ferry Terminal, and continue to highlight the Hong Kong-Macau Ferry boost urban development strategy, then improve the trade and investment environment, and enhance the development of tourism industry an important position for the urban development strategy, the third is to fully optimize the port environment, enhance the soft and hard power of the Hong Kong-Macau Ferry Terminal, and finally improve the port service and management mechanisms to improve efficiency.

4.5 Regulate mariculture, and clear the waterway

At present, there are such problems as unregulated aquaculture and illegally occupied river breeding in the areas such as Nafu River and Guanghai port, which seriously affected the passage of ships. At the same time, part of the channel due to lack of funds maintenance, silt deposition for a long time, which leading to declining depth of the channel, and limiting the entry and exit of large tonnage ships, thus affected the enthusiasm of enterprises to build the large-scale ship. Therefore, it is recommended that the Jiangmen marine management departments to strengthen the inspection and supervision of the port and the river, and regularly clean up the waterway, coordinate the relationship between mariculture and transportation industry, and strive for a win-win situation.

4.6 Fully tap the needs of enterprises, and expand freight sources

The recession of the external economic environment and the slow development of the domestic economy make the logistics demand of the enterprise decline, while the situation of supply exceeding demand will continue to exist. As a maritime enterprise, it should take the initiative to improve their own transport system, actively contact with industry and business, so as to expand the source of freight and the scope of services. On one hand is to strive for more enterprise use shipping way to complete the raw material and product transportation, on the other hand is to use local shipping companies to transport, this is the only way for enterprises to strive for more development space and opportunities.

4.7 The introduction of advanced management concepts and advanced technology to promote the port economic development

At present, the management system and operation mode of most ports in Jiangmen are relatively backward, and the operating efficiency is not ideal. We should reform the management system and management mechanism of ports and create a good environment for development. In particular, we should attach importance to cultivating and introducing high-quality port operation and management talents, and introduce modern port management concepts and advanced technologies, so as to improve the port management, and promote the development of port economy [4,5].

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4.8 Improve the port transportation system and expand the transportation capacity

Accelerate the construction of port infrastructure, build a clear level, division of labor, clear function, and reasonable layout of the port system, and vigorously promote the port-rail, road, waterway construction, improve the port transportation system, and expand transportation capacity, then further improve and optimize the route structure, consolidate the existing domestic direct routes, and develop the international near ocean routes, dock countries along the maritime Silk Road; and actively expand the port’s shipping services, commerce, information, logistics, financial services, port industry and other functions, and build a modern multi-functional port [6].

4.9 Promote the transformation of marine transport industry to the integrated marine logistics services industry

Accelerate the development and introduction of modern large-scale logistics enterprises, strengthen cooperation with the central enterprises and international famous logistics and transport enterprises, and actively develop third-party logistics, bonded logistics and logistics financial services, strengthen the construction of logistics parks and professional markets, and actively declare and build the coastal ports Bonded logistics park, promote the construction of the Jiangmen Yinzhou Lake logistics base and the Guanghai Bay fish harbor logistics park project [7].

4.10 Strengthen the construction of marine talents

To ensure the sustainable development of the marine transportation industry, it is necessary to build a marine transportation talent team with appropriate scale, optimized structure, reasonable layout and good quality, and continuously improve the contribution of talents to the development of marine transportation. This requires the establishment of talent incentive mechanism, making high-quality professionals always stay in the industry. In addition, we should strengthen publicity and guidance, through various promotional activities to improve the society’s attention to the work of marine transport personnel, guide the universal attention of marine transportation enterprise, and attach great importance to the Marine talents of good social atmosphere.

References