SIBERIAN TRANSPORT & LOGISTIC PLATFORM: A TOOL TO ATTRACT INVESTMENT

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ABSTRACT

The problem of labor and social mobility of people in conditions of economic uncertainty and search for strategies for economic growth is becoming increasingly important. And in the language of the transport worker, in this case, we should talk about the points of «attraction of passenger flow». The article deals with the issues of expanding and strengthening communication links between people by improving the service and providing customers with combined transport and logistics services. The organization of a regional trans-logistic (further on understood by the authors as integration of transportation and logistics) platform – the network economic space of interaction and cooperation of transport companies on the basis of an integrated approach to servicing the population and modern information technologies – is proposed as a tool for solving such a complex task.

Keywords: mobility, transport and logistics services, value chains, technological integration, integrated approach model, network cooperation, trans-logistic platform.

Background. *The task of transforming the mobility of people into sustainable economic growth in the Russian regions rests on a non-trivial process of formation of a seamless network space between different regular modes of transport and providing communications of people's centers of accommodation with recreational, tourist, scientific, cultural and leisure services (points of passenger flow attraction). Representation of passenger transport services in integrated transport schemes of the regions of the Russian Federation as a component in chains of formation of added value and its optimization through the redistribution of part of the cost for related, complementary services, as well as services that have a higher value added for the consumer in the chain of general (single) offer.*

In this process, an important role is played by logistics – in modern conditions, not just a tool for finding the optimal solution to a transport problem, but technology for managing value chains. That is, the task that it performs can be presented as a key one. Logistics, managing the network interaction of participants in the chain of formation of consumer value, involving new resources, offering new products, covering new markets, itself becomes an effective tool for stimulating production and consumption [1, p. 5].

Within the framework of the proposed complex task, it is necessary to identify the following areas:

1. Formation of a single or general standard of passenger service quality.

2. Technological integration of transport business participants and participants of the value added chain.

3. Formation of an optimal route network on the basis of regional and international business cooperation and complementarity of services.

Objective. *The objective of the authors is to consider Siberian trans-logistic platform as an investment appeal tool.*

Methods. *The authors use general scientific methods, comparative analysis, economic assessment.*

Results.

The first direction: formation of a unified or general standard of quality of passenger service.

In accordance with the structural reform of the federal railway transport approved by the government decree of May 15, 1998, the target function of reorganization of the passenger economy was defined as creation of conditions for demonopolization of certain areas of railway transport activity, development of market competition and reduction of costs financed from the tariff for transportation, by eliminating cross-subsidization of various types of transportation, as well as introducing budgetary financing of costs for satisfaction of social needs [2]. Transformation has affected all the divisions of JSC Russian Railways, connected with the organization of the process of rendering passenger transportation services to the population: suburban passenger railway companies, railway station and passenger facilities directorates, etc. have been formed. In the third stage of reforming the passenger business of JSC Russian Railways in 2010, JSC Federal Passenger Company was established.

Despite the fact that within the framework of the Russian Railways holding affiliated and dependent companies render services for passengers, clients often face contradictions and inconsistencies among the standards of various structural divisions, which impedes the overall perception of corporate norms and regulations. As an example of such contradictions and inconsistencies, the following can be cited.

1. The lack of a single platform for the sale of travel documents. Tickets for long-distance trains are sold through its own mobile application and the official website of JSC Russian Railways, suburban companies, as a rule, sell travel documents through cash windows.

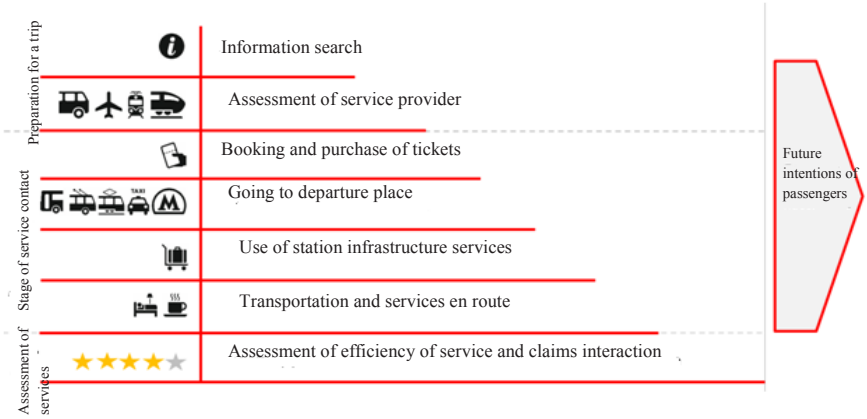
2. Distributed infrastructure for suburban and long-distance passengers. Let's say that in Novokuznetsk, in order for the suburban train's passenger to come to the next track and continue the journey by long-distance train, he needs to cover a distance of more than 500 meters, go through two train stations and go up and down the stairs several times.

3. Lack of a unified loyalty program. Passengers of trains of Federal Passenger Company, as well as some trains belonging to Directorate of High-Speed Traffic, have the opportunity to accumulate points for purchased tickets. At the same time, there is no such possibility for the passengers of suburban trains, as well as for the passenger of the passenger company on the island of Sakhalin.

4. Lack of unified information services. So, the service for booking hotels, working on the website of JSC Russian Railways, does not allow to book a room in recreation rooms located at railway stations.

5. Lack of unified standards for electronic documents for travel and other services provided by the companies of Russian Railways holding company.

As a consequence, between the passenger infrastructure of the holding company and other market participants, service-logistic services are insufficiently developed, and there is no economic motivation to



Pic. 1. Model of an integrated approach to service management.

integrate the passenger transport infrastructure. The consumer does not have an opportunity to receive end-to-end service in organizing his own trip, which involves the use of all possible regular modes of transport, a successive (logically, natural!) interchange and reference information infrastructure.

In order to develop unified standards for servicing passengers and determining their mandatory and obligatory components, it is necessary to move from the presentation of the transport service as transportation to a service that includes all the actions a person must take from the stage of comprehending the need for a trip and choosing a mode of transport before arriving not only at the railway track station, but also at the destination place.

Such a scheme of the transport business process is represented as an economic space of network interaction between companies and predetermines the inclusion of various organizations in the integrated model of passenger transport services: carriers directly carrying out transport services, enterprises of infrastructure and customer service support – Internet sites, search systems, travel agencies, agencies on the sale of travel documents, delivery of passengers to the place of departure, packaging and transportation of luggage, etc.

One way to standardize the chain of transport services and its conditional value is to compile a consistent description of all the stages that consumers go through when they receive a given service. These stages are visually displayed in the form of a block diagram (Pic. 1). This approach is known as a model of an integrated approach to service management – 8Ps [3, p. 34].

Each stage of the chain of consumer value creation should be defined as a standard that should become a target for railway passenger carriers and include technological and regulatory requirements for an integrated search system, collection of fare, transport and transfer, reference and information infrastructure, claim infrastructure and all related processes, and also include an assessment of passenger satisfaction.

The network cooperation of the companies participating in the chain of cost creation of the transport service actualizes the requirements for universalization of personal business processes and formation of new open network rules. At a minimum, an integrated distribution system should have a set of the following characteristics: to offer data on the availability of seats to all interested parties at the direction of the carrier (population, agents, other carriers); all operations are carried out in real time; reservation of seats is carried out on the basis of conditions set by the carrier; the server of the personified account of passengers and legally significant electronic document circulation with participants of the transportation process is constantly operating; the system must have a cross-platform, open and extensible protocol of information exchange between all participants of the transport and other services market [4, p. 79].

In such network cooperation, the use of common technological standards and regulations acquires an independent value, and consequently, the formation of a common operating platform is inevitable, which allows to consolidate assets, gain economies of scale, and ensure the quality of services at competitive costs.

The second direction: operating platform of participants in the transport business of the value-added chain.

At the present stage of development of society, such integration opportunities open up with the use of network information technologies, as well as such factors as general mobilization of the population and the Internet. People increasingly want to be able to make their lives easier with mobile applications and electronic technologies. They ensure the simplification of communication links and the search for necessary solutions. Mobile services that facilitate the process of booking and the purchase of travel documents are, in this case, the minimum requirement for maintaining the competitiveness of carriers in the 21st century.

The use of common technological standards and regulations, opening up additional opportunities in building new combinations of services, at the same time imposes its own requirements and constraints – requires at each stage of creating added value the need for harmonization of interests among the participants in network cooperation. The role of such an agreement is provided by integrating companies that represent Internet portals, information retrieval systems, global distribution systems (GDS and EDS), taxi integrators, etc.

From the point of view of a person who becomes a user of the integrated system, in addition to simplifying the operating costs, the possibility of an individual transport solution and the choice of service services appears.

The work of railway transport, as is known, is based on the technologies of organization of mass transportation, in scientific theory united by the notion of «standardization with large volumes of production». The consumer is offered a limited set of basic solutions,

they rely on the system of complementarities of services: by types of rolling stock used, inclusion or lack of food, bedding, etc. The standard of modern technological and service solutions used in the organization of the transportation process (such as Wi-Fi, air conditioning systems, environmentally friendly toilet complexes), in this version is present in the form of a limited package of typical products that either stand out in value for the consumer, or «dissolve» in General proposal.

The world trend created by the global organization of information transmission systems (the Internet) and the widespread use of mobile technologies, form a new approach to the organization of production – mass personalization of services with a large volume of production. As Peter Drucker predicted: «The burden of diversity is removed from the production process and transferred to the assembly process» [5, p. 92]. With this approach, the consumer has ample opportunities to independently create his own unique service-logistic solution of the required quality.

The third direction: formation of an optimal route network based on regional and international business cooperation and complementarity of services.

Passenger long distance railway transport, in the context of a decline in state support, the non-renewal of the fleet of passenger cars [6, p. 52], has a task to build an optimal route network that must ensure the transport unity of the territory of the Russian Federation and, at the same time, the regions' needs for an accelerated growth in mobility as a factor of increase quality of life of the population and investment attractiveness of zones of stable transport accessibility.

A tool that can help determine the most balanced model of transport services in the region, financially sustainable for the passenger complex in the long term, is formation of a trans-logical passenger platform on the territory of the Siberian Federal District. Siberian passenger trans-logistic platform is an economic space of network interaction of companies, aimed at providing mobility of people living in the Novosibirsk agglomeration and associated regions of Russia.

In the process of forming the consumer's route, transport usually acts as a means of achieving the goal: a place of rest, business trip, health improvement, etc. Using this conceptual paradigm, it is possible to create conditions under which the car component will be gradually minimized by financing related services, advertising, recreational, etc., both during the trip, and by hotels and other accommodation facilities.

In modern reality, such ideas are used by leading transport companies to increase their own efficiency. The largest German rail carrier, AG DB, actively attracts hotels, recreation centers, museums, theaters, etc., which, on the basis of complementary services, increase the competitiveness and effectiveness of their overall interaction.

The Siberian trans-logistic platform will allow carriers to more closely follow the needs of people in the organization of transport services. Based on common standards and information technologies, expand economic space and network interaction between business entities, offer new products and opportunities. Everyone will benefit from the emergence of the platform: the population will receive the growth of the quality of life in Siberia, the participants in the network interaction additional income, as well as the reduction of aggregate costs and increase of competitiveness, the Siberian regions – the growth of the domestic regional product, tax revenues and investment attractiveness. In this sense, the passenger trans-logistical platform also acts as an instrument for consolidating the interests of regional economies, their participation in the national and international division of labor.

Suggestions:

1. To create the Siberian passenger trans-logistic platform as an instrument of network cooperation of transport business entities with the aim of increasing the population's mobility and the investment attractiveness of Siberia.

2. To consider Western Siberia as a testing ground for developing mechanisms for the sustainable development of the passenger complex on the basis of combined transport, providing the passenger with various, but complex, successive transport and logistics services.

3. To create unified standards (value chains) for the quality of passenger service.

4. To support the development of information technology to ensure the mobility of the population of Western and Eastern Siberia.

5. To organize reengineering of business processes on a single logistics platform to increase the mobility of the population of Siberia based on cooperation of regular modes of transport.

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