

Study on the Development of Guangxi Beibu Gulf Port Logistics Service Industry

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Abstract. Port logistics service industry not only determines the development of the port logistics system's work efficiency, but also for the whole supply chain competitiveness and economic development of the port has a significant role in promoting. Beibu gulf port is the strategic fulcrum of Guangxi beibu gulf economic zone and the core platform of "21st century maritime silk road". At present, the development of beibu gulf port logistics service industry has begun to take shape, with prominent characteristics and more and more extensive exchanges with the world. This paper discusses the development status and problems of Guangxi beibu gulf port logistics service industry, and puts forward relevant countermeasures and suggestions.

Keywords: Guangxi beibu gulf, port logistics, development of service industry.

1. Introduction

Located in southwest China, Guangxi has the most important and convenient access to the sea in southwest China. It has not only a port in the beibu gulf on the maritime silk road, but also borders with southeast Asian countries. As an important platform for all-round exchanges and cooperation among southeast Asian countries, the beibu gulf port of Guangxi promotes development through opening up and cooperation, striving to become a strategic pillar for the development of the western region and an important international cooperation platform connecting the "21st century maritime silk road" and the "silk road economic belt". With the implementation of "One Belt and One Road" strategy in China, the beibu gulf port in Guangxi will have better development opportunities. The establishment of beibu gulf economic circle and asean free trade area has brought opportunities for the development of Guangxi ports. Guangxi ports have great potential for development, but they still face many challenges and problems to be solved. Therefore, it is of great significance to study the development status of Guangxi port logistics service industry, understand the problems existing in the construction of Guangxi port logistics and the development of the service industry, and explore solutions and development strategies.

2. Guangxi Beibu Gulf Port Logistics Service Industry Development Status

Guangxi beibu gulf port is composed of beihai port, qinzhou port and fangcheng port. It is backed by southwest China and faces southeast Asia. It is the hub of China-Asean maritime trade. Regional advantages are obvious, which not only facilitates the capital and technology transfer from south China to southwest China, but also meets the capital and technology import from asean countries. In the development of Guangxi beibu gulf economic zone, its port resources have been optimized and its handling capacity has increased [1]. Guangxi beibu gulf economic zone is an important part in the development of western China. With the support of national preferential policies, beibu bay will eventually become the fastest growing trade area in China and the cooperation base of China-Asean free trade area integrating commerce, logistics, processing and manufacturing and information exchange. With the acceleration of the construction of China-Asean information port, the airline coverage has been extended to many asean countries.

The wharf of beibu bay port has been expanding outward and growing rapidly, and the number of berths has also increased significantly. By the end of 2015, the beibu bay port had 256 production

berths and 79 berths above 10,000-ton level [2]. At present, there are 43 domestic and foreign trade liner routes and 30 foreign trade routes in beibu bay port. In the first quarter of 2017, the beibu bay port in guangxi handled 34.92 million tons, up 18.98 percent year-on-year, while containers reached 451,200 teus, up 11.9 percent year-on-year. From January to April, Guangxi's total foreign trade volume was 110.865 billion yuan. In May, Guangxi's beibu gulf port had handling capacity of 240 million tons and 44 domestic and foreign trade routes. Port construction has taken shape, and the economy of foreign trade has grown.

3. Guangxi Beibu Gulf Port Logistics Service Industry Development Problems

3.1 Port Logistics Infrastructure Construction is Backward, Collection and Distribution Conditions are not Perfect

Guangxi beibu gulf port in coastal ports development started relatively late, the construction of the infrastructure is relatively backward, has a certain gap with the developed port [3]. Although the inherent conditions of the beibu bay port, such as the depth of the harbor pool, the climate and the tidal range, have their own advantages, there are still some outstanding problems, such as the low level of production specialization of the wharf, the small number of special berths for large containers, and the small proportion of trunk liner transportation. Because of high professional level is still not enough, the loading and unloading equipment and operation organization ability is weak, the ship after the port loading and unloading speed is slow, in the state railways, local railways and ports between complex handover procedures and process repeated, processes, not free, port loading process does not form a complete set, greatly restricted the vehicle turnover efficiency, caused the shipment delay and lag [4]. The road and railway network for distribution and distribution is not sound enough. The railway construction speed in beibu gulf region lags behind the speed of economic development.

3.2 Port Informatization Construction Level is Low

Although Guangxi beibu gulf port logistics has established a certain information system, but the overall information is not perfect, not full of customers, especially the needs of international customers, backward information technology is also a bottleneck in the development of beibu gulf port logistics. Due to hardware devices and information management means backward, government-led development information platform and enterprise operation management practice is not compatible, using only the local port enterprise information platform to manage some of its offline business, did not realize the unification of the Guangxi beibu gulf economic zone, the conditions leading to the network electronic technology is difficult to maximize utility in the management of the logistics industry. At the same time, there is still a big gap between professional logistics informatization equipment and the overall level of supporting logistics network. The statistics of goods entering and leaving, the arrangement and adjustment of flights, the collection of trade information, financial settlement and other information services lack unified and complete network support. The coordination and organization ability between port enterprises and relevant departments such as customs, finance and insurance are limited. Due to the short time for the establishment and integration, the low degree of standardization of port logistics facilities, the lack of unified standards for diversified transportation, and inconsistent standards for warehousing, processing and distribution, the scheduling and organization efficiency is low and the logistics supply chain system runs slowly. Information asymmetry and time lag is a difficult problem to be solved in the development of Guangxi beibu gulf port logistics.

3.3 Port Economy Relies Mainly on the Development of Heavy Industry, Traditional Single Trade Type

The economy of beibu gulf is mainly supported by heavy industry. Accelerating the development of coastal heavy industry has become the choice of port economic development, which includes port-neighboring industry and port-neighboring industry. With the development of coastal industry, the development of heavy industry is not enough to meet the development needs of beibu gulf economic

zone, and the degree of industrialization is not high. At present, it is urgent to develop beibu bay economy to strengthen industrial economy, optimize and upgrade industries and develop characteristic industries. Beibu gulf port trade type is single, mainly stays in the traditional trade. Foreign trade intermediate link is much, export trade rate is low, large quantities deliver goods, trade frequency is little. Traditional trade has problems such as over-reliance on traditional sales, closed buyer demand, long order cycle and low profit margin, which affect the development of port trade. The industrial layout of beibu bay port is mainly affected by resource distribution, regional division of labor, urban system, talent and technology, industrial agglomeration and other issues. In the early stage, the basic structure of beibu gulf industrial space was not in harmony with its resources and environment, the positioning of the port was not clear, and the national preferential policies were not timely, which led to unreasonable urban system, serious industrial competition and uncoordinated development. As a result, port trade develops in a single type and the economy relies on heavy industry.

3.4 Lack of Modern Professional Port Logistics Personnel

Through the investigation of the port logistics enterprises in beibu gulf of guangxi, the result shows that the port logistics and other port businesses were mostly carried out under the supervision of the relevant administrative departments of the government for a long time in the past. In recent years, universities and other institutions have gradually become involved in the training and education of port professionals. In addition, due to the emphasis on theoretical teaching in the training process, the actual operation and practice are not enough [5].

4. Countermeasures to Promote the Development of Guangxi Beibu Gulf Port Logistics Service Industry

4.1 Strengthen the Infrastructure Investment, Improve the Port Construction

Improving the quality of port logistics, the construction of port facilities is directly related to the quality of port logistics and the quality of port logistics determines the development of trade. Guangxi beibu gulf needs to improve the port logistics infrastructure construction, establish the sea and land transportation hub, so that the land to the north and south. We will truly implement the construction of sea, land and air transport links to Guangdong, Macao, Hong Kong and other places, give full play to the advantages of sea and land links with asean countries, speed up port logistics, and build unusual sea and land transport corridors. At the same time, the port logistics mode of transport should also continue to innovate. Guangxi beibu gulf needs to focus on port construction, improve the speed of port logistics, and drive the development of port economy.

4.2 Establish an Industry Standard Information Platform to Improve Port Logistics Efficiency

First to increase spending on informatization construction of beibu gulf port, government coordination, funds, policy, and other functions of macro, on the basis of the information construction equipment give policy and financial support, and coordinate the transportation logistics public information platform of coastal ports, the electronic port, the port enterprises, department of ports and logistics parks and enterprises etc, through the import and export data, port, logistics data transmission channel. Strengthening the management of the information platform, maintaining the operation of the unified port information platform and ensuring the integrity of the port business information are of great significance to the stable and rapid development of the port logistics in beibu bay. Port enterprises should strengthen the maintenance of the information platform and establish an emergency warning mechanism to ensure the backup of important information. At the same time, government departments should strictly monitor the process and operation steps of information platform construction and operation, formulate relevant logistics information management methods

and measures, and standardize the management and operation of information platform from the system level.

4.3 Cross-border Electricity Development, Promote the Development of Port Trade

Guangxi beibu gulf port economic development needs to enrich the types of trade, traditional trade and emerging trade at the same time. At this point, the promotion of cross-border electricity will be a great opportunity. The development of cross-border e-commerce needs to strengthen information exchange, scientific and technological innovation, and establish and improve cross-border e-commerce network platform. Cross-border e-commerce needs network information management from information release, inquiry, offer, counter-offer, acceptance, order placing, shipment, bill of lading, etc. Learn to manage port trade in a networked and standardized way, and accelerate the development of port trade and cross-border e-commerce in the region. Make full use of modern information technology to realize the integration of port trade network. In March 2017, the beibu bay asean online to offline cross-border e-commerce industrial park was officially opened. This industrial park is the first cross-border e-commerce industrial park facing asean with big data as the core support, which represents the new development of beibu bay.

4.4 Train and Introduce Modern Port Logistics Professionals

First need to develop talent development strategy, quicken the steps of comprehensive talents, promote the conditions suitable for the cultivation of logistics talents strategy to colleges and universities, perfecting the existing logistics talent cultivation mechanism. At the same time, establish the corresponding talent introduction system and logistics industry development, eventually improve the economic level of the logistics industry development in Guangxi[6]. For weak teachers in traditional training system and traditional institutional constraints and other issues, Guangxi beibu gulf port should fully learn from the experience of domestic and foreign advanced port develop logistics professional talents with innovation ability. At the same time, strengthen the cooperation with universities and other institutions in the field of scientific research and talent training, and continuously input professional talents suitable for the development of modern port logistics.

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