

Research on the Coordinated Development of Port Logistics and Regional Economy

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Abstract

With the rapid development of port logistics, its driving effect on the regional economy has become increasingly obvious, playing a key role in China's modern export trade. There is a certain correlation between port logistics and regional economy, and the two complement each other to jointly drive economic development. With the continuous expansion of global trade and the rapid development of technology, the challenges and opportunities faced by port logistics enterprises are also increasing. Effective strategies for the coordinated development of port logistics enterprises and regional economy can promote the optimal integration of resources, bring more economic benefits, form a new economic group, and improve the international competitiveness of the region. How to better exert the synergy mechanism between the two and further promote economic and logistics development has become the focus of attention and research. This paper will start from the concepts of port logistics and regional economy, analyze the role of port logistics in regional economy and the coordinated development relationship between the two, and put forward corresponding countermeasures and suggestions, in order to provide a useful reference for promoting the sustained and healthy development of regional economy.

Keywords

Port Logistics; Regional Economy; Coordinated Development.

1. The Concepts of Port Logistics and Regional Economy

1.1. Port Logistics

Port logistics refers to that the port integrates logistics functions such as transportation, transshipment, warehousing, loading and unloading, packaging, processing, distribution and information processing by virtue of its unique geographical advantages and advanced facilities. Through optimizing resource integration, it provides customers with all-round and value-added logistics industry chain services and builds a comprehensive logistics service system. With the rapid development of modern logistics, the functions of port logistics have also been continuously upgraded and changed to varying degrees. (Table 1). Modern port logistics is no longer limited to providing simple "port-to-port" traditional transshipment services, but organically combines functions such as transportation, warehousing, loading and unloading, packaging and processing, distribution and information processing[1-3]. By establishing professional distribution centers and commodity trading centers, a complete logistics service supply chain is formed to provide customers with all-round and integrated comprehensive logistics services. Building modern ports and accelerating the development of port logistics

have become an important driving force and core engine for promoting the rapid development of regional economy.

Table 1. Comparison of Traditional Port Logistics and Modern Port Logistics

	Traditional port logistics	Modern port logistics
Functional Features	An exchange point for different modes of transportation, a distribution center for bulk goods	Financial, industrial and commercial service centres; Integrated cargo distribution center
Service Features	Single, mainly transportation and storage	Flexible service, to provide customized services for customers
Management characteristics	Extensive management	Intensive management

1.2. Regional Economy

All economic activities need to be carried out relying on a specific space, and can find their foothold for their own development in a suitable space. The combination of economic activities and specific spaces has given birth to the regional economy with regional characteristics. Regional economy is a geographical concept of comprehensive economic development, that is, an economic consortium formed according to natural regions, economic connections and social development needs, reflecting the social division of labor and economic cooperation within a certain space. Usually, the regional economy we talk about can refer to the economic consortium among multiple countries or the economic consortium integrated by various regions of a country. However, in the course of the development of regional economy, it is inevitable to be affected by many factors, including natural conditions, social conditions, technical conditions and government policies. In addition, regional economy can also objectively reflect the current situation and existing problems of regional resource development and utilization, and measure the scientificity and rationality of regional productivity and other resource allocation[4-5]. Therefore, the huge effect of regional economy is not only reflected in economic indicators, but also comprehensive factors such as input and policy environment need to be considered.

2. The Correlation between Port Economy and Regional Economy

2.1. Port Logistics Promotes Regional Economic Development

Countries all over the world attach great importance to the development of port logistics. This is not only because ports are an important foundation for the development of modern industries and a key node for the external output and internal introduction of advantageous industries, but also because of the profound impact of port logistics on regional economy. The business of port logistics effectively optimizes the development of import and export trade through the radiation of the regional hinterland, promotes the economic development level of major cities, and plays an important guarantee role in promoting the economic development of port cities. When port logistics develops to a certain extent, its driving effect on related industrial chains is more obvious, and industries such as finance, service, tourism and maintenance have been comprehensively improved due to the development of port logistics. The driving of the tertiary industry also enables the focus of regional development to be effectively optimized and transferred, injecting new vitality into the sustained and healthy development of the regional economy.

2.2. Regional Economic Development Promotes Port Logistics

Regional economy provides an important guarantee for the development of port logistics, and the port is a solid cornerstone to promote the internal economic development of the city. The

regional city, as the final destination of the development and product circulation of port logistics, provides a broad market and a good development environment and conditions for port logistics. The development of regional economy will not only enrich the basic types of transportation of port economic logistics, but also provide a good foundation for the optimization and improvement of its service mode, radiation range and service function. In this process, the development of regional economy puts forward more extensive technical and economic demands for port logistics. Through the application of advanced technologies such as big data and cloud computing at present, the actual logistics demands of regional economy are more reasonably and intuitively reflected, which also creates a good foundation for strengthening precise production and realizing precise logistics. Port logistics guarantees urban supporting facilities, helps urban development, interacts with regional economy, and promotes industrial upgrading.

3. The Role of Port Logistics Development in Regional Economy

3.1. Bringing Economic Benefits

The development of port logistics can directly promote regional economic growth. Its convenient land and water transportation conditions and superior natural geographical location have a strong linkage effect on related industries in the region, (Figure 1), which can drive the coordinated development of these industries and further enhance the overall competitiveness of the regional economy. In recent years, the rapid development of port logistics has accelerated the pace and level of the development of the physical industry and effectively contributed to the vigorous development of the regional economy. In terms of social development, port logistics has increased employment opportunities in the region and effectively solved the problem of employment difficulties. Coupled with the continuous expansion and extension of the logistics development industry chain related to the logistics industry, various related fields such as production, sales, transportation and even infrastructure construction within the region have achieved better development[6]. The direct manifestation is the increase in construction within the region, and the significant growth in the number and types of enterprises, which has greatly promoted regional economic development, brought direct economic benefits, injected new vitality and brought new development opportunities into regional economic and social development.

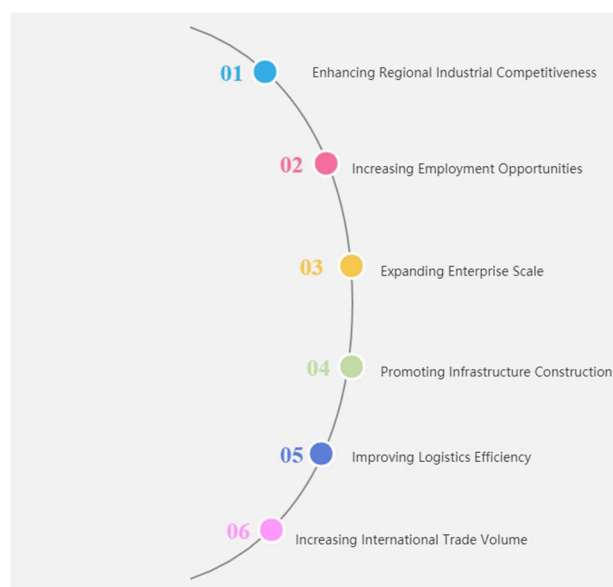


Figure 1. Manifestations of Bringing Economic Benefits

3.2. Building a Good Platform

With the increasingly mature development of economy and society, the logistics industry has better development conditions, and the conditions and levels of warehousing, distribution and transportation have significantly improved, indicating that the logistics industry is entering a new stage of rapid development. The development of port logistics has built a good platform for regional economic development and effectively promoted regional economic development. The two major markets for the development of port logistics, the domestic market and the international market, are important platforms for the improvement of regional economic development. In the domestic market, the development of port logistics has promoted the continuous enrichment of the types of enterprises in the region, and the number of enterprises is also increasing. As a bridge for the economic activities of enterprises and the exchanges and activities of the regional economy, port logistics plays a very important role in improving the domestic development level of the regional economy. In the international market, port logistics is of great significance to the development of regional economy. It not only greatly increases the regional international trade volume, but also effectively promotes exchanges and cooperation between the region and the international community, injects new vitality into regional economic development, and significantly improves the overall development level of the regional economy.

3.3. Forming Economic Groups

Port economy has formed new regional economic groups by promoting industrial agglomeration and upgrading, which has brought important influences to regional economic development. The economic groups around the port logistics industry will also continue to develop with the development of port logistics. In specific practices, the development of port logistics has greatly improved the level of regional economic development and promoted a more complete industrial structure of the regional economy. Various industries related to the port logistics industry will grow and expand rapidly. In addition, the rapid development of port logistics can attract talents, investment and promote the rapid exchange of information, inject strong impetus into regional economic development, which can form various economic groups within the region and promote the rapid development of regional economy[7-8].

4. Countermeasure Research on the Two-way Interactive Development of Port Logistics and Regional Economy

4.1. Give the Correct Positioning

According to the current development needs and the future planning of regional economy, a clear positioning is the key to the development of modern port logistics. At present, global port logistics has moved towards a high-level stage of informatization and technology, and the realization of precise logistics economic construction has become an indispensable part of regional economy, which is of great significance to promoting regional economic development. Therefore, according to the current actual development needs, the basic characteristics of the region and industrial advantages should be systematically analyzed to ensure that the development direction of the local economic planning can be in line with the economic development. At the same time, a good positioning of the regional economy plays an important role in achieving the precise functional positioning of port logistics, and various linkage methods can promote the coordinated development between the two. To achieve the overall planning and supporting development of regional economy and port economy. Thus, this planning needs to take into account both the development elements of port logistics and regional economy, and combine regional needs, which plays an important role in promoting regional economic development.

4.2. Strengthen Service Awareness

Whether it is the development of port logistics or regional economy, in the current environment of increasingly fierce market competition, strengthening service awareness has become a necessary way and measure to enhance competitiveness and is of great significance for promoting economic prosperity. (Figure 2). Port logistics enterprises, other related enterprise entities in the region and regional economic entities, etc., should pay attention to the scientificity of operation and management, strengthen service awareness and enhance the recognition and trust of enterprises. To strengthen service awareness, measures should be taken from the following aspects. On the one hand, it is necessary to strengthen the publicity of service awareness, focus on emphasizing the importance of regional service awareness, and do a good job in the service of port logistics. On the other hand, it is necessary to improve and optimize the service attitude of relevant staff, conduct service awareness training for staff, improve the personal quality of port logistics staff, and lay a solid foundation for the development of port logistics and regional economy by strengthening service awareness.

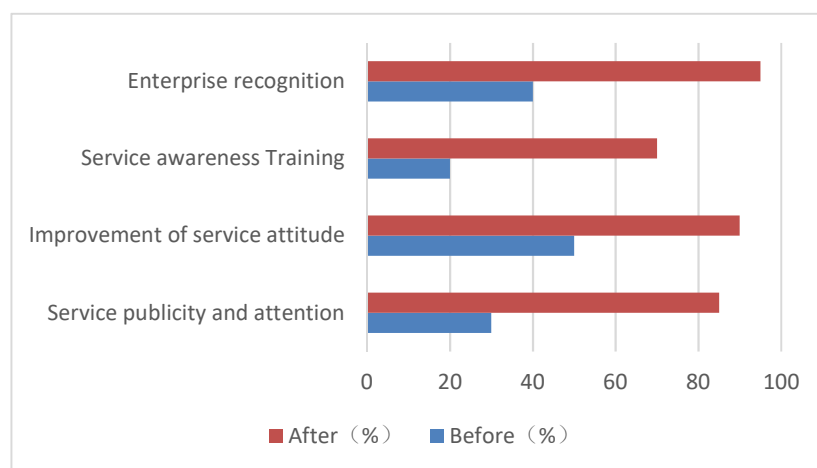


Figure 2. Comparison Before and After Strengthening Service Awareness

4.3. The Government Plays a Guiding Role

The interaction between port logistics and regional economy can strongly promote the prosperous development of regional economy. In the specific development process, in order to better exert this development advantage, the local government should rationally plan, optimize policies and ensure the smooth operation of port logistics in the process of regional economic development. Whether it is the overall planning layout of the regional economy or the direction of the development model, it should be combined with the actual situation and future development expectations of port logistics development, so as to better ensure the benign interaction between the two. The government should also introduce the docking relationship between the port logistics industry and the regional economy, create a good system and mechanism reform, and realize the coordinated development between the two. Therefore, under the influence of the regional economy, in order to achieve the coordinated development between the two, it should be combined with the construction characteristics and development model of each other[9]. In view of the deficiencies of the regional economic industrial chain, it should be supplemented according to the actual operation mode of port logistics to improve the factors of production and reduce costs, which plays an important role in strengthening the development of the regional economy.

4.4. Strengthen Its Own Infrastructure Construction

The development of port logistics depends on the upgrading of infrastructure, and high technology and high informatization have become an important trend and direction of its

development. At present, domestic port logistics has entered a period of rapid development. However, the corresponding supporting facilities of the regional economy are still lagging behind. If there is a problem of mismatched development, the driving effect of port logistics on the regional economy may also be relatively lagging. In the process of promoting the optimization and upgrading of the port logistics industry, the waterway should be upgraded to a certain extent to ensure its actual demand for future development. For example, in the Pearl River Delta region, many waterways cannot accommodate the berthing of large ships, missing many logistics development opportunities and having a significant impact on foreign trade economy. Therefore, the convenient transportation advantages of small and medium-sized ports should be utilized to build a perfect port transportation and logistics model. The development based on local conditions can effectively combine the current regional infrastructure construction, give full play to its potential advantages and promote regional industrial development.

4.5. Reasonably Introduce Professional Talents

Compared with hardware construction, talent introduction and improvement are more critical development elements. The prosperity of port logistics and regional economy is inseparable from the support of professional talents. By introducing outstanding talents, injecting vitality into the port economy and promoting the optimization and industrial upgrading of port logistics, it plays an important role in improving the professional and technical level of port logistics in the process of operation and management. Therefore, the input of human cost can optimize the two-way interaction mode of port logistics and regional economy. At the same time, a cooperative relationship should be established with local colleges and universities to realize the introduction of talents from colleges and universities, continuously transporting relevant talents for port construction, and better serving port construction in the professional field to achieve coordinated development. Give full play to the potential value of talents, and port logistics has achieved effective progress in the development mode and scale. Introducing talents can integrate advanced models and informatization concepts into the economy to help the industry achieve rapid and sustainable development.

5. Conclusion

With the continuous development of economy and society, port logistics plays an important role in the development of national economy and society. Port logistics can bring direct benefits to the regional economy, promote the emergence of new economic entities, and provide a good platform for regional economic development. The development of regional economy, in turn, lays a good foundation for the development of port logistics. Therefore, if the two sides want to achieve a good interactive relationship, they should explore more efficient and sustainable development paths and models based on the actual development situation, provide a continuous source of power for the high-quality development of the regional economy, and optimize the regional economic development model over time to effectively promote the rapid progress of China's port regional economy.

Acknowledgments

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