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MAIN DIRECTIONS OF THE DEVELOPMENT OF TRANSPORT LOGISTICS IN ODESSA REGION

Introduction. Currently, the markets of transport services and logistics in Ukraine, in their size and qualitative composition, differ significantly from those of more developed countries. Domestic logistics operators only have started to master the relevant sections of transport logistics. This process is characterized by high rates due to the objective factors of the rapidly growing Ukrainian market. Special attention at this time is paid to modeling of logistics processes and implementation of the achieved results in the field of information provision of logistics. Demand for logistics services is constantly increasing. This is due to an increase in the production of goods and services, the number of enterprises, a steady increase in the consumer sector of the national economy and trade volumes. Therefore, in our time, logistics has a huge strategic resource, which will help to increase production volumes. After all, with the help of logistics that it is possible to minimize the costs of enterprises, to work with clients and to become competitive on the world market.

Therefore, the relevance of the research topic is that Odessa region occupies an important place as a center for the development of logistics services in Ukraine, and there are several sea and river ports in its territory, whose activities are clearly linked to logistics management.

Analysis of recent researches and publications. Fundamentals of theoretical and methodological principles of the study of the processes of formation and functioning of transport logistics are presented in the works of such scientists as: B.A. Anikin, D.J. Bowersox, D. Benson, V.M. Bobrovnik, N.V. Vohnovsky, A.M. Hajinsky, I.V. Gurtovyi, V.V. Demidenko, V.S. Zagorsky, N.V. Ivanova, O.S. Ignatenko, A.G. Kalchenko, I.G. Klimova, E.V. Kricavsky, R.R. Larina and others.

Previously unsettled problem constituent. The works of the authors analyzed the state of logistics management and logistics in general in Ukraine and found that our country is at the stage of formation and consolidation of the industry, substantially yielding to the western countries, both on quality and on the complexity of services by the national logistics companies. Analysis of logistics services in Ukraine was not sufficiently considered, especially at a later time, in a crisis. Therefore, it is advisable to investigate the state of the market of logistics services in the Odessa region, and to determine the prospects for its development.

Main purpose of the article is to analyze the condition and trends of transport logistics in Ukraine on the example of the activity of the seaports in the Odessa region and to highlight the main directions of improvement of the international transport infrastructure regarding the prospects for the development of logistics services in the Odessa region.

Results and discussions. One of the decisive attributes of an enterprise's operation is the organization of its activities, which requires the introduction of new progressive ideas in the management system, an important component of which is logistics. Logistical approaches in

economic activity can optimize the flow processes, facilitate transformation and integration. The main task of logistics is the supply of products of the proper quality and quantity in a pre-determined period at the minimum costs associated with the supply, production, storage, transportation, etc. [1]

Logistic management of the region can be defined as the through (integrated) management of business processes and flow processes from the source of its occurrence to the end user in order to achieve maximum efficiency of enterprises in the region. [2]

Odessa region has rich potential for the development of logistics services, has a favorable geographical location, well-developed net of highways, highly qualified labor potential. Marine commercial ports and private terminals "Big Odessa" recycle a wide range of cargo: liquid, bulk and packaged cargo. In the structure of turnover is considerable proportion of import and transit cargo (including containers).

The leading companies that can provide logistics services are, of course, ports. In the Odessa region there are 7 main ports: Reni seaport, Ust-Danube seaport, Belgorod-Dniester seaport, Izmail seaport, Yuzhniy seaport, Chornomorsk seaport, Odessa seaport.

Table 1 shows the capacity and specialization of ports of Odessa region.

Analyzing table 1 we can say that most of the ports carry out handling, transshipment of cargo, freight forwarding services, warehousing operations, and cargo storage.

The ports of the so-called "Big Odessa", including the seaport of Yuzhniy, Odessa seaport and Chornomorsk seaport, have the greatest throughput capacity. They are leaders in the ports of Odessa region, and therefore of the whole Ukraine. They have the best sea approaches and the ability to accept large vehicles. The measures of modernization are implemented on their territories, which improve the activities of ports and provide better conditions of vessels entrance in port waters.

Table 1

Characteristics of ports (prepared by the author based on [3-4])

Name of port	The capacity of port	Specialization
1. Reni seaport	The project 14,5 mln. tons	Loading and unloading of ships; freight forwarding services, warehousing and storage of goods
2. Ust-Danube seaport	Throughput ability of complex - 100-120 th. tons per month.	Carries out handling, transport and forwarding services of transit, foreign and coastal cargo, warehouse operations.
3. Bilgorod-Dnistrovskiy seaport	The installed capacity is 1,2 mln. tons per year.	Specializes in processing of foreign and coastal cargo,
4. Izmail seaport	The capacity of seaport allow to transship 8,5 mln. tons of cargo per year	Handling and storage Freight forwarding Providing a safe anchorage
5. Yuzhniy seaport	The project and actual capacity is 12 mln. tons per year	At present performs loading, unloading, support, conversion and transport functions
6. Chornomorsk seaport	Production facilities for the transshipment of cargo is over 32 mln. tons per year	The port provides handling and storage of foreign goods; high intensity of cargo handling at all terminals and complexes of the port
7. Odessa seaport	50 tons of cargo annually	Maintenance of cargo and passenger ships by own auxiliary fleet

According to Ukrainian Sea Ports Authority (USPA) freight turnover in the seaports of Ukraine for 2017 retains a positive trend. During 2017 Ukraine's seaports processed 133 mln. tons of cargo, which is 0.6% more than last year. In 2017 Yuzhniy sea port, Odessa sea port and Chornomorsk seaport played leading positions by the total volume of transshipped cargo in Ukraine, according to the Administration seaports Ukraine: 41889,00 th.tons, 24120,00 th.tons, and 17633,00 th.tons respectively.

Consider the volume of transshipped cargo in ports of Odessa region during 2015 - 2017 years (table 2). So how can we follow from the table only four seaports of Odessa region were increasing its turnover within 3 years (2015-2017): Reni seaport by 24%, Ust-Danube seaport by 140,9%,Izmail seaport by 5,65% and Chornomorsk seaport by 1,93%. However, such ports as Bilgorod-Dnistrovskiy, Yuzhniy and Odessa decreased its total volume of transshipped cargo by 50,7%, 13,78% and 5,73% respectively.

Table 2

The volume of transshipped cargo (compiled by the author based on [5])

Name of port	The total volume of transshipped cargo			In comparison with 2015 (in %)
	2015 (th.tons)	2016 (th.tons)	2017 (th.tons)	
1.Reni seaport	906,93	972,37	1125,00	+24,0
2. Ust-Danube seaport	22,5	25,4	54,2	+140,9
3. Bilgorod-Dnistrovskiy seaport	715,7	462,9	352,4	-50,7
4. Izmail seaport	4825,20	5682,62	5098,0	+5,65
5. Yuzhniy seaport	48582,07	39297,57	41889,00	-13,78
6. Chornomorsk seaport	17298,39	15942,00	17633,00	+1,93
7. Odessa seaport	25585,85	25250,85	24120,00	-5,73

The ports of the Odessa region have problems:

- low level of automation and computerization of cargo operations;
- insufficient provision of terminals with modern reloading equipment;
- absence of the required number of sorting areas for the placement of ship batches of containers arriving at or departing from the port;
- lack of proper interaction with adjacent modes of transport (rail, road, river). [6]

Also, the problem is not the use of the latest logistics achievements, which usually increases the costs of enterprises and reduces their profitability. In Europe, in particular, the concept of "service logistics" (SRL) is widely used, which is defined as the process of coordinating the logistics operations needed to provide the most cost-effective services and meet customer demand in a way. SRL approach is often the main strategic element of management of many foreign firms that provide services, including port.

In order to obtain competitive advantages for the ports of the Odessa region, first of all, it is necessary to switch to the format of "third generation ports". Abroad, one of the main functions of the ports was the provision of various connections between the subjects of the transport services market, as well as consumers and manufacturers of goods transported. In connection with this, in recent decades, they have developed a wide variety of industries - not only transport, but also industry, supply, trade, forwarding, survey, customs and other services. Consequently, many third-

generation overseas seaports, such as Hamburg or Rotterdam, can be called logistics centers for cargo distribution.

With the increase of cargo turnover of ports of the Odessa region, an important parameter is the time of execution of certain operations. In this context, as a competitive advantage, one can consider the possibility of rapid cleaning of equipment with a frequent change in the loading product or the use of stationary pneumatic vibroaccessories in a complex, which allows to reduce the time of unloading of loose products several times and, accordingly, reduce the idle time of cars.

Conclusions and further researches directions. During the analysis of the seaports of the Odessa region, positive and negative trends were identified. Negative features are that several seaports such as Bilgorod-Dnistrovskiy, Yuzhniy and Odessa reduced cargo handling. The problems of the port economy were identified, proposals were made to improve the international competitiveness of ports.

Consequently, in general, the ports in Odessa region have great prospects for expanding their activities and developing logistics services. In order to increase the international competitiveness of ports, as well as in the whole - the Odessa region, first of all, it is necessary to improve logistics management, which leads to an increase in the efficiency of logistics services; it is necessary to revise the internal tax policy and the policy on port charges, since they are quite large in Ukraine, as compared with port gatherings of neighboring countries, which reduce the competitiveness of ports.

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