

**IMPACT OF THE FACTORS
OF THE REGIONAL MARKET MARINE PASSENGER TRANSPORTATION
ON THE ACTIVITY OF THE SHIPPING COMPANY**

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***Abstract.** Transport is one of the most important factors influencing the level of socio-economic development. Despite the increase in volume shipping needs of the population in such traffic are not met in full. The problem turn linked to the absence or lack of understanding of the functioning of the transport system in general and the marine passenger AI component and lack of knowledge about the economic aspects of its existence.*

Lack of understanding of the principles of the regional market of maritime passenger transport and uncertainty factors that market has a negative impact on the organization and the management of shipping companies.

In the article the concept of regional market of maritime passenger transport is revealed. Market factors affecting the activities of shipping companies. Done grouping on the basis of factors. The character of influence factors on various aspects of the shipping company.

***Keywords:** market of passenger transportations, regional market, passenger transportation, shipping company, market factors.*

**ВПЛИВ ФАКТОРІВ
РЕГІОНАЛЬНОГО РИНКУ МОРСЬКИХ ПАСАЖИРСЬКИХ ПЕРЕВЕЗЕНЬ
НА ДІЯЛЬНІСТЬ СУДНОПЛАВНОГО ПІДПРИЄМСТВА**

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***Анотація.** У статті проведено огляд останніх досліджень і публікацій в сфері організації морських пасажирських перевезень. Визначено та розглянуто фактори регіонального ринку морських пасажирських перевезень, що впливають на діяльність судноплавних підприємств. Здійснено групування факторів за певними ознаками.*

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Детально розглянуто характер впливу кожного з визначених факторів на різні аспекти організації і діяльності судноплавного підприємства.

Ключові слова: ринок пасажирських перевезень, регіональний ринок, пасажирські перевезення, судноплавне підприємство, фактори ринку.

**ВЛИЯНИЕ ФАКТОРОВ РЕГИОНАЛЬНОГО РЫНКА
МОРСКИХ ПАССАЖИРСКИХ ПЕРЕВОЗОК
НА ДЕЯТЕЛЬНОСТЬ СУДОХОДНОГО ПРЕДПРИЯТИЯ**

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Аннотация. В статье проведен обзор последних исследований и публикаций в сфере организации морских пассажирских перевозок. Определены и рассмотрены факторы регионального рынка морских пассажирских перевозок, влияющие на деятельность судоходных предприятий. Осуществлена группировка факторов по определенным признакам. Подробно рассмотрен характер влияния каждого из определенных факторов на различные аспекты организации и деятельности судоходного предприятия.

Ключевые слова: рынок пассажирских перевозок, региональный рынок, пассажирские перевозки, судоходное предприятие, факторы рынка.

Introduction. Transport is one of the most important factors affecting the level of social and economic development of the region. Despite the increase in the volume of sea transportations, the population's demand for such transport is not fully met. This problem, first of all, is due to the lack of understanding of the principles of the functioning of the transport system as a whole and of the sea passenger component, as well as a lack of knowledge about the economic aspects of ensuring its existence. Improving public transport services is an important part of the task of economic and social development of the state. The use of maritime transport in the regional market allows to remove the load from other modes of transport, where the technical means are overloaded, to correctly redistribute the passenger traffic, thereby unloading business centers and major land-lines. Most companies choose for themselves the line of business in a private way. They plan the organization of sea passenger transportations based only on subjective episodic ideas about the need to apply certain methods and algorithms, taking into account disparate factors. Insufficient understanding of the principles of organization of activities in the regional mar-

itime passenger transportation market and the uncertainty of the factors of such a market adversely affect both the organization and management of shipping companies.

Analysis of major achievements and literature. In the scientific works of V.V. Zhikhareva [1; 2], I.A. Golubkova I.A. [3], Yu.V. Mihailova [4] covers the structure of the world market of passenger transportation, factors affecting the efficiency of cruise companies, the factors ensuring the sustainable operation of shipping companies in the cruise ship market. A number of works E.A. Zhigunov [5] is devoted to ensuring the sustainable functioning of a cruise tourist enterprise in the regional market. In the works of S.G. Nezdoinova [6; 7] revealed the essence and gave an assessment of the current state and potential of the cruise ship market. In the works of the above-mentioned authors, the sphere of the regional market of tourist services, or the sphere of the regional market of cruise shipments, is considered. However, shipping companies have the opportunity to organize activities not only in the sphere of cruise shipments, but also in other areas: urban and suburban transportation of passengers, tourist and transport lines, high-speed communication within the region and so on.

Purpose of the study, statement of the problem. The main objective of the study is to identify and segment factors affecting the activities of the shipping enterprise, determine the nature of the impact of identified factors on various aspects of the shipping company.

Study material. Under the regional market, it is customary to understand the territorial sphere of commodity circulation. However, different authors give slightly different scientific definitions, trying to identify the main features and elements that characterize this concept. This interpretation is shared by most foreign scientists, both in the field of transport and in other spheres. The regional maritime passenger transport market is a part of the world maritime passenger transportation market, subject to the general world requirements for such a market, has characteristics and elements inherent in all markets. However, it has its own distinctive features, such as: passenger traffic; a network of service providers (agency, crewing, brokerage, stevedore companies, freight brokers, news agencies, etc.); a large number of non-market counterparties; dependence on the overall infrastructure of the region. In addition, the territorial boundaries of the market may include the territories of different countries, since geographically sea transport is located both within the regions of one country and between neighboring regions of different countries.

A large number of factors influence the shipping company operating in the regional maritime passenger transportation market. They differ in nature, sources of origin, nature and objects of impact, attitude towards market participants. Since the shipping company is one of the main participants in the regional market of maritime passenger transport, consider the classification of the factors in more detail.

Factors of the regional market in relation to participants can be divided into two main groups: external and internal. External factors of the regional market in relation to the shipping enterprise are factors of indirect influence.

The regional market of sea passenger transportation is influenced by such factors of the external environment: the economic situation of the region; political state of the region, the state and the world as a whole; socio-cultural environment; the level of scientific and technological development; number and composition of the population of the region; income level of the population; international, governmental and non-governmental organizations; climatic and geographical conditions of the region.

The economic situation of the region primarily affects the cost of resources used by the shipping enterprise, and the ability of consumers to buy certain goods and services. Any changes in the economic situation can affect differently the various shipping companies in the region: in case of economic decline, shipping companies offering more exclusive, expensive services usually incur losses, and those that offer cheap services - on the contrary, increase profits by increasing the demand for such services. At the same time, the shipping enterprises are focused on satisfying the primary needs of consumers in transportation, for example, in the absence of an alternative message for business passengers, may not at all experience the negative consequences of the deteriorating economic situation in the region.

The political situation in the region causes a certain mood of the government, administrations, courts, public organizations and the population in relation to representatives of business in this or that sphere. This factor can positively influence the development of the regional maritime passenger transportation market in a situation where the goal of the government and society is to attract enterprises to the regional market and develop the infrastructure of the region. In such conditions, entry to the market becomes easier, the number of market participants increases, which in turn increases the level of competitiveness and encourages shipping companies to more intensively develop their activities. In cases where the political situation is unstable, the regional market is adversely affected. The terms of business activity on the market remain unchanged or become unfavorable. The number of enterprises is decreasing, which in some cases provokes the emergence of a monopoly (in the case of a continuing demand) or the closure of the market (in case of a decrease or disappearance of demand).

To the general socio-cultural factors, one can first of all include: the demographic state, attitudes, values and traditions. First of all, these factors influence the demand, labor relations, working conditions and the level of wages. The media have a particular impact on the companies of the regional market. Sociocultural environment is one of the factors that determines the strategy of the shipping company in the regional maritime passenger transportation market, determines the basis of labor relations, the ways of promoting services on the market.

The factor of the level of scientific and technological development (STD) is in relation to the shipping enterprise as an external and internal factor. The influence of this factor on the activity of the shipping enterprise is more pronounced in the field of automation and informatization. The achievements of the scientific and technical revolution directly affect the efficiency, the speed of aging of assets and services, and the level of demand depends on its level. In relation to the regional market, the scientific and technological revolution determines the level of use of achievements, the speed and ability of market participants to react to new developments, which in turn are the object of competition. The more such influence, the faster the shipping enterprise should react to the introduction of scientific achievements and technical developments. However, only under the condition of working with high-level technologies, an enterprise can independently implement the latter, ensuring its own competitiveness in the regional market.

The size of the population affects the size of passenger traffic and the level of demand, the qualitative composition of the population influences the formation of passenger traffic of certain types: business passengers, tourists, military, migrants and etc.

The income level of the population depends on the economic and political state of the region and affects the participants of the regional market of sea passenger transportation by limiting the maximum possible level of tariffs for transportation, which in turn helps to increase the level of competition between competitive competitors and changes in the level of quality of services provided.

International organizations play a significant role in the organization of legal regulation of regional and international sea passenger traffic. Water transport is represented by the most numerous international organizations: more than 100 organizations operate in the field of maritime transport. Their influence on the development of sea passenger transport is quite significant.

The government in the conditions of a market economy exercises both indirect influence – primarily through the system of taxation, state ownership and the budget, and direct – through legislative acts. Each separate shipping company has a certain legal status, which defines the scope of operations and the principle of taxation.

In different regions, especially those that are territorially related to different states, several different legal acts may operate. However, some elements are common to all: the fulfillment of the requirements of safety of life and work, the requirements of safety of navigation and rescue on the water, life and liability insurance, the requirements of international organizations in the field of maritime transport, the rights and obligations of the carrier and passenger, the protection of the rights of the passenger as a consumer of services .

Climatic conditions are the main factor determining the seasonality of passenger traffic. In regions with favorable climatic conditions, seasonality is always greater, that is, the period of increasing demand for maritime passenger transport services lasts longer.

Geographical conditions are a multidimensional factor. First of all, the geographic location of the region determines its socio-economic development. Important characteristics of the geographical situation are: the number of neighboring regions, the degree of their social and economic development, the availability and development of waterways and sea routes, the number of seaside populated areas in the region itself, and the natural conditions of the shipping routes.

The aggregate of internal factors of the regional maritime passenger transportation market is the working environment for the shipping enterprise. In turn, this environment includes the following markets: the supply market, the sales market, the capital market and the labor market. The main internal factors of the regional market include: consumers; suppliers; enterprises-potential competitors; substitute services.

A distinctive feature of consumers in the transport sector is that consumers form passenger traffic, the direction, the quantitative and qualitative composition of which essentially determines the technical characteristics of the production assets of the shipping enterprise: the technical and operational characteristics of the fleet; Conditions for the organization of passenger transportation: the development of a route scheme for transportation, scheduling, the definition of tariffs and the like.

Suppliers in the field of sea passenger transport are physical or legal entities that provide the shipping enterprise with resources of various types. All suppliers can be divided into groups: suppliers of material resources, labor resources, information resources, communication services with the external environment, capital.

Competition is one of the most influential factors in the regional maritime passenger market. For the shipping company in the regional market of passenger transportation, competitors are domestic and foreign shipping companies of various forms of ownership and with different legal status operating in this market. Taking into account that sea transport is a part of the unified transport system of the state, it is necessary to take into account related modes of transport that can act as competitors – when the directions of transportation are the same or parallel, and in the role of partners – when enterprises of different modes of transport serve individual parts in one direction. It should be noted that competition among shipping companies can be not only customers, but also labor, materials, capital, advances in scientific and technological development, information and the like. The reaction to competition is formed by the internal factors of the shipping enterprise, such as: strategy, working conditions and payment, the nature of relations with employees and customers.

Substitute services are services that are similar in their characteristics, but have a number of disadvantages or advantages over the primary service. The peculiarity of substitute services is that the prices for such services are interrelated: when the price for a service increases, the demand for substitute services increases. In the regional market of sea passenger transportation, substitute services are passenger transportation services for alternative (improved

or slightly modified) routes, transportation using more speedy or more comfortable vessels, providing additional services, and etc.

Results of the study. As a result of the research, the factors of the regional market of sea passenger traffic influencing the activity of the shipping enterprises were determined and considered. A grouping of factors according to certain criteria is carried out. The character of influence of each of the certain factors on various aspects of the organization and activity of the shipping enterprise is considered in detail.

Conclusions. When organizing activities in the regional maritime passenger transportation market, the management of shipping companies should take into account both external and internal factors of the market. External factors of the market influence indirectly, and internal factors directly influence the activities of shipping companies. A number of factors are common for all regional markets: the state of world politics, the level of scientific and technological revolution, international governmental and non-governmental organizations.

However, some factors, such as geographical conditions, political and economic position of the region, socio-cultural environment are specific.

A more detailed structuring and analysis of the impact of the regional maritime passenger market factors on the activity of shipping companies in the conditions of a particular regional market will allow choosing the optimal development strategy, planning the level of profitability, determining the focus group of consumers, the volume of assets needed to attract, the way of promoting services, etc. Also, more detailed research is required to analyze the influence of these factors on the activity of the shipping company.

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Стаття надійшла до редакції 20.03.2018 р.