

Research and Reflection on Constructing a Unified and Open Transportation Market——Taking Zhejiang Province as an Example

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Abstract: With the continuous expansion of the market scale since the reform and opening-up policy, the necessity and imperatives of building a unified national market have kept increasing daily. Building a unified and open transport market is the crucial premise and essential support for a unified national market. As a developed province along the east coast, Zhejiang has preliminarily explored building a unified and open transportation market in recent years. This paper mainly studies and thinks on constructing a unified and open transport market in Zhejiang from the current situation and its main problems. It also puts forward relevant measures and suggestions.

1. Introduction

Transportation is one of China's earliest and most highly open industries in China, and the transportation market is also an essential part of the unified national market. Since the 18th National Congress of the CPC, with the gradual improvement of the primary system and the continuous improvement of the business environment, a unified, open, and ordered competition transportation market has taken shape. However, there are still problems, such as market division and inefficiency in resource distribution. As a developed eastern coastal province, Zhejiang has good primary conditions for building a unified and open transportation market. At present, research in this field is still in its infancy. Through the search of existing literature, the research content mainly focuses on the operation management of transport systems, market access and exit mechanism, enterprise transformation, and so on. Wang Baochun's^[1] research proposes countermeasures to improve the operation and management of China's integrated transport system based on the experience and revelation of the process and management of the developed countries. David Hummels et al. (2009)^[2] conducted a systematic study on enterprise and ship access in the EU shipping market. Zhou Zhe^[3] proposed measures to improve the market access system from the perspective of the government's macro management of the transport logistics market. Song Aibin, Luo Chao, and Hu Weiting^[4] proposed specific measures to improve the access mechanism of the road transport market and shipping market, respectively. Choe S and Roehl TW^[5] suggest methods and strategies

for modernizing logistics in traditional road freight companies based on the strengths unique to the company's past development. Guo Qinjie^[6] summarizes the connotation, characteristics, and values of the intensive development of road freight enterprises and then researches and proposes corresponding development strategies. Through the analysis and summary of the studies mentioned above, transportation market-related issues have become one of the hot spots for scholars' research, and corresponding research results have been achieved. However, from the overall perspective, most studies focus on a specific problem with certain limitations. There are fewer global and systematic studies on forming a unified and open transportation market, and there is an urgent need to conduct relevant studies. Given this, this paper intends to summarize and analyze the current research results, take Zhejiang Province as the entry point, find out the problems and difficulties in building a unified and open transportation market, conduct systematic thinking and research, and put forward corresponding initiatives and suggestions to provide a reference for the next step of building a unified and open transportation market in Zhejiang and even in the provincial area.

2. Problems and Causes

Zhejiang mainly has obvious location advantages in transportation, rich marine resources, developed inland river navigation, solid economic vitality, higher level of urban and rural transportation integration, creating good primary conditions for establishing a unified and open transportation market. In recent years, Zhejiang has continued to deepen the market-oriented transportation reform, comprehensive administrative law enforcement reform, transportation investment, and financing reform to speed up the construction of a unified, open, and orderly modern transportation market. However, in the process of building a unified and open transportation market in Zhejiang, there are still problems. Such as the relationship between the government and the market not being fully straightened out, The vitality of market entities needing to be enhanced, the phenomenon of market segmentation still existing, the low efficiency of allocation of market factors and resources, and the occurrence of monopoly and unfair competition. These questions mainly manifest in four aspects.

2.1. Road Freight Transportation

The actual load rate of road freight vehicles is a crucial indicator to reflect the efficiency of using the carrier's rated capacity and the effectiveness of road operations. Improving the loading rate is the key to building a high-efficiency, low-cost logistics system. According to statistics, the actual load rate of freight transport in Zhejiang Province is 66%, higher than the national average (<60%). However, compared with developed countries (80%-95%), there is still a large gap, mainly for the following reasons: the need for more use of dumping transport methods. Dumping transport is the primary way to improve the vehicle transport turnover rate. At present, the province tractor accounted for 29% of the proportion of laden vehicles (28% of the country), the tractor and trailer ratio of only 1:1 (1:1.08), far below the developed countries (1:2.5 or more); market competition is chaotic, low productivity of transport enterprises (industry structure reasons). The province has many road freight operators, but the scale is insignificant. By the end of 2020, the province has 52,600 road cargo transport operators, including 28,000 individual operators (accounting for 53.2%). There are few leading enterprises, so it is challenging to organize small and medium-sized enterprises and self-employed enterprises effectively, leading to market competition chaos. During the 13th Five-Year Plan period, the development of the logistics and transportation industry growth rate was continuously lower than the GDP growth rate, and the demand slowed down. In recent years, the logistics and transportation enterprises have expanded wildly, resulting in more remaining market capacity.

2.2. Road Passenger Transportation

The construction of a safe, convenient, efficient, and smooth road transport service system is an important guarantee to promote the high-quality development of the transportation market. In recent years, the vigorous development of railway and aviation and the rapid rise of online car-hailing have changed how people travel and significantly impacted the road passenger transport industry, leading to the loss of passenger transport market share. (according to statistics, the Turnover rate of highway passenger transport in Zhejiang will account for 30% in 2020, which is about 3% lower than in 2019.)In addition to the above-mentioned external factors, there are also the following aspects of their reasons: passenger class line settings are challenging to meet user demand. The level and scale of road passenger transport enterprises are uneven, and the design of capacity delivery and the setting of passenger transport stations of road passenger transport lines need to be approved according to the plan. The setting and updating of passenger transport lines could be faster. Traditional road passenger transport enterprises, "station to station" mode of operation, and the mass demand for the unequal phenomenon, increasing the cost of time and economic costs of some passengers travel; low convenience of information services. Passenger bus operation mode is relatively fixed, generally taking the selected departure mode of operation, operating routes, and vehicle information query difficulties and the accuracy and authority are difficult to determine, low level of information technology.

2.3. Data Sharing

Information interconnection and open data sharing are the keys to realizing a unified and open market. However, trajectory data query and opening still need improvement. From the social data level: the trajectory information provided by Beijing Sinoiov Information Technology Co.Ltd is not higher than 70% in terms of access rate and accuracy, the vehicles below 4.5 tons cannot be covered, and the deviation from the actual application of enterprises is significant; Beijing Sinoiov Information Technology Co. Ltd and other government procurement suppliers have highway and other industry operation data, but platform enterprises need to pay to access, there is a data monopoly problem. From the public data level: transport of primary data is not enough to open sharing, data quality is low and other issues, such as ministry-level platforms and cross-provincial business, still need to be handled offline, the masses "two places to run, run multiple times" phenomenon still exists, the implementation of the electronic license is not wide enough to achieve the provinces, cities, electronic license national mutual recognition, and Access to use, to a certain extent, restricts the modernization of industry governance. In addition, to a certain extent, data sharing will bring network security risks and potential data risks, resulting in the opening of information from all parties not high enthusiasm.

2.4. Industry Regulation and Enforcement

Regulation and enforcement are essential grips to maintain the stable development of the industry. Since January 2019, with the deepening of streamlining the government, the market access threshold is gradually lowered, which makes the number of market players continue to increase. As of April 2021, there are 5095 road transport enterprises and 145386 operating vehicles in the main urban area of Hangzhou. The number of enterprises and vehicles has continued to grow, but the law enforcement force and regulatory concept have remained the same, bringing great pressure to the supervision. Still, the law enforcement force and regulatory concept have mostly stayed the same, which brings tremendous pressure for supervision. In particular, after the liberalization of the access threshold for general cargo vehicles under 4.5 tons, the lack of adequate administrative supervision

of the information aggregation platform with the main business of crosstown distribution is not conducive to the safe and stable development of the whole industry due to the lack of apparent subject supervision in the aftermath. In addition, due to the need for top-level design and unified standards, there are disputes on the qualitative and regulatory subjects in bike sharing, takeout distribution, and other industries.

3. Countermeasure and Recommendation

3.1. Put Forth Effort on Energizing Market Entities and Strengthening New Momentum to Drive Development.

Provincial bureaus of transport should deepen the digital reform of transportation. Based on the provincial integrated intelligent public data platform around the transport business areas, the basic construction of the traffic brain, industry operation monitoring and assessment, forecasting, early warning, and strategic management capabilities significantly improved. It is also essential to accelerate the completion of transportation science and technology innovation and highlight weaknesses. The provincial level should speed up the construction of an innovation organization, critical technology research, science, and technology innovation guarantee system to achieve innovation capacity, investment, innovation results, and transformation benefits significantly. Accelerating the cultivation of the comprehensive transportation industry is an essential means to stimulate market vitality. It is necessary to promote the deep integration of transport-related services and diversified industries and form a new technological innovation and integrated development format. And provincial bureaus of transport should cultivate several leading enterprises, build several essential parks, implement several major projects, create several public platforms, train several scarce talents, and introduce several specific policies.

3.2. Improve the Transport market Regulatory Mechanism

The provincial bureaus of transport should strengthen the construction of comprehensive law enforcement capacity at the grassroots level. This requires optimizing the layout of traffic grassroots law enforcement sites and law enforcement forces and continuing to promote the integration of law enforcement teams and responsibilities. At the same time, it is necessary to establish a flat administrative law enforcement command system linked up and down to improve the ability to respond quickly, handle law enforcement cases. Building a new regulatory mechanism is also crucial. Provincial bureaus of transport should optimize the supervision of new traffic formats and modes, explore inclusive and prudent supervision, build an integrated and efficient provincial transportation credit management system, and strengthen the linkage between credit and approval, daily supervision, administrative punishment, and other businesses. It has become a general trend to improve the intelligence level of law enforcement. Provincial level to establish a transportation data intelligence enforcement platform, deepen law enforcement data correlation analysis and decision support applications, to achieve online and offline integration of law enforcement supervision. Vigorously promoting off-site law enforcement and strengthening the construction of command centers and law enforcement mobile forces are also significant initiatives.

3.3. Optimize the Allocation of Resources to Transportation Market Factors

It is essential to improve the efficiency of land resource utilization. The provincial level should promote the economic and intensive use of resources such as transportation facilities and locations, optimize the functional positioning of ports, airports, stations, and other adjacent facilities, and

steadily promote the integration and transformation of old transportation infrastructure. It is also crucial to deepen the research on transportation investment and financing. The provincial level should strengthen the investment and financing research on public transport infrastructure REITs, etc., and revitalize the stock of high-quality assets with clear ownership, stable income, good returns, and sustainable operation in the province. It is necessary to promote the open sharing of data resources. At the provincial level, it is essential to encourage the construction of a comprehensive transportation big data center system and further promote the sharing and application of government data. At the same time, it is also necessary to establish and improve the open system and specifications of public data in transportation, orderly available public data in transportation. Promoting data classification and hierarchical management is also essential, which can improve the data security guarantee capability of transportation platform enterprises.

3.4. Establish and Improve the Transportation Market System

The premise is to create a market environment of legalization. The government should establish a negative list of market access and publish the adjustment system to promote administrative record management, removing hidden barriers in the province's transportation industry. The government should also safeguard market entities' legitimate rights and interests in debt financing, government procurement, and other fields. Breaking down regional and sectoral barriers is a crucial initiative. The government should clean up and abolish all kinds of policies containing local protection, market barriers, designated transactions, and other obstacles to a unified market and fair competition in transportation, strengthening the regulation of monopoly behavior is a powerful measure. This requires the government to establish and improve the assessment mechanism of market competition in various fields of transportation, and improve the monitoring and early warning capability of monopoly and unfair competition risks. It is also essential to safeguard employees' legitimate rights and interests. The government should improve the working environment and working conditions in the field of transportation and effectively protect the legitimate rights and interests of truck drivers, couriers, and other groups. At the same time, the government should urge platform enterprises to formulate and improve institutional rules and platform algorithms and earnestly safeguard workers' labor security rights and interests in new forms of transportation employment.

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