

Research on Coordinated Development of Logistics Parks and Industrial Clusters

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Keywords: Coordinated Development, Logistics Parks, Industrial Clusters

Abstract: Logistics park is an important manifestation of the coordinated development of regional logistics industry, which plays an important role in the integration of logistics resources, coordinated development, and the transformation of economic development mode. Since the late 1990s, China introduced the development of logistics parks, and it has entered into a period of stable development. No matter the number of parks, the growth rate, or the size of the park far exceeds the developed countries. According to a joint survey conducted by the China Federation of Logistics and Purchasing and the China Institute of Logistics in 2012, the homogeneity of the completed logistics parks is serious and lack of coordination. [1] Local governments are building and operating logistics parks, initially considering the interests of local governments into a "prisoner's dilemma" [2]; objectively forming a "everywhere blossom" infrastructure network, but in fact, "there is network without network" lack of coordination. If the market is free to adjust, the surface may seem reasonable, but it actually contains the plight of inefficient competition. Therefore, in-depth study on the synergetic development of logistics park operation is imminent.

1. Introduction

In recent years, with the rapid economic development in our country, the enhancement of economic globalization has promoted the rapid rise of international trade. The emergence of this situation has led to the gradual transition of maritime transport as air transport, land transport and other transport modes in the regional economy and industry. Occupy an important position in the development, but it is an important site to achieve maritime transport. At the same time, the construction and development of the industrial park can continue to promote the development of the logistics industry and optimize the logistics structure so as to provide logistics, logistics and logistics for the development of the logistics industry not only has a huge advantage, but also the bridge and link in the development of the industrial park. The development of the injection of new vitality. Collaborative development refers to the two substances in the development process, the two factors can adapt to each other and mutual restraint, so as to achieve common rapid positive development. Logistics park and industrial Clusters are closely linked, interdependent and mutually reinforcing, industrial parks need to be supported by logistics to continuously build and develop, and the development of port logistics must rely on industrial parks. Therefore, our country has gradually increased the construction of industrial parks, combined with the expansion and improvement of logistics facilities [3], has continuously promoted the economic development of our country and laid a solid foundation for the logistics development path of resource-saving and sustainable development. Moreover, the logistics industry is not only for a single enterprise exist and services, is a collection of local logistics enterprises, shows the Logistics park and industrial Clusters synergistic and stable development of urban development and economic development is of great significance.

2. Development status of logistics park

Construction of China's Logistics Park Since the first logistics base was established in Pinghu, Shenzhen in 1998, the development of the logistics park has been issued. As of 2012 China Federation of Logistics and Purchasing statistics show that a total of various types of logistics parks

in the country a total of 754. The existing logistics parks in China are mainly concentrated in economically developed coastal cities, followed by the middle and relatively few in the west. Among the types of logistics parks, integrated service-oriented development has become the mainstream, accounting for 69% of the total number of logistics parks. Followed by the commercial service logistics park accounted for 15%, freight service logistics park accounted for 11%, production and service logistics park accounted for 5%; park main business functions are still warehousing, transportation, distribution and other traditional business functions, including warehousing Business accounted for 95%, transportation and distribution accounted for 83%; while the main circulation of the park mainly in the food and building materials accounted for 60%, followed by home appliances, chemicals, agricultural and sideline products and steel accounted for about 50%; most of the logistics park revenue From the warehouse / yard rent, office rents, property management fees, of which 100% of the warehouse / yard rental, office rents accounted for 74%, property management and various value-added services accounted for more than 55%. Some logistics parks in the functional layout and design, the lack of differentiation and core competitiveness, the park overlapped the radiation area, the phenomenon of serious service homogeneity. At the same time, the logistics enterprises in our country are weak and most SMEs are also satisfied with the simple warehousing and freight services. This situation makes the management of our logistics parks vicious competition [4].

Due to the lack of overall planning in the development of logistics parks by all localities, starting from their own interests, they pay less attention to the interaction with adjacent logistics parks. As a result, logistics parks operate in isolation, information is scarcely shared and resources can not be effectively integrated. With the adjustment and upgrading of China's industrial structure, some industries will have developed coastal cities to the Midwest cities. This will certainly bring opportunities and challenges to the Midwest City Logistics Park, while the supply of logistics parks in the coastal areas will appear surplus and vacancy. At the same time, many important workers and agricultural raw materials are concentrated in the west, which will inevitably cause difficulties in the transportation of materials and high distribution costs. Therefore, the resource integration of the logistics industry is an inevitable requirement and trend of the development of the logistics industry. Logistics parks should integrate resources, work together, reduce costs for logistics enterprises, improve service efficiency and quality.

3. Problems in logistics park and industrial clusters development

The emergence of synergetic development needs to have certain conditions, that is, two subjects can make certain connections in the process of value creation and can also influence each other. However, this is only a condition for synergistic development. It is not a premise. Only with this condition can we reach some consensus or opportunity in the strategy, and the synergistic effect will emerge as the first and only Positive synergies development mechanism. However, due to many problems existing in the logistics industry and industrial park in our country, the coordinated development of logistics park and industrial park is restricted.

In the process of construction and development of industrial park, the management mode of other industrial parks has been used in its management. In the rapid development of modern logistics industry, this kind of management mode has been restricted to a certain extent mainly because such traditional The management mode can not make the distribution and management of logistics resources be reasonable. For example, in addition to the logistics park, there are logistics resources such as air transport and land transport. These different logistics resources are managed by different government departments. At this time, there will be a multi-departmental management issue when allocating logistics resources. As a result, the phenomenon of logistics chaos will not only weaken the logistics system, but also disrupt the normal shipping, air transport and other transport systems, eventually resulting in the inefficiency of urban logistics. Thus, the unreasonable management of logistics resources will severely restrict the coordinated development of the port and industrial parks. As the majority of the registered industrial parks in our country occupy a major part of the small and medium-sized enterprises, and are still in the initial stage of development,

resulting in the general size of the logistics park in the industrial park is small, planning is not mature enough. Due to this reason, all local governments in our country have relaxed the management of industrial parks, resulting in the government greatly reducing its investment and causing the single equipment and functions of most small and medium-sized logistics enterprises. The development prospect of industrial parks is worrying [5]. The level of informatization of logistics parks can have a direct impact on the communication between logistics information. At this stage, China's industrial park is still in the initial stage of development, all aspects are not yet perfect, especially in the maritime logistics information exchange is far less than the development of countries in a serious backwardness. As the logistics industry in ports and industrial parks are in their respective stages of development and non-impact, logistics information between the two can not be communicated and shared with each other, which makes the logistics enterprises in the industrial parks take more time to acquire maritime logistics information, Energy and resources. In addition, the unavailability of logistics information between ports and industrial parks is not conducive to the interoperability and cooperation among multinational corporations, mainly because such a situation can not provide fast and convenient logistics services for international enterprises. Thus, the port and industrial park logistics information degree is not high, will have a serious impact on the development of the logistics industry.

4. Coordinated development strategy in logistics park and industrial clusters

In order to better realize the trend of economic globalization, in order to better serve the development of overseas logistics industry, the development mode of industrial parks in various ports needs to follow up the development model of logistics parks and gradually adapt to them is very important. Therefore, in order to solve this problem, all industrial parks need to reasonably plan and manage their own logistics industry according to the development of their respective ports. For example, if the port is large in size and logistics is mainly dominated by international logistics, the industrial park should mainly manage its own logistics industry with international logistics as its mainstay and domestic regional logistics as a supplement. For example, Dalian Port has a huge advantage in the manufacture of ships and its associated industrial logistics also has a large amount of traffic.

Under such circumstances, in order to realize the coordinated development of ports and industrial parks, in the development model of industrial parks, it is necessary to build a matching infrastructure in the international logistics and shipbuilding industries so as to greatly enhance the logistics industry in the industrial parks International level. This shows that the industrial park and port logistics development mode to adapt to the synergies between the two development of great significance. In general, the industrial park infrastructure construction includes two aspects, one is the road and railway system of the city where the industrial park is located, and the transportation network including the regional logistics between the ports. Thus, it is of great significance to strengthen and improve infrastructure construction in ports and industrial parks. That is to say, if the four parts of the cargo storage center, logistics and transportation center, port and industrial park are connected into a complete transportation network system, then the efficiency of the transportation network within the city can be fully demonstrated, so that the service of the logistics park Quality has been greatly improved.

With a single transportation system, this complete network transportation system can enhance the cooperation, interoperability and so on between different ports. In the meantime, in order to realize the synergetic development of logistics park and industrial park better, it is of great significance to actively study the experience and mode of the development of logistics park in developed countries in our country. For example, the port of Rotterdam has perfect facilities in its logistics management and operation, that is, it has modernized automated navigation system and advanced electronic data exchange system, so that the logistics park has been modernized. As another example, the port of Antwerp also has excellent infrastructure, namely its two modern electronic data exchange systems, one of which is mainly used for logistics and transport navigation while the other is mainly for the completion of logistics The rapid and accurate exchange of

information between enterprises and port logistics, this kind of means of logistics facilities makes port logistics efficiency has been greatly improved. Thus it can be seen that while gradually improving the infrastructure of ports and industrial parks in our country, we can introduce advanced foreign management experience to achieve better quality of logistics services.

5. Conclusions

Logistics Park is an important part of the logistics industry. However, since the development of logistics parks at all levels in the early development of their own interests more test, leading to the blind construction of logistics parks, redundant construction, and lack of coordination between the logistics park operations. In this paper, using the Bertrand model in game theory to analyze the cooperation between logistics parks, we can get higher returns, and can reduce the scale and save costs. With the increase of the number of logistics parks, the equilibrium returns are getting smaller and smaller. The coordination and interaction among logistics parks is an effective way to realize the integration of logistics resources and improve the operation efficiency of logistics parks. It is also a direction of service innovation in the park. Through the coordinated operation of the logistics park, it is not only conducive to optimizing the logistics operation efficiency, but also help the future logistics park logistics organization network operation in an orderly, scientific and rational direction.

Acknowledgements

Development Strategy of Cold Chain Logistics Park in Shandong Blue Peninsula Blue Economic Zone - Based on the Perspective of Industrial Cluster Coupling, Shandong Provincial Social Science Planning Project, 12BJJJ06;

Based on the integration of aquatic products supply chain management research, Qingdao Agricultural University, high-level personnel doctoral programs.

"Study on the coupling development of logistics park and industrial cluster under The Belt and Road" strategy, China Logistics Association, 2017CSLKT3-075

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