

Research on the Construction of Hainan International Aviation Logistics Center under the Background of Cross-Border e-Commerce

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Abstract: with the Rapid Development of Cross-Border e-Commerce, International Aviation Logistics Plays an Important Role in Global Trade. Based on This, Hainan's Construction of an International Aviation Logistics Center Has a Greater Role in Promoting Hainan's Economic Development. However, Compared with the International Aviation Logistics Center, the Construction of Domestic Aviation Logistics Center is Still in a Backward Stage. Therefore, the Construction of Air Logistics Center in Hainan Still Needs to Be Explored and Studied to Build a Successful Area. This Paper Studies the Four Aspects of Aviation Facilities Network, Logistics Transportation, Information Technology Services and Expanding Overseas Cargo Routes in Order to Provide Reference for the Construction of International Aviation Logistics Center in Hainan.

1. Introduction

1.1 Literature Review

In recent years, China's cross-border e-commerce industry is developing rapidly, which is both an opportunity and a challenge for China's aviation logistics. Relatively speaking, China Aviation started relatively late, and at this stage, aviation logistics enterprises still can not meet the multi-dimensional needs of cross-border e-commerce (Chen, 2017). Jin Zhen and other scholars embark on the initiative of "one belt and one road". With the opening up of China, the volume of cross-border e-commerce transactions has increased sharply, stimulating the rapid development of China's aviation logistics industry. It also proposes to build the "Silk Road" in the air and build a world-class air cargo hub (Jin et al, 2018). On the other hand, scholars from Banyuan Yuan have studied cross-border e-commerce and logistics enterprises and pointed out that e-commerce has problems of long logistics cycle and high logistics cost. They have also pointed out solutions such as deepening the cooperation between cross-border e-commerce and international logistics and making extensive use of third-party logistics platforms (Ban, 2018). Yao Jinru, a scholar, is aiming at Hainan's aviation logistics and demonstrates that the main development direction of Hainan's aviation logistics industry is to take international e-commerce logistics (Yao, 2017). In combination with international forms and national policy guidance. Chen Xinji's scholars, based on the background of cross-border e-commerce and the current problems of cross-border logistics and transportation, put forward suggestions on strengthening transportation management, building integrated supply chain finance and outsourcing (Chen, 2018). Cao Yunchun and other scholars, based on the background of cross-border e-commerce, conducted research on the construction of Tianjin Airport International Logistics Center under the coordinated development of Beijing, Tianjin and Hebei, and put forward suggestions on optimizing the process of entering and leaving the port and customs clearance capacity (Cao et al, 2017).

1.2 Purpose of Research

With the development trend of cross-border e-commerce becoming better and better, Hainan International Aviation Logistics Center should be built to meet the freight demand. In recent years, the national departments have attached more and more importance to the construction of

international aviation logistics, and issued various policies to promote the construction process of China's international aviation logistics center. Corresponding to Hainan's superior geographical location and key freight transport areas, the establishment of an international air logistics center in Hainan has become the main direction of development, in order to meet the huge freight volume brought by the rapid development of cross-border e-commerce. However, the construction of domestic and international air logistics centers is in the initial stage, and there are still many problems to be solved. In sorting out the relevant information on the construction of international aviation logistics center, the author finds that most scholars' research on it is one-sided. Under this background, this paper puts forward some suggestions for the construction of air logistics center in Hainan, hoping to provide some suggestions for accelerating the development of air logistics center in Hainan and promoting the economic development of Hainan.

2. Current Development Situation of Aviation Logistics Center

At the “two sessions” of China in 2019, CPPCC members jointly proposed to “lay out express air logistics hub airport in Hainan and build an international air logistics center”. In the subsequent Central Document No. 12, it was clearly proposed to build an air logistics transport hub at Dongfang Oriental Airport. As a result, the prelude of Hainan's construction of South China International Air Logistics Center based on cross-border e-commerce has been officially opened. With the deepening of economic globalization and the increasing economic and trade exchanges among countries, the importance of air logistics center becomes more and more obvious. Therefore, countries should strengthen the construction of air logistics centers, so as to promote the position of the country in the strategic layout of trade. For example, in 2010, the United States passed a bill at Memphis Airport to increase investment and intend to build the first air logistics center (Huang, 2013). The Chinese government also began to attach great importance to the construction of air logistics center, and gradually created a new pattern of air logistics in China. In addition, the world air cargo industry has grown exponentially in recent years. In the face of the huge freight demand in the international market, it is urgent to improve China's air cargo capacity. At present, the cargo handling capacity of China's air logistics center has gradually moved to the forefront of the world, but in recent years, the cross-border e-commerce shows an exponential growth, and it is urgent to build more international air logistics centers to meet the rapid growth of cargo volume. The ultimate goal of building Hainan International Aviation Logistics Center is to build a high standard aviation logistics center based on Hainan Airport and Hainan Port Logistics Zone, and then develop cross-border e-commerce, aviation logistics and other industries. Through the establishment of cross-border e-commerce industry chain, the competitiveness of Hainan air cargo transport industry will be continuously improved, and the internationalization of Hainan air logistics will be promoted. As a result, Hainan has become an important air cargo hub connecting the world, and Hainan has gradually developed into an international air logistics center in southern China.

3. Research on the Construction of Hainan International Aviation Logistics Center under the Background of Cross-Border e-Commerce

3.1 Adhere to the Positioning of Logistics Center and Build a First-Class Aviation Facilities Network

To build an international aviation logistics center in Hainan, we should adhere to the orientation of logistics center and strive to build a first-class aviation facilities network. For cross-border e-commerce, goods transportation is required to be fast and safe. Therefore, to build a first-class network of aviation facilities requires many conditions. First of all, it is necessary to provide all-weather transportation for goods. The trans-border e-commerce goods transport time is not fixed, but the goods need to be delivered on time and keep fast. Secondly, when cross-border e-commerce goods arrive at Hainan International Aviation Logistics Center, the center should dock with highways, railways and ports in real time to ensure that the goods can be transported at any time

after arriving at the airport logistics center. Finally, it is necessary to have enough warehouses for cargo storage to ensure the safety of the airport. In order to build an international aviation logistics center in Hainan, we should improve its own resources and supporting services. Strengthening its own facilities network and attracting air logistics enterprises are the necessary conditions for the construction of aviation facilities network.

3.2 Rational Distribution of Logistics Transportation and Construction of Fast Cargo Exit Channels

The international air logistics center should not only carry out air transportation, but also carry out transshipment when the goods arrive. This requires Hainan to build a comprehensive transportation hub for cargo transportation. The corresponding logistics organization of aviation requires corresponding organizational nodes to correspond one by one, and the operation mechanism should meet the conditions of matching business needs and node functions. The number of Hainan airports is large and the number of ports is not small. Therefore, if you want to ensure the logistics transportation of e-commerce, you must connect the high-speed rail, highway, train, national highway and other modes of transportation. Hainan as the starting point, radiation domestic transport. Give full play to the advantages of multiple domestic flights of Sanya Phoenix Airport and Haikou Meilan Airport. At the same time, with the help of Beijing-Haikou and Shenzhen-Sanya e-commerce special lines already opened, we will face North China, Central China and East China to build a nationwide e-commerce special line network. In addition, airports should focus on cross-border e-commerce platforms, commodity circulation enterprises, logistics and third-party payment industry chain to carry out logistics cargo, constantly optimize the logistics transport channels, improve the efficiency of cargo entry and exit customs clearance.

3.3 Building Information Technology Service Platform to Ensure Fast Customs Clearance Ability

Building information technology platform plays an important role in the construction of aviation logistics center. For example, the technical service platform ACCS (Cargo Clearance System) built by the Hong Kong Aviation Logistics Center has the fastest clearance speed in the world. The information platform required to be built seamlessly connects with the source of goods, operators and logistics centers. All goods clearance information of cross-border e-commerce is transmitted in electronic form. Goods can be declared at the beginning of transportation. Customs clearance audits are conducted during transportation, and transportation preparations are started for the arrival of goods. It ensures that after the aircraft lands, ground staff can quickly send out the goods and achieve speedy customs clearance. Hainan International Aviation Logistics Center should learn from the network customs clearance of Hong Kong Airport, actively build Hainan's own information technology service platform, as soon as possible and customs, tax authorities, logistics and warehousing management departments to achieve data and information connectivity, to provide high-quality services for cross-border e-commerce.

3.4 Expanding Overseas Freight Routes and Perfecting International Route Network

In recent years, with the rapid development of China's import and export trade, China's cross-border e-commerce trade is also accompanied by rapid growth. It is reported that in 2018, China's cross-border export e-commerce trade reached 7.9 trillion yuan, with good prospects for development. Therefore, to build an international air logistics center in Hainan, it is necessary to expand overseas cargo routes and increase cargo flow on the original basis. At present, Hainan's international routes are dominated by Asia, lacking the important support of European and American routes. Considering the volume of import and export trade in recent years, Hainan Airport should change the way of Asian short-haul routes and actively expand long-haul cargo routes in Europe, America, Russia and other regions. To consolidate and deepen the existing routes, Hainan International Aviation Logistics Center should be regarded as the key hub of the national e-commerce network to build, more new navigation cities should be opened up, more dialogue with new cities should be increased, and the construction of Hainan International Aviation Logistics

Center should be promoted.

4. Conclusion

In order to improve Hainan's air cargo capacity and promote Hainan's economic development, it is necessary to build an international air logistics center to help Hainan meet its needs. Domestic aviation logistics centers should meet three key points: first-class aviation logistics enterprise organization, first-class airport facilities network and excellent information technology services. At this stage, the global air logistics transportation has come to an end. If Hainan wants to build an international air logistics center and become an air cargo node, it is necessary to take the development of cross-border e-commerce as an opportunity and guide the domestic e-commerce air logistics demand. While actively seizing new goods channels, we should take traditional goods channels as the basis for development. It is of great practical significance for Hainan's economic development to build a first-class aviation facilities network and quickly build an aviation logistics center.

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