

Research on the Integration of Transportation and Logistics Industry under the Background of Cross-border Trade

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Abstract: Cross-border e-commerce has become a new model for China's foreign trade development, and has updated the development direction of the e-commerce industry. According to the China E-commerce Report released by the Ministry of Commerce of China, cross-border e-commerce has become a new hot spot in the Chinese business transaction market. In the next few years, cross-border import and export e-commerce market will maintain steady growth with favorable policies. At the same time, the State Council and the General Administration of Customs have recently intensively issued texts to encourage cross-border e-commerce to help them become hot spots in the industry. In the process of cross-border e-commerce trade, logistics plays an important role and is the core chain of cross-border e-commerce development. E-commerce platform requires logistics companies to cooperate in many aspects such as collection, warehousing, transportation, customs clearance, distribution, etc. Logistics has largely determined the operational efficiency of cross-border e-commerce.

1. Introduction

The transportation system is an important production system of the national economy and a prerequisite for the development of the national economy. Under the trend of global economic integration and world trade liberalization, a global international logistics system is taking shape. Therefore, new requirements are put forward for the development and construction of transportation systems: How to adapt the development and construction of China's transportation system International large-scale production mode, large circulation situation, how to construct a new mode of development of China's transportation system, and the establishment of a modern transportation system is an important and arduous task before us.

2. Status of cross-border e-commerce and logistics industry development

The China E-Commerce Research Center issued a monitoring report on national e-commerce. The report clearly stated that in the first half of 2015, it reached a turnover of 2 trillion yuan, an increase of 42.8% year-on-year, and an increase in the proportion of total imports and exports. To 17.3%. At the same time, it is estimated that there will be a transaction volume of 6.8 trillion in 2016. The average annual growth rate of cross-border e-commerce is stable at over 30.95%. It is estimated that there will be a small decline this year, but still not less than 23.6%. Cross-border e-commerce has developed rapidly, and the side also reflects that traditional foreign trade is shrinking and growing so slowly that there is a downward trend. Therefore, cross-border e-commerce is highly valued by the state - listed as a "national strategy" to support, cross-border e-commerce can promote supply-side structural reforms, so that the foreign trade structure is transformed and upgraded and optimized. The monitoring report clearly stated in the structure of import and export that the structure could not reach equilibrium, with a B2B share of 91.9% and a B2C of only 8.1%. The proportion of exports is 85.4%, the proportion of imports is 14.6%, the trade volume of exports is 5.85 times of imports, and the volume of B2B mode is 11.35 times of B2C mode. However, although the export business accounts for a large proportion, it cannot negate the development of the import business. With the gradual completion of the well-off society, people's living standards are constantly improving, and the demand for foreign products is increasing,

especially in recent years, milk powder, electrical appliances, cosmetics. Etc. Therefore, the share of imported e-commerce is bound to increase. Moreover, because consumers pursue small-scale consumption, B2C can better meet the consumption needs of modern people, and B2C will be the future development direction.

3. The relationship between transportation and logistics

Traffic and logistics are closely linked. Transportation is the scale and state of communication and access to all kinds of people, materials and information. Logistics refers to the whole process of raw materials and finished products from the starting point to the end point and accompanied by the effective flow of relevant information. They all rely on transportation services, all through the transportation to achieve the exchange and access of people, materials and information. In the long-term practice of economic and social development, the transportation and logistics industries not only follow their own regular characteristics to complete their own growth and development, but also connect with each other, promote each other, and seek coordinated development. The logistics industry is an inevitable outcome of the national economy and social development to a certain stage. It is not only the inevitable result of the development and improvement of the transportation system, but also an effective means to improve the operational efficiency and service quality of the transportation system. In the development of the logistics industry, the development of transportation has improved the circulation efficiency and circulation of the modern logistics industry. The advancement of various technologies and management of transportation is not only its indispensable basic support and operational guarantee, but also the most direct beneficiary and embodiment of modern logistics development. On the other hand, with the continuous changes in the demand for modern logistics, it is difficult for individual transportation methods to adapt to the needs of socialization of logistics management. In the process of continuous differentiation and combination of logistics business, transportation has formed a specialized division of labor within the industry. The transportation department is smooth and can carry out the dispatching of the transportation department in a timely manner. There are also express delivery and storage companies that directly undertake the transportation business of the transaction entity. They design a complete transportation delivery plan for the customer and use a variety of transportation methods. , timely completion of the transfer of items between the transaction entities.

Whether it is B2B or B2C, their platforms are basically composed of traditional and new types. The traditional platform refers to the fact that it does not directly connect with the customs department. The logistics company is responsible for customs declaration and other procedures. The platform mainly provides information for the store to release information. For example, the B2B platform Alibaba and the B2C platform Amazon are traditional. The new platform is built on emerging ports, directly docked with customs, unified warehousing, and unified logistics. It is an integrated center, such as cross-border purchase. Regardless of the platform, the way to make a profit is to collect commissions and membership fees. And the business has direct purchase, purchasing, Haitao, some focus on exports, some are biased towards imports, daily retail, e-commerce, logistics, etc. are all operating on the platform.

E-commerce makes the logistics industry go to the peak, people trade online, and offline through logistics, making the logistics industry gradually mature, especially the stable development of e-commerce, driving the continuous innovation of logistics industry technology, the logistics industry is steadily moving forward. . At present, the bottleneck restricting the development of cross-border e-commerce is mainly reflected in the following two aspects: First, the gap between domestic logistics companies and international logistics companies is large, and it is difficult to effectively meet the needs of e-commerce and consumers. Domestic logistics companies are still at a low level in terms of global coverage, logistics and warehousing facilities, logistics and distribution efficiency, logistics information processing, and logistics service systems, and cross-border logistics completed by transit companies are likely to cause supply chain breaks, resulting in logistics costs. Relatively high, transport and transfer speeds are longer to reduce the speed of commodity flow. Second, overseas positions have enabled e-commerce to bid farewell to

the traditional express delivery model and remotely control the logistics supply chain, but at the same time face enormous challenges. Overseas warehouses are more focused on issues such as improving inventory turnover and lowering operating costs. The service system is imperfect, the registration of goods is not timely, the goods are lost, the customer information is leaked, and the warehouse and customer service information are not connected smoothly.

4. Models and approaches for the integration of transportation and logistics

A feasibility analysis to achieve industrial integration. With the development of Internet+ and the globalization of trade, the amount of cross-border e-commerce trade that grows with it has increased year by year. The development of cross-border e-commerce and logistics industry is complementary, because the core business of cross-border e-commerce is delivery, and the rapid increase in cross-border e-commerce turnover will inevitably lead to the rapid development of the logistics industry chain. Therefore, in the environment of sound economic development, computer network technology is developing rapidly, providing support for the development of cross-border e-commerce, and because there is a logistics industry in the cross-border e-commerce industry chain, the logistics industry will therefore have a great business. Improvement, as well as the continuous integration between the two, can also drive the rise of the online (network) economy.

The interaction mechanism between cross-border e-commerce and logistics industry chain. According to the theory of industrial integration, we can see that if two industries want to integrate each other, there must be vague boundaries at the technical, business, product, operational and even market levels, rather than rigid and unbreakable. On the one hand, two industries: cross-border e-commerce and logistics industry should have obvious industry boundaries between different industries, but in reality, cross-border e-commerce companies such as Jingdong and Ali have built self-operated logistics and served Cross-border e-commerce main body. From this we can see that both logistics and cross-border e-commerce are two mutually compatible parts of an economic system. Cross-border e-commerce is through online platforms, so that product information is made known to consumers, and the logistics industry is the real thing. To reach the hands of consumers, in order to achieve the full economic benefits, the two are indispensable. In short, the two industries are interlocking and affect each other. The rapid development of the logistics industry directly promotes the number of cross-border e-commerce transactions, and the expansion and promotion of cross-border e-commerce business directly promotes the improvement of the logistics industry. If any industry fails to keep up with the pace, it will directly affect the success or failure of another industry.

The first is the integration of logistics and transportation in the construction of transportation facilities. Practices at home and abroad have shown that logistics infrastructure can be broadly divided into two categories: one is a comprehensive service facility that provides public service functions and has personalized service functions, such as various modes of transportation hubs and stations; The other category is specialized service facilities, such as logistics parks, logistics centers, and distribution centers, which are built to meet the needs of modern logistics centralized management and organization in specific regions or areas. Considering the basic needs of modern logistics service organizations, a considerable part of the transportation infrastructure and the modern logistics service infrastructure are symbiotic. The integration of the two shows that the construction of modern logistics service facilities should rely on the integrated transportation system and the construction of the transportation infrastructure network. To carry out, it requires layout inclusive, overall integration, individual independence, operational coordination, giving full play to the combined advantages of various modes of transportation, minimizing the consumption of resources such as land and energy, maximizing the effectiveness of various resources and improving utilization.

The second is the integration of logistics and transportation in transportation equipment technology. Since the technical equipment required for logistics services is basically the same as the technical equipment for transportation, the integration of the two needs to be driven by policy guidance and the internal mechanism of the enterprise to ensure that the infrastructure capacity is

fully and effectively utilized, and the efficiency of individual transportation can be satisfied. On the basis of the requirements of transportation quality, we will actively develop and utilize various high and new technologies, improve the scientific and technological content of transportation development, and improve the overall system efficiency of transportation equipment to meet the needs of modern logistics development. The practical experience at home and abroad shows that the modernization of transportation and logistics services must rely on technological progress and take the development path of relying on connotation to expand reproduction.

5. Conclusion

At present, domestic logistics freight volume has been increasing year by year, and domestic real GDP has also shown a growth trend, indicating that the development of logistics has a certain role in promoting China's economic development. Based on the rationality of the grey forecasting model in predicting the use of domestic logistics freight volume, the domestic logistics freight volume is predicted for the next three years, and the predicted value shows an increasing trend, which plays a role in promoting economic development. Moreover, since the 18th National Congress of the Communist Party of China, China's reform of the economic system has continued to deepen. Its fundamental purpose is to promote economic development and provide more favorable conditions for the development of the logistics industry.

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