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DEVELOPMENT OPTIONS OF OWN SHIPPING AS AN INTEGRAL PART OF ECONOMIC DEVELOPMENT OF UKRAINE

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Maritime transport because of the geographical location of our country is the most important factor in the development of foreign economic relations and the economy in general, so creating favorable conditions for its development and operation is extremely important task.

World experience shows that an integral part of economic development of any sea state is developing its own navigation. It should be noted that the global economy is characterized by the extension and deepening of foreign trade, most of which is can't work without sea transportation. Maritime transport takes an important role in ensuring of such links. On this issue for Ukraine as a sea state an important problem is the formation and development of its own national maritime fleet, which allow avoiding economic dependence on other countries in securing of its trade relations.

Globalization has fostered a progressive fragmentation of production.

International companies, in fact, have progressively sought and adopted production systems capable of guaranteeing reduced time-to-market and flexibility, specifically with the intent of acquiring strategic competitive advantages. Freight transport and logistics have thus acquired a strategic role in fierce international competition.

Transport demand is closely related to output and international trade. In the last twenty years emerging countries have grown, especially, Asia and thus trade routes have extended. Shippers or forwarders, in this context, seek the best conditions to reach final destination and, as it is for mode choice, they often opt for high service quality.

Short Sea Shipping (SSS) has been defined by the European Union commission as “the movement of cargo and passengers by sea between ports situated in geographical Europe or between those ports and ports situated in non-European countries having a coastline on the enclosed seas bordering Europe”[1, p.5].

Truck traffic, growing on the highways, has created environmental and societal problems, such as road congestion, air pollution, accidents. SSS offers the solution for freight transport, providing an intermodal option, that help shifting long-haul traffic from land to sea. SSS offers such an advantage as adding more capacity to transportation network at low cost. Moreover, it is very competitive, due to economies of scale and fuel efficiencies.

SSS produces many public benefits, as it removes trucks from highways, reduces congestion on major trade corridors, decreases accidents and improves air quality. Also European Union considers short sea shipping services a key development for sustainable and effective transport supply system.

The past, present and expected future growth rates of freight transport have led the European Union to promote a common transport policy supporting the shift of goods from road to sea, thereby making use of the latter's underused available capacity. Therefore, the provision of a door-to-door transport service, where a sea-leg is introduced, requires both the complementarity of the other modes of transport and the implementation of the concept of mode interoperability. The latter provides for the smooth transfer of goods since wastes, which are represented in terms of friction costs, are eliminated or reduced to a minimum. However, to implement that shift it is necessary to appreciate the strengths and weaknesses of SSS, so that the right strategies are identified, though a list of possible measures to utilize this mode has already been identified. A new approach to SSS is also introduced to clarify some concepts attached to it [2, p. 10].

It should be noted that the role of small shipping tonnage in achieving the goals set in the EU transport policy is incredibly important. This type of navigation is able to solve the problems associated with deterring the projected growth of cargo transportation by road, with constant characteristic of Western Europe congestion on the roads [3, p.9].

The main advantages of navigation of small tonnage are: low infrastructure costs, alternative service, environmentally friendly low power consumption, unlimited use of the capacity, safety compared with other modes of transport, reasonable price, low level disruption, the optimal duration of navigation, suitable duration of the transit.

In the conditions of globalization, the action of the transport system as a unit is vital for the effective functioning of the national economic complex, promoting growth competitiveness, support the political and foreign economic policy, directing our state to the world and European financial and economic intercourse.

Based on the research of basic economic processes in merchant shipping since the second half of the last century, it should be noted that the transformation in the commercial navigation have become global in nature, the main directions of which are liberalization of registration of the fleet, making for shipowners reduced tax burden and complexity of transport and liberalization principles, forms and methods of state and interstate regulation of merchant shipping in the area, which led to open access to majority of maritime transport markets.

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