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UKRAINE'S EXPERIENCE IN DEVELOPING STRATEGIES FOR THE DEVELOPMENT OF REGIONAL TRANSPORT AND LOGISTICS SYSTEMS

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In this article the market of logistic services in Ukraine has been studied, the country's experience in building regional logistic clusters has been investigated and the range of problems constraining the establishment and development of clusters in Ukraine has been identified.

Increasingly important significance in shaping of innovation activity of separate territorial entities in Ukraine is attached to cluster structures built on the cooperation of enterprises, financial institutions, educational institutions, etc. In developed countries such structures arose long ago and continue arising in various industries. In the works of famous foreign scientists theoretical basis of formation and functioning of clusters, the use of cluster models to increase the competitiveness of the economy, their advantages and disadvantages have been clearly defined. Foreign experience can be useful to develop a national strategy of clustering in Ukraine, with comprehensive study of its socio-economic development. It is these tasks at this stage that are the priority for central and local government.

Effective logistics of the country is becoming an increasingly important factor of economic growth, diversification and poverty reduction. It also serves as an indicator of development.

Logistics Performance Index (LPI) is used to evaluate the trade logistics environment. In other words, how easy or difficult it is to make export-import and transit operations from the perspective of companies engaged in commercial transportation, freight forwarding and logistics.

In the ranking of LPI in 2007 Belarus took the 74th place among 150 countries in the world, Russia – 99th, Kazakhstan – 133rd, Ukraine – 72nd. In the rating of 2012 Belarus ranked 91th, Russia – 95th, Kazakhstan – 86th, Ukraine – 66th place (in 2010 - 102 place). Thus, we can conclude that Ukraine wants to improve the efficiency of trade logistics environment and thereby increases the level of economic development of the country. [2]

Transport infrastructure is one of the most important complexes of socio-economic system that meets the needs of social production, the national economy and the population in freight traffic.

Ukraine's transport network includes 21.6 thousand km of railways, 166.1 thousand kilometers of paved roads, 4.8 thousand km of trunk pipelines, 40.1 thousand km of gas pipelines.

In 2012, the amount of cargo carried in comparison with 2011 decreased by 1.8 % and amounted to 1.9 billion. Cargo turnover amounted 412.6 billion ton-kilometers, and decreased by 7.4 %

Today the share of road transport in the total cargo holds 68.2 %. However, the lion's share belongs to private automobile cargo transportation.

As for the commercial trucking then, in 2012, traditionally the greatest specific weight in the structure belonged to railway transport, which made up 64 %. In the second place – pipeline transport – it accounts for about 18 % of the total traffic.

The potential of geopolitical and geo-economic situation in Ukraine is largely implemented through the provision of transport services. Over the last ten years transit has become an essential component of the export services. The export of transport services is a real resource that Ukraine has in order to achieve economic growth. In the overall amount of services export transport services occupied 73 % or 4.2 billion dollars in 2012, representing 5.9 % of the GDP of Ukraine. The total number of services exported in 2012 made up 30.8 %. In 2012 all types of country's transport exported 170.9 million tons of cargo. Import freight traffic contained 82.3 million tons of cargo.

Ukraine made arrangements for the formation of transport and logistics clusters. For example, in the Kherson region it was considered promising to create the first Ukrainian transport and logistics cluster, which would combine 106 companies and organizations, among them three commercial seaports, 7 river ports, 5 shipping companies, shipyards, rail and road transport enterprises, an airport, airline enterprises.

The main tasks of the cluster, which is now in its formative stages, are to improve the transport system in the region, establishing cooperation transport enterprises and restructuring of transport structures.

Economics

From 2000 to 2013 the sphere where clusters were being created significantly expanded. In most regions cluster surveys have been conducted, effective forms of economic agent market participants interaction have been implemented. A number of development projects of territorial-production clusters are being carried out on its own initiative in Zhytomyr, Ivano-Frankivsk, Lutsk, Lviv, Rivne, Sevastopol, Kherson, Khmelnytsky and other cities [3]

Today in Ukraine clusters are being developed in Ivano-Frankivsk, Volyn, Rivne, Poltava, Sumy, Kharkiv regions, Sevastopol. For example, in the Khmelnytsky region building and sewing clusters operate quite successfully, there are travel ones "Kamenetz" and "Dyvosvit", the cluster of green rural tourism "Oberig" having all the possibilities for further development, including in cross-border dimension.

It is planned to create an international logistics cluster, which will include aviation, Kherson and Skadovskii seaports, river ports, rail and auto ways, and the largest producers, insurers and operators. This cluster will allow the area to increase the flow of goods between regions, to develop infrastructure and attract even more tourists. The arrangements for the formation of cross-border logistics cluster in Zakarpacie are being made. In Lugansk region the feasibility of cross-border cluster initiatives realization in transport engineering, agriculture and medicine is being studied [1].

In the situation of transition economy in Ukraine, besides being in a state of crisis, the clusters can be created and survive under the following conditions:

- relatively favorable market conditions for the sale of goods and services produced in the cluster;
- unification of owners with strong regional power, undertaking the creation of favorable conditions for business.

Thus, Ukraine having scientific research potential, production infrastructure and the highest in Europe potential factor of transit (by calculation of the British Institute of Rendall), due to its geopolitical position in Eurasia - between Russia, Central Asia and Europe - and a well-developed communications network, and also taking into account world integration processes that encourage the formation of transport and logistics systems in areas of transnational flows of goods movement and causing the need for a synthesis of logistics systems, has the ability to organize regional logistics clusters.

For clustering it is proposed to implement a set of measures for the information campaign among potential participants and stakeholders to clarify the competitive advantages of clusters in transition and market economy, promote greater efficiency of the system of vocational training and lifelong learning the use of the infrastructure of industrial parks and technology parks for the development of clusters, reduce administrative barriers and others. In 2009, the Ministry of Regional Development and Construction of Ukraine developed a draft Concept of the National Strategy for the formation and development of cross-border clusters, which will operate up to 2015. The purpose of this strategy is to improve life of citizens, ensure the competitiveness of Ukraine and its regions. The strategy defines its basic components, tasks, provides a comparative analysis of possible options to identify transboundary cluster initiatives and development of cross-border clusters, expected results after its implementation. [4]

We will outline a circle of problems hindering the development of regional logistics clusters in Ukraine:

- lack of investment in transport infrastructure in Ukraine to address the challenges associated with improving transit opportunities;
- cross-border cooperation in the framework of Euro-regions requires the harmonization of legislation of neighboring states;
- legal clustering in Ukraine is in its infancy. There has arisen a need to take into account the legal form of a cluster to improve the legal framework regulating the innovation at the regional level;
- the future of Ukraine's economy largely depends on the competitiveness of enterprises in various industries. This goal is unattainable without the introduction of modern logistics techniques and technologies in business practice;
- quite a serious problem is the training of the staff in the field of logistics. Early implementation of logistics thinking into the practice work of middle and senior level personnel of different companies, etc. is needed. There is also a need for intensive training in the specialty "logistics", retraining in this field of the personnel of middle and senior management. Currently, one of the problems for the CIS market, including Ukraine, is the growing number of logistics companies and the demand for logistics services in the absence of human reinforcements, so the main thing is to work in the field of training and education;
- lack of competitiveness strategy of Ukraine in general and in the regions on the basis of innovative cluster structures.

Thus, the state policy of Ukraine is based on a responsible attitude to the needs of the region, on the use of the synergies of the development of economic clusters in the first place – transboundary. Government attaches particular importance to regional cooperation. Increased competitiveness of regions in Ukraine and its integration into the European space, innovation, increased productivity, and increase in the index of human life should be based on the National Strategy for the formation and development of cross-border clusters, through the combined efforts of the central and local authorities. Three quarters of the country – the border area is a significant basis for the allocation of activities in the field of creation of cross-border clusters and use of the results of their performance in the long-term state strategy.

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**PROBLEMS AND PROSPECTS OF MARKETING COMMUNICATIONS
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The article is devoted to marketing in the industry of professional sports. The author identifies a number of problems in the development of marketing communications professional sports of the Republic of Belarus. In the article marketing and consumer behavior fans of football clubs in the top League of the Republic of Belarus are analyzed. The ways of the development marketing activities of professional sports organizations are offered.

Marketing plays an important role today in the world of sport. Marketing in the modern world, including that of professional sports, is developing dynamically. It is recognized that the marketing and marketing techniques are fully applicable to the field of professional sports.

In the field of sports marketing includes the issues of finding and working with sponsors, sale of sponsorship rights, the interaction between the government and sports organizations, work with media coverage of sports events, research status and prospects of development of individual sports, analysis, marketing communications, sporting events and much more. This area today is very important. Because without marketing there won't be any sponsors, and without sponsors there will be no funds for the training of athletes, for creating an effective team, and therefore there will be no victories, which all fans of professional sports await.

Roger Enrico, the President of Pepsi-Cola said: "Marketing is not aimed at a free show on television, and sales growth". This idea is continued in the statement of Michael Payne, marketing Director of the International Olympic Committee (IOC): "... the days of charity passed. Business leaders increasingly need to justify marketing expenses to their shareholders; now it is not enough to say that the support at the Olympic games is good for the company – you must prove it with real facts" [8].

Marcel Hussam considering marketing activities in the Olympic sport of positions of the system approach, determines the nature of the relationship between the different structural parts of the marketing system [6].

In today's market the main instrument for achieving the goals of economic activity of the participants of the Olympic sports are marketing activities, specifically the following programs: business cooperation with the television companies for the sale of the rights on the implementation of the broadcasts of the competitions of the Olympic games; TOP Sponsor Programmes; IOC Licensing; Olympic Philatelic Programmes; IOC Suppliers; IOC Coin Programmes [1, p. 10-12].

Thus, marketing in the sphere of physical culture and sports is not so much a commercial as a social character, is a special kind of social outreach, technology, socio-cultural innovations aimed, in a broad sense, the reproduction of the nation's human capital. In addition, marketing is the theory and practice of management activities, the philosophy of the market industry "physical culture and sport" [3, p. 122].

Sports marketing in Belarus is a new, but very promising and rapidly developing area. National school of marketers in this area of management is only beginning to emerge. A.J. White and M.E. Karpacka in the article "The Role of marketing in the development of sports industry" consider some aspects of the financing of sport in the Republic of Belarus and suggested measures to improve marketing, by activation of organizations in the conduct of promotional activities, but rather suggested strengthening the role of sponsorship in sport events [2, p. 224-229].

Target spending on the marketing budget is not provided, in this regard, sport organizations decide how much money are spent on advertising. Many professional clubs in the Republic of Belarus does not employ marketers, because these duties are executed by managers. For a more detailed illustration we will analyze the marketing activities of football clubs in the top League of the Republic of Belarus (Table 1).