A new role and the tasks of CTSTS for the competitive market of transportations of tourists based on knowledge of demand and offers in the transportations sphere and also studying of requirements to process of rendering services in the sphere of transport service of tourist's flows: what services are required; what level of a unsatisfied demand and as its basis, to identify "bottlenecks" and to develop proposals for the trends of infrastructure development; type of a demand of service; advantages and shortcomings of transport means as bases of the choice for tourists transport service.

The CTSTF main functions are the following:

– organization of complex transport service of transport services users (travel agencies);

– manages the sale of transportation services for the transportation of tourists

– implementation of any forms of interaction with consumers of services (travel agencies) at realization of services in tourists transport service;

– ensuring responsibility for efficiency of services realization in tourists transportations;

– organization, coordination and management of process of realization of services in transport service of tourists;

– interaction coordination with collaborators of works on complex tourists transport service on the terms of outsourcing.

The offered approach to the organization of tourists flows transport service is based on interrelation of functional processes of the Center and travel agencies. Condition of successful realization of this approach is to provide requirements of tourists on a rendered complex of transport service – from registration of the demand, inclusion in the plan of transport service, payment and paperwork for service to put-forward additional data under the terms of transportation implementation regarding granting vehicles, availability of information on advance of tourists, connection of the computer of travel agency to the automated network of the Center, and also other types of services stipulated by travel agency in the contract.

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USING THE SEAPORTS OF THE RUSSIAN FEDERATION AS AN ALTERNATIVE TO THE BALTIC PORTS FOR BELARUSIAN GOODS

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Belarus has no sea ports, which greatly complicates the process of Belarusian goods trade. Under these conditions, the choice of foreign ports plays a greater role, as through them transshipment of Belarusian goods can be carried out. Choosing the best port of departure allows to reduce logistics costs.

With increased international cooperation and integration process of international transport corridors the leading role in solving transportation problems is associated with providing interstate economic, cultural and other ties with the establishment of an international transport infrastructure, which has established technical parameters and provides application of compatible transport technologies as a basis for integration of national transport systems in the global transportation system.

The system of transport corridor in Eastern Europe is called Pan-European. The map of Pan-European transport corridors is presented in Figure 1[1].

The Republic of Belarus is a landlocked country, a great role has the ninth corridor ("Baltic Bridge" or "Path of the Vikings to the Greeks"). Ninth corridor (length 2000 km) provides transportation area of 1 million square kilometers. The map of Pan-European Transport Corridor No. 9 is shown in Figure 2[1].

Fig.1. Map of Pan-European transport corridors

Fig.2. Map of Pan-European Transport Corridor No. 9

Ever since the collapse of the Soviet Union the Republic of Belarus has been using mainly Lithuanian ports to send goods, but since the beginning of the year two thousand there have been discussions about a possible reorientation of Belarusian goods to the ports of Leningrad region as an alternative to the Baltic ports.

Transit topic in the context of the reorientation of Belarusian goods to the Russian ports was first suggested eight years ago. In 2005, the leaders of Russia and Belarus signed a contract according to which by December 2005 it was supposed to send to the Russian ports trial batch of Belarusian potash fertilizers, and in 2006 it was increased up to 1 million tons. Moreover, they even considered the possibility of building in Kaliningrad a Belarusian seaport. However, implementation of these declarations did not take place because of their uneconomical effect, one of the reasons that many experts named was obstruction of transit (transport via Kaliningrad) by Lithuania.

However, after the government of the Russian Federation identified as a strategic task to redirect their cargo from foreign ports in its own, active development of direct access to the sea through the ports of St. Petersburg and Ust-Luga was started. The Russian side was actively urging Belarusian exporters to send goods to their new ports that caused complicated relations with the European Union. After Belarus became a member of the Customs Union, there appeared real opportunities for this. Even though this was supported by the governments of both countries, a number of disadvantages in this transit reorientation did not let come to a positive agreement [2].

1) The distance between Klaipeda and the border of Belarus is about 330 kilometers, while the distance to Saint Petersburg is about 530, which in turn increases the cost of transportation, which will not be covered by "duty" transportation through the border of the Customs Union without significant discounts from Russia.

2) It is also not cost-effective that all goods can be considered "bound" to one and the same port. Due to a high level of competition among the Baltic ports Belarusian exporters can choose the most attractive routes for transportation of their goods, which greatly increases their profits.

In June 2012, the Government of the Republic of Belarus opened the discussion on the possible reorientation of Belarusian goods to the Russian Baltic ports and on how promising opportunities to diversify its cargo traffic using Russian ports this could give.

However, since the consideration of "tariff issue" the Russian side has not been completed, it did not bring any positive results.

As it was mentioned above due to the high level of competition among the Baltic ports Belarusian cargo , including petroleum products, is most advantageous to be handled through the Baltic ports. For example, in 2011 Belarus exported 15.6 million tons of oil products, including more than 10 million tons through the Baltic ports of Klaipeda , Riga , Ventspils, Muga . Thus Lithuanian direction is strategically important for Belarus. Klaipeda port exported every third ton of Belarusian export goods. In 2012 Belarusian cargo transit through it amounted to about 11 million tons. In the total volume of cargo handled through Klaipeda, the Belarusian transit cargo totaled 30.5% with 40% of transit, which runs through Belarus, Lithuania sent to transit to the Kaliningrad region . [2]

As it was noted earlier, in recent years Russia has been actively involved in the development of port facilities in St. Petersburg area, where there are new ports through which the Russian cargoes go to European markets.

According to the strategic plans of the main centers of Russia the Baltic and the Black Sea region remain Russian cargo transshipment ports. The development strategy of seaport infrastructure of Russia until 2030 suggests that the first port turnover will grow by 69 % up to 313 million tons According to the plans, drivers of growth in the Baltic Sea will be handling hydrocarbons and fertilizers. Recently in Ust-Luga a complex for transshipment pipeline of oil and petroleum products by the company Neva (the owner is Gunvor company "Transneft") has started working, through which liquefied gases were transmitted by independent gas producers – the company "Novatek" (6 million tons) and "Sibur" (4 million tons). In turn, the NCSP Group plans to build in the port of Primorsk a terminal for fertilizers. Russian dockers would really like to speed up the loading of its developing ports in the Baltic Sea due to Belarusian goods. But unless the Russian railway tariffs are not optimized, there is no sense to talk about an early change in the transit corridors for Belarusian goods [3].

According to the "BR" , the question of the appropriateness of the reorientation of foreign trade goods from the Baltic ports to the ports of Leningrad region was studied by the Belarusian side in 2011 . And transportation of Belarusian oil of Novopolotsk refinery production was only possible via Ust-Luga. If we consider the logistics based on the distance, the benefits of the change of the route can be seen. After all, if the port of Muuga (Estonia) is as far from Novopolotsk as 851 km, then for Ust-Luga it is 803 km. The question is in rail discounts, which should be given by the Russian side to Belarusian goods.

According to reports, in 2011 the Russian side was ready to provide 30% discount for the transportation of Belarusian oil products, but it was not enough. The new logistics corridor was effective for Belarus only in case if Russia gave a 50% discount. But in the current situation in Russia it is not so easy to make such a decision. After joining the World Trade Organization, Russia is obliged to build its tariff policy in accordance with the rules of the organization. Under these rules, from July 1, 2013 the Russian Federation is to provide equal with domestic traffic treatment for transportation of export and import goods, that nevertheless does not preclude the application of differential internal transportation charges , but they should be based on economic efficiency of rail transport and not on the source of origin of the cargo .

We also note that from 1 January 2013 Russia was forced to unify tariffs for transit within the Common Economic Space. Estimated railway monopoly, unification transit fees across the border is fraught with losses for the Railways in the amount of 71 billion Russian rubles. Obviously, in this situation to provide 50% discount for transportation of Belarusian goods is problematic to Russian Railways.

Klaipeda port, which in recent years mainly exported Belarusian potash fertilizers, remains the most profitable route transshipment of these products.

Meanwhile after the meeting in January 2006 of Russian and Belarusian leaders there again were started talks on possible deliveries of Belarusian potash through the Russian port of Ust-Luga (Leningrad region). And the main seaport of Ust-Luga was ready in 2010 to provide handling of 2 million tons of Belarusian goods. But these plans were not implemented.

Moreover, in April this year "Belaruskali" and the owners of Klaipeda terminal JSC "BiryuKroviniuTerminalas" (BKT) have signed an agreement under which "Belaruskali" buys 30% stake.

For "Belaruskali" this deal looks absolutely logical. In 2012, through Klaipeda port they delivered 5.7 million tons of Belarusian potash fertilizers (90 % of total exports of potash), through TUC terminal "Belaruskali" transmitted about 50 % of these products. The profit of this transaction being 30 million USD, "Belaruskali" buys TUC stake with 10 year grace period. Moreover, port services, which the TUC has Belarusian exporters, "Belaruskali" will pay the expense of dividends received in the TUC [1].

Transshipment of bulk fertilizers in Klaipeda seaport take place at Terminal 3. Biggest Klaipeda Stevedoring Company KLASCO passes about 3 million tons of Belarusian potash fertilizers per year and about the same does the TUC. Belarusian side explained the option of buying shares in TUC in more favorable terms offered by the owners of this terminal. From the perspective of the optimal logistics "Belaruskali" is profitable to own part of the shares of the profile of the terminal, which will allow it to optimize the costs of transportation and handling of its products.

Also JSC "Grodno Nitrogen" is discussing plans to develop cooperation with Klaipeda Stevedoring Company"Run." In 2012, through the terminal of "Run" there was handled almost the entire volume of exports of nitrogen fertilizers – 880 thousand tons. But to realize this transaction by analogy with the purchase of Klaipeda terminal shares by "Belaruskali" is difficult. The reason is that nitrogen fertilizers are exported by Belarus seasonally, unlike potash, only for a few months, with the bulk of nitrogen fertilizer (60%) sold in the domestic market. Therefore, to discuss the terms of the transaction, including to give guarantees in terms of transshipment of Belarusian goods through the port of Klaipeda, is much harder. Perhaps "Grodno Nitrogen" can join the project for the construction of the terminal company [1].

It is known that the Belarusian side is now also discussing projects for the acquisition of ownership or leasing terminals at Latvian ports, which maybe should have been done much earlier, but the Belarusian government feared the property attached to European ports because of the potential threat of the introduction of European sanctions in case of worsening political relations with the EU.

To summarize, it is worth noting that at the present moment reorientation of Belarusian goods to the Russian ports is problematic and not cost-effective, but given the volatile trend strained Belarus – EU relations , the accelerated development of logistics infrastructure , in all its aspects , long-term partnership of Belarus and the Russian Federation and willingness to cooperate of both governments is promising the possibility to diversify Belarusian cargo traffic using Russian ports that will promote competition between ports for transshipment of Belarusian products.

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METHODS OF INFLUENCE ON THE RISK TO MINIMIZE INVESTMENT LOSSES

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Currently in the development of enterprise investment policy it is necessary to consider different risks. The article discusses the types of investment risks, as well as external and internal, subjective and objective factors influencing on their rate level. A number of ways of influence on investment risks aimed at their minimization are suggested.

Risk can be defined as the probability that the predicted events will not occur. It is a necessary attribute of a decision only when the choice between the alternatives is distinguishable. At the same time the willingness to take risks in the implementing of specific investments is influenced by several factors. These factors include both external and internal risks. The external risks should be classified as:

– changes in legislation;

– instability of the economic policy, political and social conditions;