

The Investigation on Government Logistics Information Platform of Beijing-Tianjin-Hebei

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Abstract: According to the development status of Beijing-Tianjin-Hebei region, this paper analyzes the functional framework and characteristics of government logistics information platform of Beijing-Tianjin-Hebei area, and puts forward the problem of governments logistics information platform in the region, focuses on the analysis of the functions of government logistics information platform in Beijing-Tianjin-Hebei region.

Keywords: Beijing-Tianjin-Hebei, Logistics Information, The Government Logistics Information Platform, Logistics Enterprises

1. The Introduction

As the main carrier of logistics information, logistics information platform has become one of the important trends of logistics information construction, which is highly valued by regional government of Beijing, Tianjin and Hebei. This paper based on the status of Beijing-Tianjin-Hebei region, has some insight of the current situation of government logistics information platform, and proposes the disadvantages and problems in the developmental process of the government logistics information platform.

2. Background

The integration of Beijing-Tianjin-Hebei developed by the concept of capital economic circle, including Beijing, Tianjin, Hebei Province and its 11 level cities: Baoding, Tangshan, Shijiazhuang, Xingtai, Handan, Hengshui, Cangzhou, Qinhuangdao, Langfang, Zhangjiakou and Chengde. The area of Beijing-Tianjin-Hebei is 21.6 square kilometers which accounting for 2.3% of 9.6 million square kilometers of China. There are 110 million people (including 17.5 million newcomers) which accounting for 8% of the total population of 1.37 billion. In 2014, the total output value (GDP) of this area is about 6.65 trillion yuan which accounting for 9.57% of the country; in 2015, the total output value (GDP) of

Beijing-Tianjin-Hebei region is 6.93129 trillion yuan, accounting for 10.2% of the country. According to the National Bureau of Statistics indication of the country's logistics operation, in 2013, the country's total value of social logistics is 197.8 trillion yuan, an increase of 9.5%; the total logistic cost of society is 10.2 trillion yuan, an increase of 9.3%. The cost of logistic is still high. In 2014, the social logistic of country is 213.5 trillion yuan, according to the comparable price, an increase of 7.9%. In 2014, the total cost of social logistics is 10.6 trillion yuan, an increase of 6.9%. In 2015, the total amount of social logistics is expected to reach 230 trillion yuan, an increase of 7.7%; the total cost of social logistics is 11 trillion yuan, an increase of 3.8%. See Figure 1 and figure 2.

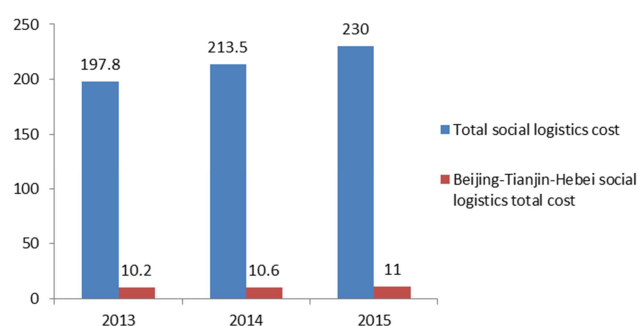


Figure 1. Beijing-Tianjin-Hebei's logistics cost from 2013-2015.

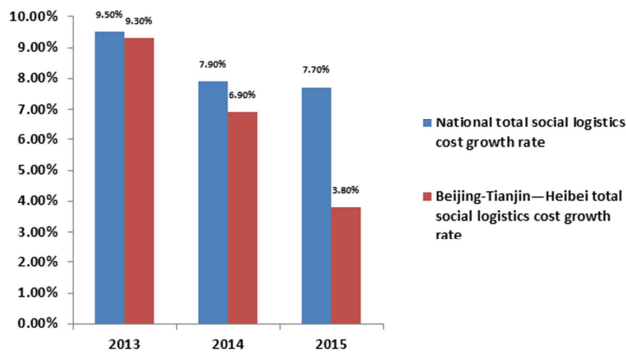


Figure 2. Beijing-Tianjin-Hebei's growth rate of total social logistics from 2013-2015.

3. The Definition of the Government Logistics Information Platform

It is generally believed that the web site which can support or exchange the information of supplying and demanding logistics services can be regarded as a logistics information platform. Government as mediator of reasonable regulation, maintainer of public interest, macro economics' master, regulator of market development, which between the individuals' interest from various market in market economy, they need to manage and supervise all aspects of logistic. The functional departments, such as, Industry and Commerce, Justice Bureau, Customs, and Quality inspection, need real-time transmission of content to their portal. In this era of information technology, logistics information plays an important role in the development of the logistics industry, and the role of logistics information platform construction is more critical. [1]

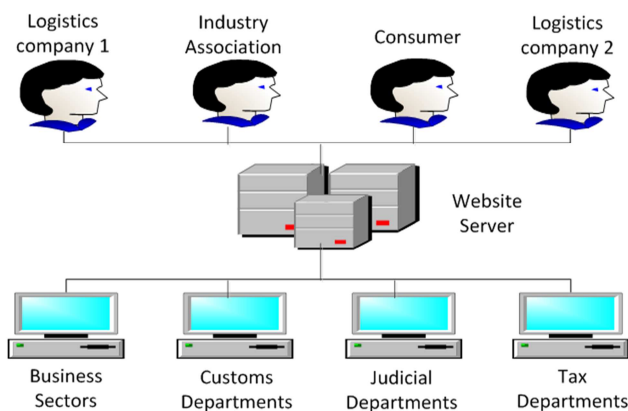


Figure 3. Government logistics information platform basic framework.

Through the framework of the map below, one can understand the basic structure of the government logistics information platform. The whole system is mainly composed of three parts: the government function department, the website, the website user (see Figure 3). The framework shows the government logistics information platform related to the relevant departments, including the following three categories:

- The functions of the government: mainly including business, customs, judicial, taxation and other departments, mainly to fulfill the market supervision and maintenance and other duties, [2] and upload the related logistics enterprise information data to the portal.
- Portal: mainly including the Internet, databases, websites and other software and hardware parts, they are as the carrier of recording and dissemination the information of logistics enterprise data.
- The part of website user: mainly including the logistics enterprise itself, the guild, the customers of logistics enterprise, the competitor of logistics industry and so on, they are the main users and the beneficiaries of the whole information service.

4. The Characteristics of the Government Logistics Information Platform

The construction of government logistics information platform is based on the whole market economy, with the purpose of promoting the informational development of logistic industry within the venue. So the establishment of government logistics information platform, [3] is more as a touchstone that government participate in the informational process of logistics industry. It is more important for logistics enterprises, especially for the small and medium-sized business which does not have the ability to develop logistics platform and lack of bankroll. So it must contain the following characteristics.

- Policy. As the basic engineering to promote logistics information, Government logistics information platform's establishment need to constantly reflects new understanding of government for the development of the logistics industry, and reflects the new planning and deployment of government for the informational development of logistics industry. In a venue, logistics enterprises and customer groups can find the corresponding information through the government logistics information platform, and its policy role is self-evident. [4]
- Free of charge. Government logistics information platform was established by the government who accounts for the whole financial contribution or part of it, and the ownership is belong to or part to the government. Therefore, it has the characteristics of public welfare for all logistics enterprises in the area, and to provide the corresponding information of release service for free. [5]
- Constraints of evaluation. The government logistics information platform was established by the government, so it has a high social reputation. For logistics enterprises in the platform, government will carry on the strict qualification examination beforehand. For the bad or illegal operation of logistics enterprises, the platform will provide the corresponding blacklist, for constraining the logistics enterprises, and requiring the legitimate business.

5. Functions and Feedback of Government Logistics Information Platform Services

5.1. Service Functions of Government Logistics Information Platform

Key to the functional orientation of government logistics information platform is based on government services, constructs comprehensive media platform for information exchanging and sharing, becomes a highly centralized electronic system of commerce information management, provides all kinds of information and technology services for

the user, and offers one-stop information service. This system includes all levels of government, electronic commerce network, electronic platform for government administration, platform for customs supervision, platform for logistics information, platform for inspection supervision, platform for logistics information of enterprises, the third party logistics, manufacturers, processing enterprises, multinational corporation, and the corresponding e-government, electronic banking, electronic logistics, electronic customs clearance, e-commerce and others. They are closely related to each other, operate efficiently, update real-time information, provide the necessary information services for the needed people. [6] The information flow is shown below (see Figure 4)

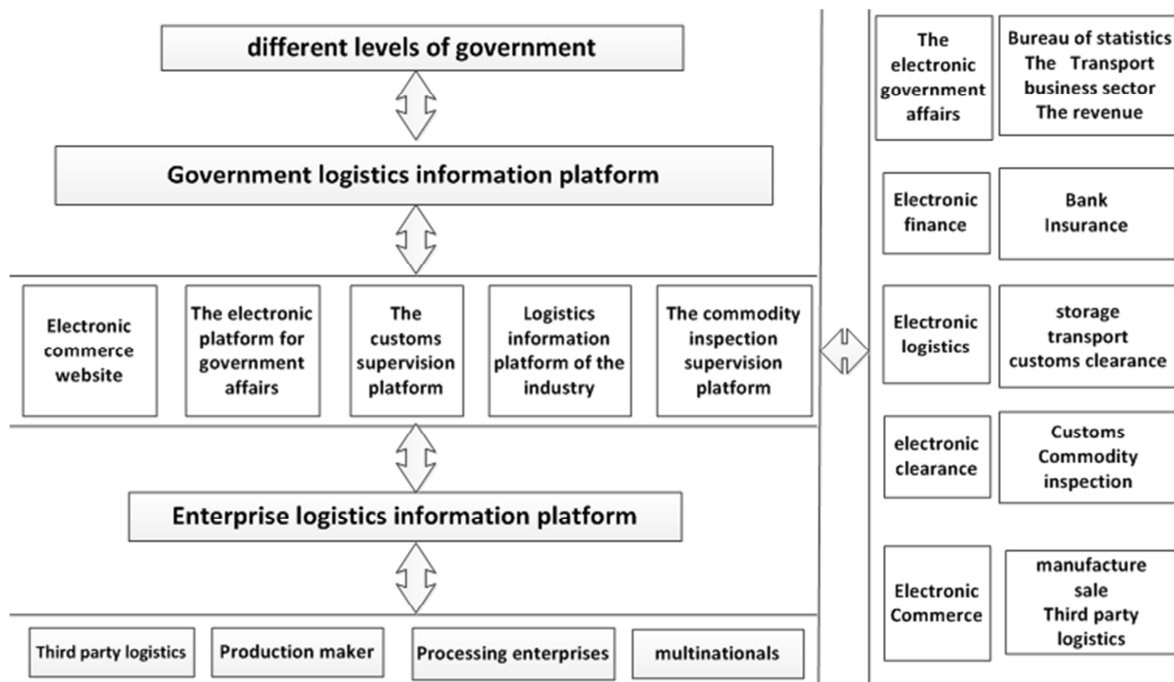


Figure 4. The relationship between Government logistics information platform and other information system.

In the developmental process of informational technology, the information data is more convenient to transmit, and the government logistics information platform has been given a new function and connotation. Due to the development of the integration technology in information system, information of various information platform can be connected through a network, and obtain rapidly than before, which changing the phenomenon of individual information systems and information are isolated from each other. [7]

Establishment and operation of government logistics information platform need to get the approval and supervision of government, but government departments can not intervene in real-time, only through the supervision and maintenance of subordinate functional departments. Therefore, electronic commerce website, electronic platform and religion, customs supervision platform, logistics information platform, commodity inspection supervision platform and e-government information platform became effective means of supervision, where they can electronically bulletin the situation of their department, and feedback to the platform of enterprise of

logistics information. Because these e-government information platform, such as industry of logistics information platform, has the dual nature of industry supervision and commercial operation. So it can spread other e-commerce information (e-government, electronic banking, electronic logistics, electronic customs clearance, electronic commerce), which constitute a complete chain of logistics information. And enterprise logistics information platform here is what we called logistics public information platform, raises its own upstream and downstream business and related enterprises. Through the integration of information system and Internet technology, the information facilitate the transmission in the whole information system.

5.2. The Functions and Feedback of the Logistics Information Platform of Beijing, Tianjin and Hebei Government

This investigation researches the status of Beijing-Tianjin-Hebei's government logistics information platform. Based on this, we find out three examples: logistics

public information platform of Beijing, electron port and logistics information platform of Tianjin and electronic port of Hebei.

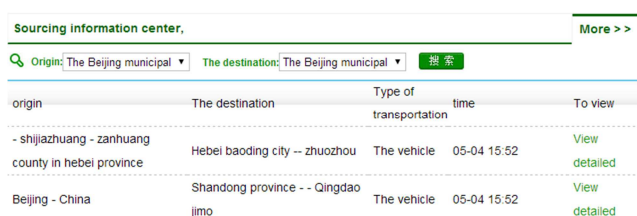
Because Beijing is located inland, there is no port. Comparing with Hebei and Tianjin, Beijing logistics public information platform does not provide terminal operations and the freighter business. But for Tianjin's electronic port and logistics information platform and Hebei's electronic port, they provide the relevant business. And according to the survey, we found that the time of these port logistics public information platform is relatively earlier, and is suitable for large quantities of goods importing and exporting the customs; but the number of Beijing logistics public information platform meets the individuals' needs. [8]

According the investigation of the operation pattern of logistics public information platform in Beijing-Tianjin-Hebei area, such as the investigation, the main body of ownership, operation and pattern of commerce, which compare with foreign country, shows that: the investment may not obtain form government, but the main body of operation is commerce institutions or organization of users. The government will provide some founds to support the construction of logistics public information platform, but the specific commerce pattern is manipulate according to the actual situation of that region.

6. Problems of Construction in Logistics Information Platform

6.1. Lack of Integrity Supervision of Information in Platform

The establishment of logistics public information platform, provides new opportunities for the development of logistics companies, freight forwarders, but the overall social credit environment still needs to be improved, which is objectives factors that restrict the development of logistics industry in the Beijing-Tianjin-Hebei area. For the customer groups of the logistics enterprise, customer groups have their own inherent service providers. Re-selection of service providers, it means the time cost, but also has to bear the corresponding risk of integrity. Then we will analyze it with the example of the information of goods supplying in Beijing's logistics public information platform.



origin	The destination	Type of transportation	time	To view
- shijiazhuang - zhanhuang county in hebei province	Hebei baoding city -- zhuzhou	The vehicle	05-04 15:52	View detailed
Beijing - China	Shandong province -- Qingdao jimo	The vehicle	05-04 15:52	View detailed

Figure 5. Beijing's logistics public information platform.

We can see from the figure 5 that although the relevant information is given, but the authenticity of the information does not get the audit; in addition, we can not confirm whether

the out-of-date information is cleaned in time; on the platform, there are many carriers and agents without qualification or delivering false news, once the goods are lost or damaged, which increasing the operational risk, because the platform has no responsibility for payment, and there is no protection for disadvantaged status of customer groups. Although platform can strengthen the certification of enterprise logistics through some mandatory policies and measures, for a large number of freight drivers and delivery personnel, it cannot cover all, and the supervision and administration of goods also could not monitor in real-time. In operating environment of needing integrity, the responsibility of shipper, carrier and platform do not have a clear boundary, which deteriorate the operating environment of the platform. A good operating environment needs the joint efforts of the shipper, the carrier and platform of the parties, and not just builds a platform.[9]

6.2. The Operation Mode Still Need to Innovate

The essence of the operating model is still the platform's profit level, logistics public information platform can run for a long time only by exploring how the platform is profitable. At present, there are two main operating modes. One is funded and operate by the government. The other is support and organize by government, the corporations manage and operate it. The difficulty of the first model is how to make enterprises to participate in the platform. For now, the general way is free for enterprise. If it charges, it is difficult to get the companies to participate in. But it will burden the government, because it needs substantial founds for the platform's annual operation and management fees, platform maintenance, construction and human costs. If the lack of specialized departments to organize and manage the platform, the platform will be difficult to run. In Beijing-Tianjin-Hebei region, since 2003, as the government logistics information platform became the main body, there is no long-term success of the operation. The number of the second mode of logistics public information platform currently is more, which under the guidance of the government. The government provides some starting founds in the early phase of construction and provides public services and information. Government supports them form the aspect of policies and technical standards, and enterprise manages and operates the specific business. For example, the Hebei's electronic port, Tianjin's electronic port and logistics information platform are belong to the second kinds, which actively expanding the direction of port logistic, extending the scope of business, and maintaining the sustainable development. But in Beijing-Tianjin-Hebei region, all levels of government support the construction of the logistics public information platform. In the corresponding logistics planning of the relevant functional departments will also be as a key project in the construction of logistics information platform. But the problems of how to build the logistics information platform, what to build, what to do after the building has been plagued government. Government does not know its role in the process of building the platform, builders, managers or supervisors? They do not know how deep they need to involve in the process.

6.3. The Problem of Self-Identity

With respect to the electronic commerce in the Beijing-Tianjin-Hebei region, the emergence of the Taobao, Jingdong and others, which are well-known international companies. Logistics enterprise also flourished, such as "three Tong and one Da" (which are the company names of deliver, including the Zhongtong, Yuantong, Shentong and Yunda) and the development of Shunfeng. But as for the logistics public information platform of logistics service industry, there is no one can be referred to as the benchmark of logistics public information platform, which is not suitable for the actual environment of logistics. Why? We found that most of the logistics public information platform in Beijing-Tianjin-Hebei region lack clear identity in the early stages of planning, lack scientific layout, operate blindly, give too much administrative instructions, which restrict the reaction of the market platform, and finally lead to poor running condition and give it up. In addition, unclear identity, vague service object, weak pertinence of the platform, which lead to the platform without characteristics. In this way, it is difficult to grow stronger.[10]

The Problem of self-identity of Logistics public information platform in Beijing-Tianjin-Hebei region is throughout the process of operating platform, not only limits the overall development of platform, blurs the service object, resulting in time-consuming and inefficient. In addition, due to mistakes of identity in the regional logistics public information platform, the time cost and the cost of information resources of all kinds of all kinds of logistics enterprises in platform construction do not integrate effectively. The value of the government fiscal expenditure is low, and the social and economic benefits of the platform are not shown. In some degree, it is the waste of resources. In addition, there is no innovation or creativity in the establishment and operation of the platform. Most of the logistics public information platform in Beijing-Tianjin-Hebei region is just a simple imitation and repetition of foreign information platform. What we look forward to the logistics public information platform is: professional, efficient, effective convergence.

The relationship of logistics public information platform and logistics enterprise, customer should be linked together, should be formed Daobi mechanism. But due to the problem of self-identity in government logistics information platform, it leads to the stagnation of the two parts, which affecting the operation of the entire process.

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