

# Research on the strategy of improving the economic benefits of transportation

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**Abstract:** Transportation enterprise is different from other manufacturing enterprises, it is more like a kind of auxiliary enterprises, does not produce products themselves, but through the construction of roads and Bridges, the management of transportation industry, the production, distribution, exchange and consumption of several links organically connected together, so as to ensure that social production can be planned and safe production work. From the present point of view. Although the transportation industry has shown a booming state compared with previous years, the overall economic benefits are not ideal. Once the production of manpower, power and energy consumption is reduced, it is bound to conflict with the current social transport demand. Combined with this point, this paper analyzes the status and influence of transportation enterprises in the national economy, and from improving the quality of enterprises, pull the transportation efficiency; Inject scientific and technological energy, activate the transportation rate; The three aspects of combining social vehicles and integrating transportation resources are expounded.

**Key words:** transportation; Economic benefit; Enterprise development strategy

As we all know, in the composition of our national economy, the transportation industry belongs to one of the very important parts. The transportation industry can be divided into four major types, such as road, railway, aviation and sea transportation, which are usually not independent, but interdependent. Through different modes of transportation, social public resources can be allocated, exchanged and consumed, and it is also the link between enterprises and departments with different attributes. In addition, transportation enterprises play a leading role in the development of the national economy. Today, its operation and construction have become an important prerequisite for social production and social labor. Therefore, not only the transportation enterprises are calling for economic benefits, the whole society is also calling for the economic benefits of the transportation industry.

## 1. The status and influence of transportation enterprises in the national economy

“If you want to be rich, build roads first”, in 1988, Meishan County took the lead in putting forward this slogan, and then the land of China rose a boom of “build roads to get rich”. With the completion of “City to city” and “village to village”, the slogan of “If you want to be rich, build roads first” has quietly withdrawn from the historical stage. However, its emergence really shows the status and role of the transportation industry in the national economy. As a basic material production department, transport enterprises are an important prerequisite for resource development, cultural enhancement and social and economic development. Especially in today’s increasing demand for material and spiritual life, transport enterprises also play a great role in promoting industrial and agricultural production, tourism development and resource integration.

The production of transportation mainly stems from the increase in the volume of all kinds of goods transported in the social and economic development, as well as the increase in the frequency of people’s travel in the rich spiritual life. At the same time, the increase of freight volume and the increase of travel rate will stimulate the transportation economy and achieve the improvement of transportation efficiency. The two can be described as “lips and teeth depend on each other.” The early 50’s, is the transportation economic benefits of the most rapid development of the period, this period is the early days of the founding of the country, a hundred things are flourishing, due to lack of experience, can only copy the Soviet Union model, to a certain extent to speed up the development of industry and agriculture, and then make the rapid rise in transport volume, however, the overall national economy slightly insufficient development. In the past, people’s living standard, consumption level is low, travel rate is not high, the national economy to look at the individual impact is not big. With the establishment of time economy and the path of socialism with Chinese characteristics, people increasingly emphasize the concept of time. In the transportation industry, it is mainly reflected in the two aspects of “fast and safe”, such as the transportation of seasonal fruits and vegetables, and the highway specially opens a green channel for it to ensure the timeliness of fruit and vegetable transportation, which greatly reduces the economic loss.

In terms of the current situation, China’s national economy has caught up with the development of the transportation industry, and even has the trend of catching up, because of this, only quickly improve the service level of the transportation industry, steadily improve the efficiency of transportation, in order to make transportation enterprises better serve the national economy.

## 2. The effective strategy to improve the economic efficiency of transportation

### 2.1 Improve enterprise literacy and promote transportation benefits

Transportation industry, belongs to one of the service industries, its own level of literacy, to a large extent, will determine the benefits of enterprises. With the rapid development of economy, there are more or less problems in the operation and management of transportation enterprises. As an enterprise manager, we should regularly inspect the operation and management of enterprises, and combine the problems found in the inspection or the problems raised by consumers to carry out targeted and rational solutions, so as to fundamentally improve the

service quality and operation efficiency of the transportation industry. To speed up the development of transportation.

To this end, enterprise managers need to start from their own, constantly learn new ideas, new ideas, new methods, combined with the provincial, city, county regional environment, to formulate the policy and management concept in line with their own enterprise development, to ensure the effectiveness and advanced nature of transportation enterprises in management and decision-making, to promote the good and healthy operation of enterprises, and then realize the improvement of transportation economic benefits.

The increase or decrease of enterprise economic benefits, in the final analysis, is the increase or decrease of enterprise managers' ability. A qualified enterprise manager not only has a higher knowledge and culture and moral quality, but also needs to be familiar with the operation process of the transportation industry and relevant laws and regulations. Only by integrating the above contents can he be target-oriented and flexible in enterprise management to ensure the correctness and long-term decision-making. In addition, as a manager should also have the characteristics of managers, such as good organizational ability, market research ability, flexible ability to respond to changes. Moreover, in the market competition, transportation enterprise managers should have a scientific and macro understanding of the market ability, can not in order to temporarily improve economic benefits, take lower than the market price, cut corners, create rumors to slander competitors and other bad means, but from the reduction of business costs, the introduction of new transportation equipment and technology, improve the quality of service and so on. To strengthen the viability of enterprises, shape a good corporate image, and stand out from many competitive enterprises.

### 2.2 Inject scientific and technological energy to activate the transportation rate

Science and technology is the primary productive force. The development of the transport industry has never been inseparable from the power of science and technology. It is precisely with the support of various advanced scientific and technological equipment, science and technology that generations of people have built roads in mountains and Bridges in rivers to build a major transportation country. According to the data in 2021, on average, more than 69,000 ships enter and exit ports, 26,800 aircraft take off and land, and nearly 300 million pieces of express cargo are handled every day. In peak hours, more than 10,000 passenger trains and more than 60 million expressways run on average every day. These figures are impressive, but some of the creation of the transport economy is still an extensive one. At present, if we want to further improve the economic benefits of transportation, we must realize the transformation from extensive to intensive.

Extensive transportation economy, usually refers to through a single high investment, large-scale and other ways to achieve the improvement of economic aggregate, in short, that is, to win the quantity, to win. Although this way can allow the enterprise economy to develop, but the long-term benefits are not ideal, and there are serious waste of resources and other drawbacks. The waste of resources means that the consumption cost of the transportation industry continues to increase, and in the long run, it will also form resistance to the development of transportation enterprises.

Intensive transportation economy mainly refers to the transformation and upgrading of equipment by means of process and technology, improve the scientific and technological content of transportation business, and then realize the increase of the total economic volume of the transportation industry. In this way, not only can the economic benefits of transportation enterprises be improved, but also the transportation can be more modern and more in line with the needs of economic development and people's travel.

In addition, in the process of integrating science and technology into the transportation industry, it is necessary to pay attention to the following three points: First, transportation enterprises need to grasp the trend of advanced equipment and advanced technology in time during the business, so as to update equipment in real time, give full play to the power of science and technology, reduce the operating cost of transportation, and improve the overall labor efficiency of enterprises. Second, enterprise managers also need to be good at mining and training talents, combined with their own practical experience, scientific literacy to teach relevant technology and knowledge, to ensure that the relevant technical personnel can skilled, quickly complete the relevant business content, driven by the enterprise as a whole, to achieve the speed of operation to improve the transportation enterprises to create more economic benefits. Third, advanced technology and equipment is a way to increase the economic benefits of transportation enterprises, but not all methods. As an enterprise manager, while recognizing the importance of technology and equipment, they should also learn to look at themselves, and start from many aspects such as their own construction and layout to further realize the improvement of economic benefits. Such as reasonable industrial layout, the transportation of raw materials and fuel is usually the main method to improve the efficiency of industry, but there are often problems such as messy cargo flow direction and too far transportation distance. The existence of these problems also restricts the economic efficiency of transport enterprises, therefore, we can try to improve the industrial layout, save social labor, reduce transportation losses, and improve the macroeconomic benefits of transport enterprises.

### 2.3 Combine social vehicles and integrate transportation resources

The improvement of economic efficiency of transportation enterprises, in addition to the conventional construction of roads to increase freight volume, can also integrate social vehicles, so that non-transportation sector transportation facilities participate in the transportation industry, and then achieve the integration of transportation resources, improve the utilization rate and utilization rate of transportation facilities, and reduce the production input cost and maintenance cost of transportation enterprises.

Today, with the continuous improvement of the basic needs of life, more and more families are equipped with small cars. Under normal circumstances, family vehicles bring only various expenses to the owner or family, which is difficult to produce economic benefits. It is understood that the emptying rate of social vehicles in transportation is about 50%, while the emptying rate of special vehicles in the transportation industry is about 40%, which has caused a waste of energy and transportation capacity to a large extent. The joint operation of special transport vehicles and non-transport vehicles of transport enterprises is not an empty wind. For example, Wuxi and other places

have already begun to carry out joint operation, under the unchanged conditions of people, money, material, profit and loss responsibility, social enterprise vehicles and private vehicles are organized together, and unified scheduling and cooperative transportation are carried out according to the actual transportation conditions. At the same time, the province, city, county unit vehicles and individual vehicles, need to follow the principle of autonomy, equality and mutual benefit, verification of capital as a share, according to the share distribution, to carry out joint operations, completely change the division of transportation facilities, empty situation.

With the development of joint operation, it can achieve the improvement of economic benefits of enterprises without reducing the efficiency of transportation, and it can also bring a good subsidy income for social enterprises and private car owners. Similarly, the joint operation mode of transportation enterprises specializing in transportation vehicles and non-transportation enterprise vehicles can also be applied to sea transportation, professional training, certification and visa for the drivers of ships, yachts, speedboats and other vessels belonging to private and social units, to ensure that ships and drivers meet the needs of passengers and cargo, and to improve the transportation efficiency of dry bulk goods, small goods and individual passengers. Let the large shipping equipment better serve the large cargo, with the group tourists, and comprehensively improve the economic benefits of shipping.

### 3. Concluding Remarks

To sum up, economic benefit, as the core of enterprise survival and development, is not only very important for enterprise development, but also important for China's national economy. Good enterprise economic benefits are the basic premise of social development and economic stability, therefore, transportation enterprises in the process of their own construction and development, need to adjust the industrial structure in a timely manner, bold reform, according to the existing experience, combined with the current environment, do a good job in resource optimization. Not only to control costs, but also to improve economic benefits, itself is a difficult problem. "Blacksmithing also needs its own hard" which requires enterprise managers, must learn to look at the problem from the perspective of development, must follow the basic principles of economic development, the use of scientific and reasonable ways and methods, in order to provide more experience and reference for the future development of transportation enterprises.

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