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COMPETITIVENESS OF TRANSPORT IN THE REPUBLIC OF BELARUS

Н. А. БОБРОВ, А. Я. КАЛАЦКИЙ  
Научный руководитель М. А. КОТЛИКОВА  
БЕЛОРУССКО-РОССИЙСКИЙ УНИВЕРСИТЕТ

Transport has always been an important part of any economy, a factor that ensures its unity and integrity. The development of transport system and communications largely determines the country's national security, economic stability, and assists in solving social problems. The contribution of transport to the GDP of the Republic of Belarus in 2016 rose by 0,2 percentage points to 5,7 % and accounted for 2,685 billion dollars. Sustainable and efficient transport system enables other industries to reduce the cost of goods and services, which stimulates the growth of production and consumption in the country.

Competitiveness can be defined as the ability to offer services that meet the quality standards of the local and world markets at prices that are competitive, which provides adequate returns on the resources employed or consumed in producing.

The main factor of competitiveness of transport is the prestige of the company providing the service. Unfortunately, there are not many prestigious transport companies present in Belarus. This can be explained the country's relatively recent entering into the world market. Therefore it is difficult to compete with well-established American or European transport tycoons.

However, there are examples of successful transport companies in Belarus. One of them is Belavia – Belarusian Airlines. It is well-known all over the world for its good quality of services and relatively low prices. In 2016, it successfully flew 2,5 million passengers, which is by 19,1 % more than in 2015. Such results were possible due to the expansion of geography of its flights as well as the increase in frequencies of execution of the existing regular flights.

Another good example is the Belarusian Railway. Compared to Belavia, this company is less known outside Belarussian borders, however it also provides services at good quality and reasonable prices. In 2016 the Belarusian Railway transported about 3 million passengers internationally. There is an abundance of other transport companies in Belarus, but they operate predominantly on a regional level and, so they cannot compete with international transport organizations.

In conclusion, we can say that there is some level of competitiveness of transport in the Republic of Belarus, but without dealing with such pressing issues as high transport costs and transit through the territory of the Republic of Belarus, it cannot increase.