

A Study on the Securement of the Competitiveness of Gyeong-In Port



Woo-chul AHN * · Choong-hyo LEE ** · Jong-khil HAN***

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Abstract

Through empirical study of current port selection factors of import and export companies in metropolitan areas trading with China, which are likely to use Gyeong-In Port in the future due to its geographical proximity, the tendency of its use by manufacturing companies in relevant areas is analyzed, and problems and ways to strengthen the competitiveness of Gyeong-In Port are explored. Study results show that transshipment routes between nearby ports need to be established in the medium to long term. In the short term, direct routes to Qingdao Port and Tianjin Port need to be vitalized. Based on analysis results of priority and satisfaction in port selection factors, cargo volumes should be secured by providing various incentives to Gimpo terminal at Gyeong-In Port and using aggressive marketing from a logistics company on commission. A clear management strategy and active cooperation among the government, project operators of K-water, and terminal operation companies are necessary.

Key Words : Port Selection Factors, Reinforcement of Competitiveness, T-test, IPA Analysis

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* Assistant Professor, University of Sungkyul, Korea, Email : ahnwc75@sungkyul.ac.kr

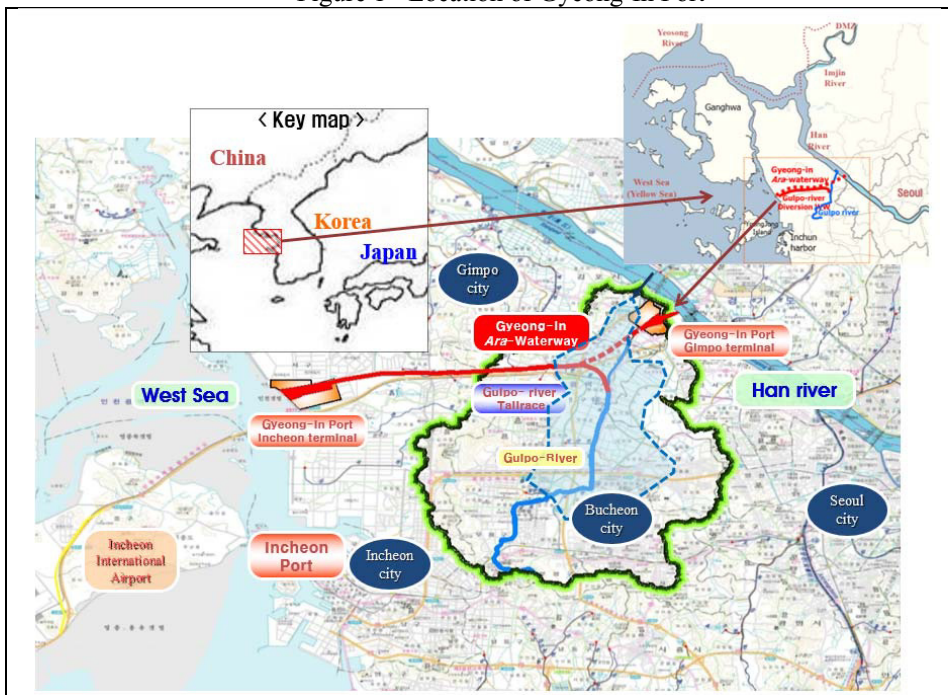
** Senior Researcher, Korea Water Resources Corporation, Korea, Email : ignasio@kwater.or.kr

*** Professor, University of Sungkyul, Korea, Email : ha025@sungkyul.ac.kr

I. Introduction

Gyeong-In Port is a national port among 31 domestic ports, and is controlled by the Incheon Regional Maritime Affairs and Port Administration. As Korea Water Resources Corporation (K-water) uses the port's facilities for free within total project expenses as a private enterpriser of the port's construction, the port facilities of the Incheon and Gimpo terminals at Gyeong-In Port are leased out to each terminal operation company.

<Figure 1> Location of Gyeong-In Port



While K-water, as a management authority, provides Gyeong-In Port with basic port facilities, such as loading and unloading facilities for handling cargo, it is not directly involved with handling cargoes, which makes Gyeong-In Port a Tool Port. In other words, K-water is only in charge of managing port facilities and lock gates because it controls a dock on a leased contract with terminal operation companies.

Although Gyeong-In Port was constructed according to basic port plans, it could not respond to social and national demands for increases in cargo

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