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CONCEPTUAL FRAMEWORK FOR REGULATING THE DEVELOPMENT OF UKRAINE'S SEAPORT INDUSTRY

The development of seaports is a strategically important task for Ukraine. It requires purposeful regulating influence of the state at all its stages [1, 2]. This influence should contribute to the transition to a progressive stage of development and the content of positive trends.

The combination of state regulation and market self-regulation provide the effective development of the economic system of maritime transport and its basis - sea ports. However, in today's conditions, state and market regulators act uncoordinatedly and ineffectively, which causes the need to revise the content and improve the tools of the state's regulatory impact on the economy of sea ports. To provide the development of port economy it is necessary to combine and coordinate sectoral and territorial directions of state regulation and to form an appropriate effective economic policy [3].

Stimulation of ports' development requires revision of principles, on which state regulation should be based:

- guarantee activities exclusively in the legal field;
- compliance with the strategic objectives of the economic system of the state and the region;
- optimization of the interests of ports, the transport system and related industries;
- economic efficiency of the ports' operation - the optimal combination of economic use of resources and improvement of the quality of services;
- guarantee environmental safety requirements.

These principles of state regulation of seaports development are to be realized by means of using corresponding methods. Among the methods of state regulation of economic

development, there are methods of legal regulation, administrative, economic, socio-political and propaganda methods.

Legal methods of regulating the development of seaports should provide:

- lobbying for the interests of seaports of Ukraine, protection from unequal competition from foreign ports;
- stimulating the increase of cargo flows by establishing favorable operating regimes for cargo owners and shipowners, stimulating the increase of transit cargo flows;
- harmonizing interests and establishing mutually beneficial cooperation between seaports and local authorities.

Administrative regulation should include:

- reviewing the list of goods subject to the export and import licensing and quota regime in order to increase foreign economic cargo flows;
- optimization of tariffs in order to attract cargo flows to the ports;
- revising the standards and norms in force in ports in order to improve the quality of services.

Economic regulation methods are of special significance for providing development of the seaports, which include: tax and budget policy, monetary regulation, depreciation policy, social policy, propaganda methods. The leading directions of tax policy in the regulation of port development should be:

- creating conditions for economic development of ports;
- raising funds to finance investment projects for port development;
- application of the system of tax incentives for the ports;
- introduction of the effective mechanism of interaction between the ports and tax authorities of the regions.

Providing technical development of ports, increasing the quality of services and the speed of cargo handling require stabilization of tax policy to stimulate foreign and domestic investors.

State budgetary policy should be aimed at financing investment programs of ports' development, providing guarantees on credits.

Monetary regulation is another important element of the state policy of seaports development. The activity of sea ports is quite stable in comparison with other economy sectors, therefore, the credit expansion policy leads to increase of investment volume in the development of port economy.

State depreciation policy should be aimed at accelerating renewal of material and technical basis of ports, especially - transshipment equipment and warehouses. This can be achieved by using accelerated depreciation systems.

Additional state regulation instruments of seaports development are social policy and propaganda methods. Social policy should provide social protection of employees, improvement of working, living and leisure conditions. Propaganda methods should contribute to increase confidence in ports from potential clients.

Effective development of ports requires improvement of the system of state regulation, which should be based primarily on economic methods, to ensure the consistency of development conditions and economic climate. State regulation should provide optimization of interests of ports and other transport enterprises, local and national interests [4].

The mechanism of ports development regulation must be based on the principle of optimal correlation of ports independence and centralized influence of the state. Authorities

should direct their efforts to achieve strategic development goals, revitalization of investment activity, development of regions.

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