Strategic planning in road transport - operational instrument of strategic management

Cernaianu, Nicolae

Titu Maiorescu University of Bucharest

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STRATEGIC PLANNING IN ROAD TRANSPORT - OPERATIONAL INSTRUMENT OF STRATEGIC MANAGEMENT

Lecturer Ph.D. Nicolae CERNĂIANU - „TITU MAIORESCU" University of Bucharest

Abstract

Increased transportation demand creates new problems specialists, putting them in a position to find practical solutions to match. Analysis of the current structure of Romanian road transport process involves an analytical approach that exceed the basis of their decisions only experience and intuition. Romanian transport movement by way of such analysis and planning leads to strategic directions of their more robust.

Keywords

- *Strategic Planning*
- *Strategic Management*
- *Traffic Plans*
- *Accessibility*
- *Intermodality*
- *Sustainable Development*

Introduction

Planning is based on carrying out activities in a company incorporated[1]. *Process analytical approach* can be represented, in our opinion, as follows: problem definition, analysis, estimation (this seems the most difficult), financial limitations, political, environmental, options, formulating plans - one set of information about the road map and define transportation alternatives, testing alternatives - usually done through a modeling process to determine whether each alternative can meet the objectives proposed assessment - assessing financial performance. If we consider, for example, public passenger transport, the problem definition will consider the following methods of analysis: assigning a number of routes to the area and obtain a planning unit (zone) consists of paths and trails made deposits in that area, are divided (distributed) between each pair of routes in the area of study area (pairs of zones) is determined by the number of each mode of transport routes between each pair of areas, all routes are distributed from the origin and the landing area to the current road network. Other factors such as changes (changes) in the population structure will adjust the problem when things were founded in view of the situation. Basically, it adjusts the model originally envisaged.

Chapter I - Process analytical approach

An analytical approach in the context of the demands of a rigorous planning effort requires investment - as a means of achieving planned objectives. In this context, the question arises whether in Romania, investing in roads will solve the problem of road transport. Road Transport Planning regularly suggested the idea of building more roads to solve the problem

[1] **D. Caracota**, **Gh. Caraiani**, Economic efficiency in road transport, ASE Publishing House, 2003.

of transport facilities. Therefore, investment plans have been heavily targeted by the road in the hope that strong investment in road transport will solve the problem. Planning construction of roads was based on modeling the movement of people and goods in a certain area, to identify where congestion is credible and to predict how the transmission will be made. The alternatives were compared each time both in terms economic and technical. These efforts involve cooperation between local authorities, transport operators and government. However, there are two aspects to consider: achieving growth in road capacity tends to improve the traffic congestion problems without having the power to solve them all, and failure caused by traffic environment benefits Mede.

It also appears, and another idea, along with the environment, namely that people should be tense (nervous) the congestion they cause. An existing road capacity can better use and traffic schemes. Therefore, traffic studies must not only cover the construction of new roads, but also include the use of available capacity, public transport options and reduce car use by limiting the control measures. You can get a balanced way to access all forms of transport. Even more, the assumptions on population growth and employment, on which investment decisions in transport, are downright optimistic.

The increase in employment is associated with an increasing labor productivity, leading to an increase in the volume of goods on the access roads (roads) and an increase in the number of machines used. And other considerations arise, namely those related to social needs. They need to increase traffic and unlimited use of machinery, especially in cities. The question is if the roads (street, highway, etc..) are not built only to maintain a certain level of use of cars. Conditions will change and some increase in traffic will not occur. The key point is that the level required depends on the level of traffic congestion and road map in the cost implication. Another way of looking at the argument concerns the long-term planning, investment levels correlated with well-defined, or a sporadic approach to investing. Detailed suggests selective investment approach routes (roads) with an existing primary investment in new infrastructure, with the increasing transport volume and hence the number of cars. This involves[2]: a) examine current strategies for the positioning of main roads in the structure of the transport system, b) taking into account the changes that could improve the integration of roads into the environment, c) examining the consequences of these changes in the national territory, and d) eliminate congestion in certain portions of the trunk road system. The main objectives pursued in this respect are: a) making improvements in the environment giving / diverting traffic and long distances especially dropping heavy cargo vehicles carrying a large number of towns and villages so as to reduce noise, dust and danger of suffering today; b) completion of a detailed strategic network of routes so as to encourage (promote) growth; c) uniting more remote areas with this new national network; d) ensuring that each main city, with a large population will be connected directly to the strategic network; e) designing the network so as to serve all major ports and airports.

Future marks, but a sudden change in the priority approach in light of all levels. At the national level, integration has become a necessity in the design of roads, the area surrounding and including the cost remedies as part of the total costs of transport scheme designed . At the regional level, investment in roads to the tendency towards a better use of existing resources for better targeting. Traffic plans prepared for these areas tested much better traffic and transport alternatives, the more so as forecasts of transport is done within a clear overall strategy. Bias in terms of investment in roads (construction of highways, for example) should sensitize local authorities unprepared to accept the recommendations of studies of transport without a critical analysis of assumptions. The first weakness is the inability (clumsiness) predicting the number of people who will be prevented to travel under certain restrictions and the number of people who can use new or improved transport facilities. For example, major

[2] **L. John Gattorna**, logistics and distribution management, Teora Publishing House, Bucharest, 1999

public transport priorities are considering: convincing people to use public transport instead of their cars (usually transport is used by people who do not have access to another machine), the priority of buses on routes city, generalized cost differences between alternatives and the quality of bus services.

In this sense, social transport policy must satisfy the following three objectives: a) contribute to economic growth and national prosperity, especially by bringing an efficient service industry, commerce and agriculture, b) to meet social needs, especially maintaining public transport for people who do not have the option of transport by car, and c) to reduce unfavorable effects, ie wastage of life and damage to the environment, which are direct results of transport they use. However, other secondary objectives stressed the need how to use resources effectively: energy, the importance of elections and local democracy, the interests of transport personnel and the need to restrict public expenditure. The objective of the well established to ensure efficient transport system, which would contribute to economic growth and national prosperity, was supplemented with social objectives to meet transport needs. Local communities greater powers to coordinate transport and to prepare a realistic transportation plan.

In our opinion, the plan must regulate transport policy in the area for at least five years and meet the transport needs of the area of community members and those whose needs could be met. These needs are measured by a variety of methods, such as minimum standards or service levels, keeping demand and key local measures. It is the question of whether the transport needs were never satisfactorily resolved by changing the social scale to identify markets for transportation, economic concepts of demand and willingness to pay. In addition, social objectives and commitment to public transport have been added on the political responsibilities of a transport system efficiency.

Chapter II - Romanian Transport Strategic Planning

Romanian Transport Strategic Plan becomes part of the National Development Plan (NDP). This is a document of strategic planning and multi-annual financial programming, which aims to guide and stimulate economic and social development of the country to achieve the objective of achieving economic and social cohesion. In accordance with the commitments assumed by Romania in the negotiation of Chapter 21 "Regional policy and coordination of structural instruments", in July 2004 started the process of drafting the National Development Plan 2007-2013.

The NDP provides a similar program carried out by Member States of the European Union Objective 1 Structural Funds intervention, promoting development and structural adjustments of the delays in developing regions by providing basic infrastructure and encourage investment in economic activities business.

The objectives of the 2007-2013 National Development Plan Transport Strategy directly address the priority "Development and modernization of transport infrastructure", indicating that the basic principle of the development strategy for the transport sector in Romania is the development of transport infrastructure and services as an engine national and regional economic development. (Ministry of Transport, Constructions and Tourism is the Managing Authority and Intermediate Body. Ministry of Transport, Constructions and Tourism is the Managing Authority for Sectoral Operational Programme for Transport Infrastructure, with responsibility for management, implementation and management of financial assistance allocated this program under the Structural Funds. The Ministry of Transport, Constructions and Tourism acts as an intermediary body for transport infrastructure projects financed by the Cohesion Fund. Management Authority is the public body providing management of financial assistance from the Structural Instruments. There a

Managing Authority for Community Support Framework Managing Authority and one for each Operational Programme and Cohesion Fund. MPF). I identified four strategic objectives for 2007-2013: a) increasing the accessibility of Romania; b) ensuring inter; c) improve quality and efficiency of services, and d) ensuring sustainable development of the transport sector. In this respect, the document is approved by the Commission for implementation of those sectoral priorities and / or regional National Development Plan which are approved for funding through the Community Support Framework, it contains the contribution from the structural funds instruments and other financial resources for achieving the priorities and measures contained in the Plan National Development. (SOP Transport Infrastructure Operational Programme 2007-2013 is designed in a general framework of the National Development Plan 2007-2013, with the overall objectives of increasing accessibility and transport infrastructure of Romania, ensuring inter-modality, improving quality and efficiency of services, and sustainable development of transport sector).

There is currently considering the following objectives and derivatives to be financed through the SOP for road transport infrastructure:

A) Increase accessibility of Romania: a) rehabilitation and development of national transport infrastructure, all modes: road rehabilitation and upgrading the national network to support vehicle traffic with a capacity of 11.5 tons per axle, the rehabilitation and modernization of road bridges; b) connecting local / county to the national transport network: îmbunătăţirea transportului urban în unele din marile oraşe ale României; improve urban transport in some of the biggest cities in Romania; c) increase accessibility of the regions with growth potential and tourist areas: the development of national road network;

B) Ensuring inter: a) development of intermodal logistics centers: Bucharest metro network development, the infrastructure and the necessary measures to promote combined transport;

C) Improving the quality and efficiency: a) improve traffic safety: improving road safety; b) implementation of intelligent transport systems: will be stimulated action to develop information technology and communications, connecting Romania to information flows, the priority of EU countries . Other priorities aimed at the road transport system refers to changing the current system of taxes and tariffs, to increase accessibility and alignment with European standards;

D) Sustainable development of transport sector: a) development of transport infrastructure "friendly" environment: the construction of bypasses for towns and belts; b) renew the fleet of road vehicles; c) promoting and modes of transport vehicles clean: legislative and financial measures to meet EU rules on noise.
MTCT has developed an ISPA grant application to obtain technical assistance will assist the ministry in developing a "General Transport Master Plan 2007-2013." This strategic document will be the basis for any programming or planning document later in the transport sector. The overall objective of the Transport Master Plan is to provide a consistent strategic basis for programming and investment in transport medium. Master Plan seeks adjustment and development, and improving transport services having regard to: extension of the transport network adjustment and upgrading existing infrastructure estimating role in economic development, increasing transportation efficiency. General Transport Master Plan serves as the basis to negotiate financial assistance from the European Union in 2007-2013, is a strategic framework for transport and will form the basis for all subsequent planning activities: review "Sectoral Operational Program for Transport Infrastructure" project

planning funded. It focuses in particular on the priorities established in the Trans-European Transport Network and promote sustainable development of transport infrastructure based on a balance between the economic, social and environmental.

Conclusions

Operational tool for strategic management is strategic planning. To achieve the desired performance, economic systems are developing their strategies of development possible as a result of the strategic management process. As a result of multidimensional complex analysis for senior management of the system chooses a particular strategy that it will implement a strategic plan for guidance and normative indicators. At higher levels, such as road transport system, indicative indicators predominate. Strategic planning should be a flexible scheduling, able to capture immediate changes and new environmental factors and guide the system work properly. Strategic planning is an option for the Romanian road to the Union. The flexibility is provided by strategic planning options developed alternative strategies.

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