

UDC 656.222.1

## **STUDY OF CRITICAL QUESTIONS FACING THE DEVELOPMENT OF HIGH-SPEED-RAIL EXPRESS BASED ON THE ANALYSIS OF SWOT**

*FAN CUNJUN*

*Department of Transportation and Logistics, Guangzhou Railway Polytechnic, Guangzhou 510000, China*

**Abstract:** Since 2013, China Railways Corporation has kept promoting the reform of freight. High-speed-rail express is one of the important measures. On the basis of the analysis of its strengths and weaknesses, as well as the opportunity and threats that high-speed-rail express faces, the position of high-speed-rail products and two-step development strategy are put forward. Finally, the critical questions to develop high-speed-rail express are analyzed that involve the guarantee of the transportation capability, improvement of the receiving and delivering capability, regulation of the operation process and standards, strengthening the construction of hardware and software, and brand-building of high-speed-rail express, etc.

**Key words:** SWOT Analysis; High-speed-rail Express; Strategy; Critical Questions

UDC 656.064

## **RESEARCH ON IMPLEMENTATION STRATEGY OF TRANSPORTATION AND LOGISTICS INTEGRATED DEVELOPMENT**

*ZHITAO LI*

*Department of Transportation and Logistics, Guangzhou Railway Polytechnic, Guangzhou 510000, China*

**Abstract:** The transportation and logistics integrated development is a new development model that is guided by improving quality, reducing costs, and increasing efficiency. It promotes the integration, containerization, networking, socialization, and intelligent development of transportation and logistics. This research focuses on combining the advanced experience of Chengdu, Chongqing, and Zhengzhou in constructing a transportation and logistics integrated development system, including establishing and improving logistics management systems and mechanisms, strengthening logistics hub and channel functions, innovating logistics transportation organization models, logistics standardization and informatization, logistics industry cultivation and other aspects. On this basis, it sorts out seven inspirations to strengthen the integration of logistics innovation elements, including creating interconnected and integrated logistics network, innovative logistics and transportation organization service models, creating an industry cluster of "transportation + logistics + industry", improving the logistics standardization, improving the multi-level logistics policy, etc.

**Key words:** transportation and logistics integrated development, the whole chain, transportation + logistics + industry.