

THE CURRENT TRENDS OF AVIATION AND TOURISM COOPERATION MANAGEMENT IN CONDITION OF GEOPOLITICAL UNCERTAINTY

Transport is one of the most important components of the national and global economies and the driving force of social development. The progress in the field of vehicles and infrastructure has allowed individuals to expand their horizons by traveling for more and more distances. Travels have become an integral part of people's lives, the method of restoring their physical and spiritual strength, and the most popular ways of free time spending (weekends, paid leave). Nowadays tourists require for their trips high speeds and comfort. Therefore, exactly development of air transport has been the decisive factor in the of the mass international tourism growth.

Currently, 52% of international arrivals provides by air [7]. Air travel has always been the dominant mode for long distance trip. Aviation allows quickly and comfortably overcome the spatial gap between tourist generating areas and destinations, and also is an important factor of the development tourist centers and zones. Aviation companies around the world stimulate demand for a consolidated service from the tourism business, through paying a commission fee to travel agencies for each booked seat (directly or through the booking and distribution system). On the other hand, the development of tourism may be restricted by the fact that transport systems in operating regions do not meet the world standards in terms of convenience, efficiency, safety.

Thus, developments in aviation are having very major implications for many leisure and business tourism markets. An estimated in 2016 air transport has supported over 36.3 million jobs (15.9 million – direct contribution) within the tourism sector, providing roughly \$892 billion to global GDP [3]. It is projected, that tourism contribution to global GDP facilitated by aviation will growth and reach 1.35 % by 2025. Air leisure and business travels play crucial role in social and economic advancement of developing countries in particular. In Africa in 2014 5.8 million people were employed in areas supported by the steady influx of overseas visitors, most of whom arrived in the region by air, and contributed \$48 billion to African economies GDP [3]. For small island states, the economic input provided by international tourists is invaluable. These countries, many of which are in remote parts of the world, enjoy tourism-induced economic boosts which would not be available without air links.

In their turn, tourism is an extremely important factor in the development of passenger air transportation. Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged, challenging the traditional ones of Europe and North America. The exponential growth of international tourism in the last decades (from 25 million tourists in 1950 to over 1.322 billion in 2017) very much promotes advances in air transport.

The low cost airline phenomena has been one of the most discussed aspects of commercial air services for the past 10 to 15 years. The expansion of low-cost carriers around world has made it cheaper and easier than ever to reach not only closer popular tourist centers but cities that were usually expensive. It led to visitors in record numbers overwhelming and even damaging historic cities and natural sites around the world. As tourists flood into destinations such as: Venice, Dubrovnik, Barcelona, residents are forced

out and frustrated to the point of protest. But the same time low cost operations have opened up regional markets for air travel. No longer do travelers have to assume they will first have to travel to their nearest major airport in order to get to their final destination. Instead they can use local airports to travel from and maybe even arrive at regional airport at their destination too, saving time and inconvenience. For example, the region of Murcia on the Mediterranean coast of Spain showed tourist numbers rise by 62% in the ten year period as low cost carriers added flights. Tourist flows to Asturias grew by 57% over the same 10 year period as low cost carriers opened an opportunity to provide easier access to this less developed, coastal region. Another, perhaps long overdue consequence of the success of low cost operators has been the stimulus given to independent travel [8].

Political stability and safety are prerequisites for tourism; even the threat of events such as civil unrest and terrorism can cause tourists to rethink their decision to visit a destination. Terrorism is identified as the most alarming for travelers type of geopolitical factors. Over 40% of all international travelers plan to change their travel behavior due to terror concerns. Destinations such as Turkey, Egypt and Tunisia which have all suffered terror attacks in recent years are still seen as particularly unsafe. And the USA and the UK are new on the list of 'potentially endangered' destinations in 2017. Nowadays global instability is considered as the geopolitical risks of international tourism because of unpredictable of it's effect for different tourist destinations. Geopolitical risk for tourism are defined as the risk associated with wars, terrorist acts, and tensions between states that affect the international tourism. Countries affected by political unrest inevitably experience a decline in the number of international tourists and tourism receipts however in different scales. On the other hand some destinations which are seen as particularly safe could thus benefit from the travelers who shift destinations due to terrorism threat.

The 2016 United Nations Security Council Resolution 2309 on Aviation Security reaffirmed the obligation of countries to ensure the security of their citizens and of other nationals against terrorist attacks on air services operating within their territories. It likewise reaffirmed the responsibility of nations to safeguard their citizens and other nationals against terrorist attacks on international civil aviation wherever these may occur [5].

July 2018 marked four years since the shooting down of MH17 over Ukraine. In the time since, militarized hostilities have continued and arguably increased in areas where civil aviation aircraft are known to operate. One issue that IATA is watching closely is the potential impact of terrorist activity, but the signs are that passengers are becoming more resilient to these events, despite short-term dips in demand as was in 2017 on Asia – Europe routes for example. The airlines together with IATAN (International Airlines Travel Agent Network) member tourist agencies are engaged in risk assessments during the design of routes and prior to the dispatch of aircraft based on IOSA (Operational Safety Audit) standards. But better intelligence and information-sharing by nations and industries are required. In May 2017, ICAO adopted a standard on information sharing for Annex 17 to the Convention on International Civil Aviation that deals with security [5]. In 2018 ICAO has been published a risk assessment manual for civil aircraft operations over or near conflict zones.

The exponential growth in international tourism wouldn't have been possible without the innovation and expansion in the air transport industry, which today accounts for more than half of cross-border tourist arrivals worldwide. Over the last few decades, innovations in aviation – wider, more efficient jets and the rise of low-cost airlines – significantly reduced the cost of flying, that in turn facilitate growth in air travel. But in order to effectively using of opportunities and disregard the restrictions associated with current trends in the aviation transport development, it is necessary the aviation and tourism communities to work closer

together for the benefit of the global travel and tourism industry as a whole. A successful collaboration between “the golden triangle” of airports, airlines and tourism authorities should be ground on the sharing of information and effective destination marketing, based on clear strategies for future sustainable development. Visa facilitation, taxation, the modernization of aviation regulations, reduction of environmental impacts resulting from international air travel and tourism are key areas for improved collaboration. Due consideration will be maintained on the importance of air transport to tourism development in long-haul destinations and landlocked or island states. There will be 7.8 billion people aviation passengers by 2036. The most actual areas outlined for future cooperation by ICAO and the UNWTO included air passenger flow management in condition of geopolitical instability and global terrorism threat. Clearly, the key constraints become infrastructure and security. It is necessary encourage governments to work with the both industries (tourism and aviation) to build more infrastructure to accommodate growth and to guarantee a travelers’ security.

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INTERVENTION OF THE STATE INTO ECONOMIC RELATIONS – MODUS TO PREVENT NEGATIVE CONSEQUENCES IN THE ECONOMY?

In this article we are thinking about (absolutely?) necessarily need for legal regulation of the financial sector on the relevant market. Special attention deserves the sphere of stock exchanges in context with the so-called investment banking. The ground for the state's intervention to (doing) business, and then the entry of the regulator into economic relations, is to prevent the negative consequences, which can occur in the economy. For example if in a certain segment of the economy is practically obvious the arbitrariness of managing and deciding the persons authorized (mandated) to carry out certain processes (transactions) on the (digital) market.