

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL AVIATION UNIVERSITY

Air Transportation Management Department

PERMISSION TO DEFEND GRANTED
Head of the Department
Shevchuk D.O.

“ ” _____ 2021

BACHELOR'S THESIS

(EXPLANATORY NOTES)

Theme: «Technology of interaction of air transport and tourist enterprises»

Done by: Glimbovska Y.A.

Supervisor: Antonova A.O.

Standards Inspector: Shevchenko Y.V., PhD in Economic, Associate Professor

Kyiv 2021

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ

Кафедра організації авіаційних перевезень

ДОПУСТИТИ ДО ЗАХИСТУ

Завідувач кафедри

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“ _____ ”

2021

ДИПЛОМНА РОБОТА

(ПОЯСНЮВАЛЬНА ЗАПИСКА)

ВИПУСКНИКА ОСВІТНЬОГО СТУПЕНЯ
«БАКАЛАВР»

Тема: Технології взаємодії авіатранспортних та туристичних підприємств

Виконавець: Глімбовська Ю.А.

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Київ 2021

NATIONAL AVIATION UNIVERSITY

Faculty of Transport, Management and Logistics

Air Transportation Management Department

Specialty: 275 “Transport Technologies”

Educational Professional Program: “Air Transportation Management”

PERMISSION TO DEFEND GRANTED

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“ _____ ” _____ 2021

TASK

of completion the bachelor thesis

Glimbovska Yulia Anatoliivna

1. Theme of the bachelor thesis entitled “Technology of interaction of air transport and tourist enterprises” was approved by a decree of the Rector order № 668/st. from 27.04.2021.
2. Term performance of thesis: from 04.05.2021 to 16.06.2021.
3. Initial data required for writing the bachelor thesis: analytical material and statistical indicators of technologies of interaction of ait transport and tourist enterprises in Ukraine and Turkey.
4. Content of the explanatory notes: characteristics of the airlines and tour enterprise, technologies and methods of interaction, analysis of airlines indicators, introducing how to improve interaction, efficiency of methods.
5. List of mandatory graphic paper: dynamic of indicators of airlines and tourist enterprises, structure and technologies of interaction.
6. Planning Calendar

| № | Assignment | Deadline for completion | Mark on completion |
|----|---|-------------------------|--------------------|
| 1. | Collection and processing of statistical data | 17.05.2021 | done |
| 2. | Writing of the analytical part | 19.05.2021 | done |
| 3. | Writing of the design part | 25.05.2021 | done |
| 4. | Writing of the introduction and summary | 29.05.2021 | done |
| 5. | Execution of the explanatory note, graphic matters and the presentation | 03.06.2021 | done |

7. Given date of the task: April 27, 2021.

Supervisor of the master thesis: Antonova A.O.

Task was accepted for completion: Yulia Glimbovska

EXPLANATORY NOTE

Explanatory note to the master thesis entitled “Technology of interaction of air transport and tourist enterprises” consists of 63 pages, 8 figures, 2 tables, 17 references.

Key words: TOURISM, AIRLINE, TOUR OPERATOR, INTERACTION, AVIATION.

The object of research: interaction between airlines and tour operators.

The subject of study: the investigation of interaction technologies between airlines and travel agencies in order to improve it.

The objective of the research: to investigate interaction between airlines and tour operators, analyse methods of the development of tour operators and airlines.

Method of research: observation, analysis, selection of facts, research and description, ect.

Main task of the bachelor thesis is: analysis of interaction between tourism enterprises and airlines; assessment of interconnection technologies; methods of improving the interaction between aviation and tourism enterprises.

The relevance of the thesis: a lot of people use the services of travel companies that interact with airlines, so the analysis and improvement of interaction technologies will lead to better service delivery and increased passenger traffic.

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LIST OF CONVENTIONAL SIGNS, ABBREVIATIONS AND TERMS

ICAO - International Civil Aviation Organization

IATA - International Air Transport Association

IATAN - International Air Transport Association Network

UIA - Ukraine International Airlines

EASA - European Union Aviation Safety Agency

WTO - World Trade Organization

INTRODUCTION

| | | | | | | | | |
|--|-----------------|--|--|--------------------|-------------------|-------|--------|---|
| Air Transportation Management Department | | | | NAU 21.04.10 001EN | | | | |
| Done by: | Glimbovska Y.A. | | | INTRODUCTION | Letter | Sheet | Sheets | |
| Supervisor: | Antonova A.O.. | | | | | D | 8 | 3 |
| Standards Inspector | Shevchenko Y.V. | | | | FTML 275 OII-403a | | | |
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Transport is one of the most important components of the material base of the economy of any country. Since ancient times, transport has been the engine of progress. The man used any means at hand to transport people and goods. With the invention of the wheel, and somewhat later of various types of engines, man began to develop the means of transportation accordingly: carts, carriages, steam locomotives, airplanes, etc. This made it possible to travel long distances and for various purposes. International tourism involves the movement of people from country to country. In studying its development, it is very important to define its relationship with the transportation industry. Success in the generating tourism markets and adequate transport infrastructure are one of the most important prerequisites for the development of any tourist center.

For its part, the demand for tourism has stimulated the rapid development of the transport industry. Scientific and technological advances in the transport industry over the past decades have also played a significant role in this. Tourism is completely dependent on transport, its safety, speed and convenience provided to tourists during their travels. Understanding the basics of relationships with transport companies, the rules for interacting with them in matters of ensuring the safety of passengers and their property, service, the use of appropriate discounts and benefits in sales is important for both tourists and travel organizers.

The development of tourism is constrained by the fact that transport systems in a number of countries do not meet world standards in terms of convenience, efficiency and safety, and transport projects in terms of the construction of new airports, roads and railways require huge investments and time for their implementation. higher than motor transport, which is due to the increasing expansion of the geography of travel and the existing steady tendency to reduce travel times in favor of their frequency (growth of short-term long-distance tours). All this is causing the tourist business to pay close attention to air transportation. Airplanes are the most popular form of transportation in the world. The provision of various classes of service, as well as a flexible system of tariffing prices for air travel, designed for consumers with different income levels, comfort of travel, speed, high

service lead to the fact that air transport is one of the most popular at the present time. When working with airlines, travel companies have their own specific benefits, as well as the ability to choose a mutually beneficial way of joint activities (hard block of seats, soft block of seats, charter programs, etc.), which also contributes to their additional motivation for cooperation with airlines. Virtually every global airline (the only differences are access levels) is represented in the worldwide system of interconnected computer networks. This feature simplifies the booking of air tickets for travel agencies and allows you to satisfy even complex customer requests in a short period of time. Air transport has a significant impact on the development of tourism. Since in recent years there has been a constant increase in the share of tourists in the passenger traffic of air traffic, the development of tourism largely depends on air transport. Safety, speed and efficiency are the main characteristics that a tourist can count on. In this rank, tourism and its quality will become more popular in transport. Details, airlines and travel businesses, passenger service interconnection and safety are even more important for travel companies as well as for airlines.

Tourism is growing rapidly. more and more countries are opening their borders to tourists from different parts of the world. Only air transport will provide a comfortable way to travel across the ocean, turning off routes, wastelands, mountains and lowlands. In addition, air transport is the best transport for transporting not only passengers, but also their luggage. Most often, tourists steal air transport for themselves, because in the modern world, time is an even more important resource that is used when planning important things for life, work and development. People will be able to save time by choosing air transport. Thus, the development of air transport will directly form the basis for the development of the possibilities of tourist roads, new distant lands that will become accessible to everyone. According to statistics, the growth rate of the popularity of air transport is higher than that of land transport, which is associated with the growing expansion of the geography of travel and the existing steady trend towards reducing travel time in favor of their frequency. All this causes the tourist business to pay close attention

to air travel. Airplanes are the most popular form of transportation in the world.

The same can be said for air travel in tourism. The development of transport as an integral part of the infrastructure is constantly given great attention by the governments of almost all states.

No matter how fast land and water transport modes are, nevertheless, the Earth is large, travel to separate countries and continents, separated by a water surface, took months, and sometimes years. The invention of air vehicles by man, their development and use for travel radically changed the style and methods of tourism, gave a powerful impact to the development of tourism.

First, the study is conducted at the intersection of actively developing service industries such as tourism and air transport. Many key parameters of the development of national economies and the world economy as a whole depend on their development.

Secondly, aviation has become an integral part of tourist traffic. So, it's very important to know all the advantages and disadvantages of air transport. Thus, you can find the best way to solve the problems that may arise. The direction of tourist flows and the future of international tourism business depends on the relationship between airlines and travel companies.

It should not be ruled out that transport services are one of the main types of services in tourism. They also account for the main share in the structure of the tour price. Depending on the duration and distance of travel, this share (in most cases) ranges from 20 to 60%. Although tourism uses various types of transport to transport tourists while traveling, the main share in the overall structure of transport services belongs to air transport. The largest number of tourists, especially long-distance travelers, use aviation services. Provided you are resting in another country or a remote point of the state in which potential tourism resides, air travel is the most acceptable way to reach the destination. The exception, of course, are tourists pursuing the goal of examining the path from home to the resting place thoroughly, these representatives travel by train and motor transport

1. ANALYTICAL PART

| | | | | | | | | |
|---|--------------------|--|--|--------------------|--------------------|-------|--------|----|
| Air Transportation Management Department | | | | NAU 21.04.10 100EN | | | | |
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1.1. The role of air transport in tourist traffic and its regulation

Air transport is a leading factor in the development of tourism. With the development of tourism, transport routes will constantly expand, as the increased demand for travel has a positive impact on the development of transport infrastructure. Transport, in turn, allows you to expand the geography of travel. There is a mutually beneficial and beneficial interaction for both parties. According to statistics, the growth rate of the popularity of air transport is higher than that of motor transport, which is due to the increasing expansion of the geography of travel and the existing steady trend towards reducing travel times in favor of their frequency (growth of short-term long-distance tours). All this is causing the tourist business to pay close attention to air transportation.

Airplanes are the most popular form of transportation in the world. The same can be said about air travel in tourism. And there are a number of reasons for this:

- firstly, aviation is the fastest and most convenient form of transport when traveling long distances;
- secondly, the service on flights currently looks attractive for tourists;
- thirdly, aviation companies, directly and through international booking and reservation networks, pay travel agencies a commission for each seat booked on the plane, thereby motivating them to choose air travel.

Air transport is one of the most rapidly and dynamically developing sectors of the world economy and every year it occupies an increasingly strong position in the global transport system.

There are more than 1,300 airlines in the world now. On average, about 1.5 billion people are transported on flights annually. International air services are now provided by over 470 carriers, about 250 of them make international regular flights. More than 1,000 airports of the world take part in servicing international air traffic, about 650 of them serve international scheduled air services.

Table 1.1

Choice of vehicles by Europeans when traveling (in%)

| Type of transport | Years | |
|-------------------|-------|------|
| | 1995 | 2002 |
| Railway | 9 | 7 |
| Air transport | 35 | 39 |
| Automobile | 50 | 52 |

Table 1.1 shows that the number of air traffic is growing rapidly due to its convenience, compared with auto and rail transport.

The largest airlines in the world in terms of traffic are American Delta Air Lines, Pan American, United, French Air France, German Lufthansa, British Airways, and others. Russian Aeroflot is considered a major airline. However, the system of international air transport is made up not only of international air carriers and airports, but also states connected by international air lines and providing these communications, as well as international organizations in the field of air transport, taking measures to ensure its effective functioning and safety. The international transport network currently covers all geographic regions and more than 150 countries of the world.

Air transport is regulated in three ways:

1. national regulation - licensing of air carriers operating on both domestic and international routes;
2. intergovernmental regulation - when scheduled air routes are based on agreements between the governments of the countries concerned;
3. international regulation - when tariffs for scheduled flights are set (for airline members) based on mutual agreements between the participating airlines through the International Air Transport Association (IATA) or a third party.

One of the types of international regulation of air transportation is the plans to create a pool connecting airlines operating on certain international routes.

The pool agreement connects airlines operating on the same international routes in order to optimize the flight schedule, reduce directions and regulate passenger flows during peak hours and periods, as well as in order to increase profits on these routes and its further distribution between airlines. A pool agreement in principle can lead to the elimination of competition on the route. But this also means maintaining the possibility of participating in transportation on the lines for companies of different sizes. Pool agreements are often negotiated between airlines that are not comparable in size in order to provide them with the best possible carriage opportunities and profit margins. Financial agreements between transports. Pooled operators usually limit the maximum amount of revenue transferred from one carrier to another to reduce the government's ability to support inefficient carriers. In some countries, however, pool agreements are currently prohibited (for example, in the USA).

International regulation of air transportation is carried out on the basis of international agreements signed between countries for many years.

The Warsaw Convention of 1929 was the first general agreement between airlines concerning the issues of ensuring the responsibility of airlines for the safety of passengers in the event of their death, injury or loss of baggage during transportation (the Montreal Protocol later determined that the maximum liability would be periodically revised due to inflationary processes As of today, the airline's liability to the passenger amounts to a maximum of USD 20 thousand.). This agreement is the basis for the insurance of passengers, mail and baggage in international air travel.

The 1944 Chicago Civil Aviation Convention, in which 80 countries participated in the discussion, contains an agreement to standardize migration procedures for air services between countries. These principles were adopted to provide the basis for bilateral agreements between countries. The agreement agreed not to regulate charter flights, allowing countries to apply individual regulations and the conditions under which they accept and service charter flights.

The 1946 Anglo-American agreement of Bermuda on transatlantic flights

regulated bilateral agreements on these routes. In 1977 the Bermuda Agreement was revised (and ratified in 1980), in 1986 the new agreement expanded the actual load on routes across the Atlantic, limited to two British and two American carriers.

Since air transport takes an ever stronger position in the global transport system every year, it has long been necessary for its worldwide coordination and regulation. These issues are dealt with by international aviation organizations. Let's consider the most influential and well-known of them.

The International Civil Aviation Organization (ICAO) is one of the first most solid and authoritative world structures. ICAO members are 183 states.

The International Association of Air Transportation - IATA - was created to coordinate the actions of global airlines aimed at ensuring the safety and efficiency of air transportation in all regions of the world. Founded in 1919 and reformed in 1945, IATA is the professional association of international aviation companies. The main function performed by the Association is to streamline international commercial air traffic, introduce uniform rules and procedures for all members, and establish agreed tariffs for passenger transportation on international routes.

1.2 Technologies of cooperation of travel companies and airlines

Travel agencies participate in the activities of IATA through its special branch - the International Organization of Airline Agents (International Airlines Travel Agents Network - IATAN).

Within the organization of tourist trips there are several forms of interaction between travel companies and airlines:

- reservation of seats and purchase of air tickets through airline agencies;
- reservation of seats and purchase of air tickets through reservation systems;
- agreement with the airline for a quota of seats on scheduled airlines;
- agency agreement and work as an agency for the sale of air tickets for its tourists;
- organization of charter flights for tourist transportation.

Each accredited travel agency that meets certain requirements is assigned a special number that serves to settle accounts with airlines. IATAN regulates compliance with the rules and standards of activity, uniform requirements for the financial position of travel agencies selling air tickets for international flights, and acts as a link between travel agencies and airlines that are members of IATA. If a travel agency has a special agency agreement with an airline for the sale of tickets or a travel agency sells tickets through global computer reservation systems (for example, AMADEUS, SABER, etc.), then travel agency employees can independently issue air tickets for their tourists by requesting free seats for a flight in the system ... In this case, the reservation system through which the travel agency operates provides it with special equipment.

A survey of specialists working in the tourism business showed that airlines are the most popular carrier of tourists (33% of respondents) - this is quite natural. At the same time, the staff of travel agencies indicated that when working with airlines, the most problems arise, which are as follows (Fig.1.1):

- tariff policy of airlines (30% of respondents are not satisfied with the cost of tickets);
- imperfection of the booking system;
- irregular flights and inconvenient departure times of aircraft, which hinders successful cooperation with airlines.

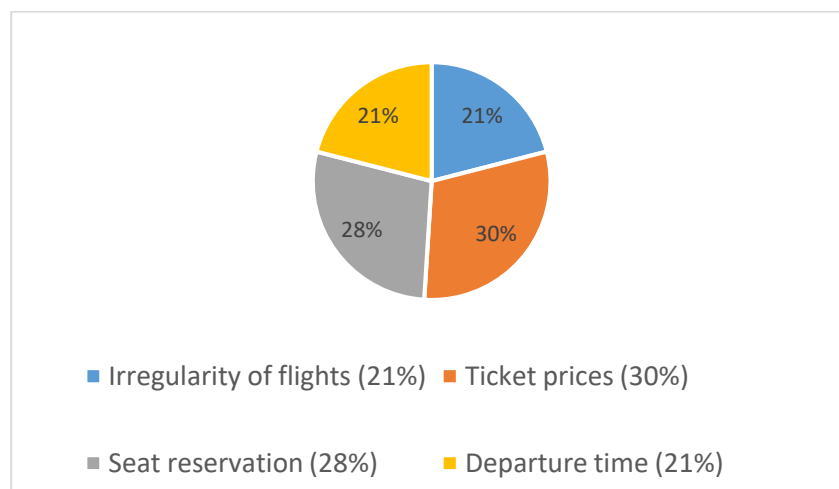


Fig. 1.1. The main problems faced by travel agencies in cooperation with airlines

As part of the organization of tourist travel, there are several forms of interaction between travel companies and airlines:

- seat reservation and redemption of air tickets through the airline's agencies;
- reservation of seats and redemption of air tickets through the reservation system;
- an agreement with an airline for a quota of seats on regular airlines;
- agency agreement and work as an agency for the sale of air tickets for their tourists;
- organization of charter flights for tourist transportation.

Cooperation between a tour operator and an airline can take place in several scenarios. The provision of transportation of tourists by air can be carried out by concluding an agreement between the operator and the airline for a quota of seats on regular flights, signing an agency agreement or in the form of a charter, depending on the mass of tourist traffic, seasonality, the capabilities of the tour operator and other factors.

The contract with the airline for the **quota of seats** on regular flights includes:

- a schedule of rounds in the direction "there" and "back" with an indication of the destination;
- the number of tourists in each group (seat quotas);
- deadlines for filing applications and redemption of air tickets;
- terms of cancellation of tickets for tickets without deduction of fines (soft block);
- types of fares for tickets, redeemed preferential fares, conditions for granting preferential fares;
- discounts and benefits for the quota of places;
- the procedure and terms for the return of redeemed but unused tickets, material liability arising from the terms of return (soft block).

In principle, some airlines consider as their agents all travel companies that have an agreement with them for a quota of seats. However, in its pure form, the agency agreement grants a travel company the right to independently act as an airline's agency for the sale of air tickets (both for its tourists and just a sale), which simplifies and speeds up the procedures for booking and issuing travel documents. The travel company itself acts as a ticket office for the airline's tickets, that is, it

issues tickets itself, has the appropriate computer equipment and the right to access the airline's reservation network. This type of work with air tickets is called “work with stock of air tickets”.

The airline represented by this travel agency has an additional point of sale (one of the conditions of the agency agreement is usually the preferential sale of tickets for this particular airline for tours).

The **agency agreement** with the airline provides for the solution of the following issues:

- who and on what conditions provides equipment for issuing air tickets, air ticket forms;
- training of personnel for the maintenance of this equipment;
- sales volumes are most often set individually - by the number of tickets per month (for example, at least 10 - 200 tickets per month) or by sales proceeds (from 10 to 200 thousand US dollars or more in different airlines)
- limits of possible sales (regionally or by consumer segment);
- at whose price air tickets are sold - at the price of an airline or at the price of a travel agency (most often - at the price of an airline);
- prices and tariffs for the sale of air tickets;
- terms of payment for air tickets - prepayment or payment as they are sold (in some airlines, prepayment is established for groups of tourists);
- the size of the commission for the sale of air tickets (up to 9% of the cost of sold tickets)
- timing and regularity of submission of airline reports (usually 1 or 2 times a month);
- the amount of bank guarantees in favor of the airline or the International Air Transport Association (IATA) (from 20 thousand US dollars);
- membership in IATA.

Charter flights. Charter is a charter agreement, according to which the charterer undertakes to provide the charterer for a fee all or part of the capacity of

one or more vehicles for one or several flights for the carriage of goods, passengers, luggage.

Charter flights. Charter is a charter agreement, according to which the charterer undertakes to provide the charterer for a fee all or part of the capacity of one or more vehicles for one or several flights for the carriage of goods, passengers, luggage.

Charter flights are organized by a specific company or airline to transport a specific group of people. Charter flights do not have a very good reputation, they are considered to have inferior service and are more often delayed. Such cases happen when small airlines that do not have much experience in organizing passenger transportation are engaged in organizing charters. Therefore, when offering tickets for a charter flight with an airline, it is necessary to inquire about the reputation of the airline, and in case of a flight delay or a change in the route, claims should be made against both the airline and the travel agency that sold the tour and air tickets. Charter flights are carried out irregularly and both on routes that coincide with the existing ones on domestic and international airlines, and on any other. The price of a charter flight can be significantly lower than a scheduled one and depends on the lease for the plane, the load factor, the number of flights, etc. The price of a charter flight for a passenger also includes two empty flights: the first - when the plane returns empty after the first group has departed and the second - when an empty plane leaves for the last group of the season.

When organizing charter air transportation, the customer determines the route with the airline, the obligations of the parties are negotiated with him, the compliance of the lease agreement with international rules is determined, and the cost of the flight is determined. Then a special charter agreement is concluded, which stipulates:

- type (brand) of the aircraft;
- the number of places for sale;
- the cost of renting an aircraft;
- route indicating the airports of departure and arrival;
- the term of the contract (season, year, etc.);

- regularity of flights;
- the possibility and deadlines for canceling (canceling) the flight and the corresponding sanctions.

Charters as a form of organizing transport services for tourists are divided into three groups.

Special charters are a form of air transport service that involves the transportation of a group of people to different places. The planes during the trip are at the disposal of the organization serving tourists. Special charters are introduced to serve travelers who travel to special events, congresses, symposia, sporting events, etc.

Charter cruises catering to tourists visiting various destinations. During the trip, the group is accompanied by the same vehicle. Round-trip charters are widely used in air transport. They are also called "charter chains". During these flights, which take place at a specific time (twice or once a week), charter aircraft fly to and from a specific location.

The peculiarity of charters is such that one full flight (the second and penultimate flights - the first return after the first delivery and the last one there before the last export) is performed without tourists: on the last flight, the plane picks up the last tourists, but does not bring new ones, because it is no longer behind them. will return (that is, there are 11 flights for 10 tourist arrivals). The formula $N + 1$ applies here. Thus, the largest number of flights during the period of the air charter program reduces the cost of the flight, drops out, and therefore reduces the transportation tariff.

It is worth noting that it is realistic to organize 20 races per season (with weekly flights). However, a charter can also be launched with a frequency of 2 times a week - then the number of flights per season increases to 40. This significantly reduces the tariff, but is not available for loading by the absolute majority of tour operators. This explains the appearance on the tourist market of "intermediate" entrepreneurs - wholesalers, who consolidate large charters in their hands and distribute them further among smaller companies in the form of block charters (10-

30 seats). The wholesale tour operator, as a rule, carries out the sale of blocks of seats on its charter according to three worked out options: hard, soft and combined blocks of seats.

A soft block of seats, in which the customer does not have any financial responsibility and has the right to fully or partially abandon his seats within a predetermined time frame, which is most convenient for the travel company. However, if the refusal occurs later than the deadline, the customer must pay a fine.

A solid block of seats provides for strict contractual obligations in terms of sale and payment. The customer makes a prepayment, the amount of which usually includes the cost of two paired flights. Tariffs when selling a hard block are about 5-10% lower than when selling a soft one. In addition, under a rigid block agreement, the operator and the agent fix the price for the entire charter period, which gives a good opportunity for the sellers to vary prices during the "high" period of the season and at the end of it.

The most common sale of seats for charter flights is the so-called combined method, combining elements of the two above-mentioned options. The total number of places included in the block being implemented is divided in a certain proportion into two parts: one of which is implemented by the "hard" system, and the other - by the "soft" system.

Often, not one, but several tour operators act as the initiator of the charter program. At the same time, they agree in advance among themselves the conditions for organizing flights.

In world practice, the following types of charters are distinguished:

- private charter - transportation is paid for by an organization that buys a charter for its employees, usually on a route that is not part of regular airlines. Passengers do not pay for carriage. Charters of this type occupy an insignificant share in the volume of charter traffic;
- etheric charter - targeted transportation of a group of passengers, united by professional identity: members of amateur, sports and special clubs, veteran unions, professional associations. The charter customer is the respective organization;

inclusive travel charter - charter transportation of tourists. The cost of the charter is paid by the travel agency. The charter fare is included in the tour package. This tariff is lower than the inclusive tour tariff for regular flights;

block charter - the customer buys a part of the aircraft's commercial capacity (a block of seats on a regular flight is 30-40 seats). The customer pays for the block as a whole, regardless of the actual use, i.e. occupancy of seats in this block. Such charter flights are beneficial to airlines only during the period of demand, since a block of seats is sold at a price significantly lower than its cost at the full rate;

inappropriate commercial charter (non-profit) - a group of passengers in this case is formed without any restrictions on the professional community. The travel agency (charter customer) fully pays the charter cost based on the minimum number of passengers equal to 40-50 people;

split charter - multimodal transportation, in which passengers are transported on different sections of the route by regular and charter flights. On this type of charter, it is allowed to combine different groups of passengers traveling with different purposes and even to different final points of the route.

For charter flights, a contract-agreement (aircraft charter) is concluded, which is a legal document. The contract specifies the type of aircraft and specific conditions of carriage: maximum commercial load of the charter, number of passengers, weight of baggage, place of departure and destination, flight departure time, destination of carriage, rights and obligations of the carrier and the customer.

The carrier is obliged to timely, in accordance with the schedule attached to the contract, provide an aircraft of a certain value, ensuring the transportation of the agreed charter load.

The carrier is responsible for the execution of the formalities related to the flight operations. These include immigration, customs, quarantine, border issues, as well as obtaining permission from the aviation authorities to perform charter transportation. It is the responsibility of the customer to ensure the timely delivery of passengers and baggage to the airport of departure.

Agreements for charter flights are concluded for a year, quarter, month, season based on the interests of the customer and the capabilities of the airline. The minimum commercial load at which the scheduled flight will be operated is determined. With the proposed low payload, air transport operators are planning charter flights for several customers and also provide for aircraft loading in both directions.

The basis for the performance of charter flights (scheduled and one-time applications) is the application (letter of guarantee) of the customer's organization, provided to the airline 15 days before the flight. The application contains the name of the customer, the date of the flight, the obligation to comply with the rules for the carriage of passengers, baggage and other necessary information. Both parties - the airline and the customer - have the right to terminate the contract.

Airline - in the absence of aviation fuel or a reduction in its limit, failure by the customer to fulfill its obligations on the minimum commercial load of the aircraft, diverting the aircraft to fulfill government assignments.

The organization-customer has the right to refuse the charter flight in the following cases: delay by the airline of the flight for more than 5 hours; replacement of the type of aircraft, if, as a result of the replacement, the volume and quality of transportation provided for under the contract for the execution of the ordered flight will not be ensured.

The contract indicates the total cost of the charter, as a rule, the net value, i.e. the price for the carrier. Commissions, airport and other taxes are paid by the customer separately.

The availability of various classes of service and a flexible tariff system designed for consumers with different income levels, travel comfort, speed, high service lead to the fact that air transport is one of the most popular at the present time. In addition, when working with airlines, a travel agency has the opportunity to choose a mutually beneficial way of joint activities (hard block of seats, soft block of seats, charter programs, etc.), which also contributes to their additional motivation for cooperation with airlines. Almost all airlines in the world (only the level of access is different) are represented in global computer systems (Avadeus, Saber,

Worldspan, etc.), which simplifies the booking of air tickets for travel agencies and allows you to satisfy even complex customer requests in a matter of minutes.

During 2016, passenger traffic carried out by 19 domestic airlines.

According to statistics for the reporting year, the number of passengers carried on 2.1 percent exceeded the "peak" 2013, which indicates the restoration of the Ukrainian market of passenger air transportation after the recession of 2014-2015. In 2016, 95 percent of total passenger traffic was performed by 6 leading airlines, such as "International Airlines of Ukraine", "Azur Air" Ukraine", "Wind Rose", "JanEir", "Bravo" and Atlasjet Ukraine.

Regular flights between Ukraine and the world during 2016 were carried out 10 domestic airlines to 42 countries and 28 foreign airlines to 27 countries, in particular 2 new Sprint Air from Poland and Air Serbia (from Serbia). Ukrainian airlines carried 4,944.4 thousand passengers, foreign - 3 847, 5 thousand passengers. Airlines pay a lot of attention performing charter transportation of tourists. Of great importance are regular charter flights, the implementation of which leads the airline to the development of new aviation markets, ie opening a regular message that is promising. Charter tourist transportation is a strategic direction for the formation fleet of aircraft, which causes a strong competition between airlines for the right to carry out charter transportations which bring considerable incomes. Planning of charter (booked) flights occupies an important place in the organization of air transportation of tourists. Irregular transportation

all over the world are performed as regular, and specialized charter airlines. Very often for non-scheduled flights "ordinary" carrier creates with a separate structure, specializes exclusively on the implementation of charters. Today, charter flights of domestic airlines provide about 32% of all long-distance transportation. Dynamics of charter traffic demonstrates active growth in 2016 compared to previous years (Fig. 1.2).

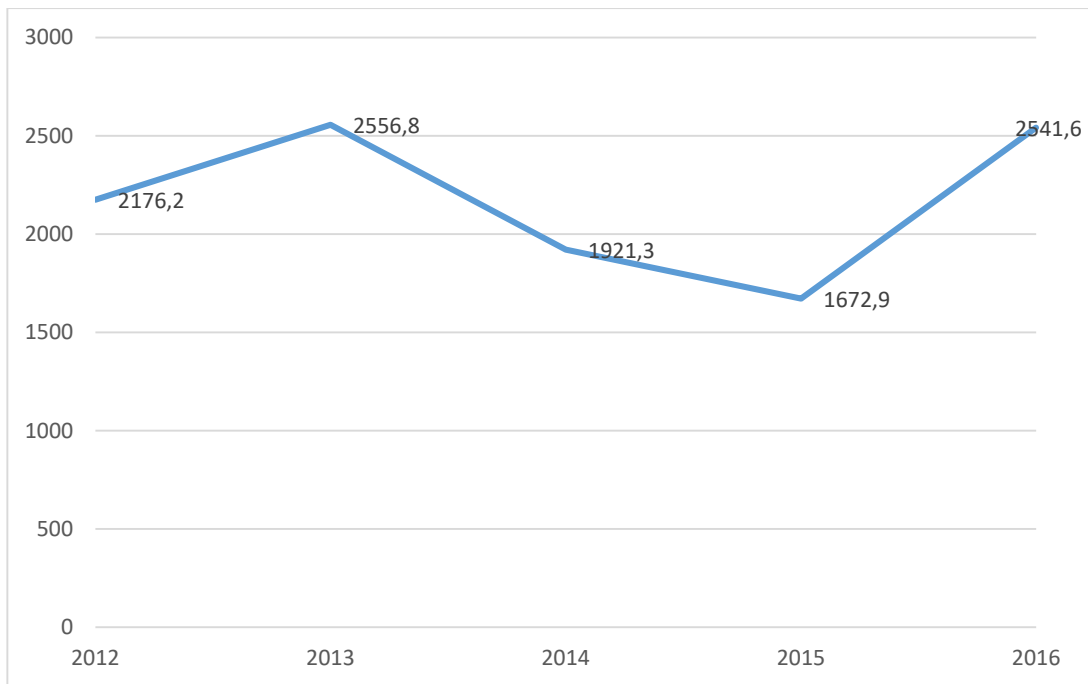


Fig. 1.2. Charter transportation in Ukraine 2012–2016

1.3 Air freight rates and fares

The airport provides passengers with a wide range of services. On its territory there are usually retail and catering establishments, hotels, car parks, branches of banks, insurance companies, post offices, cash desks, luggage storage, waiting rooms, etc.

The list of services rendered on board the aircraft depends on the duration of the flight, the carrier's traditions, the type of transportation (regular or charter). The most significant influence on the range of services provided by airlines is the class of service.

Traditionally, there are three classes of service: first class (First Class, F), business class (Business Class, C), economy class (Economy Class, Y). The main difference between the classes is the level of service, the comfort of the seats, the quality of food and the size of free baggage.

When buying an air ticket, an air carriage contract is concluded. According to it, the air carrier undertakes to transport the passenger and his baggage (of a certain weight) to the point of destination, providing a seat on the aircraft performing the

flight indicated in the ticket, and in the case of the passenger's baggage, also deliver it to the destination and give it to the person authorized to receive it. The baggage receipt issued to the passenger when checking in baggage is, along with the ticket, a transportation document certifying the conclusion of an air transportation agreement. For all classes, there are normal (full) fares, from which various kinds of discounts are counted. You can book a ticket for any destination one year in advance with an open or fixed departure date. The time after which the passenger returns does not affect the price. For Economy Class, the full fare may vary depending on the length of stay in the country. Quite often, the full annual economy class fare is equal in value to the business class fare. Some airlines may change the normal fare to a reduced one depending on the season (in summer or winter, the flight is slightly more expensive.)

Tickets purchased at full fare are subject to exchange and refund without any restrictions. You can postpone the date of return flight, change or return a ticket, including after the date of departure. In this case, the cost of the ticket is fully refunded. Booking, payment and ticketing are not regulated. There are no requirements regarding the minimum length of stay in the country of destination, the number of stops on the route is not limited.

But a very small number of passengers fly at full fare (especially in economy class). There are a number of discounts that significantly reduce the cost of your ticket. However, the more significant the discount, the more restrictions for the passenger (ticket validity period, the possibility of changing the departure date, ticket refund or amounts on it, etc.). Special rates do not affect the quality of the service. In any case, the passenger is provided with a seat in the aircraft cabin and the corresponding service.

All special rates (discounts) can be divided into two categories: advertising and special. (Fig. 1.3).

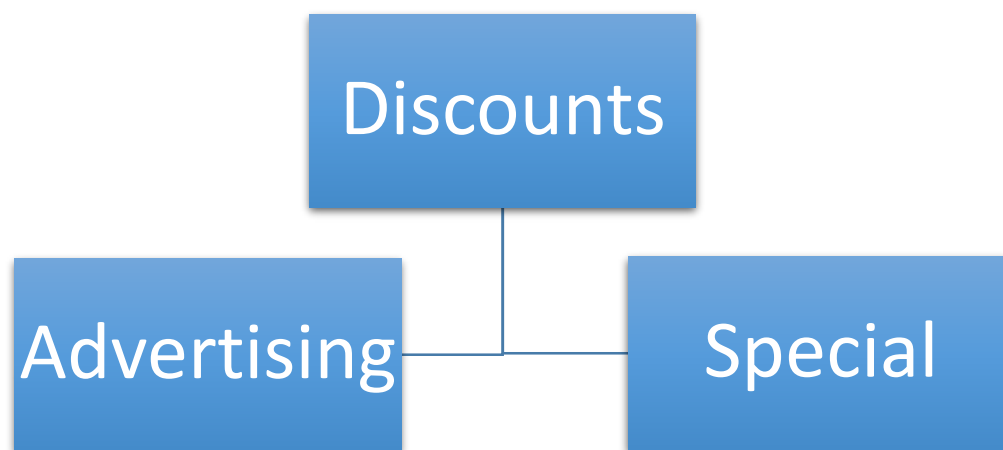


Fig. 1.3. Categories of special rates

Advertising discounts are provided by a specific airline based on its internal rules (free ticket for passengers who have flown a certain number of kilometers, miles or hours, free flight on any section for long intercontinental flights, etc.).

Special discounts are governed by international fare rules and are valid for all airlines without exception.

Child fare - children under 2 years old fly for 10% of the cost of an adult ticket if they are given a separate seat. Children from 2 to 12 years old fly for 70% of the cost of an adult ticket. Family fare - valid for flights to / from Scandinavian countries and Finland. A 50% discount applies to the Economy Class fare for accompanying spouse and children between 2 and 25 years of age. The ticket is valid for one month. Additional discounts to the family rate are not available. The conditions for the application of the family fare and the return of tickets for it are regulated by special rules that depend on the route chosen by the tourist and are negotiated when the ticket is issued. Sightseeing fare - ticket validity is limited to six months. Some destinations have a minimum stay in the destination country. The so-called Sunday rule applies, i.e. the tourist must spend the night from Saturday to Sunday in the host country, and you can fly back only on the next Sunday or in the following days. It is possible to change the date of the return flight within the validity period of the fare. "Inclusive-tour fare" - tickets can be sold only with a voucher, which contains confirmation of ground handling. The terms of sale, terms of minimum and maximum stay in the country of destination are specially negotiated. Changes in

departure and return dates are subject to special rules. Youth fare - it can be used by passengers, as a rule, under 25 years old, who have documented their age. The youth discount can be applied to normal economy class fares and, in some destinations, to excursion fares. There are special youth fares for flights to a number of countries, regulated by special rules.

The group fare applies for flights to some European countries for school and other school students under the age of 19 and their accompanying supervisor. The purpose of the trip is to improve the level of education and cultural exchange. The minimum group size is 10 children plus one adult who buys a discounted ticket. Discounts for children under 2 and up to 12 years old are not included in the reduced rate. The conditions for applying the tariff for a group of schoolchildren are regulated by special rules. The matrimonial fare applies to a limited number of countries. One of the spouses is entitled to a 50% discount on First, Business or Economy Class fares. The ticket is valid for one month. Additional discounts to this tariff are not available. The conditions for the use and return of a ticket at the matrimonial fare are regulated by special rules.

PEX tariff. There are two types of:

PX6M - PEX tariff validity period - 6 months. In this case, the minimum period of stay abroad should include Sunday, the maximum - 6 months. Tickets are booked and sold on the same day (within 24 hours). Departure dates "there" and "back" are fixed upon sale and cannot be changed;

PX3M - PEX tariff term - 3 months. Duration of stay abroad: minimum, including Sunday, maximum - 3 months. Tickets are booked and sold on the same day (within 24 hours). Departure dates "there" and "back" are fixed upon sale and cannot be changed.

APEX tariff. There are three types of this tariff:

AP1M - APEX tariff term up to one month. At the same time, the period of stay abroad is minimal, including Sunday, and the maximum is one month. Tickets are booked and sold on the same day (within 24 hours) and no later than a certain date. Change of the departure date and refund in case of flight cancellation are

possible only before the start of the trip and with the deduction of the amount of the fine (within this fare).

AP3M - the term of the APEX tariff is up to 3 months. Duration of stay abroad: minimum, including Sunday, maximum - 3 months. Booking and sale of tickets are made within 24 hours and no later than a certain period (depending on the direction - 7, 14, 28 days). The date of departure "there" and "back" is fixed upon sale. Changes to the departure date, route, as well as refunds in case of flight cancellation are possible only before the start of the trip with the deduction of the amount of the fine (within this fare);

Super APEX is the cheapest fare, but with the greatest restrictions for the passenger. They are set individually on different routes, there are no uniform rules.

1.4 Improving the interaction between air transport and tourist enterprises

The activities of transport and tourism companies are often inseparable, they solve the same problems, work with the same consumers, which is why the final quality of services and the degree of customer satisfaction. The key to effective interaction can be the formation of common goals and objectives within the framework of work in the tourism market.

Of these, the following can be attributed to the main ones:

- ensuring the safety of consumers;
- informing consumers about their rights, obligations, possible situations in transport;
- providing maximum customer satisfaction;
- control over the level of service quality;
- organization of a customer feedback channel, marketing activities (research, promotions);
- organization of the program of joint actions in emergency situations.

The mechanism for the implementation of these principles can be a declaration, an agreement, a code signed by transport, tourism and insurance companies, which will not only determine the framework of responsibility and an algorithm for cooperation between companies in emergency and ordinary situations, but will be able to increase customer satisfaction with the services of such companies.

The interaction of transport and tourism companies with insurance companies plays a special role, since both transport and tourism are categories of increased danger. The unification of the companies that make up the tourism sector, efforts in the struggle for the safety of tourists, will make their work the most effective and in demand.

The work of transport, tourism and insurance companies will be more efficient if their cooperation is built according to the following principles:

- consistency (schedules, actions in case of force majeure);
- economic efficiency (special conditions for purchasing tickets, tours, joint planning and development of new routes);
- informativeness (the buyer of the tour must receive information about transport services before, during and after the trip, the passenger of any vehicle can become a tourist and more actively use the transport resources of the city, region, country, thus increasing the efficiency of work and the transport industry, including);
- strategic (the development of transport affects the development of tourism, and the high-quality work of enterprises in this area determines the compliance with the strategic plans of both industries).

The number of unorganized tourists is growing in the world, they are constantly looking for new places to travel. At the same time, tourists are becoming more experienced, demanding, competition in tourism is developing not only at the level tourist centers, companies, but also regions and countries, there is a constant struggle for tourists and investors. Growing competition makes it necessary to improve the quality of services provided. In terms of improving the quality of services, two main areas can be distinguished, the first is the advanced training of

tourism managers, the second is the development of tourism infrastructure, including transport. The concept of "development" has different interpretations in the works of modern researchers. Despite different points of view, in general, development is identified with positive changes that give a new impetus to activities, ensuring sustainable functioning and competitive advantage of enterprises, regions, countries.

As for the problems of interaction between airlines and travel agencies, we are talking about the influence of external factors, such as a drop in the purchasing power of the population, an increase in the cost of fuel, etc., as well as the internal imperfection of the law on both industries, which led to the crisis. For more effective cooperation between airlines and the tourist business, it is necessary to take into account all the features, advantages and disadvantages of this or that type of interaction, it also concerns the travel agent's knowledge of the rules for booking air tickets, working with stocks, as well as tariffs and discounts provided by the airline.

Due to the current economic situation in the world in the modern tourist market, the majority of travelers, more than 57% - are young people. Youth tourism has begun to develop relatively recently, so it is necessary to develop methods of involving the young generation in the travel industry. One way to improve interaction is to encourage more tourists who want to use the services of a travel company. To do this, use a variety of advertising, marketing projects and apply a system of discounts. Everyone knows that, for example, for holders of an ISIC student card there are discounts on air tickets, which can range from 5% to 40% depending on the route. This approach demonstrates stimulating the demand of potential customers in certain areas. In other words, reducing the cost of transport services, in particular air and rail transport, is one of the key methods and ways to attract young people to travel around the world.

As an idea for the project may be to create a site with discounts for students and schoolchildren. Travel companies, which in turn interact with airlines, will coordinate and design the trip.

Thus, increasing the flow of tourists will have a positive impact on the interaction between companies and motivate employees to improve service to raise tourism to a higher level.

2. DESIGN PART

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| Air Transportation Management Department | | | | NAU 21.04.10 200EN | | | |
| Done by: | Glimbovska Y.A. | | | 2. DESIGN PART | Letter | Sheet | Sheets |
| Supervisor: | Antonova A.O. | | | | | 35 | 24 |
| Standards Inspector | Shevchenko Y.V. | | | | D | | |
| Head of the Department | Shevchuk D.O. | | | | FTML 275 ОИІ-403Ба | | |

2.1 Analysis of airlines' activity in passenger transportation

Tourist activity largely depends on transport, its safety, speed and amenities provided to the tourist during his movement, so it is impossible to consider these areas separately. Used in tourism different types of transport for transporting tourists during travel, but the main share from 20% to 60% in the overall structure of transport services belongs to air transport. The largest number of tourists, especially travel long distances, use aviation services. If you are vacationing in another country or a remote point of the country where the potential tourism resides, air travel is the most acceptable way to reach the destination.

Nowadays, many countries are developing and opening their borders to tourists. In the Table 2 we can spread the statistics:

Table 2.1

Countries that are leaders in tourist visits

| Countries | 2000 y. | 2014 y. | 2015 y. | 2016 y. |
|---------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| | tourist arrival, million people | tourist arrival, million people | tourist arrival, million people | tourist arrival, million people |
| France | 77.2 | 83.7 | 84.5 | 65 |
| Spain | 47.9 | 64.9 | 68.2 | 64.2 |
| USA | 51.2 | 75.0 | 77.5 | 121.5 |
| China | 31.2 | 55.6 | 56.9 | 61.1 |
| Italy | 41.2 | 48.6 | 50.7 | 61 |
| Great Britain | 23.2 | 32.6 | 34.4 | 66 |
| Germany | 19 | 33.0 | 35.0 | 83 |
| Turkey | 0.9 | 39.8 | 39.5 | 19.2 |

Source: UNWTO Tourism Highlights 2016 Edition

The organization of transportation is based on the analysis of the achieved level of tourist transportation, growth rates or decrease in planned volumes. Based on the analysis, the airline conducts a set of commercial activities, including:

1) drawing up a schedule of aircraft movements (when planning the transportation of tourists on regular flights depending on the period transportation; there are 2 periods: winter (November to March) and summer (April to October));

2) development of special tariffs and rules of their application for transportation of tourists depending on quantity (individuals or groups), terms of their stay, seasonality, travel packages;

3) allocation of blocks of places for booking of tourist transportation on regular flights;

4) planning and execution of charter flights;

5) coordination of tourist transportation with other airlines by complex routes (including transportation by two or more air carriers);

6) joint participation with a travel agency in advertising campaigns;

7) improving the quality of tourist services on board the aircraft;

8) development of new tourist air routes;

9) joint cooperation in the field of modern computer technologies.

The schedule of aircraft is the main in the planning of all production activities of the airline, which is based on the projected air transportation market. When drawing up the traffic schedule, the airline takes into account the proposals of travel companies to transport tourists. Large travel companies, based on the planned volume of traffic, make purchases block of places for permanent transportation of their own tourists on regular flights, for which the travel agency makes guaranteed payments regardless of the actual occupancy of these seats. The travel agency can regulate itself specified tourist transportation, ie to apply a different range of tariffs taking into account the period of stay of the tourist (a trip without a fixed date, for 7 days or for one month and more). As a rule, the airline sets group tourist tariffs

depending on the number of allocated seats in the block. A travel agency can regulate the above types of tariffs, taking into account the situation and economic situation in the travel market, as well as customer preferences.

During 2016, passenger traffic was provided by 19 domestic airlines. According to statistics for the reporting year, the number of passengers carried by 2.1 percent exceeded the "peak" of 2013, which indicates the recovery of the Ukrainian passenger air market after the recession of 2014-2015.

In 2016, 95 percent of the total passenger traffic was performed by 6 leading airlines, such as Ukraine International Airlines, Azur Air Ukraine, Wind Rose, JanAir, Bravo and Atlasjet Ukraine. Regular flights between Ukraine and the world during 2016 were operated by 10 domestic airlines to 42 countries and 28 foreign airlines to 27 countries, including 2 new ones ("Sprint Air" from Poland and "Air Serbia" from Serbia). Ukrainian airlines carried 4,944.4 thousand passengers, foreign - 3 847, 5 thousand passengers. (Fig. 2.1).

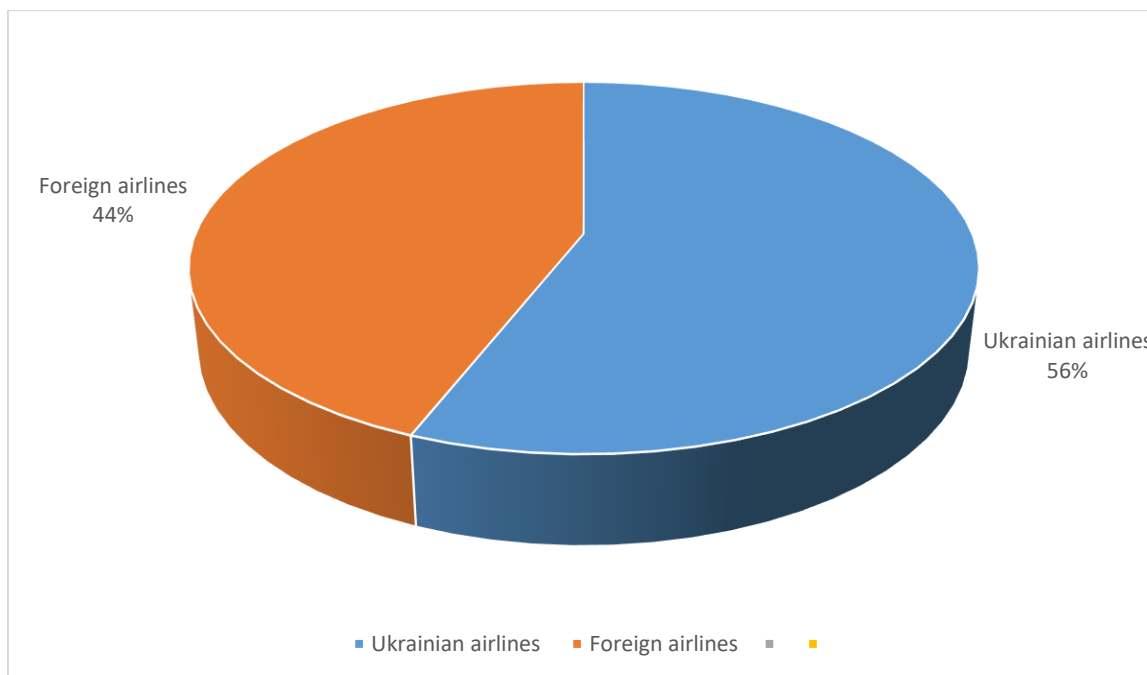


Fig. 2.1. Number of transported passengers, %

In this thesis we analyzed the interaction of Turkish Airlines and Ukrainian International Airlines in the tourism business.

The steady growth of inbound tourism in Turkey is also noteworthy. Having received more than 52 million people from abroad in 2019, Turkey became the sixth

most visited country in the world, surpassing Thailand (39.7 million), Germany (39.4 million) and Greece (31.2 million). tourists). (Fig. 2.2)

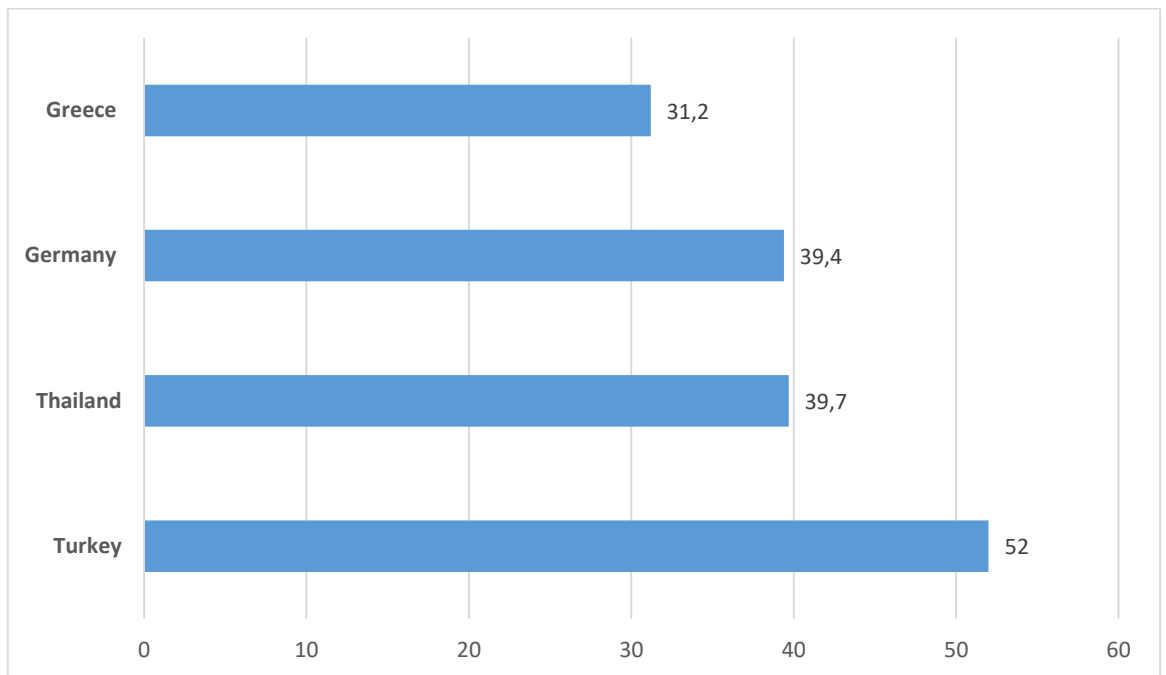


Fig. 2.2. Inbound tourism, million

Turkish Airlines (Türk Hava Yolları Anonim Ortaklığı, English Turkish Airlines) (THY) is the flagship carrier of Turkey, based in Istanbul (Fig 2.3). It operates regular flights to 123 foreign and 32 domestic airports in Europe, Asia, Africa and the USA. The main hub of the airline is Ataturk International Airport (IST), Istanbul, the secondary hubs are Esenboga International Airport (ESB), Ankara and Sabiha Gokcen International Airport (SAW), Istanbul. In 2006 and 2007, 17 million and 19.7 million passengers were transported through the airport, respectively. The airline employs about 12,000 people. On April 1, 2008, the airline became a member of the Star Alliance. The subsidiary airlines are Anadolujet, SunExpress and B&H Airlines.



Fig 2.3. Turkish Airlines headquarters in Istanbul

Turkish Airlines operates flights from 34 airports in Turkey, of 25 - only domestic flights. There are 106 weekly flights to Ankara, about 100 to Izmir, 65 to Antalya and 55 to Adana. There are flights from Istanbul twice a day to ten other airports. Turkish Airlines is the leader in domestic transportation with AnadoluJet's low-cost division. Competitors include Onur Air, Pegasus, SunExpress (50% owned by Turkish Airlines) and Atlasjet.

Most of Turkish Airlines' international flights operate from Istanbul Ataturk International Airport, from where the duration of the flight to 50 countries, where the flights are made, is no more than three hours. Turkish Airlines serves 108 destinations outside Turkey to about 70 countries. Flights across the Atlantic Ocean to New York and Chicago. The largest destinations in Asia are Bangkok, Beijing, Hong Kong, Osaka, Seoul, Shanghai, Singapore and Tokyo. Turkish Airlines have entered into codeshare agreements with the following carriers other than Star Alliance:

- Air India
- Air Malta
- Pakistan International Airlines
- Royal air maroc

- SunExpress
- Syrian Arab Airlines

The airline "Turkish airlines" and activities of travel companies of Ukraine.

The price of the airline "Turkish airlines" is to lay down on the basis of bagatokh factors. base rate, class of airline companies of the country, term of transfer, reservation of reservation, vik; In the obviousness of prices, discounts I N. There are no standard tariffs for international transportation of the price, as a rule, According to the Regulations of the Recipient, basic tariffs are established by the Regulations of the Recipient, which allow for the flight "here" - "back", within the framework of which the system of discounts and pilgrims is consolidated. . obmezhen Vid base rate for riznih kategoriy pilg vstanovlyuyutsya znizhki tariffs buvayut dvoh tipiv: . spetsialni tariffs, reglamentovani Konventsieyu i diyuch on vsih avakompaniyah reklamni tariffs, vstanovlyuvani dermal aviakompanieyu within vnutrishnih Regulation (reklamni pereloti, bezkoshtovni chi pilgovi poloti for pasazhiriv scho naltali on the flights of the airline, the number of years is given for the number of years, for the dates, for the first time. plini one rock Wikup such a ticket will be completed in 3-7 days to the drive day and night On the idea of fakhivtsiv, low tariffs to get from the benefit of wide social sphere of the suspension, but with the high prices, nikols would not be quickened by the services of aeiatsii. As soon as the new tariffs are insured for the additional pre-booking of the already sold flight, it is practical for airlines to sell unsolicited flights for a reasonable price, what to carry the "fortune".

"Turkish airlines" on the basis of such discounts to passengers:
 10% - a decrease in the base rate for wishing to pay a ticket a round-trip ticket;
 15% discount for groups of tourists from 10 people;
 50% - discounts to supervised invalids.

"Inclusive - tour" tariffs are also applied for the sale of tickets to concluded tourist organizations social agreements with the airline. These rates are individual and group. There are youth tariffs for young people. Here the age of the passenger

should not exceed 25 years. Booking and sale of tickets in one day and not earlier than the established term (depending on the direction - 2 months, 7 days, 3 days). Terms of stay abroad are not limited. Changing the departure date is possible by paying a certain fine.

There is a special preferential youth fare for passengers traveling to Europe or the Middle East. Here, the age for different routes ranges from 22 to 25 years with a single age minimum of 12 years. The group tourist tariff is very popular with tourists.

When using it the following restrictions apply:

- on the minimum and maximum period of stay abroad;
- by the number of tourists in the group (from 4 to 20);
- in the direction;
- confirmation of tourist affiliation of passengers, etc.

For Ukrainian students and graduate students, you can buy airline tickets with a significant discount, which applies to the 10 largest airlines - partners of the company "Turkish Airlines". To receive such a benefit, a student must have membership cards (cards) of international student travel organizations ISIC (International Student Identity Card) and FIYTO (Federation of International Youth Travel Organization). As a rule, age restrictions are set for ISIC and FIYTO cardholders - 30 years. In addition to special tariffs, various discounts are also applied for different social groups (as a percentage of the basic tariff):

- for children under 2 years - 90 (without providing a separate place and the right to free luggage),
- for children from 2 to 12 years - 50 (with the right to their own place and free luggage),
- marital or family discount 50 (on certain European routes), if the head of the family acquires
- ticket at the normal (basic) rate, then other family members (wife, children from 12 to 25 years) tickets
- sold for 50% of the base value;

- agency discount - up to 75 for agents of travel agencies;
- discount for airline employees - from 50 to 100;
- discount for retirees (over the age of 60), etc.

As you can see, the airline "Turkish Airlines" constantly meets the needs of travelers and tourists, offering flowers at a discount. This is especially true in the world of popularity of holidays in Turkey for domestic tourists.

The airline operates regular and charter flights. There are a lot of domestic flights in Turkey in the schedule. For example, the Istanbul - Ankara route alone is operated more than 100 times a week. From the main airport "Turkish Airlines" make 50 flights to destinations, the flight to which is no more than three hours. Of course, there are also long routes. Turkish Airlines aircraft can be seen in North America (New York, Chicago, Los Angeles, Washington); South America (Sao Paulo); Asia (Seoul, Shanghai, Osaka, Hong Kong, Bangkok, Beijing, Singapore, Tokyo, Jakarta), Europe and Africa.

"Turkish Airlines" operates regular flights to 220 foreign and 42 domestic airports in Europe, Asia, Africa and America. Turkish Airlines flies to 120 countries around the world, more than any other airline.

Turkish Airlines operates regular flights to many cities in the United States, to the capital of Canada, to South American countries. In the eastern direction, there are flights to Israel, Vietnam, India, Indonesia, Japan, China, Afghanistan. You can fly to any of the countries located on the Arabian Peninsula, to Africa: Egypt, Tunisia, Algeria, Libya, Morocco, Ethiopia, Sudan, Seychelles, South Africa and about ten other states.

Domestic routes connect all major cities in Turkey: Ankara, Istanbul, Adana, Antalya, Izmir, Kayseri, Konya, Bursa, etc. Regular domestic flights are carried out to 42 destinations.

We analyzed the overall dynamics of passenger traffic for the period 2015-2019, domestic and international passenger traffic. (Fig 2.4).

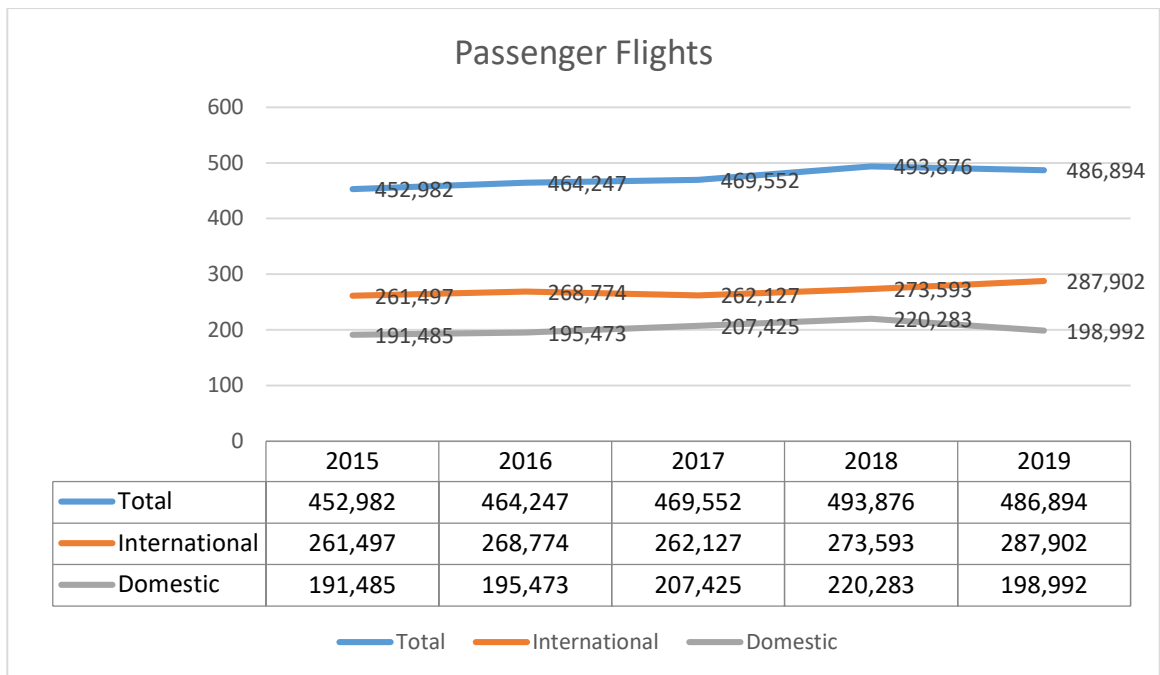


Fig. 2.4. Passenger traffic

The obtained graph shows that before the situation with the coronavirus there was a dynamic growth of traffic.

As for Ukraine International Airlines or UIA - flagship airline and one of the largest airlines in Ukraine. The company's head office is located in Kyiv, and the hub is located at Kyiv's Boryspil International Airport. The company carries out passenger and cargo air transportation in the main directions Ukraine - Europe, the USA, the Middle East, the CIS countries, Asia.

Today in the market of passenger air transportation among Ukrainian airlines, UIA occupies a dominant position. The airline operates about 700 international and domestic flights a week, and connects with the routes of its international partners to

more than 3,000 cities around the world. Since 2012, the airline has begun a significant modernization of its fleet, which currently has 38 airliners.

Now, Ukraine's International Airlines continues to be the largest Ukrainian airline. Compared to other domestic air carriers, UIA carried 65% of the total passenger traffic. Ukraine International Airlines was established on October 1, 1992, as a separate division of the state airline.

As of November 2019, UIA has entered into code-sharing agreements with the following airlines:

- airBaltic
- Air France
- Air Moldova
- Austrian Airlines
- Azerbaijan Airlines
- Belavia
- Brussels Airlines
- Egypt Air
- Iberia
- KLM
- Swiss International Air Lines
- TAP Portugal
- Turkish Airlines

Ukrainian Airlines. In 2011, UIA, which previously flew only in European destinations, decided to become hub carrier with its center at Boryspil International Airport, ie built a plan for the development of a network model of doing business through the implementation of transit air transportation. (Fig. 2.5).

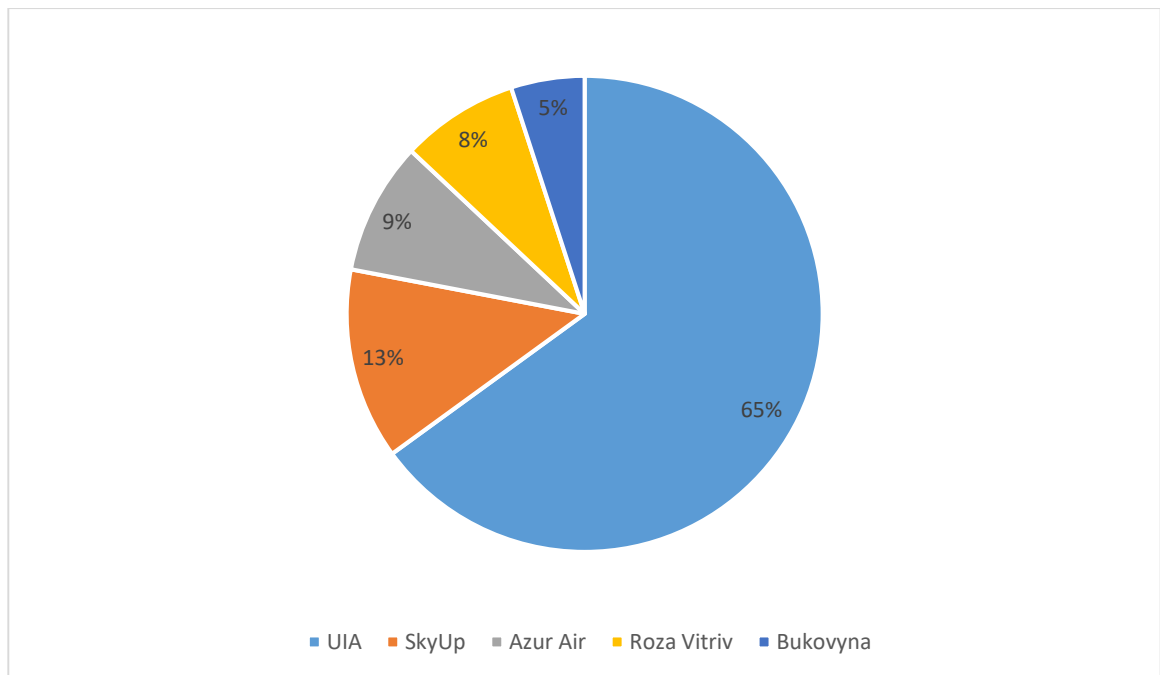


Fig. 2.5. Passenger traffic of the largest Ukrainian airlines for the first half of 2019

In the first nine months of 2015, the growth of postal and UIA freight traffic compared to similar indicators in the past year was 9% and 28% respectively. During the same reporting period, the company's turnover grew by 1%, operating profit increased by USD 12.54 million compared to losses of 55.57 million USD for the same period in 2014. Growth passenger traffic was 26%. Since the beginning of 2015, UIA has opened 19 of its own international and domestic flights. Net loss in

2015 exceeded 21 million dollars. According to the airline itself, in 2015 it transported 4.9 million passengers.

Following the results of 2016, UIA made a net profit in the amount of 14.3 million dollars. The financial report for 2016 was for the first time compiled in accordance with international standards. For 2016 the company carried 6 million passengers.

In 2017, UIA carried almost 7 million passengers, which is 16.4% more indicator of 2016. UIA traffic volumes at the International Airport Boryspil increased by 18% to 6.25 million passengers. Volumes of traffic cargo and mail for the reporting period increased by 32.2% to 20.28 thousand tons, including due to the development of transit through Boryspil International Airport. In 2017, UIA's net loss amounted to UAH 304 million against UAH 387 million net profit in 2016.

In 2018, the carrier performed 61.5 thousand flights, which is 9% more than in 2017, the passenger seat occupancy rate was 81%. In 2018 the company increased revenue by 22.7% to UAH 27.12 billion. Net loss UIA in 2018 amounted to 2 billion 696.132 million hryvnias, which is 8.9 times more indicator of 2017. In 2018, the airline transported more than 8 million passengers, which is 15% higher than in 2017. The share of transfers passengers on UIA scheduled flights accounted for 53%. In 2018, the airline increased freight and mail transportation by 12%. Economist Mikhail Kukhar believed that the cancellation of flights to Russia. On October 25, 2015, UIA will deprive 25% of passengers, which threatens bankruptcy companies. A year earlier due to the collapse of the country's aviation market by 40% in 2014 the airline asked for state support for \$ 100 million.

In October 2016, UIA successfully completed the implementation of technological decision Amadeus Altéa Suite, and in November of that year signed a special agreement with Amadeus. Thus, the airline planned to optimize current activities and hoped to increase the fleet of aircraft by 2021 up to 91, and the number of transported passengers up to 20 million people.

The air transportation market has also changed greatly since 2012. Moreover, the main change was related to the bankruptcy of a competitor - Aerosvit. If in 2010-

2011 the airline's share was about 28%, then in 2013 (after the bankruptcy of "Aerosvit") it increased to 54%. In the following years, the airline's share continued to grow against the background of the departure of other airlines from Ukraine.

But after the period of maximum development of UIA in 2014-2015, Ukraine has become difficult military-political and economic situation, which led not only to a decline in the solvency of Ukrainian passengers, but also to the impossibility of flights to Russia, Donetsk, Luhansk region, Crimea and transit over these territories, which led to additional fuel costs due to overflight of these territories .

Also, these were disadvantageous for passengers conditions of choice - not every passenger is ready to fly with UIA for an hour or an hour and a half longer than with another airline on a similar route. In addition to these factors, which require the air carrier to take drastic action, in recent years the popularity of low-cost airline services among the population of Ukraine has been growing. Because the ticket price from such carriers may be much lower due to the fact that the company has built an effective management model from scratch, has large volumes of passenger traffic in different countries and significant contracts with aircraft manufacturers. All this has the effect of reducing the price aircraft.

These are factors that UIA does not have, but which it must achieve in order to become more competitive compared to low-cost airlines. Since 2018, the airline has begun to implement some features of low-cost companies in its activities, such as the ability to choose to purchase additional options by the passenger, which reduces the base cost of the ticket. However, UIA has not achieved a significant price reduction compared to foreign low-cost carriers, as global airlines such as Ryanair can minimize the ticket price for the Ukrainian region, as the company operates in rich markets. at the expense of which it can subsidize unprofitable flights from Ukraine. At the same time, Ukrainian airlines do not have the level of freedom of flight to Europe that European competitors have when flying to our country, so today they can not work in rich markets without restrictions. Ukrainian air carriers also incur a number of additional costs compared to foreign competitors, in particular, excise duty on fuel, duties on imports of aircraft and spare parts.

To minimize the negative impact of these factors on the activities and financial condition, UIA has to act within its powers: to review financial policies and reduce costs, to optimize the narrowing of the route network, to close some routes.

The main competitive advantage over European low-cost carriers is that UIA has the ability to make transit flights through its hub - Boryspil Airport, low-cost carriers, in turn, currently do not offer connecting routes and are unable to make them comfortable for passengers. Another positive change in the airline's activities is the development of light rail routes associated with the receipt in early 2018 of the first in Ukraine airliner Boeing 777-200ER. In total, in 2018, the UIA fleet was replenished with three aircraft of this type with a modern cabin in a 3-class layout.

This is significant improved the quality of flights on long flights, especially for business class passengers. In recent years, the company is actively moving to European standards of maintenance and control of aircraft. In Ukraine, the tandards of EASA part 145, which relate to the requirements for aircraft maintenance, have been practically copied and implemented. This means, that in recent years all vessels serviced and inspected fully comply with European standards.

In today's world, airlines are no longer the usual businesses that provide transportation services. Today, airlines are service companies. And from their relationship with stakeholders and how the work is built with them, the success of the company depends, because the more the company is customer-oriented, the more it is in constant constructive dialogue with all its stakeholders, the more successful it is. The main stakeholders for UIA are:

1. Passengers, as the main consumers of its services, that is, its target audience for which the product is produced.
2. Beneficiaries as the main shareholders of the company.
3. Counterparties - airports, refueling companies, leasing companies and a huge number of outsourcing contractors.

Therefore, the company must work 360 degrees, because it is impossible to satisfy the passenger without pragmatic relations with the state, with contractors, beneficiaries or society. On the other hand, it is impossible to be a national carrier

without satisfying the quality services of its passengers. In 2018, UIA carried more than 8 million passengers, which is 15% more than in 2017, and performed 61.5 thousand flights, exceeding the previous year's figure by almost 10%. However, the company's financial condition is not in the best condition, for the year the airline received almost \$ 100 million in losses. This is the second unfortunate year for the company, but if in 2017 its losses amounted to UAH 304 million, in 2018 this figure increased to UAH 2.7 billion. The overall financial condition of the company is also affected by investments in fleet development.

2.2 Improving the relationship between the travel agency and airlines

When considering the activities of travel agencies, it is necessary to pay special attention to the close relationship with airlines. In this paper, we also reveal ways to improve the partnership between these two entities in the same industry, because the development of foreign economic strategy of the travel agency depends on the state and activities of the carrier. The organization of tourist transportation is one of the main factors in the development of the airline. The volume of tourist traffic plays an important role in developing the airline's strategy for the formation of an aircraft fleet. Tourism and transport should be considered as a single system of interacting elements that make up a holistic entity based on close commercial activity.

The legal basis for the activities of the airline and the travel agency is a bilateral agreement developed by IATA, which includes the basic principles of commercial cooperation. The organization of transportation is based on the analysis of the achieved level of tourist transportation, growth rates or decrease in planned volumes. Based on the analysis, the airline conducts a set of commercial activities, including:

1. Scheduling of aircraft traffic (when planning the transportation of tourists on regular flights depending on the period of transportation; there are 2 periods: winter (November to March) and summer (from April to October)).
2. Development of special tariffs and rules of their application for transportation of tourists depending on quantity (individuals or groups), terms of their stay, seasonality, tourist packages.
3. Allocation of blocks of places for booking of tourist transportations on regular flights.
4. Planning and execution of charter flights
5. Coordination of transportation of tourists with other airlines on difficult routes, (including transportation by two and more air carriers).
6. Joint participation with a travel agency in advertising campaigns.
7. Improving the quality of tourist service on board the aircraft.
8. Development of new tourist air routes.
9. Joint cooperation in the field of modern computer technologies.
10. Training and education of specialists of travel agencies in the field of aviation tariffs and reservation of seats on air transport.

The air traffic schedule is the main one in the planning of the entire production activity of the airline, which is based on the forecasted air transportation market. When drawing up the traffic schedule, the airline takes into account the proposals of travel agencies for the transportation of tourists.

Tariff policy is an important part of the commercial activities of the airline and travel agency. The cost of the ticket depends primarily on the applicable fare. To organize the transportation of tourists, the airline develops special tourist tariffs, which are much lower than the existing normal tariffs. As a rule, special tourist fares are developed from normal (basic) economy class fares and include round trip flights. Terms of application of tourist tariffs with strict restrictions:

1. Tourist tariff, the cost of which is included in the full tourist package. This is one of the cheapest air fares, usually used to transport individual tourists, for a strict period of stay in the country. No return is made on these tickets, change of

arrival / departure date is not allowed. The cost of a flight at the specified fare is 35-40% of the normal economy class fare. Usually provided in the off-season.

2. Tourist tariffs for transportation of individual tourists who get a ticket that is not included in the tourist package. The cost of the flight at this fare is 45-55% of the normal economy class fare, where there is also a limit on the length of stay, usually one month, but the tourist can fly within the prescribed period, rather than book on a specific date. In case of violation of the departure period, more than the established one, the tourist is obliged to compensate the transportation, ie to pay the difference to the normal economy class fare or to pay the fine set by the airline. Usually used in the off-season.

3. Tourist group fares are usually developed based on the number of tourists in the group and the period of transportation (peak season or not peak season). In accordance with the recommendations developed by IATA, group tariffs may vary depending on the number of tourists. The minimum number of passengers is from 10 to the maximum set by the air carrier, in agreement with the travel agency. The application of group tourist tariffs is also limited by the length of stay (minimum / maximum) and the number of transported tourists. Refund of tickets is not allowed, postponement of departure dates, and reduction of the number is prohibited. The cost of the flight at these fares depends entirely on the number of tourists in the group and ranges from 40% to 45% of the normal economy class fare. The advantage of these tariffs is that, as a rule, they are provided during the entire period of the schedule (especially during the peak season). But strictly limited by the timing of booking and ticketing.

4. Large travel companies, based on the planned volume of traffic, purchase a block of seats for the permanent transportation of their tourists on regular flights, for which the travel agency makes guaranteed payments regardless of the actual filling of these seats. The travel company can regulate the specified tourist transportations, ie to apply a different range of tariffs taking into account term of stay of the tourist (a trip without the fixed date, for 7 days or for one month and more). As a rule, the

airline, depending on the number of allocated seats in the block, sets group tourist tariffs.

The travel agency can regulate the above types of tariffs, taking into account the market situation and prevailing trends.

5. Tourist tariff for individual trips to "Extra Class", which is included in the tourist package "LUX", for wealthy individual clients.

The full normal tariff of the first or business class is applied. All tourists transported at special tourist rates are entitled to free transportation of 20 kg of luggage, excess luggage is paid at special rates, which is stipulated in the agreement.

According to WTO standards, the sale price of a travel package that includes air transportation should be 35-45% lower than the total cost of components that the customer would pay.

Booking of seats for tourist transportation is carried out on the basis of a special booking class, usually "Q" or "H" with a certain number of seats and a specially assigned Turcode of the airline, for each type of tourist fare used.

In order to streamline the activities of providing tourists with air tickets, agreements are concluded between travel agencies and airline agencies on the transportation of tourists on air routes within the country and interstate. The contract must provide for:

- deadlines for submission of applications;
- terms of making guarantee advances;
- terms of purchase of air tickets;
- extraordinary registration of group tickets, as well as registration of groups of tourists;
- the right of the head of the tour group to use official communication channels in case of delayed departure of aircraft due to the airline or due to weather conditions to conduct the necessary negotiations with the tourist organization to change the group's service schedule due to late arrival;
- providing the tourist organization with the necessary information within the airline;

- property liability of the parties.

The parties have the right to make changes, additions and corrections to the contract, caused by necessity. If one of the parties does not agree to make changes, additions or corrections to the contract, the dispute shall be resolved in the manner prescribed by law.

An important place in the transportation of tourists is the organization and implementation of charter (ordered) transportation. Charter services are preceded by two factors:

- Lack of possibility to transport tourists on a regular flight due to the occupation of all seats on the plane.
- The direction of the route of transportation of tourists due to the lack of regular flights in this direction.

Airlines pay great attention to the implementation of charter transportation of tourists. It is important to have regular charter flights, the implementation of which leads the airline to the development of new aviation markets, ie the opening of a regular service, which is promising. Charter tourist transportation is a strategic direction for the formation of the fleet of aircraft, which leads to strong competition between airlines for the right to carry out charter transportation, which in turn brings significant revenues.

Planning of charter (booked) flights occupies an important place in the organization of air transportation of tourists. Charter transportation is carried out, as a rule, in the directions of large tourist flows, in the high season (especially in summer).

By the nature of the charter flights are divided into:

- episodic (one-time) performance of one (two) flights;
- chain of charter flights (performance from 2 to 5 flights on certain dates);
- regular charter flights on scheduled days on one schedule, for a long period of time (summer or winter navigation).

Prerequisites for charter flights:

- development of new tourist markets by travel agencies;

- lack of direct scheduled flights on these routes.

In the practice of tourist activity of Ukrainian tour operators, all of the listed charter transportations take place.

The cost of a charter flight consists of the cost of the flight hour of the operated aircraft. As a rule, charter flights are performed by Ukrainian carriers, which offer lower rates to tour operators compared to foreign airlines. Which makes the total cost of the tourist package much cheaper and attracts more Ukrainian tourists.

The volume of tourist transportation by charter flights of Ukrainian airlines is more than 10% of the total volume of transported passengers, and there is a trend of their growth, which is more than 20% of the average annual growth. Airlines cannot ignore these factors.

Airlines that carry large volumes of tourist flights by charter flights include UIA (more than 25 thousand tourists a year), "Aerosvit" (23.5 thousand tourists), performing both occasional flights and regular charter flights.

The main destinations for the transportation of Ukrainian tourists are: Spain (Malaga, Valencia, Almeria, Canary Islands), Italy (Rimini), Portugal (Faro), France (Nice, Paris), Bulgaria (Varna, Burgas), Cyprus (Larnaca), Egypt (Hurghada, Sharma-Shelh), Turkey (Antalya, Dalaman).

The main advantage of charter flights is the opening of new tourist markets, which in turn allow airlines to start regular passenger traffic, as was the case with Aerosvit on charter flights to Larnaca and the transition to regular flights (currently - 3 flights per week), as well as UIA airlines on the transition from charter to regular flight on the route Simferopol-Frankfurt-Simferopol. Therefore, such changes in the activities of airlines are a consequence of the success of the strategy of foreign economic activity of the travel agency, its priorities and directions of development.

2.3 The impact of COVID-19 on the activities of tourist interactions with airlines

The COVID-19 pandemic is having a devastating impact on the world's economy and employment. The tourism industry is hit hard by the measures needed to contain the pandemic and is unlikely to return to normal anytime soon. Even after the gradual removal of containment measures, surviving enterprises are likely to continue to face the challenges of a slow recovery.

Pandemic and global containment efforts could reduce the international tourism economy by 45–70%. Domestic tourism industries are also affected by the pandemic, as it is estimated that restraint measures restrict the freedom of movement of about half of the world's population. Nonetheless, domestic tourism is expected to recover faster than the international tourism industry.

The pandemic of the new coronavirus and the strict anti-epidemic measures introduced by various countries have accelerated the transformation of world tourism. The industry is losing hundreds of billions of dollars and millions of jobs. But at the same time digital travel tech startups are entering the market, new opportunities for individual tours and formats of international cooperation appear.

The COVID-19 coronavirus pandemic has become the most serious challenge for the tourism industry in its entire history. By the end of 2020, the international tourism economy will shrink by about 80%. Tourism restrictions imposed by COVID-19 coronavirus pandemic negatively impact sales of organized travel, industry associations warn.

The situation with the imposed restrictions due to the coronavirus COVID-19 and their further possible expansion, which will affect outbound and inbound tourism, may lead to cuts in the tourism business and the hotel industry. The unfortunate reality is that many travel businesses will simply not be able to withstand the economic impacts of COVID-19.

The most common reasons why tour operators are not able to survive COVID-19 are:

- Overcapitalised: the cash runway (length of time a business' cash will last at the current spend rate) was not substantial enough to withstand the sudden and sustained drop in business.

- Government support: the business is based in a country or region where government support is limited or nonexistent meaning that they had no support to fall back on when their income stream suddenly dried up due to border restrictions.

- Overexposure to labour costs: the business relied heavily on human labour for tasks where software and/or processes could have increased efficiency. Wages are a large investment and account for a large portion of business costs.

- New business or recently purchased business: the business being recently established or purchased may mean that they were relying on uninterrupted travel and tourism to grow financially and gain exposure. As circumstances have changed they do not have the cash to fall back on.

One of the most significant and long-term trends accompanying the formation and development of the world economy is the steady growth of the impact of tourism both on the world economy as a whole and on the economy of individual countries and regions. Today, it becomes obvious that tourism is becoming a large independent branch of the economy of many countries, whose activities are aimed at meeting the recreational needs of the population.

Modern tourism is developing at a rapid pace. The demand for tourism goods and services is constantly growing. Rapid growth rates are characteristic of all indicators in the tourism industry in many countries of the world [4, p.10]. In this regard, in the modern economy, the main direction of the financial, economic and production and sales strategy of each enterprise is increasing its competitiveness in order to consolidate its position in the market in order to maximize profit.

Modern conditions for the functioning of tourist firms make it necessary to create more advanced management systems that ensure their sustainable development in the face of uncertainty in the market environment and adapted to the requirements of the emerging market of tourist services.

For example, UIA, Ukraine's largest air carrier, offered to change the departure date to any destination for free, but this option is available only to those who planned to fly from March 13 to April 8 and bought tickets before March 12,

2020. If a ticket is purchased after March 13, UIA allows you to change the travel date once for free, regardless of the booking class and fare rules.

The airline does not offer special conditions for refunds for tickets. You can return the ticket on general terms, based on the fare.

Rather, UIA canceled flights to six destinations until August 15. In particular, flights to the directions of Larnaca (Cyprus), Berlin (Germany), Tbilisi (Georgia), Prague (Czech Republic), Vienna (Austria), Chisinau (Moldova) are completely canceled.

Many countries have policies to support tourism businesses, jobs and income by suspending or subsidizing taxes, levies and social security contributions.

In a number of countries, enterprises are provided with additional incentives to retain workers, which make it conditional on receiving financial assistance to keep jobs. In Jamaica, under the BEST Cash program, small businesses in targeted industries such as tourism receive government cash payments twice a month for every job they retain. Additional program provides the same payments to persons who lost their jobs in the period from March 10 to June 30, 2020; it means that support is provided to the tourism industry both to maintain jobs and to help those who have lost their jobs.

Innovation and digitalization, harnessing local values and creating decent jobs for all, especially youth, women and the most vulnerable in our societies, could play a central role in rebuilding tourism. To this end, the sector needs to step up its efforts to create a new model that fosters partnerships, incorporates first a series of interests of the peoples of the host countries, the promotion evidence-based policy, and investment in the development of carbon neutral technologies and the implementation of activities that are not accompanied by emissions of carbon dioxide into the atmosphere. Restoring destinations and businesses will depend entirely on their ability to take advantage of technology to better understand and monitor traveler needs and trends, create and market new offerings, leverage digital platforms to increase competitiveness and flexibility in reaching customers, and provide better jobs. And implement effective health protocols. Artificial intelligence

and big data can help drive flows and protect communities and resources.

Recovery packages could emphasize leveraging technology, advancing digitalization, fostering networking for innovative solutions, and investing in digital skills, especially for workers, including women and youth, who are temporarily unemployed and seeking work.

Development of innovative approaches in the field tourism and the formation of entrepreneurship ecosystems can foster digital transformation. Innovation can focus on digital models of sector management and job creation places as well as new sustainable products and experiences that connect travelers to nature and creativity, empower communities and promote making safe travel with technology.

Digital technologies, in particular unmanned aerial vehicles or remote and satellite technologies, can also engage in support of environmental planning and control, protection of natural resources on which tourism depends.

In addition, the crisis has accelerated the digitalization process and highlighted the impact of the digital divide on certain groups in society, including women. Tourism workers, especially women and young people, it is very important to work freelance and learn digital literacy in order to be more empowered to use digital tools and online resources to streamline its operations and provide flexibility in preparing for future work.

SUMMARY

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| Air Transportation Management Department | | | | NAU 21.04.10 002EN | | | | |
| Done by: | Glimbovska Y.A. | | | SUMMARY | Letter | Sheet | Sheets | |
| Supervisor: | Antonova A.O. | | | | | D | 60 | 3 |
| Standards Inspector | Shevchenko Y.V. | | | | FTML 275 ОП-403Ба | | | |
| Head of the Department | Shevchuk D.O. | | | | | | | |

Development of the tourism industry contributes to the revitalization of the hospitality industry, job creation and economic growth in the state. Tourism development business is facilitated by a variety of opportunities recreation in the region, leading to increase and development of air passenger traffic. Because the development of tourism directly leads to an increase the flow of tourists, and air transportation on the moment is the fastest and most convenient way of moving.

Competing for the customer as between individual transport structures, and between airlines within the company gives a powerful impetus to the process of improving service for passengers. Improving the level of service is manifested in modern technical equipment rolling stock, creating comfortable conditions flight, leisure activities for passengers on on board the vehicle, providing them with special food, development of incentive programs for regular customers of airlines. An important direction in the field of tourism is the combination international transport services and the work of travel agencies for pleasure customer needs.

Airplanes are the most popular mode of transport in the world. The same can be said about air travel and tourism. And there are a number of reasons for this:

- first, aviation is the fastest and most convenient mode of transport when traveling long distances;
- secondly, the service on flights currently meets the needs of tourists;
- third, airlines, having an international reservation and reservation network, pay travel agencies a certain amount for each seat booked on the plane, thus motivating them to choose air transportation.

The importance of air communications in tourism increased with the increase in the carrying capacity of aircraft, the increase in comfort, and the reduction in flight time. This has been especially noted since the mid-1950s, when jet aircraft with a speed of 700-950 km / h appeared. The largest number of tourists, especially those traveling long distances, use aviation services. In this case, the plane can, figuratively speaking, be called the transport of individuals. The most massive flows of tourists traveling with resort, business, entertainment, educational purposes are individual tourists. And they are the ones who most often use air transport.

International air transport systems are not only international air carriers and airports, but also states connected by international air lines and providing these communications, as well as international organizations in the field of air transport, taking measures to ensure its effective functioning and safety.

In this thesis, we analyzed the statistics of airlines, namely "Turkish Airlines" and "Ukrainian Airlines". Airlines successfully cooperate with travel agencies, provide high service to passengers. Within the organization of tourist trips there are several forms of interaction between travel companies and airlines:

- Reservation of seats and purchase of air tickets through airline agencies;
 - Reservation of seats and purchase of air tickets through reservation systems;
 - Contract with the airline for a quota of seats on scheduled airlines;
 - Agency agreement and work as an agency for the sale of air tickets for its tourists;
- Organization of charter flights for tourist transportation.

The most important stage of cooperation between the air carrier and the tourist business is the conclusion of an agency agreement with the airline.

Since air transport takes an ever stronger position in the global transport system every year, it has long been necessary for its worldwide coordination and regulation. These issues are addressed by international aviation organizations such as: ICAO, IATA, Warsaw Convention, Chicago Civil Aviation Convention, Anglo-American agreement of Bermuda.

In conclusion, the popularity of air travel is explained for the following reasons:

- Aviation is the fastest and most convenient form of transport for long-distance transportation;
- service on flights currently meets the needs of tourists;
- Aviation companies, having international booking networks, pay commissions to travel agencies, thereby motivating them to work together.

The availability of various classes of service and a flexible tariff system designed for consumers with different income levels, travel comfort, speed, high

service lead to the fact that air transport is one of the most popular at the present time. In addition, when working with airlines, a travel agency has the opportunity to choose a mutually beneficial way of joint activities (hard block of seats, soft block of seats, charter programs, etc.), which also contributes to their additional motivation for cooperation with airlines. Almost all airlines in the world (only the level of access is different) are represented in global computer systems (Avadeus, Saber, Worldspan, etc.), which simplifies the booking of air tickets for travel agencies and allows you to satisfy even complex customer requests in a matter of minutes.

Thus, we can conclude that air transport is necessary in tourism, because it is more convenient, comfortable and fast-speed transport.

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