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Strategy of inter-industry cooperation "Aviation - Tourism - Cultural Heritage"

The authors present the idea of developing a strategy for interbranch cooperation using the chain method "Aviation - Tourism - Cultural Heritage", which is one of the multifaceted opportunities for rational use of limited resources and spiritual and material well-being of people in the world, and proposes the main stages of its development.

In today's conditions of development of integration and globalization, the important issues for the conservation and rational use of scarce resources are the establishment of cooperation between the branches of the economy. Cooperation should promote the activation and development of both economic processes and social responsibility. It is important that the strategy of such cooperation is new opportunities, new interesting creative solutions on the principle of equality.

Consider one of many options for such cooperation in Ukraine and in the world - cooperation on the basis of the chain method "Aviation - Tourism - Cultural Heritage".

Tourism today is one of the largest high-income and dynamic industries in the economy, employing more than 130 million people, that is, every sixteen employees in the world. The share of tourism accounted for 10% of the world's gross national product. The demand for cultural tourism (discovery tourism), which includes acquaintance with the cultural and historical heritage of different countries, is gradually increasing among the population of Europe and the USA.

At the same time, this part of the tourist industry in Ukraine is practically not developed. So today in state accounting in Ukraine there are 152 thousand monuments of cultural and historical heritage, of which 56 thousand - historical monuments, 7 thousand - monuments of monumental art, about 15 thousand - monuments of urban development and architecture [1] that can significantly improve the country's economy, and not be a financial burden for the state. However, 70% of cultural heritage objects are in unsatisfactory condition, with one in ten in an emergency, and virtually no infrastructure in the form of transport routes for tourist visits.

The main difference between Ukraine and European countries is the large imbalance in land and air transport. According to the National Institute for Strategic Studies, bus and car transport occupy 80% of all traffic in Ukraine. At the same time, in developed countries, the territory of which, comparable with the area of Ukraine, the main mode of transport, which connects separate regions, is aviation.

To assess the current state of tourism in Ukraine, we will analyze the volume of inbound and domestic tourism. In fig. a marked tendency to increase the number of foreign tourists whose purpose was to travel. 2017 is characterized by an increase

in the flow of tourists by 12.9% compared with the previous year. One of the main obstacles faced by a tourist in Ukraine is the lack of convenient transport. And to visit the most interesting monuments of the cultural heritage of Ukraine, it is necessary to think about very complex logistic chains.

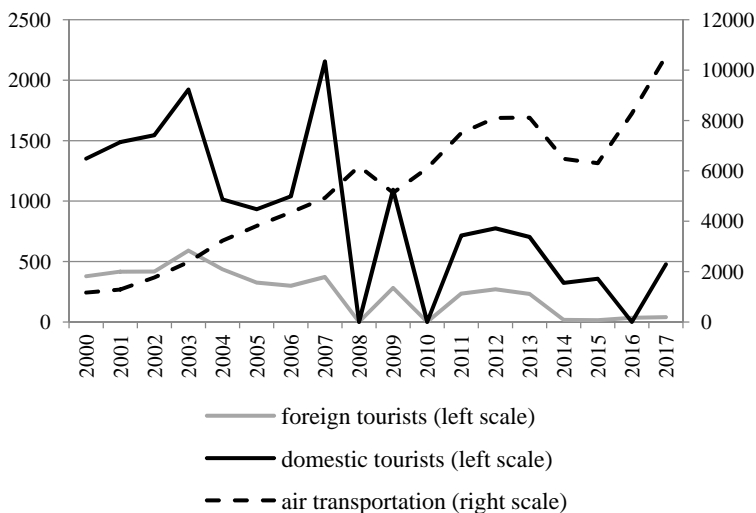


Fig. Dynamics of tourists and passenger air transportation in Ukraine, thousand people [2, 3]

In turn, by 2017 Ukrainian airlines performed 92.2 thousand commercial flights - a 16% increase compared with the previous year. Of these, international ones are 77.7 thousand flights, which is 14.4% more than last year. The high rates of growth of passenger traffic were recorded at the leading airports: Kyiv (Zhuliany) (64.2%), Lviv (46.3%), Kharkiv (34.7%), Zaporizhia (26.5%), Odessa (18.8%), as well as at regional airports, in particular Kryviy Rih (3.7 times), Chernivtsi (3.5 times), Vinnytsia (78.6%) and Kherson (64.7%) [4]. Analyzing the obtained indicators, it is possible to see a certain connection between the number of tourists and the volume of passenger air transport interdependent.

In this regard, in order to improve the tourist attractiveness of Ukraine and make it competitive on the world stage, one should think about a strategy for the development of not only tourism business, but also aviation industry, tourism infrastructure, and an appropriate strategy aimed at the reconstruction and preservation of Ukraine's cultural heritage.

In our view, the strategy of inter-industry cooperation "Aviation - Tourism - Cultural Heritage" should consist of the following stages.

Stage 1. Analysis and monitoring of external and internal factors of the need for the strategy of cooperation "Aviation - Tourism - Cultural Heritage".

So, to the external factors it should be noted: security in the state; systematization of legislation on the simplified procedure for obtaining visas; tourist infrastructure (access roads to architectural monuments, institutions and organizations in the field of culture); development of diverse tourist routes, in particular in directions and regions of Ukraine; medical provision of consumers; risk insurance from force majeure circumstances; currency fluctuations and so on.

The internal factors include: the presence of professional specialists in the aviation industry, in the field of tourism and in the field of research and preservation of cultural heritage; availability of information support for monitoring and controlling the cooperation process.

Stage 2. Planning for the establishment of inter-industry relationships on a chain basis.

According to the results of economic, statistical analysis, it is necessary to formulate a plan in which financial, material and labor means will be indicated for reaching the predetermined purpose and terms for performance of works, provision of services. In establishing relations "Aviation - Tourism - Cultural Heritage" to all participants in the cooperation in shaping the plan, the importance of focusing on advertising activities. Due to such functions of advertising as information, stimulating and psychological, a combination of three branches in the complex of interrelated elements of the strategy could be possible.

Taking into account the aforementioned, one can distinguish the following components of a generalized strategy for the formation and implementation of inter-sectoral cooperation as: marketing strategy plan; production strategy; innovative strategy; investment strategy, budget strategy, foreign-economic activity strategy, etc.

Creation of a budget should be formed at the level of the whole process of cooperation, as well as individual units, taking into account that all budgets must be coordinated between the links of the cooperation process. This approach is effective because of the need to respond promptly and flexibly to changes in external conditions in order to find and implement alternative strategies.

Consequently, we note the following principles for the formation and implementation of a strategy for inter-sectoral cooperation, such as: the principle of unity; the principle of continuity; the principle of flexibility; principle of accuracy.

In the process of planning inter-industry cooperation, one should pay attention to the following planning norms as: norms of labor costs; norms of the use of production and development of scientific and project facilities; norms of capital investments, etc.

Stage 3. Organizing the implementation of the strategy of inter-industry cooperation "Aviation - Tourism - Cultural Heritage".

The important issue of the effective implementation of this stage is vertical relations - from state to enterprises and horizontal - between enterprises of different branches. We note that the strategy of inter-branch cooperation is possible on the basis of transparency, openness in achieving a clearly defined goal of achieving positive results.

Stage 4. Motivation and stimulation of participants in interdisciplinary processes.

In addition to material methods of motivation and incentives in the form of bonuses, allowances, etc., the non-material incentives for understanding the

importance of cooperation in the matter play an important role. Thus, one can distinguish some of the main motives guided by the employee: the pride of involvement in a strong team of like-minded people and the sense of the importance of their contribution to the common result of work; interest in the worker's responsibilities, respectively.

Stage 5. Control over implementation of the strategy of inter-industry cooperation "Aviation - Tourism - Cultural Heritage".

The basis of control and regulation of the strategy is information provision of reliable and exhaustive statistical, commercial information.

Important in the control process is the use of special financial privileges (partial, full tax exemption) and financial sanctions (imposing fines or penalties).

The legal link as a key factor in the development and implementation of a strategy, which is divided into the legal culture of the individual and the legal culture of society, can be considered as a link between the whole process of establishing inter-branch cooperation. Thus, the legal culture of personality is a prerequisite for a positive sense of justice regarding respect for the law as a means of regulating social relations in guaranteeing basic human rights and freedoms.

Realization of the strategy of inter-industry cooperation "Aviation - Tourism - Cultural Heritage" allows achieving the corresponding multiplier effect from cooperation. As an example, we can consider the project of the ski resort "Bukovel", which annually accepts more than 1.7 million tourists.

Conclusions. Thus, the strategy of inter-industry cooperation "Aviation - Tourism - Cultural Heritage" requires a comprehensive study of civil servants, managers, architects, specialists in the field of culture, engineers, economists, lawyers, specialists in international public and private law, information specialists, psychologists for development. adoption and implementation at the state level of a government decision as an option - Memorandum of Understanding:

scientists in the fields of aviation - tourism - cultural heritage can offer intellectual, innovative approaches and expert conclusions;

business in the relevant industries can offer financial resources in the form of investments;

the state must form administrative resources, the legal basis for the implementation of the strategy;

the public - information resources and the socialization of relevant processes.

References

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