

Perspectives and strategic areas of development of the aviation industry in Ukraine

The article is devoted to the study of the current state of development of the aviation industry in Ukraine. Reasonable problems and prospects of development of domestic aviation enterprises.

The aviation sector in Ukraine is one of the most technologically advanced domestic industries characterized by a high degree of cooperation of production, which occupies a leading position among the defense industries in terms of production and sales of products, the cost of fixed assets of enterprises, and the number of highly skilled personnel. However, current trends in enterprises indicate the existence of serious structural problems in this industry, which directly affect the competitiveness of domestic aircraft in the world market. Aviation industry companies produce both civilian and military aircraft, as well as their parts (e.g. engines) and units for aircraft maintenance (e.g. airdrome air conditioners, etc.). Therefore, the subject of substantiation of perspectives and strategic directions of aviation industry development in Ukraine remains extremely relevant and requires further research.

In recent years many theoretical and practical aspects of the substantiation of perspectives and strategic directions of development have been devoted to many special studies and monographs. Significant contribution to the formation and development of this section of science made: Balabanova L.V., Vashchenko N.V., Garafonova A.I., Kobelev V.M., Litvinenko S.L., Shershnyova Z.E., Shulgina L.M., Yukhimenko V.V. and others.

The content of strategic directions for the development of the aviation industry in Ukraine is to create the necessary conditions for quantitative and qualitative transformations and coordination of actions aimed at preventing the formation and elimination of contradictions that arise both in the internal environment of the enterprise and as a result of its interaction with the external environment. [4].

The main interrelated concepts of the strategic directions of aviation industry development in Ukraine, which reflect its theoretical basis, are (Fig. 1): development, contradiction, strategic potential, strategic resources, competitive advantages and development strategy [4].

The presented interconnection stipulates the need to consider the degree of influence of these concepts one at a time when evaluating them, forming a strategy for development and justifying measures to improve the efficiency of the enterprise [4].

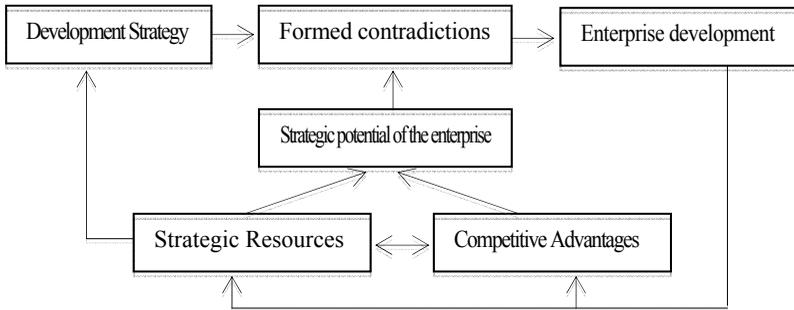


Fig. 1. Interconnection of the main concepts of the process of strategic directions of development of aviation enterprises [4]

Consequently, the process of strategic directions for the development of the aviation industry in Ukraine is based on the adoption of a complex of managerial decisions regarding the elaboration of measures in the general direction of development and coordination of these processes. With the development of a market economy in Ukraine, development is the driving force of economic progress and self-regulation of market relations. Complexity and multidimensional development require a systematic approach to determining its essence and development strategy. The selection and formation of the strategy allows the company to determine the directions and ways of moving to the goals. But even in the case of creating a complex of necessary conditions for its implementation, over time, difficulties and problems that arise from the influence of crisis-forming contradictions may arise. Taking into account the identified limitations and solving the problems posed by the need for the development of any business entity, the development and implementation of the methodological foundations of the strategic directions of the development of the aviation industry in Ukraine is a time requirement.

For our state is characterized by uneven development of the ground base of aviation. Airports are not able to service so many flights that can afford air carriers. There is a discrepancy in their service with international standards. For example, the length of the runway, the state of its coverage and the state of the runway paths cause problems during the adoption of Boeing-737 and Airbus-320 aircraft.

Ukrainian air carriers are not competitive not only on the world air transport market, but even on their domestic market. A better organization of work and a

higher level of service provision allow foreign companies to win the favor of Ukrainian consumers, and thus increase their share in our air transportation market. The benefits of such carriers are lower prices, good condition of the aircraft, highly skilled and cultural personnel - factors that are gaining in importance. On the one hand, foreign competition significantly reduces the demand for domestic air carriers. On the other hand, it provides an incentive for Ukrainian companies to develop and improve their work, especially in the area of pricing, the range of services and their quality.

The growing demand for passenger transportation by aviation transport of Ukraine requires the implementation of comprehensive measures aimed at developing the potential of this type of transport and increasing the efficiency of its use. The study enables to identify the main factors that characterize the further development of the air transport industry and increase the passenger flow in Ukraine:

1. Safety of flights. Aviation safety is a comprehensive description of the ability of the aviation transport system to realize its functions without loss (or with minimal damage) of the system itself or the population in whose interests it develops [1].

2. Infrastructure Setup. To bring the state of the infrastructure of aviation transport in line with international requirements, which envisages, first of all (focusing on financial capabilities of the state) completion of construction, reconstruction, repair and modernization of airports.

3. Retraining and advanced training of specialists. These requirements have always been the most important part of the security of the transport industry. In aviation, where the influence of the human factor is of a preventive value, the development of the state system of retraining, advanced training and certification of aviation specialists is a priority [2, p.298].

4. Innovation development. Despite the fact that aviation belongs to innovative industries, each year, requirements for the failure of technology, aircraft systems and tourist services are increased; modern materials and technologies are introduced; information security is improved.

5. Improvement of booking services, discounts and fares. The development of an online booking system will help improve the efficiency of aviation enterprises, facilitate the work of service sales managers, and provide speed and convenience in the provision of electronic reservation services for passengers.

6. Creating conditions for timely renewal of aircraft fleets. This involves the replacement of most national airline aircraft with modern airplanes with a high level of comfort for passengers, fuel efficiency and reduced maintenance costs. The active introduction of the mechanism and procedures for leasing domestic and imported

aircraft, the definition of measures to simplify the procedure for customs clearance when importing aviation equipment and spare parts for it is required. [3, p.52]

All of the foregoing makes it possible to conclude that the issues of the prospects for the development of airports in Ukraine and the assessment of their functioning are quite relevant. Considering, the specifics of the aviation industry and its development trends, airlines must react in a timely manner to changes that have already taken place in the external environment and be prepared for future changes in order to remain competitive and maintain certain positions in the international aviation market.

Therefore, in order to increase passenger flow and development of the aviation industry in Ukraine, it is necessary to modernize and improve low-performing and inactive airports in Ukraine. In addition, it should be borne in mind that in inactive airports there is a great production potential. It should be noted that out of forty Ukrainian airports, only nine are currently profitable, while others are unprofitable. In the future, it is important to determine under which conditions the loss-making airports can function effectively from economic positions, to develop measures to ensure their profitability and competitiveness.

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