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**Communication factor in modern international relations. Aviation and tourism
Realities and prospects of development of the domestic aviation market
through the prism of interaction with the tourism industry**

Air transportation is an integral part of a tourist product. In the present situation, this cooperation is extremely necessary, since it enables tour companies to obtain economically attractive tariffs for the transportation of tourists, and for airlines - to ensure an increase in the volume of sales of airline tickets.

Aviation in the tourism industry plays a leading role. Many millions of tourists annually go to different corners of our planet, where to get to their own vehicles they would be difficult or completely impossible. In addition, air transport provides the speed of travel and comfort, which is undoubtedly important when traveling.

The study of the processes of efficient functioning of these two branches opens up new scientific directions of rethinking the role of the tourism industry in the operation of airlines in the air transport market and the formation of an effective strategy for their development, which will help turn the aviation industry into market-oriented, able to function qualitatively and effectively in the conditions of interaction with the tourism sector and able to integrate into the pan-European transport system [3].

It should be noted that aviation and tourism are dynamically developing in each successful state, being a peculiar indicator of this very development, and are inextricably linked with each other. On the one hand, aviation opens up new horizons and opportunities for lovers of travel, on the other - tourists and travelers provide the volume of air transportation and the dynamics of their development.

Air transportation is an integral part of the tourist product, which results in close cooperation between airlines and travel companies, which provides for reservation of seats and the purchase of aviation tickets through reservation systems, the conclusion of agreements between a travel company and an airline for the quota of seats on regular air lines and the organization of charter flights transportation. In the present situation, this cooperation is extremely necessary, since it enables tour companies to obtain economically attractive tariffs for the transportation of tourists, and for airlines - to ensure an increase in the volume of sales of airline tickets. Consequently, effective commercial interaction between airlines and travel companies will ensure the economic efficiency of their activities in the market of services and will ensure the development of the market for aviation tourism travel in general [7].

The air transport market has a direct impact on the world economy, because it plays an important role in establishing links between countries. Therefore, when investigating the market for aviation, it should be noted that it is one of the most

promising and popular transport markets, because in today's global world, the globalization processes of human life are concentrated on the possibility of rapid travel to distant distances in different places of the world, saving time during the implementation of tourism activities [4].

Today, every potential passenger, who intends to travel within Ukraine, chooses between three types of transport - rail, road and aviation.

The state of development of air transport is determined by its features, which distinguishes it from other modes of transport [1]:

1. High speed, which makes it possible for a short time to make long-distance flights.
2. High capacity of airways and aviation transport.
3. High level of comfort and quality of service during implementation passenger air transportation.
4. High degree of security.

To date, air transportation has become part of the tourist product that results in close cooperation between airlines and travel companies, this interconnection involves booking places and the purchase of aviation tickets through the reservation system, concluding of agreements between a travel company and an airline on the quota of places on regular air lines and organization of charter transportations [2]. In the present situation, this cooperation is extremely necessary, since it enables tour companies to obtain economically attractive tariffs for the transportation of tourists, and for airlines - to ensure an increase in the volume of sales of airline tickets.

Over the past 60 years, tourism has developed at an unprecedented pace: if in 1950 the number of tourists was 50 million people, then in 2012 around the world traveled already a billion tourists. The reasons for such a rapid increase in tourism are several: it is the development of air transport, and the growth of the middle class, and the welfare of the population in developed countries and countries with a transition economy, and globalization. The future of tourism and its contribution to the economy to a large extent depends on the development of air transport. According to the World Tourism Organization, by 2030, the number of international tourists will reach 1.8 billion men, with 52% of them going to the destinations by the air. [8].

It should be noted that the volume and quality of transport services to a large extent depends on the attractiveness of the tourist industry of the country. At the market of transport services of Ukraine there is now a positive dynamics of passenger air transportation [9].

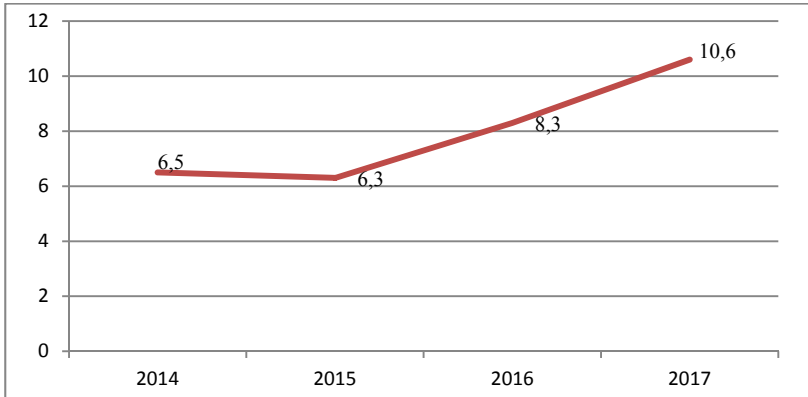


Figure 1. Passenger transportation, million [6].

Consequently, the development of the air transport system in Ukraine today is particularly relevant given the increasing demand among passengers.

With the entry into the market of domestic passenger air transportation by low-cost airlines in 2008, airfare prices became more affordable for the average passenger. In addition, traditional airlines began offering seasonal and other discounts. These changes significantly brought air transport to potential passengers and ensured the growth of competitiveness [5].

To conclude, we can conclude that aviation and tourism are interdependent. The air transport system in tourism development plays one of the main roles, due to speed, comfort and providing a high level of services during tourist trips.

Conclusion

In the current conditions of globalization of the key processes of foreign economic activity of the society, the market of air transportation is one of the most dynamic transport markets, which allows to provide effective interaction with the tourism industry as an important component of cost-effective functioning. Effective commercial interaction between airlines and travel companies will ensure the economic efficiency of their activities in the market of services and will ensure the development of the market for aviation tourist transportation in general.

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