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Promising directions for the development of the aviation and tourism industries in Ukraine

The priority directions in the organization of aviation tourism in Ukraine have been considered. A comparative analysis of booking algorithms through the global distribution system and the tour operator's database has been conducted.

Aviation transport allows for the maximum acceleration of passenger and cargo transportation, opening new opportunities for the development of tourism and the state as a whole. The main directions for the development of the aviation and tourism business should be considered the widespread implementation of information computer management technologies and global reservation systems.

Initially oriented towards a single airline, reservation systems have transformed into software complexes that serve groups of airlines, providing a range of additional services such as hotel reservations, train ticket bookings, car rentals, and more[1]. Now, reservation systems contain information not only about seat availability but also general information about flights, types of aircraft involved, detailed fare descriptions, as well as information about related tourism industries: car rentals, hotel accommodations, train ticket sales, etc.

This led to the creation of Global Distribution Systems (GDS). In addition to the electronic service capabilities for booking seats for air passenger transportation, these systems allow for hotel reservations, car rentals, currency exchange, ticket bookings for entertainment and sports programs, etc.

The implementation of global distribution systems in the work of travel agencies significantly reduces the time for customer service, ensures online seat reservations, lowers service costs, and optimizes the formation of tourist routes by price, flight time, and other criteria. Such systems include AMADEUS, GALILEO, SABRE, and WORLDSPAN, which offer booking services for products from almost all airlines in the world, as well as international hotel chains and car rental companies[2].

Only two of the aforementioned global reservation systems are represented in Ukraine: AMADEUS and GALILEO. Full-fledged connection is possible only for travel agencies under the condition of signing a contract for the use of the system. Connection and usage are paid services and involve a one-time fee, which is directed towards providing the necessary software by the reservation system, as well as a login and password for working with the system. Additionally, there is a certain subscription fee that is paid by the travel agency regardless of the number of bookings. For each booking, the travel agency receives a commission. Thus, such cooperation will be beneficial for the travel enterprise under the condition of constant booking of air tickets. For companies that do not specialize in providing air ticket booking services, such cooperation may not always be profitable.

Nevertheless, they are also not deprived of the opportunity to work with computer reservation systems. This opportunity is provided to small travel agencies by tour operators who act as consolidators, i.e., intermediaries between computer reservation systems and travel agencies. They place a booking module for air tickets on their websites and, under certain conditions, provide their partner travel agencies with full-fledged access to these systems.

GDS systems are an aggregation of various hotels, which can number more than 60,000. Hotels themselves provide information about their services, indicating prices and availability through back-office systems installed in the hotels or via certain access to the system through the Internet. This way, hotels become accessible to any Internet user, increasing their revenue. When booking a service, your order will go directly to the service provider (see Fig. 1) [3].

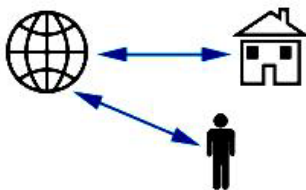


Figure 1. Algorithm of the booking process through the GDS

Each tour operator has an internal database where all data on the availability of purchased places is stored. Thanks to direct contracts with hotels, constant turnover, and the purchase of blocks of places, hotels give tour operators a commission that can reach up to 70 percent of the offered price. The booking systems of tour operators are their internal databases presented on the Internet. The tour operator already has a certain number of purchased places, and by booking a room in the tour operator's system, you can book one of these places (see Fig. 2) [3].

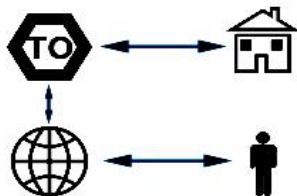


Figure 2. Algorithm of the booking process for tour operators

When choosing a booking system, the main criterion is the price-quality ratio of the service. In modern conditions, almost all global booking systems offer various connection options that are affordable in terms of both price and technical capabilities for any travel company.

Wartime tourism: who and how travels from Ukraine has its own characteristics [4]. During the war, it may seem that everyone has forgotten about travel. But this is not entirely true: there are still many families with children in the country who need rest, a change of scenery and recovery. People who maintain

sources of income try to organize a vacation on their favorite route. However, of course, the war made its adjustments [5].

In the first weeks of the war, tourist trips stopped completely. The situation was unstable, many people went abroad to escape. However, it gradually became clear that the war would last a long time, so it was necessary to adapt to new realities.

Conclusions. Almost all Western travel agencies use the services of global reservation systems, because this is one of the conditions for success in the tourism business. The systematic development of the aviation industry with the involvement of global reservation systems will contribute to the growth of aviation tourism in Ukraine. Time saving achieved when using reservation systems gives all participants of the tourist market the ability to count on additional profits from attracting even more customers.

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