

COOPERATION AS A STRATEGIC MECHANISM OF ACTION FOR AIRLINES

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Aviation industry refers to basic, strategic sectors of Ukraine, so quality and stable operation of air passenger transport provides valuable economic development of regions and a country as a whole. Thus the current problems is the globalization of international transport within global and strategic alliances of airlines, companies stiff competition for a place in the market for air transportation and each passenger. Under these conditions it is important to conduct constant monitoring of trends of the global aviation market in order to improve economic efficiency of the air transportation.

The result of analysis in research is a strategic mechanism used by modern airlines for expanding its presence in the market of air transportation and increasing profits.

To form a strategic mechanism of airline activity the following should be considered: structure of passenger traffic; power and load of routes; volume of passenger traffic and number of those who use air for a cer-

tain period of time; implementation of direct and transit flights.

In these conditions becomes necessary a cooperation of airlines, which is: a tool of intersectoral cooperation and allocation of financial resources by optimizing the structural changes in the aviation industry.

During the recession of aviation market, Ukrainian airlines have actively started to explore popular throughout the world form of cooperation with competitors on code-sharing agreements (code-share, code exchange) that is the union of routes with competitors.

Strategic direction in marketing activities of the airlines except code-share is a kind of agreement between the carriers – interline agreement.

Strategic advantages of airline cooperation are sustainability of business relations, stability and security of supply, improving information management, integration of marketing research for the competitiveness of the companies.