FEATURES OF FORMATION AIRPORT`S COMPETENTIVE ADVANTAGES ON THE GLOBAL AIR TRANSPORTATION MARKET

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The competitiveness of the national economy is directly related to the competitiveness of the transport industry, and therefore the competitiveness of each airport. According to the methodology of the Global Competitiveness Index (GCI), calculated by the World Economic Forum, high-quality and modern infrastructure is considered a basic requirement for of global competitiveness [1]. The competitiveness of the airports' production infrastructure determines the factors that shape the economic system at different levels. A developed and efficient production infrastructure of international airports is one of the necessary conditions for ensuring the efficient functioning of the economy.

Around the airports are often located trading companies, logistics centers, which allow air transportation to reduce overall transportation costs. They also given positive impact of the production infrastructure of international airports on productivity and economic growth. Its competitiveness can be determined by assessing the economic impact (economic impact), calculating the direct, indirect and induced economic results for the airport. The economic effect is expressed through employment, sales revenue, employee income, tax revenue, investment, etc., and shows the share of air transportation and multiplier effects in GDP.

Indicators of competitiveness of international airports include:

1. Safety of aviation services and environmental consequences (level of aviation safety, flight safety; ensuring environmental protection; ensuring sustainable development of airports through their infrastructure).
2. Impact on socio-economic growth of countries (share of the world air transportation market; volumes of sent / received passengers / cargo, takeoffs and landings of aircraft; number and structure of served flights; economic strength and diversity of service area; positioning of airports; contribution to GDP; employment).
3. Quality of service for air market participants (branch of the route network, frequency of flights; timeliness of flights; diversification and price of services provided at airports; overall satisfaction of passengers with comfort at airports; timeliness of delivery and storage conditions, etc.).
4. Easiness of entry into the air market and access to infrastructure (number of airlines, handling, catering, refueling companies, cargo operators present at airports; size of airport fees).
5. Potential capabilities of airports (geographical characteristics of airports; characteristics of aerodrome, passenger and cargo terminals).

6. Innovative activity of airports (adaptability of new technologies and innovative products; conducting own scientific researches, degree of introduction of innovations).

7. Financial, commercial and organizational activities of airports (liquidity; profitability; revenues from aviation / non-aviation activities; costs; volume and structure of capital; size and diversification of sources of investment in airport infrastructure development; credit rating of airports; level of involvement in integration processes, etc.).

Taking into account the leading place of Boryspil International Airport in the structure of air transportation of Ukraine, as well as the highest level of infrastructure development in the airport system of the country, the research states that at the present stage the domestic airport sector is in the process of formation to meet the requirements of the global aviation market. The main (strong) competitors for Boryspil International Airport:

- Airports of Eastern Europe: Warsaw, Prague, Budapest (WAW, PRG, BUD);
- Moscow Airport System (DME, SVO, VKO) [2].

All the above-mentioned airports have a higher volume of traffic and stronger basic network airlines (except for Budapest Airport) in comparison with Boryspil International Airport.

Medium level of competition is identified by European airports (FRA, MUC, IST, VIE).

Most of these hubs have been developed due to transfer flows generated by basic airlines, for example: Frankfurt and Munich - Lufthansa, Istanbul - Turkish Airlines, Warsaw - LOT, Sheremetyevo - Aeroflot Russian Airlines, etc. [3].

Boryspil has chosen the strategy of the hub airport, as it has a favorable geographical position. In order to compete successfully with other hub airports, Boryspil should provide the necessary transfer infrastructure and deepen cooperation with basic carriers on the development of routes and transfer flows.

Assessing the competitiveness of infrastructure development in the country's airport system by various scientists, the domestic airport sector is currently in its infancy and is unable to meet the requirements of the global aviation market in all respects, lags behind global trends and needs quality reform. It is also necessary to develop a production infrastructure of the airport to provide competitiveness with other companies.

References:

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