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AVIA PASSENGER TRANSPORTATION AND TOURISM: INTERACTION FEATURES

Purpose: a study of the current state and prospects of avia passenger transportation in international tourism as prerequisites for strategic planning of the tourism business.

Methodology: collection, analysis, systematization and synthesis of the latest statistical data of the World Tourism Organization and the International Civil Aviation Organization on avia transportation in tourism.

Results: data on the dynamics of avia transportation in tourism in the current century were

obtained, the socio-economic role of avia transportation in tourism was clarified, and the structure of avia passenger transportation by tourist regions was determined.

Scientific novelty: the current trends and prospects for the further use of avia transportation means in the tourist services market are identified.

Practical significance: the results of the study can be used both in the educational process in the development of experts in tourism, and in the tactical and strategic planning of the tourism business.

Keywords: avia passenger transportation, tourism.

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