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Халықаралық ғылыми-практикалық конференция еңбек жинағында Қазақстан Республикасындағы және шетелдегі жаһандық сын-қатерлер жағдайында экономикалық жүйелердің орнықтылығын қамтамасыз етудің өзекті аспектілері қарастырылған.

В сборнике материалов международной научно-практической конференции рассмотрены актуальные аспекты обеспечения устойчивости экономических систем в условиях глобальных вызовов в Республике Казахстан и за рубежом.

The proceedings of the international scientific and practical conference consider topical aspects of ensuring the sustainability of economic systems in the face of global challenges in the Republic of Kazakhstan and abroad.

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Конференция Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Ресей халықтар достығы университетінің Қонақ үй және туризм Институты, Шота Руставели атындағы Батуми мемлекеттік университеті, Ташкент Мемлекеттік Экономикалық университеті, М. Рысқұлбеков атындағы Қырғыз экономикалық университеті және Бұқара Мемлекеттік Университеттерімен бірлесіп ұйымдастырылды.

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RESEARCH AND EVALUATION OF AIR TRANSPORT MARKET OF AIR ASTANA JSC

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Abstract: Since its inception, the air transport market has been a strategically important industry in any country, so most airlines were either completely state-owned or had a controlling state stake. But in this case, the airlines were guided in their activities not only by economic, but also by political considerations. The state also regulated the activities of small airlines that were in the hands of private owners. The means of regulation were the appointment of the carrier to perform flights on any route and the establishment of tariffs for air transportation. The innovators in the field of civil aviation liberalization were the United States, which in 1976 adopted the Air Transport Deregulation Act, according to which airlines could independently set tariffs. Market price changes have led many carriers to the need to develop models for analyzing the competitive situation, including flexible tariff levels.

Keywords: aviation market, aviation communications, civil aviation, air transportation, international market.

The airline "Air Astana" was registered in 2001 and on May 15, 2002 performed its first flight Almaty - Astana. The inauguration of the flight was attended by President of the Republic of Kazakhstan Nursultan Nazarbayev and Sir Richard Evans, representing two shareholders of the airline - the Government of the Republic of Kazakhstan and the British company BAE Systems PLC. In a joint venture with a 51% government share owned by Samruk-Kazyna National Welfare Fund JSC and BAE Systems PLC (UK), the partnership of 49% of shareholders remained stable throughout the history of the airline's development [1].

Air Astana is one of the airlines in Kazakhstan certified by the European Aviation Safety Agency (EASA) to perform aircraft maintenance according to the requirements of Directive 145. In 2011, Air Astana was officially registered in the

register of airlines that successfully passed the IATA (International Air Transport Association) International Safety Audit (IOSA) [2].

To date, the Air Astana fleet consists of 26 Western-made aircraft, the average operational age of the aircraft is only 11 years. The route network includes more than 50 domestic and international flights. The highly qualified staff of the company, providing more than 3,500 jobs, mainly consists of local and experienced foreign employees. Since the fall of 2005, Air Astana has been headed by Peter Foster, a leader in the aviation business with 25 years of experience. The President of the airline is accountable to the Board of Directors.

The Air Astana fleet consists of modern aircraft of Western production, such as Boeing 767-300ER, Boeing 757-200, Airbus A319, Airbus A320, Airbus A321, Embraer 190 and Fokker 50. To date, the Air Astana airline fleet has 26 aircraft, and by 2014 it is planned to increase the fleet to 34 aircraft [3].

Table 1

Air Astana JSC aircraft fleet

№	Aircraft	Number
1	«Boeing 767-300ER»	2
2	«Boeing 757-200»	3
3	«Airbus A319»	7
4	«Airbus A320»	2
5	«Airbus A 321»	1
6	«Embraer 190»	1
Total		26

The main source of research on passenger transportation prices in the aviation markets of the Republic of Kazakhstan and the Russian Federation were the official websites of the leading airlines of Russia and Kazakhstan. In this study, we used data from the websites of the Kazakh airline "Air Astana" and the Russian airline "Aeroflot". The reason for choosing these airlines was the numerous statements of frequent flyers that it is much more profitable to fly with foreign airlines.

Consider the prices of air transportation of passengers on domestic and external flights of the Kazakh airline "Air Astana" and the Russian airline "Aeroflot". We have selected the flights with the largest passenger traffic. In Kazakhstan, this is Almaty-Astana, the frequency of this flight is 2 times a day, such flights as Almaty – Aktau, Astana - Aktau and Almaty - Abu Dhabi [4].

In the air transportation market on the territory of the Single Economic Space, we compared airline fares on routes with high and low levels of competition and examined examples of Russian and Kazakh air transportation markets. However, having considered one of the examples when the actual tariff on the route Moscow-Simferopol is 23575 tenge, we analyzed the Kazakhstan route Almaty – Pavlodar, where the available tariff is 24155 tenge.

Table 2**Route and main characteristics of flights operated by the airline**

№	Flight route	Price (tenge)	Distance(km)	Flight time
1	Almaty – Nur-Sultan	38,567	1212	1:40
2	Almaty – Aktau	66,315	1070	1:20
3	Nur-Sultan – Aktau	78,040	1724	2:30
4	Almaty – Abu-Dhabi	136,988	2930	4::40

This comparison shows that low fares cannot be the result of high competition on the route. It should be noted that tariffs are formed taking into account all related factors, such as the characteristics of the route (seasonality), the volume of passenger traffic (direct /transit), population density, operating costs. Thus, the appointment of several carriers on a route with low passenger traffic and high operating costs does not contribute to the reduction of tariffs, as it only leads to unprofitability of the route. To compare fares on domestic routes, we will consider two directions: Moscow – St. Petersburg in Russia and Almaty - Astana in Kazakhstan. Despite the fact that the length of the Almaty-Astana route is 54% longer, the actual fares of Russian carriers on the Moscow- St. Petersburg route are 80%-90% more expensive than those of Kazakh carriers on the Almaty - Astana route. Thus, passengers of Russian carriers pay 67% - 93% more per kilometer of the route than Kazakh passengers.

The cities of Tyumen and Aktau are also comparable, since both cities are located in large oil-producing regions of both states. The Almaty-Aktau route is 11% longer than the Moscow-Tyumen route, but Air Astana fares on this route are 6% - 8% cheaper than similar prices of Russian carriers. Thus, passengers of Air Astana JSC pay 17% - 20% less per kilometer of the route than passengers of Russian carriers.

The distance between Moscow and Rostov is equal to the distance between Almaty and Astana. However, the prices offered by Russian carriers in this direction are 42% - 45% more expensive than the tariffs of Kazakh carriers on the Almaty – Astana route [5].

A similar situation is observed on the route Moscow-Yekaterinburg, where three Russian carriers offer the same tariffs. Despite the fact that the Astana - Aktau route is 20% longer than the Moscow – Yekaterinburg route, Air Astana fares in its direction are 11% cheaper, and Russian carriers offer 35% - 37% more expensive than one kilometer on their route.

As an international example, let's take the Moscow – London route 14% shorter than the Almaty – Abu Dhabi route. Nevertheless, the tariffs of Russian carriers on the Moscow – London route are 13% - 78% more expensive, and Russian passengers pay 23% - 31% more per kilometer of the route than Kazakh passengers on the Almaty – Abu Dhabi route [6].

Conclusion based on the results of the comparative analysis, the following can be done:

1) the tariffs offered by Russian carriers are much more expensive than the tariffs offered by Kazakh carriers on routes with similar characteristics. In this regard, we reiterate that we completely disagree with the statement that "as a result of high competition, the tariffs of Russian carriers are much cheaper."

2) three Russian carriers on the same route offer the same fares, only with a difference of 1% - 3%, which raises some doubts.

In the case of liberalization of air traffic within the CES, there is a high probability that carriers of the participating states will apply a dumping policy by providing artificially low prices to passengers with compensation for their subsidies in order to dominate the air transportation market of Kazakhstan and subsequently oust Kazakh carriers from the market. However, after the departure of Kazakh airlines, these carriers will significantly increase their tariffs, as evidenced by the current situation in the Russian air transportation market.

Currently, the 3 main criteria that can have a positive impact on the marketing development of Air Astana JSC are an increase in the budget for research, training of front-office personnel (booking and information center, sales office, etc.), as well as greater interaction with departments such as public relations.

Unfortunately, the budget of Kazakhstani companies allocated for studying the market and its trends is very small. In addition, there are few companies on the market of Kazakhstan offering services for conducting such research. Often the quality of such studies leaves much to be desired. Nevertheless, research is one of the most important components of the long-term profitability of companies, which allows companies to make the necessary changes in a timely manner to prevent crises, conflicts or adapt to the changing realities of the market in a timely manner.

Airline maintenance is one of the most difficult types of all the aviation markets offered (airports, catering services, etc.), the airline can influence flight delays, accidents, rising jet fuel prices, rising ticket fares, etc. In addition, many airline services that work directly with customers (passengers) often face unpleasant situations due to the circumstances described earlier. The development and professional development of personnel is a decisive factor in the success of the national air carrier. From the point of view of marketing, Air Astana JSC invests heavily in professional development of the front office, employees who are in direct contact with consumers of services. Competent and timely resolution of conflict situations, as well as the ability to make decisions quickly and correctly, soberly assess the situation and even prevent conflict, all this is constantly being worked out at trainings. High qualification and professionalism of personnel are the main components of a high level of service of the national air carrier.

Despite the fact that the main target audience of marketing is direct consumers of airline services. Interaction with colleagues from other departments and services is crucial for the success of the entire company. Often, problems in one sector that are not related to marketing can lead to irreversible consequences for the entire business. Therefore, it is very important to see the full picture, working closely with other departments. For example, the partial EU ban on flights to Europe has a huge impact on the marketing strategy and the aviation company as a whole, which does not belong to the marketing department. Despite the fact that the marketing department has not

directly solved this problem, the strategy and the overall marketing direction change taking into account the situation.

Now there is a desire of individual airlines to integrate into the system of world economic relations in their own, special way, sometimes without looking at other partners. Each of them strives to realize their urgent interests in the field of foreign economic activity as quickly as possible, which often undermines economic efficiency. Air Astana is searching for new, non-traditional channels for the receipt of foreign currency funds. A new system of economic incentives for entrepreneurship is being created. Complex forecasts can affect what happens in the long run [7].

However, it should be assumed that the integration of Kazakh airlines into the global air transport system can be carried out on the basis of market legislation and taking into account the available resources, based on the real possibilities of their entrepreneurial activity and competitiveness. The market of international air transportation and services accompanying the transport process is an objective economic mechanism where everything is interconnected, where there are their own "rules of the game", and participants in trade operations have extensive experience of survival in years of competition and acute economic crises. It is necessary to build a reliable bridge in this market, which will take time and skills. This is reality and there is no escape from it. Without solving this problem and a serious restructuring of the entire concept of foreign economic activity, one should not expect that in the coming years it will be able to become one of the outsiders in the international air transportation market.

To overcome the crisis, the management of the foreign economic activity of Air Astana Airline should be carried out on the basis of a scientifically sound strategy of activity in the international air transportation market, in which it is impossible without a deep and comprehensive study of the ongoing processes and the experience of the world's leading airlines. It is necessary to adequately formulate optimal organizational structures that are the most viable in the conditions of various forms of ownership and the upcoming spread of market relations. It is necessary to train specialists capable of effectively and efficiently protecting the interests of the airline in the international arena. The success of Air Astana in the international market before the failure of competitors largely depends on the knowledge and skillful use of competitive means in the arsenal of leading aviation companies. The most important of these tools is marketing [8].

Granting civil aviation enterprises (CA) the right to enter the international market poses the task of mastering modern management skills, marketing theory and its practical use at the level of the main production link — the enterprise. Marketing is a qualitatively new approach to the management of air transport production. He had previously been brought up on the priority of production over sales and always demanded retraining of leading personnel and specialists of the civil aviation team, who put technical or technological considerations first, that is, production issues, and not meeting market consumer demand.

The reorientation of the activities of airlines to the international market requires a revision of this traditional approach and the acquisition of new skills and abilities by all employees to make high-quality and other managerial decisions in practice.

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ҚОНАҚ ҮЙ КЕШЕНІНІҢ БЕДЕЛІН ЖЫЛЖЫТУ

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Қонақ үй дегеніміз тұрғылықты жерінен уақытша басқа аймаққа немесе объектіге кетіп, белгілі бір талаптарға сәйкес түнеу орындарын ұйымдастырып, қызмет түрін ұсынатын кәсіпорын. Қонақ үйлердің түрлеріне сәйкес тек түнеу қызметтерін ұсынатын түрлері болады. Нарықтық жағдай шарттарында кәсіпорынның экономикалық қарқындылықтың басты және анықтайтын факторлары болып нарық, нақтырақ айтатын болсақ сатып алынған тұтынушының өнімі мен қызмет екені анық. Сыртқы өзгерістерге бейімделу кәсіпорынның нарықтағы орнын анықтайды. Мұндай нарықтағы құбылыстың орнын анықтау саяси және әлеуметтік жағдайдың әлемдік жағдайдағы өзгерістерге байланысты, валюталық курстардың құбылуымен байланысты. Қай салада болмасын кез-келген кәсіпорынға әсер ететін сыртқы факторларды ғана ескеріп қоймай, сонымен бірге кәсіпорынның өзіне-өзі қарым-қатынастың оңды болуын қалыптастыру керек. Оңды болу дегенді бүгінгі таңда «бедел» («бедел») деп түсіндіруге болады [1].