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ECONOMIC ASPECTS OF INCREASING THE PASSENGER TRAFFIC EFFICIENCY: URAL AIRLINES CASE STUDY

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Abstract. This paper presents the analysis results of external and internal factors that largely determine the main directions for increasing the air transportation efficiency. With the help of general scientific and economic methods and indicators, the analysis and evaluation of the transportation efficiency in the airline "Ural Airlines" was carried out on the basis of a multi-criteria approach. The article analyzes such indicators of financial performance as revenue, cost, profit, including net profit, air services profitability, organizational assets and liabilities, the expenses dynamics. The indicators of passenger traffic and passenger seat occupancy were also studied. Despite the steadily growing passenger traffic, the main problems of the company's activities were identified: depreciation of the aircraft fleet, high costs for fuel and lubricants, a flight delays high level, as well as their transfers and cancellations. Based on the obtained results, ways to improve the passenger transportation efficiency were determined, and an economic justification for some measures in solving this practical problem was carried out. During this study, systemic and

institutional approaches' elements, the methods of systemic, logical-structural, economic analysis, decomposition, graphical and textual modeling, and expert assessments were used.

Keywords: air transportation; passenger transportation efficiency; economic performance indicators; Ural Airlines; civil aviation development.

JEL codes: O14; O38

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