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## **COMPETITIVE STRATEGY AVIATION SECTOR ON THE WAY TO THE EU**

Aviation strategy is an important prerequisite for the development of European business and the promotion of innovation. It provides an opportunity to provide passengers with safer and cheaper flights, more messages, and airlines to make a more profit.

Despite the current economic crisis, global air transport in the long term is expected to grow by about 5% annually until 2030 [ 2 ]. The EU's Joint Aviation Policy aims to make Europe the safest airspace in the world.

Aviation has been proven to be a strong driver of economic growth, jobs, trade and mobility for the European Union. It plays a crucial role in the EU economy and strengthens its global leadership position. It is proved that an aviation strategy is necessary for the European aviation sector to be competitive and reap the benefits of a rapidly changing and developed global economy.

Over the past 20 years, the liberalization of the EU's internal air transportation market and a significant increase in demand for air transportation within the EU and around the world have led to significant development of the European aviation sector [ 1 ]. Air transport users enjoy an unprecedented choice of air transportation options at competitive prices. The number and frequency of EU domestic flights, as well as the number of passengers has increased significantly. EU low-cost carriers are now among the leading carriers both in terms of passenger turnover and market capitalization [ 3 ].

The international aviation sector outside Europe has also witnessed significant shifts, characterized by very strong growth in some regions of the world. This is due to the shift of the world economic center of gravity to the east, in particular Asia. As a result, several new airlines and airports have appeared, which create a new and considerable challenge for European support airports and carriers [ 5 ].

At the same time, the growth of air traffic in Europe and the world needs to be coordinated with maintaining high standards of aviation safety and security, as well as reducing the impact of aviation on the environment and contributing to the fight against climate change. In short, aviation should grow steadily.

Since the contribution of aviation to the overall productivity of the EU economy and its global presence is so significant, it is very important that the EU aviation sector remains competitive, maintains leadership positions and is capable of growth. Europe should be a leading player in international aviation and a global model for sustainable aviation, with a high level of service and ambitious EU standards.

It is concluded that the goal of such an aviation strategy should be to strengthen the competitiveness and sustainability of the entire EU air transportation network. This strategy requires the implementation of the following key issues:

- entering growth markets;
- improving services;
- access to the market and investment opportunities of third countries, while guaranteeing equal conditions;
- overcoming restrictions on the growth of traffic volumes in the air and on the ground;
- support for high EU safety standards;
- strengthening social standards by creating high-quality jobs in aviation;
- protection of passengers' rights;
- increasing the level of innovation and digital technologies;
- ensuring EU environmental standards.

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