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COMPETITIVENESS OF THE AVIATION SECTOR AND ENSURING NATIONAL SECURITY OF THE GOVERNMENT

Gulmira Altayeva

University of International Business
050010, 8a Abay Ave., Almaty, Republic of Kazakhstan

Gulzhan Kaliyeva

Academy of Civil Aviation
050039, 44 Akhmetov Str., Almaty, Republic of Kazakhstan

Indira Asilbekova

Academy of Civil Aviation
050039, 44 Akhmetov Str., Almaty, Republic of Kazakhstan

Zarina Konakbay

Academy of Civil Aviation
050039, 44 Akhmetov Str., Almaty, Republic of Kazakhstan

Ainur Abzhapbarova

Academy of Civil Aviation
050039, 44 Akhmetov Str., Almaty, Republic of Kazakhstan

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Abstract. *In relation to modern global environmental problems, it is very important not only to use the air space correctly and the entire aviation activity in general, but also timely apply modern innovative technologies, introduce the latest technical means and modernize the existing aviation hub of the country to minimize environmental damage. Kazakh airlines have been carrying out passenger and other transportation on many international routes for quite a long time. This objective factor represents them as real serious subjects of the global aviation market. Republic of Kazakhstan after gaining independence and sovereignty began to form a new system of state authority providing full-scale of national security, which includes the formation and development of the aviation sector. In view of recent events of the last year, it should be said that the aviation sector of the studied country has attracted particular attention in terms of ensuring a proper*

level of aviation security. Republic of Kazakhstan, there are still regions in which it would be necessary to develop competitiveness, taking into account what is needed for the younger generation. Young citizens of the country need to be involved in something more important than just learning, giving an education and a job. The research field is exactly what that could change the current situation in the country. Local authorities should pay attention to such spheres as: labor productivity growth; income growth due to the growth of labor productivity in the manufacturing industry; stimulating the policy of increasing the role of small and medium-sized businesses in the light of the priorities of the strategy "Kazakhstan 2050" and etc.

Keywords: *air transportation, economic development, global market, interests of the state, revenue.*

Introduction

Effective aviation activities should include a full range of different forms and areas of work, that are aimed on creating good conditions for the use of the airspace of a sovereign state. This direction also determines the procedure for using the airspace and aviation activities of Kazakhstan in the context of state care for the health of its citizens. In relation to modern global environmental problems, it is very important not only to use the air space correctly and the entire aviation activity in General, but also timely apply modern innovative technologies, introduce the latest technical means and modernize the existing aviation hub of the country to minimize environmental damage. The intensification of globalization processes, dynamism, international cooperation, scientific and technological progress, the introduction of innovative technologies exacerbates the contradictions between economic and environmental indicators (Shomshekova et al. 2020; Lelkov et al. 2021).

One of the most important issues for any government is to increase the country's competitiveness. Firstly, the competitiveness of the government indicate that the country is able to enter into international competition and globalization. Secondly, it is the interests of the state itself, in terms of improving the well-being of citizens and their living conditions. The Head of the government in his Address to the people of Kazakhstan dated December 14, 2012 (Strategy "Kazakhstan-2050" 2012), defined a new political course of the nation until 2050, which outlined epoch-making plans and tasks for the coming decades. The aim was to make Kazakhstan as one of the 30 most developed countries in the world in 2050. The solution of this problem lied not only in increasing international ratings, but also in achieving the level of world standards for a wide range of life activities of the country's citizens, in this connection the Head of government noted that without a competitive economy, the country cannot enter to the ranks of highly developed countries (Orientation of the Activities... 2019).

The growth rate of passenger traffic in the aviation industry was 23% last year, which is really the best indicator for the last 25 years. Previously, the industry grew annually by 10%, and in the crisis, growth declined to 6-7%. You must agree that 23% against these

figures is a significant step forward. Kazakhstan also has a fairly serious transit indicator. The growth of transit passengers is 30%. According to the President's instructions, the industry faces the task of increasing the number of transit air passengers to 1.6 million by 2020.

System Overview of the State Aviation Security

Republic of Kazakhstan after gaining independence and sovereignty began to form a new system of state authority providing full-scale of national security, which includes the formation and development of the aviation sector. At the current stage of the aviation development of industry in Kazakhstan, it should be noted that 53 airlines operate in the country, modernization of infrastructure is being completed and completely new air routes are being opened. There is a steady development in the aviation sector. Undoubtedly, at the same time there are problems in ensuring security, especially in the field of small aviation (Mukhamediyarova 2019; Hobela and Melnyk 2021; Hryshchuk 2019).

In 2019, 7 international flights on the routes "Nur-Sultan – Prague", "Nur-Sultan – Ulan Batyr", "Almaty – Baku", "Zhukovsky – Karaganda", "Zhukovsky – Kokshetau", "Zhukovsky – Petropavlovsk", "Nur-Sultan – Ulan Bator" and "Nur-Sultan – Tokyo" were opened by Kazakh and world airlines. There is also a steady growth in the development of international transport. So, if in 2013 flights were performed to 73 destinations, in 2019 they have increased to 99 destinations. The Committee of Civil Aviation (CCA) of the Ministry of industry (Ministry of Industry... 2021) and infrastructure development is constantly negotiating with other countries to create a regulatory framework and full cooperation (In 2019, Kazakh and Foreign Airlines... 2019). Today, about 54 Kazakh flights are operated by 8 airlines on Kazakh routes. It was also noted that this year an agreement was reached with the Ministry of transport of the Russian Federation to increase the frequency of flights on the Nur-Sultan – Moscow route from 12 to 21 times a week on each side with the appointment of second carriers unaffiliated with Air Astana and Aeroflot (Dobrova 2016). The airline SCAT was assigned from the Kazakh side.

Prior to this, 14 flights were performed by Air Astana per week, and 7 more flights were added by SCAT this year. Currently, about 6 flights a day are operated in this direction, which, in turn, will affect the reduction on the cost of a passenger ticket. "Apart from that, the first national low-cost carrier Fly Arystan, which currently operates about 6 routes was launched. By the end of this year, it is expected to arrive two more boards, which are respectively will be followed by an increase in routes in many directions (Sales and Marketing 2019). The authors suppose that in order to determine the competitiveness of the Kazakh aviation sector in the face of various airlines, it is necessary to adhere to the established objective factors in the system analysis. They include:

- creation and promotion of the airline brand on the market;
- maintaining safety indicator at a high level;
- the most optimal ratio of price/quality indicators;
- level of service provided on Board;
- the level of implementation of new IT technologies, etc.

If to talk about the country's economy, it still adheres to the model of "raw material" development. This is due to a number of reasons, and the use of such a strategy, unfortunately, only slows down the process of developing competitiveness because of the limits that this strategy sooner or later gives out. As in any sphere in the market in general and in service market and particularly, the competitiveness and "survival" of an air carrier depends on the brand recognition and its popularity with the consumer. Therefore, the application of advanced marketing technologies makes it easier to be recognized. The competitiveness of national aviation companies is at a fairly good level in comparison with other world airlines. A closer examination of the features of modern air transport allows to mark the following trends (Golubkova and Mukhina 1998; Stadnyk et al. 2018).

Available statistical data collected by Kazakh journalists of the portal 365 info (2021) show that 2016 was the worst year in the last 10 years, due to a number of incidents in which people were injured. Note the fact that the first aviation accident on the territory of the airspace of Kazakhstan occurred on December 28, 1941. Unfortunately, even nowadays everything is not so smooth in the aviation sector of the Republic of Kazakhstan. It can be noted that now the issue of aviation security is acute. Only in the period from 2017 to 2019, 20 different incidents involving civil aviation aircraft occurred in the studied country. For example, the end of the last year was overshadowed by the crash of a Bek Air plane near Almaty airport, the crash occurred as the investigation by the competent authorities is underway the reasons are still unknown. But, according to law enforcement agencies, the accident occurred due to the human factor and illegal buildings near the airport. The authors believe that the exact cause of the crash will become known after the decision of the independent expert Commission. Mostly, the main reasons of it are the human factor and equipment failure (Shesterneva 2019; Aisarov 2019; Information on Aviation Accidents... 2021). But despite the statistics of various incidents with the participation of civil aviation aircrafts, the situation with civil flights in the studied country is not so deplorable. Particularly, according to miid.gov Kazakhstan occupies the 2nd place among the CIS countries and was awarded by the International civil aviation organization (ICAO).

In 2019 at the Assembly anniversary of the ICAO, Kazakhstan was nominated for the first time among more than 190 countries for the award of an aviation security certificate from the President of the ICAO Council. It should be noted that this recognition was preceded by a lot of work carried out in recent years by the civil aviation Committee of the Ministry of investment and development of the Republic of Kazakhstan in the field of aviation security development. Some of them can be listed. They are: high results of the ICAO audit, which took place in November 2017. The level of the Republic of Kazakhstan according to the results of the audit was 83%. Progress compared to the 2009 audit was 21%, which is 11% higher than the global average for aviation security (72%) – improved legislation and timely implementation of ICAO standards and recommended practices in the field of aviation security. There has been developed and approved by Government decree "national aviation security program", which includes all the latest ICAO standards in the field of aviation security. For the period 2018-2019, 3 resolutions of the government of the Republic of Kazakhstan and 8 orders of the relevant Ministry

were revised and amended; – effective interaction and cooperation with other countries (Mukhamediyarova 2019; Pylypchuk 2019).

This once again proves that thanks to hard work and efforts, it is possible to achieve such a high result. Ensuring national security is a priority for any country and therefore, it is important to develop both in the innovation sphere and in other traditional areas. The authors believe that universal support for new ideas and their implementation, the correct setting of goals, as well as the study of ideas for their further existence and future – all this can become a new breakthrough in the competitive environment of the country. It also should be mentioned about specifics of the introduction of the “open sky” regime. Many reference sources indicate that the “open sky” mode for the airport means that the possibility of visa-free access to the place where this airport is located is guaranteed. Since now in Kazakhstan, from 1st November, 2029, the “open sky” mode has been introduced at 11 airports. As indicated in the media, this regime is being introduced at the airports of Nur-Sultan, Almaty, Shymkent, Aktau, Karaganda, Ust-Kamenogorsk, Pavlodar, Kokshetau, Taraz, Petropavlovsk, Semey. The regime provides the removal of restrictions on the number of flights and granting world airlines 5 degrees of “freedom of air” in areas where Kazakh carriers do not operate (The “Open Sky” Regime Will... 2019; The “Open Sky” Regime Has... 2019).

Treaty on Open Skies is a multilateral international Treaty that allows unarmed reconnaissance aircraft to fly freely in the airspace of the signatory countries. Treaty signed on 24 March 1992 in Helsinki by representatives of 23 member States of the Organization for security and co-operation in Europe (OSCE) (Treaty on Open Skies 1992). The purpose of the Treaty is to promote confidence-building among States by improving mechanisms for monitoring military activities and compliance with existing arms control treaties. In accordance with the Treaty, governments that signed it assumed the obligation to provide the opportunity to conduct observation flights (inspections) over their territory on the basis of a request within the established quotas. Flights are conducted on a notification basis. The agreement provides “passive” (for the observed party) and “active” (for the observing party) annual quotas. The main objective of the Treaty is to promote transparency and facilitate monitoring of the implementation of agreements in the field of arms control. Surveillance planes are not equipped with weapons. The corresponding equipment installed on them – aerial cameras-is being examined by representatives of the States participating in the Treaty. Representatives of the country over whose territory the flight is taking place are always present on the board. Flights are operated from certain airfields (What is the Treaty on Open Skies 2018).

The introduction of this regime in Kazakhstan will help attract new world carriers, open new international routes, increase competition and ultimately affect the reduction of airfare and air transport accessibility for the General population, as well as the development of tourism and increase the transport accessibility of the Astana International financial center. On 8th October, at a meeting on the further development of the capital, Kassym-Jomart Tokayev instructed to open the sky and increase the number of flights. An important issue is the increase in the number of international flights. Currently, direct flights from Nur-Sultan are operated to less than 30 international destinations but this

is not enough. After all, the head of state at the meeting said that the capital reasonably positions itself as an international center on the further development of the capital. Limits in terms of the number of flights will be lifted at airports in Nur-Sultan, Almaty, Shymkent, Aktau, Karaganda, Ust-Kamenogorsk, Pavlodar, Kokshetau, Taraz, Petropavlovsk and Semey. This regime will operate for a period of 3 years. Then it may be extended. Thanks to the “open sky” regime, Kazakhstan will be able to attract new world carriers, as well as create new international routes.

It is assumed that this regime will promote competition in the market, which in turn can positively affect the cost of air tickets, as they will become cheaper. Currently, negotiations have been held with some international airlines, with whom certain agreements have been reached. In this way, from next year SalamAir will be able to start flights from Muscat to Almaty. It is also planned that Kazakh airlines “Air Astana” and SCAT will begin fly to Jeddah and Medina. According to preliminary information, air Astana planes will fly to Jeddah 3 times a week from the beginning of next year. SCAT will also start organizing flights to Jeddah and Medina 2 times a week. Flights to these destinations on the company’s Airliners will be available from 30th November. In addition, Kazakhstani people will be able to fly on the route Yekaterinburg – Almaty from 22nd December. They will be carried out by Ural Airlines. From December 13, every day, planes will fly in the direction of Nur-Sultan – Moscow, which will be serviced by Fly Arystan.

Innovations and Prospects in Air Passenger Transport in Kazakhstan

Experts note that at last year air transportation in Kazakhstan decreased by 3%. For the first half of the year, air passenger traffic totalled only 3.65 million people, compared to 3.76 million a year earlier the index decreased by more than 3%. For comparison, total passenger traffic by all modes of transport increased by 2.7% (Fig. 1).

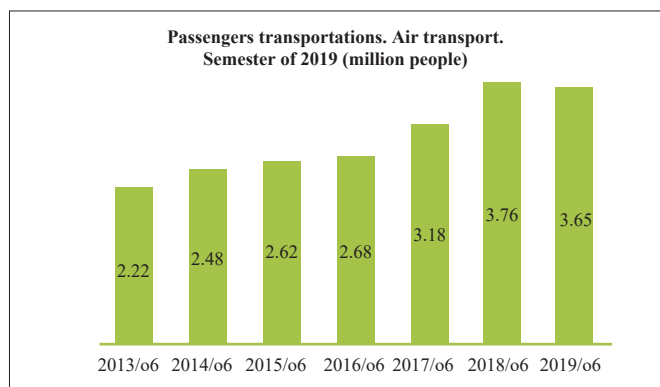


Figure 1. Diagram of the air transportation in Kazakhstan for the semester of 2019 (million people)

Source: (Air Transportation in Kazakhstan... 2019)

Cargo and baggage transportation in the first half of 2019, on the contrary, increased by 13.1% to 12.16 thousand tons compared to the last year. Let's recall that in April 2019, the Parliament of the Republic of Kazakhstan approved amendments to the draft law on transport, providing that the cost of baggage transportation will be set by air carriers themselves. On 22nd April, the law was signed by the President of Kazakhstan. However, the Minister of industry and infrastructure development of the Republic of Kazakhstan returned free transportation of 20 kg of luggage in planes. By his order of 28 June 2019 (Aisarov 2019), the Minister amended the rules for the carriage of passengers, baggage and cargo by air. Now every passenger with a ticket, with the exception of underage passengers who are transported without a separate seat in the cabin is free to carry hand luggage and baggage weighing no more than 20 kilograms. The total weight of hand luggage carried in the cabin of the aircraft, and its maximum dimensions are set by the carrier. Increasing the weight of free baggage and establishing other benefits is allowed by the discretion of the carrier. Meanwhile, the provisions of this paragraph do not apply to the carrier defined by the authorized body in the field of civil aviation (low-cost carrier). Such carrier independently sets the weight, dimensions and free baggage allowance for hand luggage and baggage (Fig. 2).

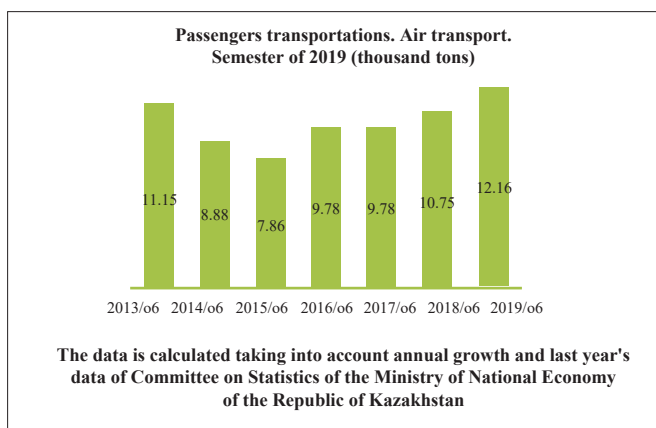


Figure 2. Diagram of the passenger's transportations in Kazakhstan for the semester of 2019 (thousand tons)

Source: (Air Transportation in Kazakhstan... 2019)

Revenues from air passenger transport in the first half of this year were amounted to 166.2 billion tenge, compared to 142.4 billion tenge a year earlier. Revenue from cargo and baggage transportation also increased and reached 3.91 billion tenge, compared to 3.13 billion tenge in the same period last year (Fig. 3).

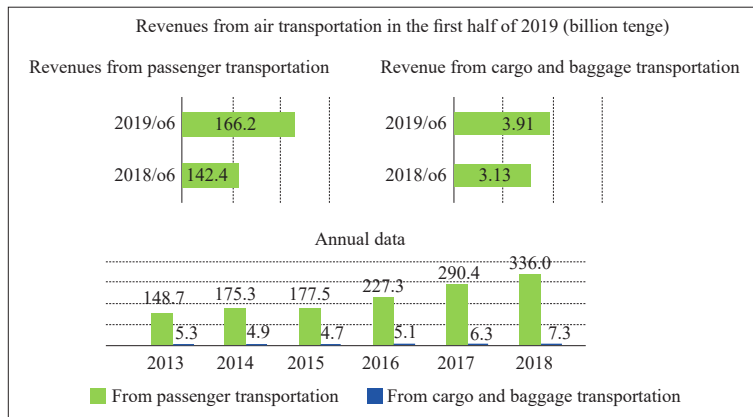


Figure 3. Revenues from air transportation in the first half of 2019 (billion tenge)

Source: (Air Transportation in Kazakhstan... 2019)

Kazakhstan intends to adopt the experience of regulating the aviation market from the UK, which is now the most advanced country in terms of compliance with the safety standards of the International civil aviation organization (ICAO). With an average of global compliance rate of 63% and an average European compliance rate of 76%, the British show approximated to the ideal as 93%. Kazakhstan is now close to the average European indicator for the level of compliance with ICAO standards by major airlines (74%) and the assessment of compliance with the ICAO security standards of Kazakhstan's airports will be known on the 1st February of this year. According to the Minister's assurance, experts of the International organization who studied Kazakhstan's air harbors in November last year noted significant progress on 480 indicators against 299 questions during the last audit in 2009. Overall, taking into consideration that five of Kazakhstan's major airlines (Air Astana, SCAT, Comlux-KZ, Kaz Air Jet and Prime Aviation) have already rights to operate flights to Europe, so the goal of becoming one of the top 50 aviation administrations (now, Kazakhstan is the 73rd member of ICAO) and 80% compliance with the requirements of ICAO is quite achievable even with the current structure of the national civil aviation industry. However, the Minister claims that it is necessary to create a new national company in the country, which will be given the authority to control and supervise security in the sky (Lebedchenko 2020).

Currently, Kazakhstan's park of small aviation is being replenished at a pace that big aviation has never dreamed of, as according to Zh. Kasymbek (Investment and Development... 2018), we are talking about the purchase of 50-60 aircraft per year on average in recent years and Kazakh aircraft owners purchased 80 small aircraft in the last year. Moreover, as the Minister's report at the government meeting indicated that it is much more difficult to purchase aircraft by individuals, rather than legal entities, which are prohibited by the state from purchasing anything that does not meet certain standards than by a major airline. In other words, with due regard that the pace of purchases of new

aircraft and given the possible consequences of these purchases, the new national company will first have to deal with the problems of small aircraft because large companies are already too scared and the market has driven them into the procrustean bed of standards. But the renewal of the park of small aviation and its flight personnel really requires a thorough and ruthless British approach.

Currently, the aviation industry of Kazakhstan is actively developing. At the end of last year, the ICAO Commission conducted an aviation security audit, which conduct comprehensive check of the airport security system. According to preliminary estimates, ICAO experts note significant progress in Kazakhstan, thus, indicators in the international rating are gradually improving. As of today, all restrictions on flights to EU countries have been lifted from Kazakhstan airlines as “Air Astana”, “SKAT”, “Comlux”, “KazAirJet” and “Prime”. In accordance with the best international practices of industry regulation Kazakhstan need a radically new approach in providing flight safety in the country. The Agency noted that this approach is being implemented in the Republic of Kazakhstan for the first time. The Committee of Civil Aviation report indicates that over the past year and a half the CCA has developed and made appropriate changes to the law on civil aviation and 61 bylaws. Thus, modern use of air space and civil aviation activities are carried out taking into account the national interests of the state, ensuring national and aviation safety of aircraft flights and meeting the needs of the economy of the Republic of Kazakhstan, as well as other legal entities and individuals in aviation services.

Conclusions

1. Ensuring national security in the aviation sector is one of the areas of the country's competitiveness. While aviation security is also aimed to protect civil aviation from all kinds of illegal acts and any negative actions of illegal interference. Of course, aviation security can be achieved by implementing a whole range of measures and attracting a wide range of material resources and human capabilities. In the Republic of Kazakhstan, there are still regions in which it would be necessary to develop competitiveness, taking into account what is needed for the younger generation. Young citizens of the country need to be involved in something more important than just learning, giving an education and a job.
2. The research field is exactly what that could change the current situation in the country. Give young citizens a sense of responsibility for their country and for their future. To awaken in them and support in the future the desire to achieve high achievements for the benefit of the country. It follows that local authorities should encourage the development of interregional clusters in the regions, develop innovation centers and innovative projects in universities by teachers, young professionals and students, and fully support initiatives in this area from the idea to the implementation of research results. It is very important to pay attention to such spheres as: labor productivity growth; income growth due to the growth of labor productivity in the manufacturing industry; stimulating the policy of increasing the role of small and medium-sized businesses in the light of the priorities of the strategy “Kazakhstan 2050” and etc.

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Gulmira Altayeva – Doctoral Student, Department of Finance and Accounting, University of International Business, Almaty, Republic of Kazakhstan
E-mail: g.altayeva7302@nuos.pro

Gulzhan Kaliyeva – Professor at the Department of Organization of Air Transportation and Logistics, Academy of Civil Aviation, Almaty, Republic of Kazakhstan
E-mail: kaliyeva@singapore-uni.com

Indira Asilbekova – Professor at the Department of Organization of Air Transportation and Logistics, Academy of Civil Aviation, Almaty, Republic of Kazakhstan
E-mail: i-asilbekova@singapore-uni.com

Zarina Konakbay – Associate Professor at the Department of Organization of Air Transportation and Logistics, Academy of Civil Aviation, Almaty, Republic of Kazakhstan
E-mail: zara-konakbay@edinburgh-univercity.eu