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The article studies the main factors influencing the number of air transportations in Ukraine, analysis the size, structure and dynamics of passenger air transportations, compares the capacity of tourism market, the size of GDP and incomes of the population. The forecast of the situation in aviation market services to 2015 was made on the basis of analysis.

Keywords: market development, tourism, travel services, air freight.

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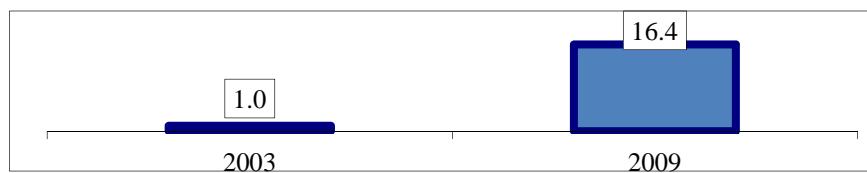
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The article deals with the peculiarities of the modern state of development of the market of marketing communications of Ukraine. The key features of the internal factors and external conditions of functioning of the marketing communications tourist enterprises on the market.

Keywords: marketing communications, tourist companies, tourist services, the market of tourist services, the advertising of tourist services.

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