

История развития белорусских таможенников на протяжении всего существования постоянно совершенствуется. В настоящее время таможенная служба Беларуси, взаимодействуя с ГПК, МВД и КГБ, используя технические средства таможенного контроля, успешно противодействует транснациональной преступности. В начале XXI века Таможенный комитет был признан в СНГ лучшим, благодаря слаженной работе кадров ГТК РБ и современной многофункциональной техники.

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Belavia: prospects for the future

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Belavia Belarusian Airlines is the national airline company of Belarus, headquartered in Minsk. The state-owned company has 1,017 employees and is the Belarusian flag carrier. Belavia serves a network of routes between European cities and the ex-Soviet republics, as well as some Middle East destinations from its base at Minsk National Airport. In total, it serves 48 destinations in 28 countries. Belavia has been a member of the International Air Transport Association (IATA) since 1997 and a member of the European Regions Airline Association (ERAA) since 2010.

Belavia's passenger traffic increased by 5.7 % to 2 088 985 passengers in 2015 compared to 1 972 737 passengers in 2014. Flights to Almaty, Kharkiv, Odessa and more flights to Kiev started in 2015. Opening of new directions, to Copenhagen, Munich and Brussels are planned for this year. In 2015, Belavia's flights were operated from all regional airports in Belarus and the number of flights per day was 37. All in all Belavia has served almost 15 million passengers for the last 20 years. The results are impressive. But can we assume that the company has fully exploited its competitive advantage of being the market leader and realised its true business potential?

Belarusian citizens often use the services of various foreign air carriers. They often fly from Kiev, Moscow, Warsaw and Vilnius because it's much cheaper. For example, the cost of a ticket from Minsk to Britain is 130, while from Moscow is 115, from Kiev is 110, from Warsaw is 70 and from Vilnius is 30. So even despite the convenience of the direct flight from Minsk, it's much cheaper for Belarusian citizens to obtain a visa and go to the airport of another country. That's why about 34% residents of Brest and Grodno regions regularly use the services of these airports.

Destination	Belavia from Minsk	Ryanair from Vilnius	WizzAir from Vilnius
Barcelona	149–500 euros	80 euros	70 euros
London	129–360 euros	50 euros	28.9 euros
Milan	159–379 euros	54 euros	50 euros
Paris	129 euros	54 euros	28.9 euros
Rome	197–450 euros	86 euros	77 euros

Comparison of an approximate ticket price from Belavia and low cost companies.

In general the price policy of “Belavia” is fairly standard. It includes the cost of one flight hour, air navigation expenses, tariffs of the Air Traffic Controllers’ Association (IFATCA), fuel cost, expenses at the airports. In order to improve tariff setting for air transportation, the company might introduce non-refundable fares, excluding certain services from the fare (a baggage of a standard size, meals on board the plane). Cheaper early morning flights might be introduced and the company can also increase the sale of tickets at a low price on unpopular flights.

The popular low-cost airlines “Wizz Air”, “Ryanair”, “Norwegian Air Shuttle” attract passengers with low prices and transparent tariffs in Vilnius according to which the passenger pays only for the flight.. The airport in Vilnius served 4 million passengers in 2015. 2,6 million passengers used the services of Belavia in Minsk. But we must pay attention to the ratio of residents and the number of passengers. 1.9 million people live in Minsk and 600 000 in Vilnius. There are regional airports of Kaunas and Palanga that usually take the low-cost airlines in Lithuania. Kaunas served 700,000 people, Palanga — 300 000 in 2015. What is the current situation in Belarus? Regional airports served only 85,000 people. But the population of Belarus is three times as big as of Lithuania’s.

The idea of launching a low — coster in Belarus is being discussed now. Some East European companies tried to do it but “Belavia” has no opportunity to invest in a subsidiary as there is no additional money to launch such a project. But a good model of air transportation appeared 3 years ago .A good example is AirBaltic. It combines tariff policies of traditional and cheap airlines. The company isn’t a

low-cost, but also isn't a traditional airline. It has got a business class while a traditional low-cost company hasn't got it. When Ryanair came to Riga, it was a challenge for AirBaltic and Ryanair forced the company to restructure their business model. It was a painful process. But the arrival of low-cost airline Ryanair to Riga put the city on the map of Europe. The low-cost airline has attracted audiences who otherwise would never have flown to Riga.

Taking into account the world experience, Belavia should implement more flexible pricing policy and offer passengers with high price sensitivity a number of low tariffs. But the company's General Director Anatoly Gusarov doesn't consider that the prices are unfair: "Our prices are comparable with the prices of world regular airlines. And we don't think that our prices are inadequate" [1].

The head of the company has also mentioned that "Belavia" loses nothing because of those passengers who prefer to use cheaper carriers in Warsaw, Vilnius and Moscow.

Of course, it's easier to have a high price and high margin. The less trouble to be taken, the less work is to be done. It seems logical at the level of an individual business, but it is a bad thing for the country. We should learn to earn increasing passenger traffic and it's a good idea to let low-cost airlines into the country.

But meanwhile many of the Belarusians travel at low cost as Belavia bet on prices standstill.

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Таможенный союз

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В XXI столетии интеграция выступает превалярующей общемировой тенденцией. Распад СССР и возникновение на бывшей его территории независимых новых государств привел к изменениям не только политических карт Азии и Европы, но и изменил границы нового миропорядка, трансформируя весь комплекс мировых отношений. В данном контексте процессы интеграции между странами на постсоветском пространстве, и более всего перспективность интеграционного формирования под названием Таможенный союз (ТС) представляют весомый как научный, так и практический интерес. Цель данной статьи: исследовать цели создания, результаты функ-