

MARKETING OF AIRPORTS

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This article deals with the marketing of airports and areas related thereto. This publication provides an overview of marketing such as its origin and development, product describes the airport, competition, customer segments, market segmentation, and not least the benefits of using proper marketing for its development but also their surroundings.

Keywords: marketing, airport, airline, product

1 INTRODUCTION

Marketing has become central to the corporate world and an important factor in their business success. Possibilities of using marketing are huge. The default password is professional marketing customer orientation and meet his needs. To what extent the company closer to its customers largely determines its market position and future rise or fall. Another equally important goal is the market economy obviously making a reasonable profit, which is funded by the further development of the company or organization.

Marketing the airport from the normal marketing companies differ in some areas more, in others it is an inherent not such a big difference. In my work I focus on marketing and airport areas that this topic is closely related. Successfully manage marketing can rebuild uncompetitive airport in healthy company that can compete both domestically and in foreign markets and thereby also help your surroundings.

2 MARKETING IN GENERAL

Marketing management is a way that ensures understanding, predicting, and influencing the final stage meet customer needs. Marketing is based on the market, it is primarily a survey of demand. But it is not only a survey of current demand, but especially about future demand. Marketing must reveal how demand will change and what products and services will be market interest in the near and distant future. Marketing also includes methods of influencing the needs and thereby influencing the market. Marketing needs to influence the creation of new products and services, the sales promotion (eg advertising) and to be able to influence prices.

2.1 Evolution of marketing

What is marketing?

- Theory, practice originated in the U.S., but people are marketing-behaved since they started producing,
- It is a philosophy (way of thinking),
- The main objective is to succeed,
- Originated in the late 19th and early 20th century.

Marketing theory originated in the U.S. early 20th century. Due to differences in market access in different parts of the world evolve 3 basic marketing school:

1 American Marketing School is the hardest, trying to maximize profits at any cost.

2 Japanese marketing theory based on the Asian principle of honor and equality. None of entrepreneurs doing anything that would harm the business partner or the interests of society as a whole. It is the opposite of American schools.

3 European Marketing School is a combination of two previous schools, based on the so-called. gentlemen's agreements, but not considerations of a partner or a company.

3 MARKETING OF AIRPORTS

Increase business activities of airports and their widening the competitive rivalry, increasing the importance of marketing practices. Airports offer services to a large range of customers. [1]

The airport is within a certain range advantage of a natural monopoly, but nowadays

between them grows fierce competition deriving from efforts to increase profits by attracting international and long-distance transport or other air traffic.

As a result of competitive rivalry is presenting the airport trying advantages of their services best for the customer, usually together with the promotion of the city and its surroundings in which they are located.

Option to be able to compete and increase the potential of the airport is useful marketing tools offered.

3.1 Promotions and market research

Most airports have prepared detailed programs, making a targeted appeal to potential customers, particularly airlines. Focus is not only to promote services of the airport, but also to promote its surroundings, where the airport is built. In this case, the airport often cooperates with regional and local government, state, travel agencies, hotels, etc. ... We know as well as joint programs for airports and regional carriers. As an example, a joint promotional program airport Vienna and Austrian Airlines aimed at promoting Vienna airport as a corridor to Central and Eastern Europe.

Today's promotion or marketing activities airport, as well as various incentive programs aimed at finding new clients, new carriers and new routes.

Market research and finding a passenger needs in the aviation business is increasingly putting emphasis due to growing competition from airports. It applies to market research, the aim is to find new routes and airport connections, new carriers, but also surveys the needs of passengers at the airport for the services that are offered here meet their demands.

Another objective is to determine whether competitive position, or services that are offered at the airport, as compared to the competitive environment, both in terms of quality and price. Surveys shall deal with any commercial activity at the airport. This also includes the detection of passenger satisfaction with the airport services. [2]

4 MARKETING AIRLINES

The base of the airline's strategy is focused on the identification of risk and the environment in which the company operates and subsequently to, the creation, identification, implementation and distribution of the product, which will answer the expectations of selected parts of the market. It is necessary to do not fall strategy and grow old. Shall be regularly updated and verified in accordance with market developments and trends by customers.

When creating a strategy is important based on the fact that the carrier is working in a field which determines the direction in which it should and can develop. To evaluate the marketing environment can be used PESTE analysis, which examines the political, economic, social, technological and environmental factors.

PESTE analysis is necessary to supplement the analysis:

- Competitive tender – Overall understanding of the behavior of competitors it is important to formulate their own strategic priorities.
- Customer segments and their needs.
- Individual markets - where the company in question operates. [1]

4.1 Basic strategy

Strategy aircraft carrier is seen as solving three issues:

1. 1 Position of the company on the market and available resources.
2. The scope and manner of exercise activities that airline.
3. Organizational and other principles of operation of the airline.

Position carrier on the market and available resources

The main idea should be to search for a permanent or at least long-term competitive advantages, which the airline has or may have. The most appropriate method used for this is the SWOT analysis. The company also must identify

and create regional or specific competitive advantages.

Long-term competitive advantage, which should concentrate the air carrier is tweaking its own name and image, then creating brand airline. Creating a good brand ensures increasing profit.

In this section it is important to have resolved the question what kind of customers are airlines will focus. Consequently, the issue of product design choices and also the basic nature of transport offered: regular - irregular, regional - national - international, low-cost - and classic transport. All this has an impact on purchasing decisions aircraft, etc.. [1]

5 CUSTOMER CATEGORIES AIRPORTS

Airports offer services to a wide range of customers, namely:

1. **Legal entities - commercial air carriers and companies doing business at the airport.**
2. **Individuals - passengers and airport visitors.**
3. **Carriers network, local and regional lines, Charter and cargo carriers.**
 - Carriers focusing on network products (conventional carriers, network lines - driving line-up and medium and short lines)
 - Focusing on local (point to point), usually low-cost carriers,
 - Regional carriers tend to have a smaller fleet of aircraft seating capacity
 - Irregular tourist charter flights operated by carriers
 - Cargo carriers.

Each of them needs a different product airport:

- Directly related to transport and amenities,
 - Follow-up.
4. **Trading companies operating at the airport:**
 - Owners of retail space, handling companies, terminal operators, shops,

car parks, banks, travel agencies, exchange offices, hotels and restaurants.

5. Passengers-basic categories of passengers:

- Directly using airport services,
- Indirectly using services of air carriers, lessors of premises at the airport.

6. Visitors airport:

- As escorts arriving and departing passengers,
- Visitors airport.

6 SEGMENTATION OF AIR TRANSPORT

Market segmentation is the process of breaking down the market for individual consumer groups, requiring different sets of marketing products or market pull to the marketing mix.

Then comes the isolation of the target segment, ie knowledge segments according to their value for the airline and then choose one main and several secondary target segments for marketing activities. Furthermore, the store carries the product in the target market segment and develop corresponding marketing complex. [1]

7 PRODUCT OF THE AIRPORT

Product offered by the airport includes a range of services to its customers. Will differ markedly product sold on a large mushroom and to the airport with a regional focus on low cost - LC - transport. The airport is also an important decision that services of this complex will provide itself or through third parties. [2]

The product is a summary of everything that we can present to the market to focus on customer acquisition, use or consumption that is capable of satisfying their needs or desires. It includes physical objects, services, places, organizations and ideas.

Usually distinguish these basic product level: basic, accompanying and complementary.

Basic level - such product answers the question "What actually buys our customer?"

Accompanying the product or service - those that are essential to consumers (passengers) to be able to use basic product.

Additional or supporting products are those that add additional underlying product advantage and help set it apart from competitors' products.

Trademark (brand) - name, term, sign, symbol, image, or a summary thereof, are intended to identify the goods or services of the producer, to distinguish them from similar products of competitors. Brand makes the product readily recognized, understood as a product of the highest quality at a given price. [1]

7.1 Fleet and schedule as product characteristics airline

Strategic objectives airline determine its choice of aircraft. Paramount in determining the type of aircraft is estimated route network and flight best span in which his own expense to 1 t / km will be minimal. After selecting the type of aircraft, the airline selects the target service on each line to calculate the points and aircraft configuration.

Then be analyzed other factors, such as. conditions of use of the aircraft, its price, noise, emissions, etc...

Regularity and punctuality are the most important indicator of quality of service airline. Easier to ensure accuracy in modern aircraft and improved technical characteristics (less constrained weather conditions, noise, emissions). For their operation is well equipped with the necessary technical base, large inventory of parts and spare parts = big investment.

To reduce the production cost is much needed raid hours per aircraft, which inevitably leads to some lines with onerous take-off and landing times and increase the likelihood of delay lines from various causes. Because the effective use of aircraft is planned to move with minimal advance, the airline must have a reserve aircraft to ensure accurate compliance with the timetable. In doing so, it is important to comply with the time of arrival of the aircraft as the time of departure (flight continuity). [1]

8 POSITIVE CONTRIBUTION MARKETING OF AIRPORTS

The existence of a highly competitive airport with a wide variety of destinations is positive not only for domestic industries linked to aviation. The presence of high-quality airport also benefits the city, region, or the entire national economy. In today's globalized world based on interdependencii national economies, highly developed division of labor, the existence of transnational corporations and the production of goods with high added value and short-lived air transport service is free substitutes. Country without access to good quality air is so significant competitive disadvantage.

Positive effects that bring advanced airports region, respectively. the entire national economy can be divided into two main groups namely direct and indirect benefits.

All these benefits can be analyzed both in terms of employment, contribution to GDP growth and other macroeconomic variables.

Direct economic benefits relating to the aviation sector - to the effectthe operation of airports, airlines, air traffic management enterprises, turnover of airport shops, airport restaurants, etc.. Highly competitive airports have a strong potential to attract new airlines, cause the opening of new destinations, thereby increasing passenger numbers. Greater number of flights and passengers subsequently generate higher revenue from airport charges and airport revenue growth of commercial facilities. This also acts to increase the number of jobs at the airport.

Indirect economic benefits are directed to a sector closely linked with air or with the design, respectively. supply of airports. Of increasing the number of flights and passengers at the airport indirectly benefit a wide range of economic entities: these are producers and suppliers of aviation fuels, manufacturers of spare partsaircraft, architectural firms performing renovation and expansion of airports and companies manufacturing and distribution network supplying commercial service airport.

9 CONCLUSION

We often encounter the distorted understanding of marketing, when under the word marketing means aggressive sales policy. The fundamental difference between selling and marketing concepts applied in practice is as follows: if the company selling the concept applies, first create a product and then various methods convinces the customer that bought it, trying to adapt to consumer demands, therefore their offer. Marketing is the exact opposite of this approach.

Marketing the airport is focused on customers, the airlines, for their promotion and, finally, the market research. Tackling these issues is essential to the continued functioning of the airport.

I hope that my work will bring a comprehensive look into the issue of marketing airports, as well as me in her work.

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