

POSSIBILITIES FOR INNOVATION OF NON-FLIGHT SERVICES AT AIRPORTS IN SLOVAKIA

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This article contains information about provision of non-flight services at airports in the Slovak republic and in the world. The article pointed out on the non-flight activity of selected airports, their level of service and other non-flight revenues. The purpose of the article is to upgrade and modernization of non-aeronautical services at airports in Slovakia, which would help improve the aerial transport process and increase financial revenues of airport.

K e y w o r d s: terminal, non-flight activities, hotels, services, traveling

1 INTRODUCTION

Today the tourism is dynamically developing and increasing the volume of transport in aviation. The airplanes in the world as also in Slovakia by travel more and more people. They are travelling for work, tourism or just accompany their friends to the airport and they become potential customers other services, which do not involve directly the aviation. Non-flight services constitute significant part of incomes of the airports and the paper is focused to characterize the current state of the level provision non-flight services at the airports in Slovak republic and in the world.

An important task for airports is best to streamline the services offered to their customers and the best possible way. There are many ways because each airport is different and the range of services is varied, as well as the customers. Therefore, it is important how quickly you can find the airport and respond to information that will help them improve the quality of services. The types of services will depend on the organizational changes introduced by the airports and use of options to further improve the quality of their services.

2 NON-FLIGHT ACTIVITIES

If considered necessary passengers, it is important to realize that for many people it may not be the main reason for their airport visits. Passengers are often exposed to emotional stress, however that they traveled by plane. It is important to create airports for passengers and for customers environment, in which they feel comfortable and where they could spend the time before their boarding.

Today many airports have higher incomes from other activities than traditional flight activities. There is reason the several factors. Probably the most important is the need to increase profits. The possibility to increase incomes, such as the handling and landing charges is very regulated. Different rules of antitrust authorities strictly limit charges in the air transport. In addition the advantage of providing services at airports is a high concentration of population the top income groups. Statistics showed that the volume of the air transport is

growing and didn't stop either because of the crisis. This means that the number of passengers is increasing the financial incomes from flight and non-flight activities of airports. According to the International Council of airports for Europe have the airports direct influence on employment and indirect influence on consumption and the growth and jobs in the service, the induced influence on the development of other services unrelated with flight operations and last catalytic effect, which leads to the growth of other activities (hotels, forwarding services, etc.).

The analysis, research of market and customer needs in an airport business more and more important role is played by the relation to the growing competition. This applies to research of market, where the intention is obtain for the airport new connections, new air transporters, but also analysis of the needs of passengers at the airport and that services which are offered here responded their needs. The purpose is also finding competitive position or services which are offered at the airport and they are compared with the competitive environment and it in the quality and in the price. The analysis relating to each type of business at the airport. Part of research of market is detection customer of satisfaction with services at the airport.

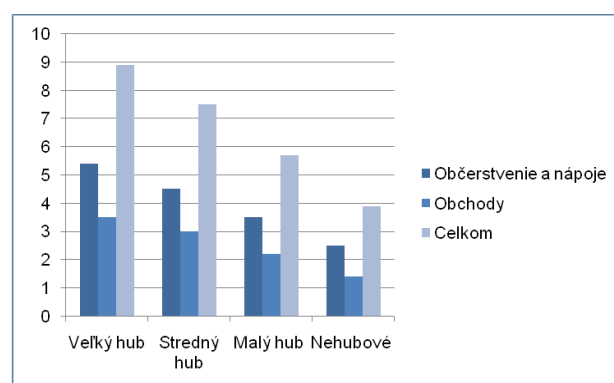


Figure 1 Average spending per passenger by airport category in 2008 dollars

Quality is a rate, which has a set of own characteristics and fulfills the requirements, which represent the needs and expectations and which are determined, respectively, are expected and are obligatory. It is reflected not only in products and services, but

also in quality of the people and the overall quality of life. It occurs in everything what only little bit related with competitive fight. Improves possibility to more effective the provision of products or services, but also to reduce costs and thereby effectively compete for customers.

3 UPGRADABILITY SERVICES IN SLOVAKIA

The importance of Bratislava airport as a gateway to Bratislava and the Slovak Republic is poorly supported regions, cities and even agencies country abroad. Another problem is that in Slovakia there is no national carrier. Unlike Vienna, Bratislava will pull the short end in the absence of wider targeted measures at the international level. The future of the airport is diverse. Currently, there is a new, modern and cozy terminal with a good atmosphere and reliable service. The airport has plans for development and construction for several years to come. One of the plans is the construction itself station, where should build a new car park, shopping area and business center. It is planned to build a new freight terminal in non-public area. These ambitious plans should provide passengers with comfort and full range of services they need. The airport can easily increase revenue from non-aeronautical services by expanding services in areas such as retail, hospitality, parks and properties. For the actual need of these services maximize airports focus their attention on the customer's experience and opinions. Several leading companies offer individual services, such as better equipment capability and premium services at the airport.

Bratislava airport is the gateway to the capital and is our largest airport. It operates many domestic and international passengers, representing our country. Terminals could be decorated in the style of Slovak what more passengers closer look at Slovakia. Foreign visitors should be aware of our culture, traditions, monuments and attractions of our nation. In other world airports this is not new and is a normal part of many terminals where arriving passengers are welcomed in traditional costumes and clothing. It would be a great card airport terminal and what would it smarten up and foreigners would love to come back into it. Not a bad idea would be to set up a museum, whether the history of Slovakia, air issues or any other interesting field. It also attracted many non-airline customers such as families or by their attending school in the excursions, because these visitors are also potential customers of shops and other services. Airports also offer tours in the introduction to restricted parts of fire and rescue service airports.

Airports run site, which we could identify as a guide to the world. Bratislava airport could operate a website that would inform passengers on recent events in places where you are going to fly. Besides basic information would also offer all the necessary information on local customs, transportation, visas and contacts to councils. The aim of such sites is to build not only narrow-minded traveler's space, but also a place where

travelers can find the necessary information about their destinations. Over time, with the increase in visitors and passengers, people welcomed theater for leisure. Airports visiting families with children and sometimes happens that a flight is delayed or arrive at the airport a little earlier. Thanks cinemas use time and all ages, because tend to project all the different genres.

As at Bratislava airport, as well as the lack of Kosice check-in kiosks or information that would be beneficial to the airport and would reduce labor costs. Telematic equipment that uses radio frequency identification to track movable equipment to improve accessibility and better use. For example, this system can track trucks to reduce waiting if the passenger requires barrier-free transport or support.



Figure 2 Information and self-service kiosks in the terminals

The introduction of technologies such as systems for reading biometric identifiers would reduce the time for customs clearance and immigration control at the airport. For example, the system uses iris recognition Heathrow London airport.

4 CONCLUSION

Non-aeronautical services are important sources of revenues for each airport, whether small or large, regional hubs. Sometimes the most of the revenue come from aeronautical activities of airports. It is important that the management of such airports focused attention to non-flight services. Major revenues from non-aviation activities come from rents space alone operation or different stores. Whether it's snack shops, clothing or with various interesting services, all that is now an integral part of most airports. The do not only contribute aerodrome budget revenues, but also to the quality and customer satisfaction, which enhances the prestige of the airport. The proposals may be practical benefits for future avionics airport activities that could contribute to an increase in the level of quality of services or help to increase airport revenues from such activities.

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