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ПОВЫШЕНИЕ КОНКУРЕНТОСПОСОБНОСТИ АЭРОПОРТА ПУТЕМ ПРИМЕНЕНИЯ СОВРЕМЕННЫХ ЛОГИСТИЧЕСКИХ МЕТОДОВ

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Рассмотрены роль аэропорта как логистического и распределительного центра в целях повышения страновой конкурентоспособности.

Ключевые слова: воздушный транспорт; конкурентоспособность; экономика; развитие; аэропорт; логистика; авиакомпания.

IMPROVING AIRPORT COMPETITIVENESS BASED ON THE USE OF MODERN LOGISTIC METHODS

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The scientific article analyzes the role of the airport as a logistics and distribution center in order to improve the country competitiveness.

Key words: air transport; competitiveness; economy; development; airport; logistics; airline.

In a market economy, the use of modern logistic methods requires not only the improvement of information technologies, but also significant changes in the management strategy of these technologies. This approach is aimed at improving competitiveness and enhancement of the economic results of all sections of the airport. This implies the formation of fundamentally new views on the role of innovation strategy and logistic tools for intersectoral interaction of enterprises.

The creation of an air transport logistics center enables the airport to become the leading one in any country or region. When creating such a logistics center, it is possible to provide a high level of service to airlines, customers and passengers. Such a project provides for the creation of an air transport hub, which provides interaction with other types of transport infrastructure. The main positive aspects of the project will be the optimization of the flow of goods, convenience and cost reduction of the consumer, the development of relations between participants in various markets, as well as additional services for passengers and consignors. Given the growing number of companies providing various services in the airport complex, the construction of a separate office or an office and hotel complex in close vicinity to the airport becomes promising.

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Large international airports can be considered real cities because of the complexity of their organization and size. Sometimes this fact has a negative effect on passengers who always face expectations, delays, inconvenient controls, etc. In this regard, the problem of studying the activity of the airport as a logistics and distribution hub becomes topical; such an approach will allow to assess the competitiveness of an airport in the region.

One of the aspects of competitiveness is timely synchronization of the flow of passengers and complex airport processes to meet customer needs through the introduction of innovative methods.

There has been an increased demand for air travel recently. In just a few minutes, any person can go to the other end of the world, it is enough to buy a ticket on the Internet. The purchase procedure takes not more than two minutes; the client expects to meet the same efficiency of service upon arrival at the airport. However, today, passengers are facing problems when the leading air companies cannot provide them with adequate conditions at the airport: speed of service and complexity of the organization of the industrial complex.

Every year, millions of people pass through airports that meet the needs of passengers, crews and employees. Such airports with a large flow of passengers perform many processes, playing the role of representatives of various airlines and organizations (police, customs, managers, employees and maintenance personnel of aircraft, etc.). More than fifty thousand people are involved in the daily work of the airport. Each process has its own difficulties and priorities.

Airlines play a major role in the airport. Their main goal is to simplify as many procedures connected with the flight as possible (ticket purchase, baggage check, etc.) for passengers, and not for the police and customs officers. Passing of all types of control at the airport takes a lot of time. The airport is also a point of concentration of a huge amount of cargo, including products with a short shelf life, kerosene for airplanes, etc. These include food delivery, baggage tracking, arrival and departure terminal management, parking space distribution, etc.

Like any business, airport activities are subject to not only economic risks but also to risks associated with natural phenomena, such as atmospheric ones. At different times of the year, the use of air transport is changing, and not all airports have the same capacity to cope with these changes. The economic efficiency of airlines requires them to make more daily flights. In this case, the flight delay due to the lack of parking spaces, loss of consistency in the organization of supplies, etc. may result in a superimposed effect on the maintenance complex of work requiring a wider range.

What is the way to combine the dual problem of air transport: a passenger expecting quality, fast and personal service, and a process organization that will provide all these services? Airlines do their best and use all the resources they have to offer fast and efficient service (online booking, e-ticket, online payments, etc.). It is difficult for a passenger to accept the difference between the «golden» dream that the Internet offers and the reality at the airport (a lot of control points, annoying billing procedures, and a queue to get on board). The air transport industry has always sought to reduce this difference.

Today, in the USA numerous tools are used that allow to speed up all these procedures (registration, control, etc.). Developed a few years ago, the technology based on biometrics allows the police to quickly identify travelers by fingerprints or iris.

For example, today luggage is tagged with Radio Frequency Identification (RFID) technology. RFID is a method for automatic identification of objects in which data stored in so-called transponders or RFID tags are read or written via radio signals. This system informs the travelers about their baggage at all points of flight, allows to speed up and improve the flow of control operations, relieves the passenger from inconvenient procedures, and also provides fast and reliable service [1].

In the modern conditions, movement in the direction of the airport as a logistics center is becoming relevant. It is necessary to review the general control over airports. Today, the airport is the activity of individual actors: airlines, airport employees, air traffic control, police, customs, external service providers, etc. The priorities of some people sometimes face the organizational activities of others, which creates difficulty in coordinating the work as a whole. Today, it is necessary to consider the work from the point of view of the process as a whole. The airport activity is aimed at ensuring the coordination of a set of reliable and instant information, information systems with all their complexity. These are such structures as human resource management, various techniques, safety and efficiency of operations. Information systems should correspond to the need to adequately and simultaneously manage, adapt to all processes, activities, loads and flows.

Major airports in Lebanon are working on the ways of the process improvement in order to become logistic centers.

The creation of a modern transport and logistics center will be an incentive for the development of new routes. For example, the International Airport, located in the capital of Lebanon, in the city of Beirut, and its strategic location made it one of the important hubs of the continent, and it is the «optimal model» for business. The state will continue to develop this transport infrastructure.

The ultimate goal here should be the development of the airport to the level of the «logistics hub of the Middle East», since the favourable geopolitical position of the economic zone is the main advantage that allows Lebanon to be an important link between the Middle East and Europe in the sphere of logistics [2]. The government of the republic has created a large-scale Free Industrial Economic Zone and is currently actively attracting foreign investment. The commitment of the Lebanese Government to carry out economic development with a broad investment attraction can contribute to the development of the airport to the level of the largest international logistics center in the Middle East.

Over the last period, everything necessary has been created for the development of infrastructure, including a cargo terminal, hangars, fuel storage rooms and others.

For more efficient operations, the airport today often conducts training internships for employees and takes steps to streamline the workflow.

In recent years, the passenger and cargo transportation in Lebanon has undergone a number of positive changes, which have led to an increase in both the quantity and quality of transportation services provided. The law on the free economic zone in the Beirut area also favors the business of the region's transport complex. The cargo turnover of the main airfield of Beirut as an integral part of the transport complex is growing, the transportation by road is becoming more and more popular. The increased quality requirements of the performed transport services create the need to systematize and optimize the time and money spent on the transportation of goods and the movement of passengers. One of the possible solutions of this problem is the creation of a single logistics center in the Beirut region. The efficient development of transit passenger and cargo traffic will be impossible without global telecommunications, information systems and information and computer technologies. The increasing role of information flows in global logistics is the result of the following main reasons.

First, the information on order status, product availability, delivery times, shipping documents, etc. is a necessary element of consumer logistics service for consumers all over the world.

Secondly, from the standpoint of inventory management in global logistics chains, the availability of complete and reliable information reduces the need for reserves, working capital and labour resources by reducing uncertainty in demand.

Finally, information increases the flexibility of traffic management in terms of how, where and when the necessary material and financial resources can be used to achieve competitive advantages [3].

In the conditions of the special economic zone of this region, the creation of a logistics center (LC) is especially important and beneficial. This is a result of the provision of customs and economic benefits, favourable economic and geographical position of the region, the presence of the port, as well as ample opportunities for the introduction of promising information technologies in transport. When creating a LC, the following tasks can be solved:

- to increase the volume of services provided by carriers;
- reduce the time of delivery of goods meet modern requirements;
- attract additional cargo transportation volume and reduce the cost of transportation;
- improve the quality of services provided passengers the international level;

• develop a system of preparation, dispatch, escort in transit and delivery of cargo and baggage the recipient;

• develop a system of prior notification of cusms representatives on the upcoming arrival of goods crossing the border;

- reduce the time spent on the transportation of goods, baggage, vehicle delays;
- reduce the time of transfer of transport and cargo units from one type of transport another;
- aumate the control of the location of transport and cargo units;
- aumate checks of the possibilities and terms of shipment or delivery;

• create a system of continuous training of personnel at all levels of the international logistics system for the electronic exchange of business and commercial information using distance learning methods.

The tasks, which the structures of the airport of the future are facing, are to reduce risks and develop systems that can synchronize information at each stage of various processes in order to enable centralized management based on the logistic system.

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