Territorial Strategy about air transport system

Output T1.1

Introduction:

The Adriatic-Ionian basin is a region of great economic and cultural significance, connecting various countries along its shores. To further unlock the potential of this diverse and vibrant region, a comprehensive strategy is needed to address the pressing issues related to mobility, accessibility, and airport integration. This strategy aims to provide a roadmap for optimizing airport infrastructure and operations while fostering regional cooperation and growth.

Air transport industry is global business, operates in a highly exogenous environment where both economic, political and ecological events have high impact on the conduct of the industry. It is a very volatile undertaking with cyclical characteristics: periods of high revenues are followed by periods of economic drought. The most recent economic "troughs" were the global economic recession of 2008 and 2009, followed by the Eurozone's Debt Crisis. By 2018 the airline business seems to overcome the arguably worst year of commercial aviation, but the road to recovery has been slow for the airline industry as a result of political instability (in various parts of the world), rising fuel prices, and persistent competition between network carriers and LCCs. Considering the BREXIT of 2016 that's economic impact is still unfolding, Policymakers have their duties to ensure free market access for each airliner, who is wishing to operate in-and-out for a destination- city or destination- country and to provide the necessary infrastructure to airliners to operate.

First of all, the partners present a report that describe the evolution of air passenger traffic in the period 2008 – 2018 in the airports of the Programme Countries.

Having in mind some of the factors that affect air passenger traffic growth like:

- Global and regional economic factors
- Random factors, such as volcano ash cloud,5 SARS, and 9/11 or threat of terrorism.
- Demand factors

1. Market size

2. Passenger income;

3. State of the economy;

4. Availability of other modes of transportation;

5. Airport and air infrastructure

- Supply factors

6. Jet-fuel

7. Factors internal to airliner

8. Ticket price

9. Passenger loyalty;

10. In-flight amenities;

11. Frequency of service;

12. Safety;

13. Aircraft type, location of airport;

14. Competition

the report (that is the deliverable D.T1.1.1) wishes to provide inputs for present and future possibilities of air transport sector in Albania, Montenegro and Puglia.

Moreover, partners work on the second report (that is the deliverable D.T1.1.2) that examines the situation of the airports in Albania, Montenegro and Puglia. highlighting the services offered and the future possibilities for an increase and growth of the air sector in the Adriatic-Ionian basin.

Finally, the cost-benefit analysis makes examines the possibility of a new air route among Puglia (Bari and Brindisi) and Tirana. This analysis allows to calculate the incremental costs and revenues for the start-up of air routes.

Based on the deliverables produced in WP T1 and the conclusion of analyses, the list below contains the main important issues of the strategy.

1. Connectivity and Airport Infrastructure Development:

To enhance mobility and accessibility in the Adriatic-Ionian basin, partners propose a multifaceted approach:

a. Expand Airport Infrastructure: Investing in airport expansion, modernization, and capacity-building is crucial. This includes upgrading existing facilities, building new terminals, and improving runways to accommodate larger aircraft and increased passenger volumes.

b. Develop Intermodal Transportation Hubs: To promote seamless travel, integrating airports with other modes of transportation, such as railways, roads, and ports, is essential. This will create a network of intermodal transportation hubs that enhance connectivity and accessibility across the region.

c. Implement Green Technologies: In line with environmental sustainability, airports should adopt green technologies to reduce carbon emissions and minimize their ecological footprint. This includes energy-efficient facilities, sustainable aviation fuels, and eco-friendly transportation options.

2. Regional Collaboration and Coordination:

Cooperation among the countries in the Adriatic-Ionian basin is vital for the success of this strategy:

a. Establish a Regional Council: Forming a regional council or authority can help coordinate and align policies, investments, and infrastructure development plans across countries. This body would facilitate dialogue and cooperation among stakeholders to ensure a unified approach.

b. Harmonize Regulatory Frameworks: Standardizing aviation regulations, customs procedures, and safety protocols will simplify air travel within the region and reduce bureaucratic hurdles.

c. Foster Public-Private Partnerships: Encouraging collaboration between governments and private sector entities can expedite infrastructure development and enhance operational efficiency.

3. Promote Tourism and Trade:

Airports play a pivotal role in boosting tourism and trade; therefore, the strategy should focus on:

a. Marketing the Region: Collaborative marketing campaigns to promote the Adriatic-Ionian basin as a prime tourist destination will attract more visitors, stimulating economic growth and job creation.

b. Cargo and Logistics: Developing dedicated cargo terminals and logistics centers at airports can enhance trade by facilitating the movement of goods and increasing the region's competitiveness.

c. Incentivize Airlines: Offering incentives to airlines to establish new routes and increase frequency can stimulate competition and reduce travel costs.

4. Enhance Passenger Experience:

Improving the passenger experience is essential for the long-term success of this strategy:

a. Digitalization and Automation: Implementing digital solutions, such as self-check-in kiosks, baggage tracking systems, and mobile apps, can streamline passenger processes and reduce waiting times.

b. Customer Service and Comfort: Airports should invest in facilities like lounges, shops, restaurants, and relaxation areas to make the travel experience more enjoyable.

Conclusion:

In the dynamic and ever-evolving landscape of the Adriatic-Ionian basin, the formulation and execution of a comprehensive strategy aimed at the planning and enhancement of mobility, accessibility, and the seamless integration of airports emerges as a paramount endeavour. Such a strategy represents more than just a

roadmap; it is a catalyst for catalysing regional growth, nurturing economic prosperity, and forging unbreakable bonds of connectivity that transcend borders and boundaries.

At its core, this strategy is a multidimensional approach designed to propel the airports of the Adriatic-Ionian basin into a new era:

1. Elevated Infrastructure Development: A cornerstone of this strategy entails a holistic transformation of airport infrastructure. With a vision to accommodate the growing needs of passengers and cargo, this encompasses a range of projects, including the expansion and modernization of existing terminals, the construction of state-of-the-art facilities, and the optimization of runways to cater to larger aircraft and surging passenger numbers. It's a commitment to fostering airports that serve as not just gateways but as epicenters of connectivity.

2. Intermodal Transportation Hubs: The strategic interplay between airports and other modes of transportation, such as railways, roads, and ports, is pivotal to achieving a seamless network of connectivity. By developing intermodal transportation hubs, the strategy aims to create a web of interconnected travel options, where the transition from one mode to another is effortless, further amplifying accessibility and mobility within the region.

3. Green and Sustainable Aviation: With the pressing need to address environmental concerns, the strategy ardently promotes the adoption of green technologies. This involves embracing energy-efficient infrastructure, championing sustainable aviation fuels, and introducing eco-friendly transportation options. In this manner, the airports of the Adriatic-Ionian basin become pioneers in sustainable aviation, reducing carbon emissions and minimizing their ecological footprint.

4. Regional Collaboration and Unity: Recognizing that strength lies in unity, the strategy underscores the importance of regional collaboration. The establishment of a regional council or authority serves as the fulcrum for coordinating policies, investments, and infrastructure development plans across the basin. Furthermore, the harmonization of aviation regulations, customs procedures, and safety protocols is envisaged to streamline air travel, fostering an environment of cooperation and shared success.

5. Fostering Economic Growth: Beyond the aviation realm, this strategy extends its reach to promoting economic growth. Collaborative marketing campaigns are envisioned to showcase the Adriatic-Ionian basin as a premier tourist destination, attracting a stream of visitors and propelling economic growth while creating new employment opportunities. Cargo terminals and logistics centers are set to bolster trade by expediting the movement of goods, thus enhancing the region's competitiveness.

6. Elevating the Passenger Experience: The focus on passenger experience extends to creating a memorable journey for travelers. Through digitalization and automation, the introduction of self-check-in kiosks, baggage tracking systems, and mobile apps will streamline passenger processes, eliminating queues and wait times. Additionally, the creation of comfortable and appealing facilities, including lounges, shops, restaurants, and relaxation areas, ensures that travel is not merely a means to an end but an experience in itself.

In sum, this comprehensive strategy transcends the realm of airport development; it stands as a beacon of regional transformation and prosperity. By nurturing infrastructure growth, fostering regional collaboration, promoting tourism and trade, and elevating the passenger experience, the Adriatic-Ionian basin is poised to unlock its boundless potential, emerging as a paragon of successful and sustainable airport integration that resonates far beyond its shores.