

Premier Reference Source

Challenges and Opportunities for Transportation Services in the Post-COVID-19 Era



Giuseppe Catenazzo

IGI Global
PUBLISHER OF EMERALD INTELLIGENCE

Table of Contents

Preface: A Snapshot into Challenges and Opportunities for Transportation Services in the Post-COVID–19 Era	xv
---	-----------

Acknowledgment	xx
-----------------------------	-----------

Section 1 Transportation and Sustainability

Chapter 1

Sustainable Transportation in Western Europe	1
<i>Richard Afedzie, Pentecost University, Ghana</i>	
<i>Alexander Owiredu, Pentecost University, Ghana</i>	
<i>Isaac Yeboah, Pentecost University, Ghana</i>	

Chapter 2

A Multi-Faceted Investigation of the Value of Sustainability in Logistics Services and the Impact of COVID-19	21
<i>Oskari Lähdeaho, LUT University, Finland</i>	
<i>Jyri Vilko, LUT University, Finland</i>	
<i>Olli-Pekka Hilmola, Kouvola Unit, LUT University, Finland & Estonian Maritime Academy, Tallinn University of Technology, Estonia</i>	

Chapter 3

Transportation Modes and Supply Chains: Case Studies From Estonia	49
<i>Andres Tolli, Estonian Maritime Academy of Tallinn University of Technology, Estonia</i>	
<i>Olli-Pekka Hilmola, Kouvola Unit, LUT University, Finland & Estonian Maritime Academy, Tallinn University of Technology, Estonia</i>	

Section 2 Passenger Aviation Market

Chapter 4

Analysis of the Impact of Air Transportation on the Spread of the COVID-19
Pandemic 68

*Abdulkadir Atalan, Gaziantep Islam Science and Technology University,
Turkey*

Yasemin Ayaz Atalan, Yozgat Bozok University, Turkey

Chapter 5

The Economic Impact of COVID-19 in the Air Transportation Industry:
Estimates From a Regional Input-Output Model 88

Rafael Perez, University of Texas at El Paso, USA

Ana Cecilia Camargo, Erasmus University, Rotterdam, The Netherlands

Chapter 6

European Low-Cost Airlines in Ukraine: Features of Entry and Consolidation
in the National Market 104

Mykhailo Rutynskyi, Ivan Franko National University of Lviv, Ukraine

Halyna Kushniruk, Ivan Franko National University of Lviv, Ukraine

Chapter 7

Transformation of Human Capital of Air Transport in the Post-COVID-19
Era 140

Tetiana Shkoda, Kyiv National Economic University, Ukraine

Iuliia Gernego, Kyiv National Economic University, Ukraine

Chapter 8

Airline Customer Complaints During the COVID-19 Pandemic: The Case of
Turkey-Based Airlines 155

Nazlı Gülfem Gidener, Dokuz Eylül University, Turkey

İtir Ceren Morcote Santos, Dokuz Eylül University, Turkey

Section 3 Various Fields

Chapter 9

Quasi-Experiment to Assess the Role of Real-Life Tests for the Acceptance of Technology for Mobility as a Service: The Case of Autonomous Vehicles as a Post-COVID Alternative for Tourism in Switzerland	177
<i>Benjamin Nanchen, University of Applied Sciences of Western Switzerland – Valais, Switzerland</i>	
<i>Emmanuel Fragnière, University of Applied Sciences of Western Switzerland – Valais, Switzerland & University of Bath, UK</i>	
<i>Randolf Ramseyer, Institute of Tourism, University of Applied Sciences of Western Switzerland – Valais, Switzerland</i>	

Chapter 10

Effects of the Pandemic on the Performance of Publicly Traded Companies Within the Baltic States	194
<i>Olli-Pekka Hilmola, Kouvola Unit, LUT University, Finland & Estonian Maritime Academy, Tallinn University of Technology, Estonia</i>	

Chapter 11

COVID-19 and Its Effects in the Global Transportation System: Is This the End of Tourism, at Least as We Know It?	212
<i>Maximiliano Emanuel Korstanje, University of Palermo, Argentina</i>	

Compilation of References	229
--	------------

About the Contributors	262
-------------------------------------	------------

Index	266
--------------------	------------

Chapter 6

European Low–Cost Airlines in Ukraine: Features of Entry and Consolidation in the National Market

Mykhailo Rutynskyi

 <https://orcid.org/0000-0003-3142-8723>

Ivan Franko National University of Lviv, Ukraine

Halyna Kushniruk

 <https://orcid.org/0000-0002-0242-9746>

Ivan Franko National University of Lviv, Ukraine

ABSTRACT

This chapter is devoted to the issue of entry and activity of European low-cost airlines in the Ukrainian market. Ukraine, with the largest territory and population in Eastern Europe, is an important partner of European countries. The rapid development of air transportation between Ukraine and European countries in the 21st century is based on two factors: 1) high tourist interest in the historical and cultural heritage of Europe and 2) communication of migrant workers, the number of which is steadily growing. The authors reveal the specifics of the entry and development by European airlines of market niches of low-cost transportation in Ukraine in 2008-2021. In particular, the activities of airlines are considered: Ryanair, Wizz Air, German Wings, Meridiana, Ernest Airlines, Vueling Airlines, AegeanAir, Air Baltic, Austrian Airlines, and others. The activity of European low-cost carriers in the number of flights and directions of passenger transportation in Ukraine is evaluated.

DOI: 10.4018/978-1-7998-8840-6.ch006

INTRODUCTION AND BACKGROUND

Low-cost flights in Europe have become quite popular and stimulate the development of mass tourism. They are successfully developed by low-cost airlines, which allow to fly at budget prices in different directions. Low-cost carriers (LCCs) have become an ideal alternative to transportation in the global economic crisis. It is especially relevant for Ukrainians, because it allows to travel even to those who have a relatively low income.

Low-cost airline is an air carrier that offers generally low rates, but at the same time does not provide most of the traditional passenger services. Key elements of LCC business model in today's conditions there is one class of service, simple tariff structure with limited differential services and there is no practice of return money for an unused ticket and rebooking services.

This chapter aims to investigate the issue of entry and consolidation of European low-cost airlines in the Ukrainian market in the Pre-Covid-19 Era, the impact of the COVID-19 crisis on the activities of LCCs, and Post-COVID-19 recovery of the low-cost air transportation market in Ukraine in 2021.

Ukraine is a member of such international aviation organizations as the European Civil Aviation Conference (ECAC), the European Organization for the Safety of Air Navigation (EUROCONTROL) and the International Civil Aviation Organization (ICAO). On 12 October 2021, Ukraine and the EU signed a Common Aviation Area (CAA) agreement, as part of the 23rd Ukraine-EU summit in Kyiv. It is an important step in supporting the process of liberalization of air services.

The development of international tourism and air transportation in Ukraine should be considered as interdependent processes. They were significantly influenced by international geopolitical factors.

The aviation industry in Ukraine began to develop after the state gained independence. In September 1992, Ukraine became a member of ICAO. In October 1992, the State Air Traffic Services Enterprise (UkSATSE) was established. In May 1993, it adopted its own Air Code and established scheduled flights to more than 70 countries.

In the difficult economic realities of the formation of the state of Ukraine in the 90s of the twentieth century there was a sharp decline in air traffic: the number of departing passengers decreased 11.5 times (from 15 million in 1990 to 1.3 million in 1999), and in a number of regional airports even more – dozens of times. The economic crisis in Ukraine, the rupture of planned economic ties with the countries of the former USSR, the formation of a market economy, a sharp decline in real incomes have led to this. Since 2000, a slow increase in air traffic has been observed. In 2001, according to the State Statistics Service of Ukraine, 2.1 million passengers used air transport in Ukraine, in 2007 – 6.2 million.

34 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the product's webpage:

www.igi-global.com/chapter/european-low-cost-airlines-in-ukraine/303410?camid=4v1

This title is available in Advances in Hospitality, Tourism, and the Services Industry, Business and Management e-Book Collection, Business Knowledge Solutions e-Book Collection, e-Book Collection, Government and Law e-Book Collection, Social Sciences and Humanities e-Book Collection, Social Sciences Knowledge Solutions e-Book Collection.

Recommend this product to your librarian:

www.igi-global.com/e-resources/library-recommendation/?id=132

Related Content

Transportation Modes and Supply Chains: Case Studies From Estonia

Andres Tolli and Olli-Pekka Hilmola (2022). *Challenges and Opportunities for Transportation Services in the Post-COVID-19 Era* (pp. 49-66).

www.igi-global.com/chapter/transportation-modes-and-supply-chains/303406?camid=4v1a

Shortest Route Application via Dynamic Programming in the Transportation Networks

Arzu Eren enaras, ahin nanç, Hayrettin Kemal Sezen and Onur Mesut enaras (2021). *Handbook of Research on Decision Sciences and Applications in the Transportation Sector* (pp. 362-371).

www.igi-global.com/chapter/shortest-route-application-via-dynamic-programming-in-the-transportation-networks/285311?camid=4v1a

Before, During, and After: Systemic Approaches to Trauma Support in Seafarers

Alexander Dimitrevich and Daniel Conor Seyle (2022). *Handbook of Research on the Future of the Maritime Industry* (pp. 362-376).

www.igi-global.com/chapter/before-during-and-after/300474?camid=4v1a

Analysis of Effective Routing Protocols for Flying Ad-Hoc Networks

Sudesh Kumar, Abhishek Bansal and Ram Shringar Raw (2020). *International Journal of Smart Vehicles and Smart Transportation* (pp. 1-18).

www.igi-global.com/article/analysis-of-effective-routing-protocols-for-flying-ad-hoc-networks/259330?camid=4v1a