

DESCRIPTION FOR THE GENERAL PUBLIC

On the regional air transport market, the number of players is decreasing (Direct Fly, Jet Air, Eurolot, etc.). Even bigger carriers reduce their regional connections (ie. Ryanair) due to their low profitability. At the same time, some of the needs in the above-mentioned market remain unmet. This is shown through subsequent investments in regional airports (ie. Radom Sadków, Olsztyn Mazury, Białystok Krywlany, as well as Aéroport du Grand Ouest or Kasteli Airport). At the same time, local governments are ready to finance unprofitable connections, in order to provide their citizens convenient transport to the Polish capital, or to the transfer hubs. This solutions has been introduced for example in the Lubuskie Voivodship and in the Kuyavian-Pomeranian Voivodship. Despite such support from the local government, flights on the Bydgoszcz - Warsaw route have been cancelled. Similar conditions can be also found in other countries, ie. the Loganair operates between the Scottish islands of Loganair Westray and Papa Westray, and this connection is financed from the public funds in accordance with the EU law. Other example of above mentioned solution can be found in Scandinavia (Widerøe).

Despite public support and the growing demand for services, regional passenger carriers have difficulties in operating on the market, as illustrated above. In this context, it is important to look for a scientific basis for strategies to optimize the business models of aviation companies that will enable them to enter the market, conduct business and to develop.

The project concerns research in the field of identifying phenomena and regularities in the operation of business models of regional airlines, which are key factors for the survival and development of enterprises in this market. The research will include in-depth interviews with stakeholders of a selected group of regional airlines and a comparative analysis of interview results along with the identification of the business models of regional aviation companies.

The results of these studies will be presented in the form of publications and will contribute to the development of the scientific basis for the development of tools supporting strategic management processes in such enterprises. This will enable further researches, e.g. in the area of identifying tools for optimizing the business models of such enterprises.