

List Of Low Cost Carriers Lccs

Tells how to fly free or at greatly reduced rates by taking advantage of airline policies, acquiring more frequent flyer miles, and making use of the Internet.

Air Transport: A Tourism Perspective provides rigorous insights into the current complexities, synergies and conflicts within air transportation and tourism, presenting a balanced, comprehensive, contemporary, and global analysis that thoroughly examines the links between theory and practice. The book offers readers a multi-sector, global perspective on the practical implications of the link between air transport and tourism. By using a novel approach, it systematically explores the successive stages of a tourist's trip-investigating reasons for flying, the airport experience, airline industry structures, competition and regulation, and air transportation and destination interrelationships. In addition, the book explores current and salient debates on such issues as the influence of traveling to visit friends and family, the role of charters versus low cost carriers, public subsidies to support airport development, and much more. Presents insights from an international team of expert contributors with proven research and publication experience in their specialty area Includes cutting-edge analyses based on original research that identifies emerging research directions and policy and managerial implications Utilizes a multidisciplinary approach to fully explore theoretical and policy concepts and their effect on air transportation and tourism development Provides case studies from around the globe in each chapter

The last few decades have witnessed substantial liberalization trends in various industries and countries. Starting with the deregulation of the US airline industry in 1978, regulatory restructuring took place in further network industries such as telecommunications, electricity or railways in various countries around the world. Although most of the liberalization movements were initially triggered by the worrying performances of the respective regulatory frameworks, increases in competition and corresponding improvements in allocative and productive efficiency were typically associated with the respective liberalization efforts. From an academic perspective, the transition from regulated industries to liberalized industries has attracted a substantial amount of research reflected in many books and research articles which can be distilled to three main questions: (1) What are the forces that have given rise to regulatory reform? (2) What is the structure of the regulatory change which has occurred to date and is likely to occur in the immediate future? (3) What have been the effects on industry efficiency, prices and profits of the reforms which have occurred to date? Liberalization in Aviation brings together renowned academics and practitioners from around the world to address all three questions and draw policy conclusions. The book is divided into five sections, in turn dealing with aspects of competition in various liberalized markets, the emergence and growth of low-cost carriers, horizontal mergers and alliances, infrastructures, and

concluding with economic assessments of liberalization steps so far and proposed steps in the future.

This book gives an overview of the main aspects of the potential development of regional airports particularly the economic aspects, the role of low-cost companies, demand modelling, the airport, airline and access mode choices, and the relationships between capacity constraints on hubs and the growth of regional airports.

This book looks in detail at how globalisation has affected activity levels in maritime shipping, aviation, and road and rail freight, and assesses the impact that changes in activity levels have had on the environment.

Tourists frequently rely on social networks to provide information about a product or destination as a decision support tool to make adequate decisions in the process of planning a trip. In this digital environment, tourists share their travel experiences, impressions, emotions, special moments, and opinions about an assortment of tourist services like hotels, restaurants, airlines, and car rental services, all of which contribute to the online reputation of a tourist destination. The Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector is a fundamental reference source that provides vital theoretical frameworks and the latest innovative empirical research findings of online social media in the tourism industry. While highlighting topics such as e-business, mobile marketing, and smart tourism, this publication explores user-generated content and the methods of mobile strategies. This book is ideally designed for tour developers, travel agents, restaurateurs, hotel management, tour directors, entrepreneurs, social media analysts, managers, industry professionals, academicians, researchers, and students.

The second edition of Rigas Doganis' book brings the airline industry story up to date, exploring airline mergers and alliances, price wars, the impact of disasters and the future prospects for the industry as a whole.

Prior to liberalization, there was little scope for predatory behaviour in the aviation market. However, following deregulation, new entrants sought to compete with entrenched incumbents. Low-cost carriers (LCCs) gained significant market share, which in turn provoked many different kinds of defensive response. Having put pressure on established carriers, low-cost airlines are themselves feeling the pressure of competition from new operators. While it is normal and natural for airlines to react to competition - modifying their services, the ways in which they offer them and their prices - when does aggressive commercial behaviour go too far and become predation? This book considers what exactly is meant by 'predation' in the aviation environment, and explores the strategies LCCs adopt in order to gain market share, as well as the strategies of the established airlines in response to competition from new entrants to the market. It also addresses the key question of what competition policy should do to ensure intensive competition. Competition versus Predation in Aviation Markets brings together contributions from around the world, from airlines, government agencies, leading academics and consultants, providing a wealth of perspectives on a business practice crucial to airline survival.

The debate on the future of the aviation sector and the viability of its traditional business practices is the core of this book. The liberalization of the EU market in the 1990s has radically modified the competitive environment and the nature of airline competition. Furthermore, the new millennium began with terrorist attacks, epidemics, trade globalization, and the rise of oil prices, all of which combined to push the industry into a “perfect storm”. Airline industry profitability has been an elusive goal for several decades and the recent events has only accentuated existing weaknesses. The main concern of industry observers is whether the airline business model, successful during the 1980s and 1990s, is now sustainable in a market crowded by low-cost carriers. The airlines that will respond rapidly and determinedly to increase pressure to restructure, consolidate and segment the industry will achieve competitive advantages. In this context, the present study aims to model the new conduct of the ‘legacy’ carriers in a new liberalized European market in terms of network and pricing competition with low-cost carriers and competitive reaction to the global economic crises.

Gathering the Proceedings of the 2018 Intelligent Systems Conference (IntelliSys 2018), this book offers a remarkable collection of chapters covering a wide range of topics in intelligent systems and computing, and their real-world applications. The Conference attracted a total of 568 submissions from pioneering researchers, scientists, industrial engineers, and students from all around the world. These submissions underwent a double-blind peer review process, after which 194 (including 13 poster papers) were selected to be included in these proceedings. As intelligent systems continue to replace and sometimes outperform human intelligence in decision-making processes, they have made it possible to tackle many problems more effectively. This branching out of computational intelligence in several directions, and the use of intelligent systems in everyday applications, have created the need for such an international conference, which serves as a venue for reporting on cutting-edge innovations and developments. This book collects both theory and application-based chapters on all aspects of artificial intelligence, from classical to intelligent scope. Readers are sure to find the book both interesting and valuable, as it presents state-of-the-art intelligent methods and techniques for solving real-world problems, along with a vision of future research directions.

Annotation Entrepreneurs and professionals are often neglected by travel suppliers when it comes to favourable pricing. Guerilla Travel Tactics presents independent business travellers with a clear, step-by-step plan for saving time and money when travelling at their own expense. The upbeat approach of Guerilla Travel Tactics will instill confidence in the business traveller to conquer soaring travel costs. Packed with inside information, the book contains topics such as getting the lowest possible air fares, finding hidden discounts at hotels, using the internet and credit cards to save money and buying only the travel insurance that is needed. Like the railroad and the automobile, the airliner has changed the very geography of the societies it serves. Fundamentally, air transportation has helped redefine the scale of human geography by dramatically reducing the cost of distance, both in terms of time and money. The result is what the author terms the ‘airborne world’, meaning all those places dependent upon and transformed by relatively inexpensive air transportation. The Economic Geography of Air Transportation answers three key questions: how did air transportation develop in the century after the Wright Brothers, what does it mean to live in an airborne

world, and what is the future of aviation in this century? Examples are drawn from throughout the world. In particular, ample consideration is given to the situation in developing countries, where air transportation is growing rapidly and where, to a considerable degree, the future of the airborne world will be determined. The book weaves together the technological development of aviation, the competition among aircraft manufacturers and their stables of airliners, the deregulation and privatization of the airline industry, the articulation of air passenger and air cargo services in everyday life, and the challenges and controversies surrounding airports. It will be of particular interest to students and researchers in air transport history, the geography of the airline industry, air transport technological development, competition in the commercial aircraft industry, airport development, geography and economics. It will also be useful to professionals working in the airline, airport, and aircraft manufacturing industries.

This accessible, up-to-date, comprehensive, and in-depth textbook introduces students and practitioners to the principles and practice of airport marketing as well as the major changes and future marketing challenges facing the airport sector. It applies principles of marketing within the airport industry, and examines airport marketing and its environment, how to define and measure the market for airport services, airport strategic marketing planning and individual elements of the airport marketing mix (product, price, distribution and promotion). The book integrates key elements of marketing theory with airport marketing in practice. Each chapter contains extensive industry examples for different types of airports from around the world to build on the theoretical base of the subject and show real-life applications. This new second edition has been updated to include: New and expanded content on branding and the passenger experience, marketing partnerships, engagement marketing and customer relationship management. Three brand new chapters on digital marketing, marketing for a more sustainable future, and crisis communications and marketing, in light of the Covid-19 pandemic. New, global case studies and examples throughout. This comprehensive textbook written by two airport marketing experts will be essential reading for air transport students and future managers.

This book will be useful for those working in the airline industry and for students.

Air transport in the Asia Pacific has undergone significant transformation in the last three decades. What was once a region in the shadow of larger and more prosperous continents such as North America and Europe is now at the forefront of expansion in commercial air-service networks, frequency and capacity, and the overall growth in the contribution of air transport to economies on regional and, in many cases, individual country levels. Despite this, it represents an area that is generally under-represented in the commercial air-transport academic literature. Air Transport in the Asia Pacific seeks to fill this gap. Against this context, the aim of the volume is to offer a contemporary snapshot of current academic research into commercial air transport in the Asia Pacific. While one volume cannot realistically address the complete range of identifiable issues, this book provides timely, specific and research-based studies authored by leading academics and practitioners.

This book provides a comprehensive overview of current strategic challenges and measures required to meet those challenges in a dynamic industry. Experts from aviation practice and management, in addition to acknowledged scholars, contribute to this volume and combine academic expertise with economic and business perspectives in an unprecedented way for the aviation field.

The focus is not restricted to passenger airlines. The five parts of the book additionally include chapters on alliance management and formation, strategic issues for air freight carriers and airport companies, as well as impacts the airline industry exerts on its environment. The book combines both concepts and results from recent academic research with applications and case studies from major industry players. Readership includes academics, students on advanced aviation courses, senior aviation professionals in airline, airport and supplier companies, international organizations and governmental agencies.

Trends such as the massive growth in availability of air travel and air freight are among those which have led to aviation becoming one of the fastest growing emitters of greenhouse gases. These trends have also caused a shift in expectations of how we do business where we go on holiday and what food and goods we can buy. For these reasons aviation is (and is set to stay) high up on global political organizational and media agendas. This textbook is the first to attempt a comprehensive review of the topic bringing together an international team of leading scientists. Starting with the science.

Bachelor Thesis from the year 2009 in the subject Economics - Micro-economics, grade: 1,3, Furtwangen University; Villingen-Schwenningen, language: English, abstract: Across a wide range of industries traditional market leaders are threatened by low price competitors. These low price firms are steadily eroding the profit margins and market share of their more established rivals. A vivid example from aviation is the Low Cost Carriers. Beginning in the North America and spreading to Europe, the airline passenger market has witnessed a growing intensity in price-based competition. This intensified competition has been facilitated by policy deregulation initiatives until the emergence of the phenomenon Low Cost Airlines. European Low Cost Airlines have changed people's leisure and travel habits, opening up direct services between city pairs that were not available before. The present thesis aims at analysing the European Low Cost Carriers (LCCs) business model from the perspective of its rapid expansion on the air travel market. In conjunction with the liberalisation of commercial aviation the LCCs' impacts on the European community have been identified in line with the sustainable transport concept recognized as a common goal in the two European Commission's strategic documents: Lisbon Agenda and European Sustainable Development Strategy. The European low cost model is examined in terms; its business model and strategic positioning; the LCCs' positive and negative impacts after its rapid growth; the sector dynamics and its long term sustainability. This LCC multi-dimensional view imposes the main questions of the current work in search for broad analysis of the LCCs trend: "What are the essential characteristics of the LCCs business model?"; "How it affects the EU community?"; and "What driving forces stand behind the LCCs model?." The thesis sets itself the following sub-objectives and attempts to answer their corresponding questions: - Overview of the European Corporate Strategy for Dramatic Productivity Surge deals with the very basics of productivity and cost performance OCo

including abridgement of time, increase in speed, enhancement of capabilities, increase in sensitivity and precision, enhancement of efficiency and effectiveness, alteration of size, reduction of costs and increase in revenue, among others. This book consists of five parts: OCo Introduction, Case Studies of Super Effects in Management Functions, Case Studies of Global Scale Super Effects Realized, Case Studies of Super Effects in Marketing Domains, and Conclusion: The Road to Realizing the Super Effect OCo featuring more than fifty successful cases of productivity surge or super effects, including risk-driven ones. Productivity surge herein means a dramatic reduction of costs, at least by one-tenth, while maintaining effectiveness or discontinuous increase in effectiveness by at least 10 times, while keeping the costs the same. Cases highlighted in the book are instrumental and valuable for the organizations worldwide to evaluate processes, avoid unnecessary failure and work towards future success.

Competition in air transport has been transformed by industry liberalization initiatives, resulting in the emergence of a wide array of new airline start-ups. Restrictions on low fares have been removed, uniform control requirements have been established, and legislation has facilitated the proliferation of low-fare carriers and competition. The new breed of independent low-fare airlines (LFAs) use market freedoms to shake up the industry's competitive dynamics and offer the customer the alternative of low prices and basic service. A successful low fare business model requires a ruthless and relentless focus on cost cutting and increased operational productivity, combined with an ability to generate and maintain a cash surplus and a cautious but steady fleet and route network expansion. The mastery of these techniques has made Southwest and Ryanair industry leaders, but others such as EasyJet also have a proven record of profitability and market growth, despite not always being the lowest cost or price providers. In this comprehensive and topical study the author systematically provides:

- a step-by-step approach to understanding the conditions and choices shaping airline competitiveness, and an assessment of the nature of the low fare market
- a comprehensive study of the low fare airline sector's evolution and growth and arguments as to why the European low fare industry is here to stay despite the inevitability of a shake out (reminiscent of the early 1980s in the USA).
- unique insights into the success of low fare market leaders in Europe, North America and Australasia and an examination of the experience of US new entrants in the post-deregulations era, to discern strategic lessons for their counterparts;
- critical perspectives on strategic management principles and practices in modern airline companies, discussing strategies for survival, and comparing competitive strategies for the main low fare airlines and their limitations;
- key reasons for the robustness of the low fare business model during industry crises

The book also determines the conditions and strategies that shape sustainable advantage for LFAs in highly competitive deregulated markets where established airlines seek to force out new entrants and considerable political interference remains. Moreover, the book considers why, during the airline industry crisis of

late 2001, the market capitalizations of low fare leaders held steady in the wake of the US terrorist attacks, while the major carriers on both sides of the Atlantic were decimated. Cleared for Take-Off is essential reading for airline executives, aerospace manufacturers, regulatory and government transportation agencies, researchers or students of aviation management, transport studies, the travel industry and/or corporate strategy.

Air transport industry finance, with its complexity and special needs such as route rights, airport slots, aircraft leasing options and frequent flyer programmes, requires specific knowledge. While there are numerous financial management and corporate finance texts available, few of these provide explanations for the singularities of the airline industry with worked examples drawn directly from the industry itself. Revised and updated in its third edition, this internationally renowned and respected book provides the essentials to understanding all areas of airline finance. Designed to address each of the distinct areas of financial management in an air transport industry context, it also shows how these fit together, while each chapter and topic provides a detailed resource which can be also consulted separately. Supported at each stage by practical airline examples, it examines the financial trends and prospects for the airline industry as a whole, contrasting the developments for the major regions and airlines. Important techniques in financial analysis are applied to the airline industry, together with critical discussion of key issues. Thoroughly amended and updated throughout, the third edition reflects the many developments that have affected the industry since 2001. It features several important new topics, including Low Cost Carriers (LCCs), fuel hedging and US Chapter 11 provisions. The sections on financial statements and privatisation have been expanded, and a new chapter has been added on equity finance and IPOs. New case studies have been added, as well as the latest available financial data. The range and perspective is even greater than before, with significant expansion of material specific to the US and Asia. The book is a key resource for students of airline management, and a sophisticated and authoritative guide for analysts in financial institutions and consultancies, executives in airlines and related industries, and civil aviation departments.

Low Cost Carriers (LCCs) have become an integral part of today's air transport and tourism industries. Originating in the United States, the low-cost concept has subsequently been adopted by airlines on all continents. LCCs in Europe and North America, and to some extent in Asia, have already been well covered by academic literature. However, scientific publications on the topic of LCCs in Africa, Latin America, the Middle East, Australia and New Zealand are scarce. This volume provides the first comprehensive overview of developments, the legal framework and the current situation of the low-cost carrier phenomenon across the globe. It contains a dozen chapters, each dedicated to a region, all written by highly experienced and renowned experts from around the world. The Low Cost Carrier Worldwide is written primarily for upper-level undergraduate and postgraduate students, as well as researchers and practitioners within the fields of

aviation, transport and tourism.

The book provides a data-driven approach to real-world crew resource management (CRM) applicable to commercial pilot performance. It addresses the shift to a systems-based resilience thinking that aims to understand how worker performance provides a buffer against failure. This book will be the first to bring these ideas together. Taking a competence-based approach offers a more coherent, relevant approach to CRM. The book presents relevant, real-world examples of the concepts and outlines a change in thinking around pilot performance and data interpretation that is overdue. Airlines, pilots and aviation industry professionals will benefit from the insights into organisational design and alternative approaches to training. FEATURES Approaches CRM from a competence-based perspective Uses a systems model to bring coherence to CRM Includes a chapter on using blended learning and virtual reality to deliver CRM Features research on work/life balance, morale, pilot fatigue and link to error Operationalises 'resilience engineering' in a crew context

Extensively revised and updated edition of the bestselling textbook, provides an overview of recent global airline industry evolution and future challenges Examines the perspectives of the many stakeholders in the global airline industry, including airlines, airports, air traffic services, governments, labor unions, in addition to passengers Describes how these different players have contributed to the evolution of competition in the global airline industry, and the implications for its future evolution Includes many facets of the airline industry not covered elsewhere in any single book, for example, safety and security, labor relations and environmental impacts of aviation Highlights recent developments such as changing airline business models, growth of emerging airlines, plans for modernizing air traffic management, and opportunities offered by new information technologies for ticket distribution Provides detailed data on airline performance and economics updated through 2013

This volume examines the role that airports play in economic development and land values, the regulation and economic efficiency of airports, airport pricing and competition, and the role played by airports in influencing airline operations and networks.

This book chronicles airline revenue management from its early origins to the last frontier. Since its inception revenue management has now become an integral part of the airline business process for competitive advantage. The field has progressed from inventory control of the base fare, to managing bundles of base fare and air ancillaries, to the precise inventory control at the individual seat level. The author provides an end-to-end view of pricing and revenue management in the airline industry covering airline pricing, advances in revenue management, availability, and air shopping, offer management and product distribution, agency revenue management, impact of revenue management across airline planning and operations, and emerging technologies in travel. The target audience of this book is practitioners who want to understand the basics and have an end-to-end view of revenue management.

Aviation has grown leaps and bounds within the last decade. Aviation courses and training at all levels have shown an exponential increase

around the globe. There has been a restricted focus on writing books in this sector of the economy, mainly due to the shortage of expertise in this specialist and complex area. This book was written with the purpose of meeting this need of the aviation sector. Due to the diversified nature of aviation knowledge, which includes flying, engineering, airports, allied trades for aircraft and airports, airline and airport management and operations, education, etc., one text alone will not suffice and do justice to address all these areas. It is envisaged to develop subsequent parts of this book to cover all these knowledge areas. This book is the first installment of any subsequent books and explores issues including airline management and operations, airline business models, airport systems, flight operational procedures, aircraft maintenance, runway safety management systems, and air traffic management. In particular, attention will be given to aspects such as analysis of air traffic in a domestic market, runway safety management systems, critical success factors for multiple MRO service providers, key pain points of the industry to be addressed to move into the future, new research on hub airports for international flights, new business models for airlines, and runway safety management systems. This book is useful to aviation managers, educators, students, and professionals interested in any of the above issues.

Thesis (M.A.) from the year 2009 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, University of Applied Sciences in Schmalkalden, language: English, abstract: Therefore the FIRST chapter in this paper is going to have a look at the developments of the international airline industry in Europe. Here we are going to have a look at the historical development. It is going to be described in detail how the deregulation and liberalization in Europe happened, and what changes have been put in place. The liberalization packages are going to be described in detail, and the outcomes of the liberalisation and deregulation are going to be stated. In chapter THREE, the LCC's are going to be introduced. Here we are going to have a quick introduction on what 'NO-Frill' means in the context of air travel. Further the development of LCC's in Europe is going to be shown. After that there is going to be a focus on the development of LCC's in Germany. Here the airlines which operate in Germany are going to be stated, and how they have developed over the years. Chapter FOUR is going to focus on the marketing strategy of LCC's in Europe, and how they operate. This chapter focuses on how they operate, how they choose their network and fleet. Also important is to find out what their target market is, and how they manage their sales and pricing strategy. This chapter gives a detailed explanation on how such airlines function. After having had a look at the LCC's strategy, Chapter FIVE focuses on the effects such airlines have on secondary airports. Also this chapter describes what regional effects such an airport has on its surrounding. In Chapter SIX the Airport Frankfurt Hahn stands in the centre of discussion. This chapter describes the several development stages of Frankfurt Hahn in terms of terminal or runway extension, and passenger development. Also this chapter analyses the catchment area of Frankfurt Hahn, and its infrastructure. After h

Low cost carriers (LCCs) represent one of the most exciting and dynamic yet often contentious developments in recent commercial aviation history. Formed as a direct result of policies of airline deregulation and liberalisation that were initiated in the United States in the late 1970s before being implemented in certain European, Australasian, Latin American and other world markets from the mid-1990s onwards to encourage competition, LCCs have been responsible for progressively reconfiguring the spatial patterns, operational practices and passenger experiences of flight. In the process, they have enabled growing numbers of people to fly to more places, more frequently, and at lower cost than had been previously possible. In so doing, however, they have generated a number of socio-economic and environmental challenges. The 23 essays included in this volume provide a detailed insight into the emergence, expansion and evolution of the low cost carrier sector worldwide. The volume covers deregulation and liberalisation of the global airline sector, the business models and operating characteristics of

low cost carriers, the changing nature of the airline/airport relationship, LCC network characteristics, issues of pricing and competition and the current impacts and likely future trajectories.

This book offers material for strategic thinking featuring contributions from key figures in Europe, the US and Asia. The focus of the book expands from economic to legal issues, bankruptcy and safety and security. The carefully selected papers offer a thorough and structured analysis of major current developments in the air transport industry. Fully up to date, topics covered include competitive strength, capacity utilisation and risk. The most likely future scenarios are more or less known. Only, the timeframe remains uncertain. The speed at which the various market players in the air transport chain will implement their strategies remains the key question. This depends on a whole range of exogenous and endogenous variables, as this book aspires to demonstrate. As both an overview of the current issues affecting the industry and as a cohesive set of strategic documents, therefore, this collection will prove invaluable for policy makers and researchers alike.

This book aims to provide comprehensive coverage of the field of air transportation, giving attention to all major aspects, such as aviation regulation, economics, management and strategy. The book approaches aviation as an interrelated economic system and in so doing presents the "big picture" of aviation in the market economy. It explains the linkages between domains such as politics, society, technology, economy, ecology, regulation and how these influence each other. Examples of airports and airlines, and case studies in each chapter support the application-oriented approach. Students and researchers in business administration with a focus on the aviation industry, as well as professionals in the industry looking to refresh or broaden their knowledge of the field will benefit from this book.

Provides comprehensive insight into today's global airline industry - now in its 3rd edition!

Airline Operations and Management: A Management Textbook is a survey of the airline industry, mostly from a managerial perspective. It integrates and applies the fundamentals of several management disciplines, particularly economics, operations, marketing and finance, in developing the overview of the industry. The focus is on tactical, rather than strategic, management that is specialized or unique to the airline industry. The primary audiences for this textbook are both senior and graduate students of airline management, but it should also be useful to entry and junior level airline managers and professionals seeking to expand their knowledge of the industry beyond their own functional area.

The Low Cost Carrier WorldwideRoutledge

Bachelor Thesis from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Mannheim (Fakultät für Rechtswissenschaft und Volkswirtschaftslehre, Abteilung Volkswirtschaftslehre), language: English, abstract: The entry of low-cost carriers (LCCs) in the early 1990ies revolutionized the European airline industry. Before the LCCs entered the European short-haul market, incumbent full service carriers (FSCs) were able to operate relatively unhindered. Supported by many deregulations, LCCs set their focus on a cost base as low as possible, so they were able to offer fares tremendously lower than incumbent players. Even though they took some market share from the FSCs, the main success was based on the ability to reach new customer segments. Passengers, previously travelling by car or long-distance busses, took

advantage of newly affordable airline fares and were willing to incur limited comfort. Now, around 20 years after the first entry of European LCCs, the short-haul market is not expected to continue growing significantly. Hence, if the LCCs want to continue their expansion, they need a 'new market', and it seems just like a question of time until they add long-haul routes to their route network. Nevertheless, the long- and short-haul market are comparable just to a limited amount. As we will see in the following analyses and discussions, several specific characteristics require fundamental changes in the current LCC business model, which is optimized for short-haul operations. The focus point of this thesis is the development of an auspicious entry mode, based on theoretical economic frameworks. In comparison to the short-haul market, competitive interactions between incumbent FSCs and entering LCCs are expected to be much more intense on long-haul routes. This is based on the fact that LCCs will not be able to sustain their high cost advantages also on long-haul routes. For long-haul flights it is also not possible to reduce provided comfort and additional services in such a way the LCCs currently do on their short-haul operations. Hence, on long-haul routes, entering LCCs and incumbent FSCs will be active much more in the same market than they currently do, which implies a much higher degree of competition. This provides several points of contact for game theoretical considerations, as we will see in the following chapters. An efficient air transport system is critical to countries attaining and sustaining healthy economies in an increasingly interconnected world economy. This volume 5 of *Advances in Airline Economics* includes literature surveys and original empirical research examining airline efficiency in the twenty first century.

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