

процедур щодо купівлі-продажу, а також забезпечення захисту прав власності для всіх учасників ринку.

Незважаючи на виклики, які виникають на шляху розвитку ринку землі, важливо, щоб Україна продовжувала зберігати своє лідерство в аграрному секторі. Це вимагатиме від уряду та зацікавлених сторін ретельного аналізу ситуації та розробки стратегій, спрямованих на збереження стабільності та розвитку цієї важливої галузі.

Нові законодавчі зміни відкрили двері для інвестування в аграрний сектор України та збільшили його конкурентоспроможність на світовому ринку. Однак важливо забезпечити, щоб цей процес відбувався в рамках розумної регуляції та з урахуванням інтересів всіх зацікавлених сторін. У майбутньому розвиток ринку землі може сприяти підвищенню ефективності сільськогосподарського виробництва та розвитку сільських територій.

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МАРКЕТИНГ ОБСЛУГОВУВАННЯ ПАСАЖИРІВ В АЕРОПОРТАХ

Щур Т.Г. к.т.н., доцент, Солорз В.А., студент Сілезького політехнічного університету

MARKETING OF PASSENGER SERVICES AT AIRPORTS

Shchur T.G. PhD., Assoc. Prof., Solorz W.A., student Silesian University of Technology

The marketing of passenger services at airports plays a crucial role in shaping positive passenger experiences and building a strong airport image. In the face of growing competition and evolving passenger expectations, airports must employ modern marketing strategies to attract and retain customers. Effective marketing can significantly enhance travel comfort, increase passenger loyalty, and distinguish an airport from its competitors. Contemporary passenger service marketing encompasses a wide range of activities, from service personalization and the use of advanced technologies to effective communication and customer relationship management. Airports that successfully implement these strategies gain a competitive edge and can offer passengers exceptional experiences.

An airport is therefore simultaneously:

- A facility that provides for the execution of the initial and final phases of a flight;
- A site involving multiple countries and publicly accessible air transport activities, including the carriage of passengers and cargo, conducted regularly according to flight schedules on a fee-paying basis;
- A transportation hub, serving as a point of interface between air transport and other modes of transport.

Airports serve different travelers from various parts of the world, so it is important to approach each one appropriately. Market segmentation allows for better tailoring of services to the needs of individual passengers. However, the most crucial aspect for attracting more customers is marketing. Marketing consists of the actions companies take to interest people in their products or services and encourage them to make a purchase. It involves understanding what customers need and want, and then offering them suitable products or services in an appealing way. Marketing is

comprised of four key elements: the right products, for the right people, at the right price, and in the right place and time.

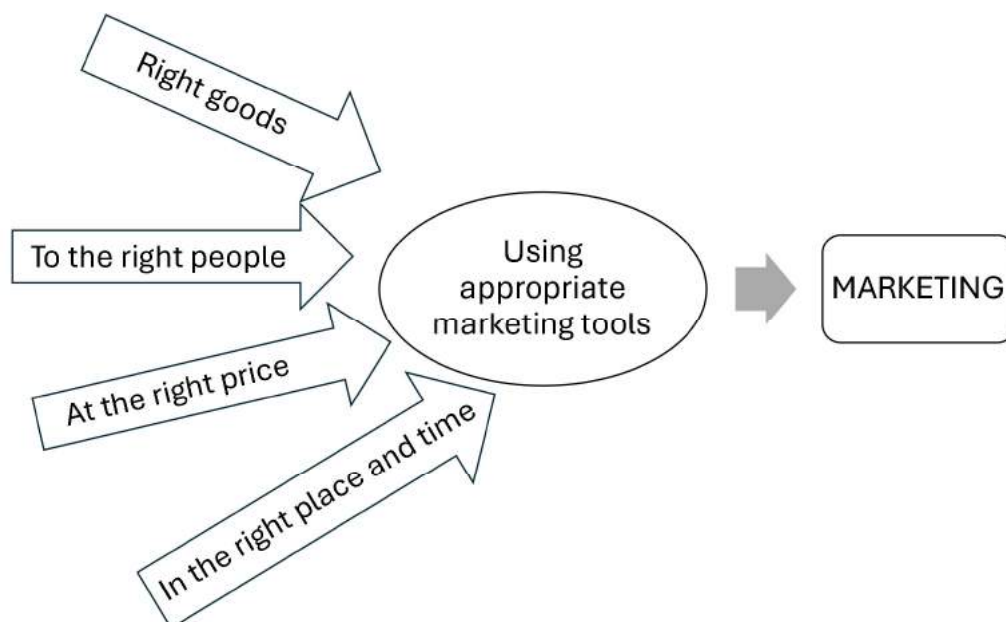


Fig. 1 Elements that make up marketing [own elaboration]

Airports also adhere to the 4P rule, which encompasses product, price, place, and promotion. The marketing mix 4P is a concept that includes four main elements of marketing: Product, Price, Place, and Promotion. In the context of airports, the application of this concept is particularly interesting. Product refers to the wide range of services and products offered to both passengers and airlines. The main services include passenger transport, which covers handling takeoffs and landings, baggage check-in, security, and passport control. An important aspect is also cargo transport, i.e., air freight transport. Additionally, airports offer commercial services such as duty-free shops, restaurants, cafes, hotels, and car rentals, which enhance passenger comfort. There are also additional services like parking, VIP zones, business lounges, Wi-Fi, and tourist information. Price at airports depends on many factors, such as location, competition, operating costs, and the type of services offered. Airports charge airlines fees for using the infrastructure, such as takeoff and landing fees, terminal fees, and passenger handling charges. Prices for commercial services in duty-free shops, restaurants, and other sales points must be competitive, although they are often higher due to the convenience and availability for travelers. Parking fees can vary depending on the length of stay, the location of the parking lot, and additional services like secure parking. Place refers to the location and accessibility of the airport as well as the distribution of services. Airports are strategically located to maximize accessibility for passengers, with proximity to cities, easy access to road infrastructure, and public transportation. Extensive and modern infrastructure of terminals, runways, and hangars allows for the handling of a large number of passengers and flights. An important element is also the distribution channels, which include cooperation with airlines, travel agencies, and online platforms for booking flights and additional services. Promotion aims to increase awareness, attract new passengers, and build loyalty. Airports conduct advertising campaigns in traditional and digital media, offer loyalty programs for passengers and business partners, organize events, and sponsor sports and cultural events. Building a positive image is also supported by public relations activities, crisis communication, cooperation with the media, and engagement in local communities. By using the 4P concept, airports can effectively manage their services and offerings to meet the needs of passengers, airlines, and other stakeholders, while simultaneously increasing their competitiveness and attractiveness in the market.

In 2021, JCDecaux SA commissioned a study by ResearchBods to examine the effectiveness of airport advertising compared to online displays, social media, and television advertisements. This study surveyed 6,000 consumers across five major advertising markets: China, France, Germany, the United Kingdom, and the United States. The research showed that airport advertising is

perceived by consumers as more valuable and prestigious than other advertising environments, conferring status and the belief that the product is of higher value. Indexed results revealed that airport viewers scored 111 points for perceived value (compared to TV at 101, Print at 100, Mobile at 95, and Website at 94) and 113 for prestige (compared to TV at 99, Print at 98, Mobile at 99, and Website at 99), relative to the average across all surveyed advertising environments. [3] The conclusions drawn from this study indicate that airports, due to their location and accessibility, provide a unique advertising environment capable of attracting affluent and frequent travelers. The strategic use of advertising space in airports can attract high-value customers. The study provides strong arguments for investing in airport advertising, highlighting its high perceived value and prestige. Brands can leverage these findings to better understand how to effectively use airports as an advertising medium to build image, increase trust, and enhance brand value.

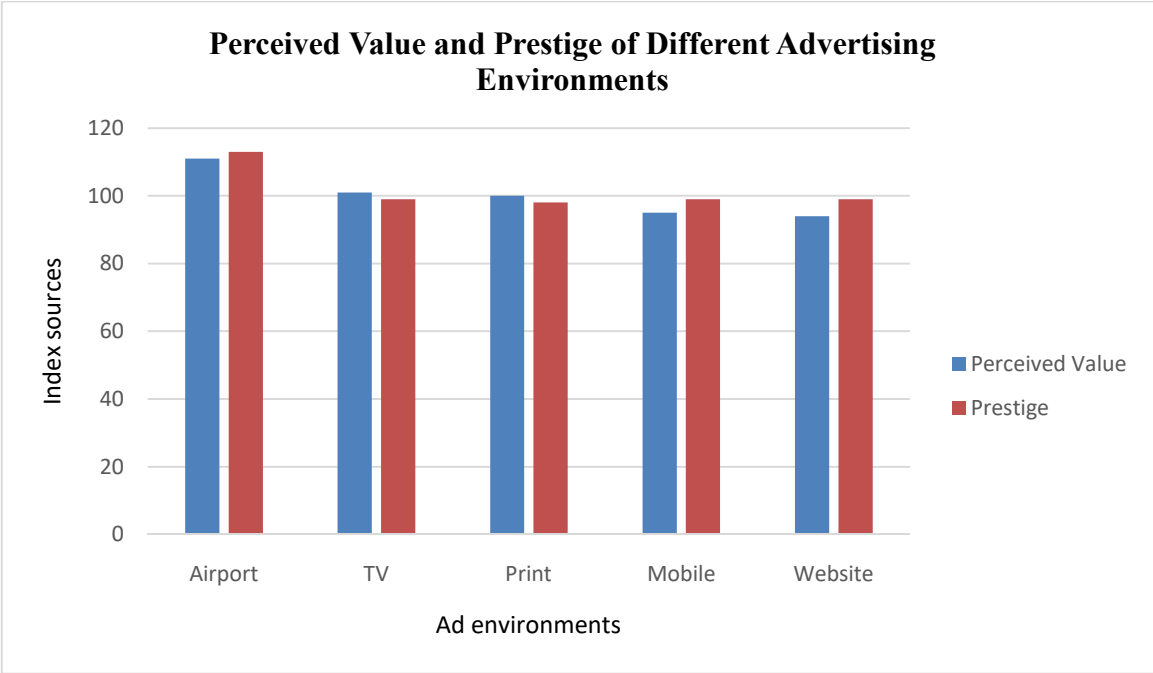


Fig. 2 Perceived value and prestige of different advertising environments [based on ResearchBods for JCDecaux Airport]

Airports play a crucial role in tourism marketing, supporting both the development of tourism and the promotion of the regions in which they are located. Firstly, airports often collaborate with local tourist offices and municipal authorities to promote the region as an attractive tourist destination. As part of this collaboration, they organize joint advertising campaigns, participate in tourism fairs, and create promotional materials. Advertising and promotional campaigns are another important aspect of airport activities. Airports engage in both traditional and digital campaigns, broadcasting ads in the media, placing them on billboards, and using social media. The aim of these campaigns is to promote the region’s tourist attractions, thereby attracting more travelers. The modernization of infrastructure and amenities at airports also plays a significant role. Airports invest in modern terminals, high-speed internet access, and convenient transport connections to the city, aiming to improve passenger comfort and encourage longer stays in the region. Airports often work with airlines and local businesses to offer loyalty programs, discounts, and special offers for tourists. Examples include discounts on airline tickets, vacation packages, and promotions for airport shopping. Organizing or sponsoring local events and festivals is another way airports attract tourists. This can include concerts, exhibitions, or culinary festivals, which encourage visits to the region. Airports also promote unique experiences available in the region, such as local natural, historical, and cultural attractions. They cooperate with local tour guides and agencies, offering tours and travel packages. Modern technologies, such as mobile applications, interactive information kiosks, and virtual guides, are used to promote tourism. These applications provide tourists with information about attractions, maps, restaurant and hotel recommendations, and public transport details. Sustainable development and green marketing are also becoming

increasingly important. Airports can promote their pro-ecological activities, such as reducing CO2 emissions, using renewable energy sources, or recycling programs, which attract environmentally conscious tourists. Acting as gateways to regions, airports have a significant impact on the development of tourism through various marketing strategies that attract travelers and promote local attractions.

Passenger service marketing in airports is a crucial element of the business strategy for any airport seeking to effectively compete in the rapidly evolving air transport market. Modern airports must function not only as places where planes land and take off but also as comprehensive enterprises offering a wide range of services to travelers. An airport, as an enterprise, operates in a unique environment where various services must be coordinated to ensure the highest quality of passenger service. Key elements of marketing in airports include product management, pricing, distribution, and promotion. In summary, passenger service marketing in airports is a multifaceted issue that requires a comprehensive approach. Effective implementation of a marketing strategy contributes to improving service quality, increasing the airport's competitiveness, and enhancing passenger satisfaction. Contemporary airports must continuously adapt their marketing strategies to changing market conditions and customer expectations to remain attractive and efficiently manage their operations.

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