

SWOT Analysis and a Case Study at Kayseri Airport

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EXECUTIVE SUMMARY

In this study, Kayseri Airport, which operates under Dhmi in Kayseri, is discussed within the scope of SWOT analysis. As a result, the most powerful aspect of Kayseri Airport is its proximity to the city, and the weakest dimension of Kayseri Airport is the low frequency of flights during the daytime. The outstanding features of Kayseri Airport regarding the opportunities arising from the external environment are tourism potential of the city, transport modes supporting each other, investments around the airport, supporting civil aviation nationwide, development of trade volume of the city. The most important feature of Kayseri Airport regarding the threats arising from the external environment are that it is not seen as a direct departure/destination point for international flights and distorted construction around the airport land.

ORGANIZATION BACKGROUND

The developments in the civil aviation sector, which is one of the most important developments of the 21st century and constitutes one of the most important components of the rapid and reliable transportation of modern life, is particularly noteworthy.

At the point we have reached, there are thousands of planes, thousands of airports and aviation companies, and billions of passengers are transported from one point to another, saving time comfortably and reliably with millions of flights each year (Aksoy & Dursun, 2018). It can be said that these impressive developments increase the differences between other modes of transportation that can be an alternative to aviation by making progress with each passing day.

Turkey, which shares a three-nation border in the region of nine different continents (Europe, Africa and Asia) is a country strategically placed. Rapidly increasing population, rapid urbanization, growing tourism industry and increasing regional trade in Turkey means that civil aviation in the near future would improve and the need to further develop the airport infrastructure would increase. As a reference point,

Turkey, in Europe outside Russia has a larger surface area than any other country. When considering the size and the growing population, the attitude of Turkey Residents of domestic and international air services are still in the positive direction (Şevkli & Diğ, 2012).

Air transport stands out as a rapidly growing sector, and privatization policies for the sector have increased the desire of enterprises to move to this sector. On the other hand, increasing competition among airline companies in terms of transporting passengers in a more comfortable, more economical and more reliable manner has led to the necessity to turn to different and modern practices in the field of aviation, that is, to create different and correct strategies (Kanbur & Karakavuz, 2017).

The aviation market has developed rapidly over the last decade, and many changes have affected the aviation market, especially after 2011. Considering traffic trends after 2008, air traffic increased by 10% from 2014 to 2017 after the interruption between 2008-2013 due to financial recession and economic recession. According to the most likely scenario of Eurocontrol, European up to about 16 million flights are expected. This increase in air traffic will put pressure on airport capacity and will direct airport operations to a situation analysis assessment (ACI, 2007).

Flight safety and aviation security are as important as strengthening civil aviation infrastructure. In this context, assign great strides in recent years at the highest level for the implementation of the ICAO standards, Turkey has become one of the countries that have made significant contributions to the development of passenger and global aviation system in the world. These developments in Turkey in 2016 was defining the international aviation rules to ensure that the ICAO Council members. In order to ensure the sustainable growth of the rapidly growing aviation sector with the liberalization steps taken in the aviation after the 2000s continued regularly. Regulations are made by the General Directorate of Civil Aviation (SGHM) within the framework of international legislation, and studies are carried out in order to realize these standards at the highest level in the auditing activities (SHGM, 2016).

While the airport management are trying to deal with the situations in today's business world, their biggest help in making decisions will be to evaluate and analyze the situation in their entirety. This situation is important for airport management as well as to develop their technologies and change their sustainable competitive environments in order to realize their strengths and weaknesses and the opportunities and threats around them. Airport management can analyze their current strengths and weaknesses in a way that can turn potential crises into opportunities and manage risks well. At the same time, it is possible for companies to analyze what is going on around them, general legal and economic conditions, to capture opportunities and to realize threats and develop strategies accordingly.

Today, it is well known that the examination of internal and external environmental conditions is an important factor for the existence and survival of an enterprise. Especially after the 1950s, with the effect of the System Approach and Contingency Approach, the environmental issue gained great importance and the environmental conditions of the enterprises and their internal factors became very effective in the strategy selection and evaluation process. Especially today, no business can be considered abstract from the national and international environment in which it takes place and their effects on its internal structure (Demirtaş, 2013).

The aim of this research is to analyze the internal and external environment of Kayseri airport strategically; to reveal its strengths and weaknesses, to identify potential threats and opportunities (SWOT analysis) and to offer recommendations in this direction. This study, which has international functions in Turkey's Kayseri airport is used for both military and civilian purposes important because it is an academic study on the current situation analysis.

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