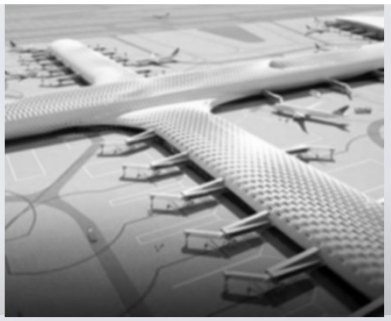
AIRDEV

Airport Development



Overview of AIRDEV Project

September 2009 - August 2012

Prof. Rosário Macário

AIRDEV Seminar

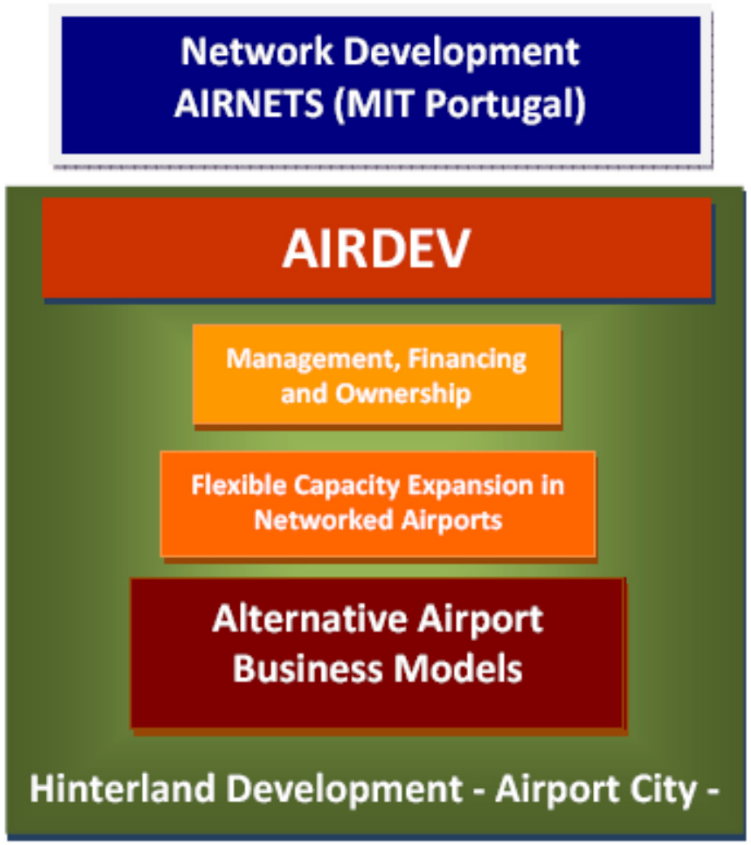
Lisbon, 20th October 2010

INSTITUTO SUPERIOR TÉCNICO

Universidade do Porto
Faculdade de Engenharia
FEUP

Universidade da Beira Interior
Covilhã | Portugal

AIRDEV Project



Research Streams

- **New Business Models for Airports**
  - Demand management
  - Marketing strategies
  - Financial investment options
- **Flexibility, capacity expansion**
  - Product flexible capacity in investment model
  - Discuss capacity decisions under uncertainty scenarios
  - Focus on multi-objective metaheuristics to support decision making rational
- **Hinterland Effects**
  - Value Network Analysis to understand interactions between airports and hinterlands and mostly between airports and surrounding communities

VNA – Value Network Analysis

VNA:

Value network analysis is a specific methodology that was first pioneered by Verna Allee in the early 1990s.

Main Goal:

To identify the mechanisms by which the regions are benefited by the existence of an airport.

Objectives:

To Identify the interrelations between the different stakeholders of the airports (landside): shareholders, employees, clients, suppliers and surrounding communities;

(…)

VNA – Value Network Analysis

Objectives:

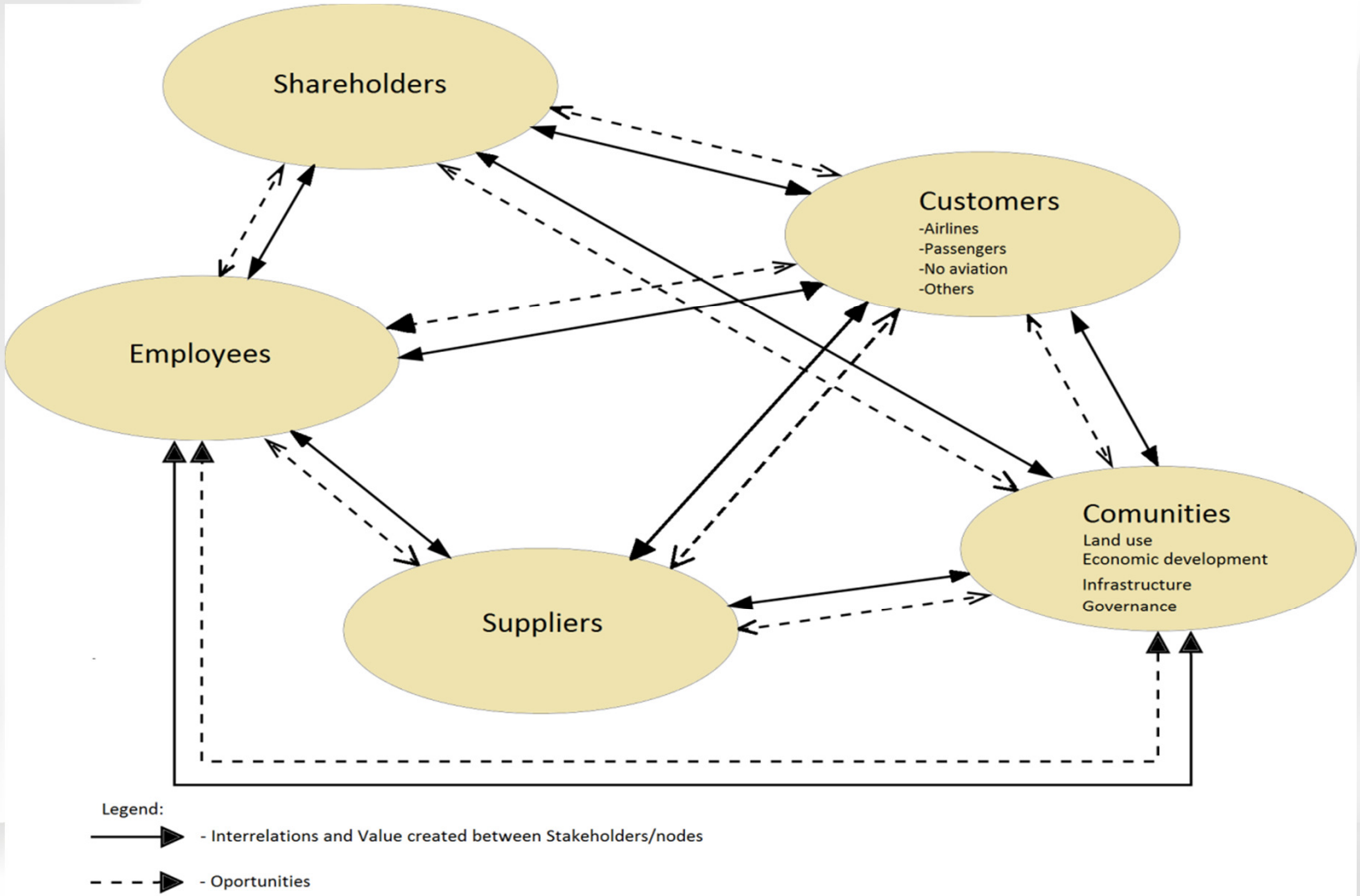
(…)

- To identify the value generated (tangible and intangible) within those interrelations allocated to the follow asset types: a) inside the airport: business relationships, structure, competence, financial; b) between airport and its hinterland: land use, socioeconomic development, infrastructures and governance;

- To identify opportunities to improve relationships and value generation with clients, suppliers and communities;

To explore potential benchmarking directions.

VNA - Value Network Analysis



VNA – Value Network Analysis

Ongoing Work:

- Identifying people who may be impacted;
- Interviews with stakeholders;
- Clarifying Roles and Participants;
- Interviews with main Participants;
- Mapping the Value Network: identifying and mapping Roles and Participants; filling in all Transactions (interactions between Roles or Participants) and Deliverables (tangible and intangible); complete sequencing (order in which the transactions take place, i.e. to trace a pathway or value flow through the network that would be typical for that type of activity) and other validation processes.

AIRDEV

Airport Development

Overview of AIRDEV Project

Prof. Rosário Macário

rosariomacario@civil.ist.utl.pt

INSTITUTO SUPERIOR TÉCNICO

Universidade do Porto
Faculdade de Engenharia
FEUP

Universidade da Beira Interior
Covilhã | Portugal