

# Jasper Spruit MSc

**Name:** Jasper Spruit

**Date of birth:** 13 July 1975

**Study & university:** Economics; Erasmus University Rotterdam

**Graduation date:** December 2003

**Thesis:** Low-Cost Airlines and Regional Airports



## Summary of thesis:

The problem statement of my thesis is: Does a low-cost airline contribute to the successful development of a regional airport?

Prior to deregulation, the aviation industry was characterised by non-competing airlines, and consequently, by non-competing airports. After deregulation, it became possible for new entrant airlines to start working according to the low-cost model in Europe. Driven by trends towards greater competition, privatisation and globalisation within the aviation industry, the airline-airport relation is changing. Airlines are more and more expecting the help of airports in order to start new services and build up a market.

Low-cost airlines negotiate reduced landing fees and handling charges from airports. Low-cost airlines cause tremendous growth in passenger flows but refuse to invest in the airport, acting more footloose and independently from the airport. There is a dilemma for a regional airport in attracting a low-cost airline or not. Attracting a low-cost airline could cause tremendous growth rates in passenger numbers, however, the low-cost airline is constantly driven by a cost focus and is generally not willing to pay the normal airport charges. It may thus be a financially less attractive client.

Due to the differences among regional airports, a theoretical base was needed, which could provide an integral approach of the problem. This

theoretical base, originally developed for seaports, is provided by Welters et al. (2002). The theory provides three different views on ports. The first is to see the port as a node. In this approach, relevant economic schools are transport geography and maritime and transport economics. The second view is to see the port as a cluster. Relevant schools can be found in the field of regional and institutional economics. Finally, the port can be seen as an arena. In this view, the port is analysed with the use of business economics and public management.

It is concluded that whether or not adopting the low-cost model is interesting for airport management depends on the type of airport. For the regional hub, passenger flows and normal airport charges make the low-cost model interesting. For a regional origin-destination airport, the low-cost model is only interesting if the airline pays the airport costs. For a low-price airport, striking a deal with a low-cost airline seems one of the few ways of generating substantial growth.

## My relationship with Aerius:

Former general editor

## Current employer:

Amsterdam Airport Schiphol / Schiphol Group

## Position:

Market Analyst

## Job content:

Analysing market development and preparing traffic and market forecasts

(short to long term).

## Future wishes:

I actually just started my job as a market analyst. In the next few months to come, I will further develop in this position. For the longer term, I am interested to develop more in the direction of a management position.

## Previous employer(s):

Air Agencies Holland as account manager. I was responsible for the accounts Emirates, Philippine Airlines, Yemenia and Garuda Indonesia.

Air Exel as Flight & Pricing Analyst. Here, I was responsible for the revenue and distribution management of the operation in Italy and France.

## My application experiences:

Both during my studies and after my graduation, I applied to several jobs. Some applications were abroad. I thought it was a very interesting experience to travel one day for a one-hour interview.

## My golden rule for application (interviews):

Know what the job is about and be sure you want to go for it! If not: do not apply.

## Newspaper:

NRC

## Magazines:

Airline business, Air Cargo World, Airlines

**Radio:**  
Business News Radio

**Television:**  
Everything about cooking

**Music:**  
Everything from Jazz to top 40 and from classic to rock

**Last book:**  
Zen and the Art of Motorcycle Maintenance

**Sport(s):**  
Fitness, swimming and karate

**Food:**  
I am really interested in all kinds of good food

**You can wake me up for:**  
A trip to a sunny destination

**Cities:**  
Rio

**Country:**  
Italy

**Season:**  
I like the changes of the seasons in the Netherlands. But it seems to be perfect when it is always 30 degrees Celsius and sunny.

**Holiday:**  
I really like just taking a flight and finding everything out about the destination, like where to sleep and what to do. I really like backpacking actually.

**Best flight:**  
My best flight was with one of the Asian carriers to the Far East. I really like the Asian hospitality, as you can experience it through the onboard service.

**Worst flight:**  
I once flew with a charter to a general holiday destination in the Mediterranean. The flight (years ago, when it was still allowed to smoke on board) was delayed and the service on board was not the best I had.

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### **Air Transport in the Mercosur** By Fladimir Silva

This contribution concludes that there is no legitimate aeronautical integration within the Mercosur region, since in the existing air agreements the liberal measures lack of effectiveness and depend on the unanimous decision of the representatives of the involved states. The states should adopt a Common Politics with the purpose of giving wings to Mercosur.

### **Design of a supply-chain Quality Logistics Model** By Twan Duivenvoorden

By what means can Airbus improve cooperation with its suppliers regarding supply chain delivery efforts? Twan wrote his final thesis at the Airbus site in Hamburg about this basic question, the Kraljic-matrix was used to select a strategy in determining when to perform which quality and planning assuring efforts, and when to delegate these collaborative with suppliers.

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