

Aviation Supply Chains: Flughafenlogistik Als Entscheidender Wettbewerbsvorteil - Katharina Von Heydebreck

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Die Globalisierung schreitet voran und die Vernetzung der weltweiten Märkte nimmt immer weiter zu. Im Zuge dessen ist die Nachfrage nach grenzüberschreitenden Lufttransportleistungen in den letzten Jahren kontinuierlich gestiegen. Im Jahr 2005 wurden in den damaligen 25 Mitgliedsstaaten der Europäischen Union insgesamt über 700 Millionen Menschen und nahezu 11 Millionen Tonnen Luftfracht und -post befördert, was einem Zuwachs von 8,5% respektive 3,5% entspricht. Die logistischen Anforderungen an die Fluggesellschaften, aber auch an die Flughäfen und deren Infrastruktur werden somit immer höher. Gleichzeitig führen Liberalisierungsbestreben in der Luftfahrtbranche sowohl die Passagier- und Frachtverkehrsmärkte, als auch den Bereich der Bodenabfertigung für neue Anbieter und externe Dienstleister. In diesem Zuge entwickelt sich die traditionelle Lufttransportkette immer mehr in Richtung einer Aviation Supply Chain. Die Zielsetzung der vorliegenden Arbeit ist es nun, diese Veränderung hin zu einer integrierten Supply Chain, sowie die strategischen Auswirkungen des Wandels in der Luftfahrtbranche darzustellen. In diesem Zuge wird besonders auf das Ground Handling als wesentlichen Hauptbestandteil der Flughafenlogistik eingegangen, sowie gezeigt, inwiefern die Flughafenlogistik sich als entscheidender Wettbewerbsfaktor in der Luftfahrt herausgebildet hat. Studienarbeit aus dem Jahr 2007 im Fachbereich Wirtschaft - Beschaffung, Produktion, Logistik, Note: 1,5, European Business School - Internationale Universität Schloss Reichartshausen Oestrich-Winkel. Author: von Heydebreck, Katharina Publisher: GRIN Verlag Illustration: N Language: GER Title: Aviation Supply Chains: Flughafenlogistik als entscheidender Wettbewerbsvorteil Pages: 00020 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640447725 Category: Business & Economics : General

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