

Criteria for Evaluating Aerotropolis Service Quality

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Abstract

This paper provides an exploratory analysis from the perspective of the aerotropolis operators, aiming to obtain the criteria for evaluating the service quality of the aerotropolises in Korea and Taiwan. Interviews and questionnaires were carried out, focusing on the public and private institutions involved in aerotropolis services. A fuzzy method was employed to measure the importance of the aerotropolis service quality criteria. The results reveal that airport access modes, transfer hub, and government policy planning are the main criteria that affect the service quality of an aerotropolis. Additionally, the paper reveals the development strategies for the Incheon and Taoyuan aerotropolises. It shows that the Incheon aerotropolis is primarily motivated by tourism, followed by the development of an airport-related industry zone and a residential zone. However, for the Taoyuan aerotropolis, the creation of an airport-related industry zone is the driving, followed by tourism and a residential zone.

Key Words : Service Quality, Aerotropolis, Regional Economy, Fuzzy Method.

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I. Introduction

Airports have historically been understood as places where aircraft operate, including the runways, control towers, terminals, and other facilities that directly serve aircraft, passengers, and cargo.¹⁾ With the trend of economic globalization, airports will not only be important in future air transportation links but also key drivers of economic development in the airport regions.²⁾ To keep up with economic growth, the increasing number of passengers, and expanding cargo volumes, some airports are extending their reach and impact beyond the traditional airport boundaries, and developing significant non-aeronautical commercial facilities, services, and revenues.³⁾ According to the data, forty percent of the value of world trade is already transported by air, and this percentage is steadily rising.⁴⁾ The gateway airports are taking on features like a metropolis clustered with surrounding industries⁵⁾ and are becoming the cornerstones of dynamic new forms of twenty-first century urban development and business locations. As more and more aviation-oriented business and industrial parks, entertainment and education destinations are being drawn to airports, a new urban form aerotropolis is emerging. The aerotropolis is a new form of airport-centric commercial development in which the layout, infrastructure, and economy are centered on a gateway airport and it is positioned as a twenty-first century driver of business location, urban economic growth, and global economic integration.⁶⁾

The aerotropolis could become the major trend and leading model of world economic development, as evinced by some developed countries and regions; relying on an airport, aerotropolis development can be of great significance to stimulate regional economic development and increase employment. This tendency has been recognized by some Asia nations, and they are investing heavily in their airports and aerotropolises as competitive tools for twenty-first century global commerce and trade.⁷⁾ At the development stage, to improve the construction of the aerotropolis in a meaningful and useful way, it is significant and necessary to obtain

1) Kasarda(2006)

2) Kasarda(2008)

3) Max(2007)

4) Kasarda(2009)

5) Kasarda(1998)

6) Zhang(2010)

7) Kasarda(2011)

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