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THIRD PRIZE

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Category: Waterborne

Country: : Germany

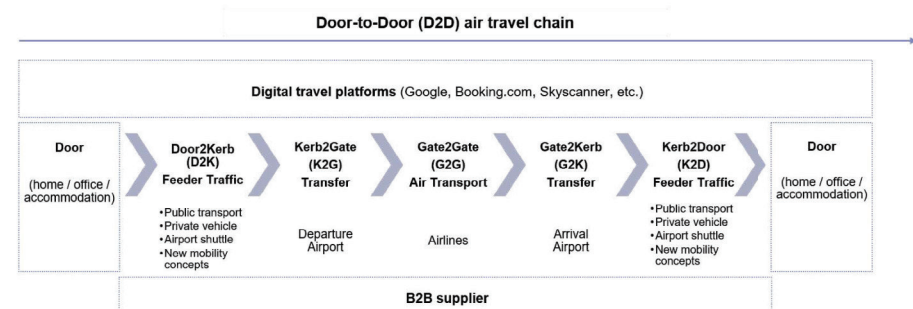
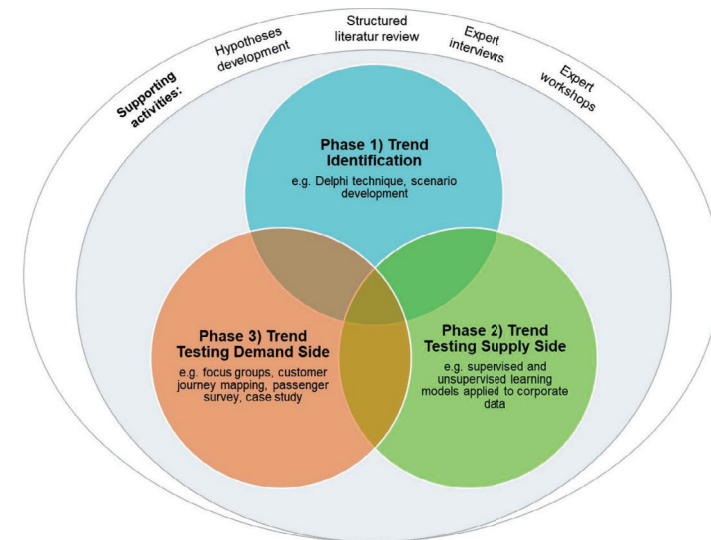
Research Area 1: Smart Solutions & Society

Idea Number: 97



Exploring trends of D2D Air Travel in Europe

Air passengers face at least five main travel segments and various pain points along their entire travel chain, such as a lack of comfort, long travel times, possible disruptions, and multiple aspects concerning various ticketing and integrated booking processes. Improving their intermodal journey is a key challenge for future aviation, the mobility sector and policymakers. This research supports creating a more seamless, data-driven, sustainable, and passenger-centric door-to-door (D2D) air travel chain within Europe. The goal is to understand trends of D2D air travel within Europe, looking at both the supply and demand sides. It is a (quasi)-cumulative dissertation project with three main parts that apply different methods. The Delphi technique is used for trend identification in the first part, a novel data-driven, text-classification model for trend testing studies supply in the second part, and a choice-based conjoint analysis is used to study the demand (passenger) side in the last part. The main outcome are three possible future scenarios of D2D air travel in 2035 and the most critical trends for the future of D2D air travel. Further, passenger preferences are quantified for selected ancillary (non-ticket) services for the German market as a case study. Overall, the results of this research project support Transport Service Providers on various levels who want to become true D2D mobility providers (e.g. within strategy-, decision-, and product making). Further, a three-phases and multi-method framework is developed that is transferable to multiple mobility-related trend studies, contributing to academia and scientific literature.



Schmalz, U., Ringbeck, J., Spinler, S., 2021. Door-to-door air travel: Exploring trends in corporate reports using text classification models. *Technological Forecasting and Social Change* 170, 120865.