

Air Connectivity in Promoting Association of Southeast Asian Nations Integration: The Role of Low Cost-Carriers

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Abstract : Air connectivity is the crucial factors to boost a region economics growth. It will open the accessibility to support regional competitiveness and helps to achieve ASEAN (Association of Southeast Asian Nations) integration in term of economic integration, business investment, promote intra-regional trade, and creates the sense of belongingness among ASEAN people in the region. An increasing number of air connectivity and transportation will be benefiting the region because air transportation is a vital hub for ASEAN. The aim of this paper is to address the importance of air connectivity in promoting ASEAN Integration, by focusing on the ASEAN vision for a more integrated region. The assessment uses based on the Netscan Air connectivity model based on the flight destination and airport connectivity index, further analysis present that air connectivity significantly influence ASEAN tourism sector. Follow by the implications of open skies policy for the liberation of the aviation industry and the growth of low cost-carriers (LCCs) in the region. This paper provides recommendation and strategy for overcoming the challenges faced by ASEAN to boost ASEAN tourism integration successfully. The findings can assist in guiding policy and industry stakeholders in the future decision relating to air liberalization and more integrated system in the region.

Keywords : air connectivity, ASEAN integration, low-cost carries, NetScan connectivity model, open skies policy

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