

## **BENCHMARKING AS AN INSTRUMENT THAT IMPROVES THE COMPETITIVENESS IN THE AIR TRANSPORT MARKET**

### **Summary**

The paper analyses the utilization of benchmarking tools during the strategy development processes in the air transport market. The comparison between low-cost carriers and flag airlines as well as among airports was considered. Benchmarking methods enables to improve the management systems used in particular air market segments. The utilization of the experience of the market leaders as well as of other competitors helps to improve the products and services and the company's management system, which leads to gaining competitive advantages in the market. In the process of the activities improvement in the air market it is needed to aim at elaborating the appropriate benchmarking methodology and principles according to the goals, type and benchmarking objects. This seems to be a challenge both for the theoreticians-economists as well as the practitioners in the sector.

Benchmarking might be an efficient management tool on condition it is utilized correctly.