

LESSONS LEARNT: FROM 1TIME TO SKYWISE

U HENAMA and P SIFOLO

Tshwane University of Technology, Staatsartilleries Road, Pretoria West, 0183
Tel: 0123825561; Email: HenamaUS@tut.ac.za

ABSTRACT

The domestic aviation sector in South Africa has been characterised by the demise of many local owned airlines. Aviation is important for business, citizens and tourists because it provided a high speed transport network. In addition, aviation is able to become a catalyst for other industries and most cities use it as a growth point. The deregulation of aviation has allowed the establishment of low cost carriers that have decreased the cost of air travel and created the catalyst for regional airports. The history of aviation in South Africa has been characterised by the demise of many low cost carriers from Velvet Sky, 1Time, and Skywise. There are several lessons that can be learnt specifically from the demise of Skywise and 1Time. This literature study analyses secondary data to present a compelling argument that will fill a gap in literature.