

Air Transport

A marketing perspective

Stephen Shaw



Air Transport A Marketing Perspective

Dr John G. Wensveen



Air Transport A Marketing Perspective:

Air Transport Stephen Shaw,1982-01-01 **Airline Marketing and Management** Stephen Shaw,1985 *Air Transport - A Tourism Perspective* Anne Graham,Frederic Dobruszkes,2019-02-18 *Air Transport A Tourism Perspective* provides rigorous insights into the current complexities synergies and conflicts within air transportation and tourism presenting a balanced comprehensive contemporary and global analysis that thoroughly examines the links between theory and practice The book offers readers a multi sector global perspective on the practical implications of the link between air transport and tourism By using a novel approach it systematically explores the successive stages of a tourist s trip investigating reasons for flying the airport experience airline industry structures competition and regulation and air transportation and destination interrelationships In addition the book explores current and salient debates on such issues as the influence of traveling to visit friends and family the role of charters versus low cost carriers public subsidies to support airport development and much more *Air Transportation* Dr John G. Wensveen,2012-10-01 Now in its Seventh Edition *Air Transportation A Management Perspective* by John Wensveen is a proven textbook that offers a comprehensive introduction to the theory and practice of air transportation management *Air transport - tourism nexus: A destination management perspective* Maya Georgieva Ivanova,2017-06-18 The aim of current research monograph is to provide a deeper view of the complex relationship between the air transport and tourism industries The adopted point of view a destination perspective enables one to go into a more detailed exploration of the topic and to consider issues that usually remain invisible at the strategic managers level The elaborated destination analysis framework and the identification of common points between aviation and tourism set the groundwork for further examination of the air transport tourism nexus Therefore the book would be useful both for students and researchers in the field of tourism hospitality and destination management and for practitioners and destination management representatives who may find interesting insights and ideas for improvement The monograph would be suitable also for managers and representatives from the air transport industry by providing them with the other point of view that of the local tourist destination to consider in their strategic growth and negotiation process

Air Transport Management Lucy Budd,Stephen Ison,2016-11-10 Commercial air transport is a global multimillion dollar industry that underpins the world economy and facilitates the movement of over 3 billion passengers and 50 million tonnes of air freight worldwide each year With a clearly structured topic based approach this textbook presents readers with the key issues in air transport management including aviation law and regulation economics finance airport and airline management environmental considerations human resource management and marketing The book comprises carefully selected contributions from leading aviation scholars and industry professionals worldwide To help students in their studies the book includes case studies examples learning objectives keyword definitions and stop and think boxes to prompt reflection and to aid understanding *Air Transport Management* provides in depth instruction for undergraduate and

postgraduate students studying aviation and business management related degrees It also offers support to industry practitioners seeking to expand their knowledge base

The Economic Effects of Air Transport Market Liberalisation Eyden Samunderu, 2024-09-19 This book rigorously examines the air transport market liberalisation process on the African continent and presents key highlights challenges and impediments to embracing an open skies market environment in Africa It focuses on the economic impact of air transport liberalisation policy constraints challenges of harmonisation and regional economic integration and its impact on air transport development employing a quantitative assessment based on the Air Transport Liberalisation Index ALI to evaluate how an open skies policy would change the competitive dynamics of air transport in Africa Adopting a two tier gravity model the book explores how demand and route networks would be impacted by the deregulation of the air transport market The book also applies a historical perspective by evaluating the initial ratification of the Yamoussoukro Declaration 1999 which acted as a catalyst for Africa s 2063 regional agenda focused on establishing the Single African Air Transport Market SAATM The book also provides a comprehensive analysis of the African Continental Free Trade Area AfCFTA exploring its multifaceted impacts on Africa s single market from economic regulatory and sustainability perspectives This includes an introduction to the AfCFTA highlighting its inception as a major step towards continental economic integration aimed at enhancing intra African trade promoting sustainable development and fostering industrial diversification It then examines the capacity and competency building of African aviation personnel Training gaps and skills are extensively evaluated to ensure that the African region is prepared for the new competitive equilibrium post SAATM The book also raises critical questions regarding the status of the African air transport market Firstly with the introduction of an open skies policy in Africa will the national flag carriers be able to compete under the new market dynamics Will the SAATM become a game changer in paving the way for the privatisation of some of Africa s poor performing airlines Will the SAATM create a competitive market and a shift in airfares How will policymakers deal with the excessive aviation taxes fees and charges that make airfares in Africa the highest in the world What will the economic benefits be for signatory states that embrace the SAATM Will there be a significant growth trajectory in terms of air travel demand This book is intended for researchers studying air transport economics in developing markets graduate students with a primary focus on air transport development senior policymakers and professionals at governmental agencies and industry practitioners who want to expand their understanding of the dynamics shaping Africa s air transport landscape

Airline Marketing and Management Stephen Shaw, 2020-10-15 Through six previous editions Airline Marketing and Management has established itself as the leading textbook for students of marketing and its application to today s airline industry as well as a reference work for those with a professional interest in the area Carefully revised the seventh edition of this internationally successful book examines an exceptionally turbulent period for the industry It features new material on Changes in customer needs particularly regarding more business travellers choosing or being forced to travel economy and

analysis of the bankruptcy of All Business Class airlines An explanation of the US EU Open Skies agreement and analysis of its impact The increase in alliance activity and completion of several recent mergers and the marketing advantages and disadvantages that have resulted Product adjustments that airlines must make to adapt to changes in the marketing environment such as schedule re adjustments and the reconfiguration of aircraft cabins Changes in pricing philosophies with for example airlines moving to A La Carte pricing whereby baggage catering and priority boarding are paid for as extras Airline websites and their role as both a selling and distributing tool The future of airline marketing A review of the structure of the air transport market and the marketing environment is followed by detailed chapters examining business and marketing strategies product design and management pricing and revenue management current and future distribution channels and selling advertising and promotional policies The reader will benefit from greater understanding of both marketing and airline industry jargon and from knowledge obtained regarding the extraordinary strategic challenges now facing aviation Written in a straightforward easy to read style and combining up to date and relevant examples drawn from the worldwide aviation industry this new edition will further enhance the book s reputation for providing the ideal introduction to the subject

Air Transportation John Wensveen, 2016-03-09 Air Transportation A Management Perspective by John Wensveen is a proven textbook that offers a comprehensive introduction to the theory and practice of air transportation management In addition to explaining the fundamentals the book transports the reader to the leading edge of the discipline using past and present trends to forecast future challenges and opportunities the industry may face encouraging the reader to really think about the decisions a manager implements Written in an easy to read easy to understand style the Eighth Edition modernizes the text focusing on newly emerging management trends innovative technology and an increased emphasis on global changes in the industry that will change the future of aviation New and updated material has been added throughout the text including mini case examples and supplemental presentation materials for each chapter Air Transportation A Management Perspective is suitable for almost all aviation programs that feature business and management Its student friendly structure and style make it highly suitable for modular courses and distance learning programs or for self directed study and continuing personal professional development

Air Transportation Alexander T. Wells, 2007-01-01 Now in its sixth edition Air Transportation by John Wensveen is a proven textbook that offers a comprehensive introduction to the theory and practice of air transportation management In addition to explaining the fundamentals this book now takes the reader to the leading edge of the discipline using past and present trends to forecast future challenges the industry may face and encouraging the reader to really think about the decisions a manager implements The Sixth Edition contains updated material on airline passenger marketing labor relations financing and heightened security precautions Arranged in sharply focused parts and accessible sections the exposition is clear and reader friendly Air Transportation is suitable for almost all aviation programs that feature business and management modular

courses and distance learning programmes or for self directed study and continuing personal professional development

The Routledge Companion to Air Transport Management Nigel Halpern, Anne Graham, 2018-01-31 The Routledge Companion to Air Transport Management provides a comprehensive up to date review of air transport management research and literature This exciting new handbook provides a unique repository of current knowledge and critical debate with an international focus considering both developed and emerging markets and covering key sectors of the air transport industry The companion consists of 25 chapters that are written by 39 leading researchers scholars and industry experts based at universities research institutes and air transport companies and organisations in 12 different countries in Africa Asia Pacific Europe and North America to provide a definitive trustworthy resource The international team of contributors have proven experience of research and publication in their specialist areas and contribute to this companion by drawing upon research published mainly in academic industry and government sources This seminal companion is a vital resource for researchers scholars and students of air transport management It is organised into three parts current state of the air transport sectors Part I application of management disciplines to airlines and airports Part II and key selected themes Part III Marketing in Travel and Tourism Victor T.C. Middleton, Jackie R. Clarke, 2012-05-23 Now in its third edition the best selling text Marketing in Travel and Tourism explains the principles and practice of marketing as they are increasingly being applied in the global travel and tourism industry Building on the success of previous editions the authors have completely revised the text to reflect the changes in the travel and tourism industry in the 21st century International examples and case studies drawn from recent practice in several countries are used throughout the text Case studies emphasising the role of ICT include Microburners Travel Inn budget hotels RCI Europe the Balearic Islands and ICT and the role of the Internet in international NTO strategies With its comprehensive content and user friendly style Marketing in Travel and Tourism third edition takes the reader from an initial definition of the subject matter through to the application of marketing in the travel and tourism industry discussing crucial components such as planning strategy and the marketing mix making it an indispensable text for both students and practitioners alike Qualitative Research Methods in Air Transport Management Kurt, Yeşim, 2025-02-06 Qualitative research methods play an important role in air transport management by providing insights into the complexities of the industry that quantitative data cannot capture alone Through techniques such as interviews case studies focus groups and observational research qualitative methods allow researchers and practitioners to explore the human organizational and cultural factors that influence decision making customer experiences and operational efficiency in air transport This approach enables a deeper understanding of passenger behaviors airline management practices regulatory impacts and industry trends By focusing on the nuances and subjective experiences of stakeholders qualitative research contributes to the development of more effective strategies policies and innovations within the air transport sector Qualitative Research Methods in Air Transport Management reveals the relationship between qualitative research methods

and academics researchers and industry professionals who carry out studies related to the air transport sector It exemplifies qualitative research practices in the aviation sector while providing in depth analysis and discusses the importance of qualitative research for understanding the structures in the sector and the experiences of aviation professionals This book covers topics such as traffic control aviation engineering and air transportation and is a useful resource for business owners researchers engineers data scientists and academicians

Critical Issues in Air Transport Economics and Business

Rosário Macário, Eddy Van de Voorde, 2010-10-04 This book offers material for strategic thinking featuring contributions from key figures in Europe the US and Asia The focus of the book expands from economic to legal issues bankruptcy and safety and security The carefully selected papers offer a thorough and structured analysis of major current developments in the air transport industry Fully up to date topics covered include competitive strength capacity utilisation and risk The most likely future scenarios are more or less known Only the timeframe remains uncertain The speed at which the various market players in the air transport chain will implement their strategies remains the key question This depends on a whole range of exogenous and endogenous variables as this book aspires to demonstrate As both an overview of the current issues affecting the industry and as a cohesive set of strategic documents therefore this collection will prove invaluable for policy makers and researchers alike

Air Transportation John Wensveen, 2023-05-24 Now in its ninth edition *Air Transportation A Global Management Perspective* by John Wensveen is a well proven accessible textbook that offers a comprehensive introduction to the theory and practice of air transport management In addition to explaining the fundamentals the book transports the reader to the leading edge of the discipline using past and present trends to forecast future challenges and opportunities the industry may face encouraging the reader to think deeply about the decisions a manager implements The word Global has been added to the subtitle for this edition reflecting an increased emphasis on worldwide operations including North America Latin America Caribbean Europe Asia Pacific the Middle East and Africa The ninth edition focuses on the Age of Acceleration addressing trends related to emerging technologies such as autonomy artificial intelligence augmented reality virtual reality 3 D printing data analytics blockchain cybersecurity etc New material includes extra information on airport management and operations air carrier business models aviation risk safety and security and how changing political landscapes impact the aviation industry Enhanced content is supported by the addition of new chapters and online supplemental resources including PowerPoint presentations chapter quizzes exam questions and links to online resources This wide ranging textbook is appropriate for nearly all aviation programs that feature business and management Its student friendly structure and style make it highly suitable for modular courses and distance learning programs or for self directed study and continuing personal professional development

Airline Marketing and Management Stephen Shaw, 2007 Through five previous editions *Airline Marketing and Management* by Stephen Shaw has established itself as the preferred textbook for students of the principles of marketing and their application in today s airline industry as well as a reliable reference work for those with

a professional interest in the area Carefully revised the sixth edition of this internationally successful book includes new material on the impact of the Trade Cycle and the current period of high oil prices on the demand for air travel the effect of current trends towards regulatory reform and the relaxation of Ownership and Control rules on the structure of the international airline industry the continuing strong impact of Low Cost Carriers and the strategic options open to so called Legacy airlines as they respond to the challenges facing them and the setting up of new Business Class Only airlines Why are they appearing now and what are their long term chances of success An initial review of the structure of the air transport market and the industry marketing environment is followed by detailed chapters examining airline business and marketing strategies product design and management pricing and revenue management current and possible future distribution channels and selling advertising and promotional policies The reader will benefit from greater understanding of both marketing and airline industry jargon and from the knowledge obtained regarding the significant strategic challenges facing aviation at the present time Written in a straightforward easy to read style and combining up to date and relevant examples drawn from the worldwide aviation industry this new edition will further enhance the book s reputation for providing the ideal introduction to the subject The International Marketing of Travel and Tourism François Vellas, 2016-01-07 Tourism marketing has long been considered as a branch of traditional marketing However in recent years tourism marketing has gone through fundamental changes the pursuit of global strategies based on strategic alliances the breakdown of commercial borders and advances in new technology have all facilitated the commercialisation of tourism products This book sets out to examine the changes shaping the international marketing of tourism and travel The book begins in defining the role of international marketing in tourism and describes the strategic marketing process from analysis and strategy formulation to implementation techniques It provides the marketing theory for the rest of the text Part two focuses on specific issues that are currently influencing tourism marketing As such it explains how technology is affecting the way tourism firms operate the impact and influence of environmental awareness human resource strategy and service quality on tourism marketing Finally it presents the strategic responses of each of the sub sectors hospitality air transport tour operation travel agency and the tourism destination to the pressures of the changing tourism industry The International Marketing of Travel and Tourism is aimed at final year undergraduate and postgraduate students of tourism providing a strategic approach to marketing within this growing sector **Impact of Deregulation on the Air Transportation Marketing System** United States. Congress. House. Committee on Small Business. Subcommittee on Antitrust and Restraint of Trade Activities Affecting Small Business, 1983 **Air Transportation** Mr. Rohit Manglik, 2024-07-02 EduGorilla Publication is a trusted name in the education sector committed to empowering learners with high quality study materials and resources Specializing in competitive exams and academic support EduGorilla provides comprehensive and well structured content tailored to meet the needs of students across various streams and levels *Air Transport Management* Mr. Rohit Manglik, 2023-09-23 Covers

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