Airline Industry Relationship Between Perceived Service Quality Customer Satisfaction And Behavior Intention In Airline Industry

Diploma Thesis from the year 2002 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3 (A), Middlesex University in London, 66 entries in the bibliography, language: English, abstract: This report will demonstrate the importance of Loyalty Management in the competitive environment of the airline industry and will show that a successful approach to Loyalty Management consists of three different, interlinked aspects. These three pillars are Customer Service, Frequent Flyer Programs, and Complaint Management; their interdependence will be analysed in depth, with special attention given to the perceived importance of Frequent Flyer Programs. Findings from a detailed literature review and a survey show that customers do indeed perceive these issues as vital with regards to their loyalty towards a particular airline. It was found that Customer Service can be regarded as the foundation for Loyalty Management; it can help an airline to gain competitive advantage by setting it apart from its competitors. Frequent Flyer Programs, if implemented and run properly, can provide the customer with added value. As such, they compliment Customer Service and can help to increase overall loyalty. Additionally, Complaint Management was found to be gaining importance among airlines. The number of complaints was shown to be rising gradually, stressing the growing significance of efficient Complaint Management and its strong after-effect on customer loyalty.

"This set of books represents a detailed compendium of authoritative, research-based entries that define the contemporary state of knowledge on technology"--Provided by publisher.

An examination of the relationship between competition and the deregulation and liberalisation of the US and European air transport sectors reveals that the structure of the air transport sector has undergone a number of significant changes. A growing number of airlines are entering into horizontal and vertical cooperative arrangements and integration including franchising, codeshare agreements, alliances, 'virtual mergers' and in some cases, mergers with other airlines, groups of airlines or other complementary lines of business such as airports. This book considers the current legal issues affecting the air transport sector incorporating recent developments in the industry, including the end of certain exemptions from EU competition rules, the effect of the EU-US Open Skies Agreement, the accession of new EU Member States and the Lisbon Treaty. The book explores the differing European and US regulatory approaches to the changes in the industry and examines how airlines have remained economically efficient in what is perceived as a complex and confused regulatory environment. Competition and Regulation in the Airline Industry will be of particular interest to academics and students of competition law as well as EU law.

This book offers a multidisciplinary perspective on perceived safety. It discusses the concept of safety from engineering, philosophy, and psychology angles, and considers various definitions of safety and its relationship to risk. Examining the categorization of safety and the measurement of risk, risk cultures, basic human needs and decision-making under uncertainty, the contributions demonstrate the practical implications and applications in areas such as health behavior, aviation and sports. Topics covered include: What is "safety" and is there "optimal safety" in engineering? Philosophical perspectives on safety and risk Psychological perspectives on perceived safety: social factors of feeling safe Psychological perspectives on perceived safety: zero-risk bias, feelings & learned carelessness Perception of aviation safety Intended for both practitioners and academic researchers, this book appeals to anyone interested in decision-making and the perception and establishment of safety.

This is a reprint of a previously published book. It consists of a series of papers by experts in the field on how the exchange rate volatility of the 1980s affected the financial policies of international firms.

The air transport industry has high economic impact; it supports more than 60 million jobs worldwide. Since the early years of commercial air travel, passenger numbers have grown tremendously. However, for decades airlines' financial results have been swinging between profits and losses. The airline industry's aggregate net average profit between 1970 and 2010 was close to zero, which implies bankruptcies and layoffs in downturns. The profit cycle's amplitude has been rising over time, which means that problems have become increasingly severe and also shows that the industry may not have learned from the past. More stable financial results could not only facilitate airline management decisions and improve investors' confidence but also preserve employment. This book offers a thorough understanding of the airline profit cycle's causes and drivers, and it presents measures to achieve a higher and more stable profitability level. This is the first in-depth examination of the airline profit cycle. The airline industry is modelled as a complex dynamic system, which is used for quantitative simulations of 'what if' scenarios. These experiments reveal that the general economic environment, such as GDP or fuel price developments, influence the airline industry's profitability pattern as well as certain regulations or aircraft manufactures' policies. Yet despite all circumstances, simulations show that airlines' own management decisions are sufficient to generate higher and more stable profits in the industry. This book is useful for aviation industry decision makers, investors, policy makers, and researchers because it explains why the airline industry earns or loses money. This knowledge will advance forecasting and market intelligence. Furthermore, the book offers practitioners different suggestions to sustainably improve the airline industry's profitability. The book is also recommended as a case study for system analysis as well as industry cyclicality at graduate or postgraduate level for courses such as engineering, economics, or management.

Improving positive and reducing negative organizational behaviors in businesses are important in terms of organizational success as this will lead to an increase in employee organizational commitment and job satisfaction. Considering that the tourism industry has such a dynamic structure, it is obvious that behavioral issues in the industry need to be scrutinized. Organizational Behavior Challenges in the Tourism Industry is a collection of innovative research that aims to explore relevant theoretical frameworks in terms of organizational behavior issues and provides the opportunity for tourism organizations to understand their employees? behavior. While highlighting topics including emotional labor, deviant behavior, and organizational cynicism, this book is ideally designed for hotel managers, tour directors, restaurateurs, travel agents, business managers, professionals, researchers, academicians, and students.

Transforming E-Business Practices and Applications: Emerging Technologies and Concepts presents an integrated view of the latest issues and technologies evolving from business transactions and support.

For over three decades the airline industry has continued to maintain a high profile in the public mind and in public policy interest. This high profile is probably not surprising. There does seem to be something inherently newsworthy about airplanes and the people and companies that fly them. The industry was one of the first major industries in the United States to undergo deregulation, in 1978. It thereby transitioned from a closely regulated sector (the former Civil Aeronautics Board tightly controlled everyt hing from prices to routes to entry) to one that is largely market oriented. The incumbent carriers transformed themselves from the point-to-point operators that the CAB had required to the hub-and-spokes structures that took better advantage of their network characteristics. Further, they transformed their pricing from the quite simple structures that the CAB had required to the highly differentiated/segmented pricing structures ("yield management") that reached an apogee in the late 1990s. Some ca

arriers, like American, Delta, and United, were better at this transition; others, like Pan American, TWA, and Eastern, were not. What the incumbent carriers did not do, however, was deal with their costly wage and work rules structures, which were an enduring legacy of their regulatory period. This legacy, when combined with the high-fare end of the yield-management pricing structure, has made them vulnerable to entry by new carriers with lower cost structures.

The Airline industry has been under increasing pressure recently, from the increased competition of low-cost airlines and the terrorist events of 2001 to name but a few. Various US airlines, including Delta and Northwest, have been declared bankrupt, oil prices have soared, and seat prices are still being forced down, the supply far outweighing the demand. This e-book looks at recent case studies of airlines in crisis (Continental Airlines), and also airlines which have excelled at expansion during this turbulent time such as Easyjet and Ryanair, and offers examples of successful strategies previously used. The collection also features interviews with high-profile figures from airlines such as Go!, Qatar Airways and SWISS International Airlines.

Modeling Applications in the Airline Industry explains the different functions and tactics performed by airlines during their planning and operation phases. Each function receives a full explanation of the challenges it brings and a solution methodology is presented, supported by numerical illustrative examples wherever possible. The book also highlights the main limitations of current practice and provides a brief description of future work related to each function. The authors have filtered the rich literature of airline management to include only the research that has actually been adopted by the airlines, giving a genuinely accurate representation of real airline management and its continuing development of solution methodologies. The book consists of 20 chapters divided into 4 sections: - Demand Modeling and Forecasting - Scheduling of Resources - Revenue Management - Irregular Operations Management. The book will be a valuable source or a handbook for individuals seeking a career in airline management. Written by experts with significant working experience within the industry, it offers readers insights to the real practice of operations modelling. In particular the book makes accessible the complexities of the key airline functions and explains the interrelation between them.

In the modern world, solid and liquid waste deposits are mounting due to increasing populations and wealth. Businesses are therefore being put under pressure to pay attention to the environmental and resource consequences of the products they produce and the services they deliver. The Circular Economy and Its Implications on Sustainability and the Green Supply Chain is a collection of innovative research on methods of extending biological cycles found in nature to technological cycles where goods, when disposed properly, are converted into new products in an environmentally efficient way. It examines current research on how to deal with the waste resulting from human activities, the relationship between environmental and human health, and international legislation on waste management. This book is ideally designed for economists, managers, practitioners, academicians, researchers, and students.

Enhances libraries worldwide through top research compilations from over 250 international authors in the field of e-business.

This book aims to provide comprehensive coverage of the field of air transportation, giving attention to all major aspects, such as aviation regulation, economics, management and strategy. The book approaches aviation as an interrelated economic system and in so doing presents the "big picture" of aviation in the market economy. It explains the linkages between domains such as politics, society, technology, economy, ecology, regulation and how these influence each other. Examples of airports and airlines, and case studies in each chapter support the application-oriented approach. Students and researchers in business administration with a focus on the aviation industry, as well as professionals in the industry looking to refresh or broaden their knowledge of the field will benefit from this book.

Consumer Behaviour in Tourism takes a broad view of tourism and looks at consumer behaviour in a number of sectors including: * tour operation * tourist destinations * hospitality * visitor attractions * retail travel * transport Now fully revised and updated, the second edition of this bestselling text looks provides an international perspective on consumer behaviour in tourism through the use of numerous examples and case studies drawn from a range of different regions of the world; an exploration of national differences in consumer culture; the dissemination of research findings and concepts from a number of different regions of the world. This second edition includes new chapters on ecotourists, destination image and choice, terrorism and the tourism market, the internet and tourist behaviour and the rise of the no frills markets. It also includes new material on health concerns and government travel advice, events and festivals, business travel, national and cultural differences and more. Each chapter features conclusions, discussion points and essay questions, and exercises, at the end, to help tutors direct student-centred learning and to allow the reader to check their understanding of what they have read. Cases include: Las Vegas, Nevada, USA; Currency exchange rates as a determinant of tourist behaviour; The adventure tourism market in the USA and New Zealand; The Chinese tourism market; The Islamic tourism market; The impact of terrorism on tourist behaviour; The health tourism market including cosmetic surgery tourism; The UK outbound market; The international conference market; Travellers experience websites; The international theme park market; The festivals and events market around the world 'Dark' tourism * Fully revised with new case studies including the Chinese and Islamic tourism markets, the impact of terrorism on tourist behaviour, the international conference market and adventure tourism marketing in the USA and New Zealand * Theories revised and expanded to include national and cultural differences, destination choice and how purchase decisions are made, the effect of the internet, terrorism, health concerns, government travel advice and much more * An interactive text with exercises and discussion points

Flying is an extremely safe way to travel. Fewer than 14,000 individuals perished in U.S. airline disasters during the twentieth century. In contrast, nearly three times as many people lose their lives in automobile accidents every year. Yet plane crashes have a tremendous impact on public perceptions of air safety in the United States. When a crash occurs domestically, media coverage is immediate and continuous. Government teams rush to investigate, elected officials offer condolences and promise to find the cause, and airlines and plane manufacturers seek to avoid responsibility. Regulations are frequently proposed in response to a particular incident, but meaningful change often does not occur. In The Plane Truth, Roger Cobb and David Primo examine the impact of high-visibility plane crashes on airline transportation policy. Regulation is disjointed and reactive, in part due to extensive media coverage of airline disasters. The authors describe the typical responses of various players—elected officials, investigative agencies, airlines, and the media. While all agree that safety is the primary concern in air travel, failure to agree on a definition of safety leads to policy conflicts. Looking at all airline crashes in the 1990s, the authors examine how particular features of an accident correspond to the level of media attention it receives, as well as how airline disasters affect subsequent actions by the

National Transportation Safety Board, Federal Aviation Administration, and others. Three accidents are considered in detail: USAir flight 427 (September 1994), ValuJet flight 592 (May 1996), and TWA flight 800 (July 1996). The authors also discuss how the September 11 terrorist attacks turned attention away from safety and toward security. Cobb and Primo make several policy recommendations based on their findings. These include calling on lawmakers and regulators to avoid reactive regulation and instead to focus on systematic problems in airline safety, like the antiquated air traffic control system. Concerned that aviation security is eclipsing aviation safety in the wake of September 11, they encourage federal agencies to strike a better balance between the two. Finally, in order to address the FAA's poor track record in balancing airline safety regulation with its other duties, they recommend the creation of a new federal agency that is responsible for aviation safety. The Plane Truth provides a framework for understanding conflicts about the meaning of air safety and the implications of these battles for public policy.

The election of Ronald Reagan in 1980 was said to herald a new mood of opposition to government regulation. But at the same time, large and vocal segments of the population have been demanding that corporations and regulatory agencies address public concerns about technological safety. What do we really know about people's perceptions of technological risk and their judgments about appropriate levels of technological regulation? Perceptions of Technological Risks and Benefits analyzes the results of a unique body of survey data—the only large-scale, representative survey of public attitudes about risk management in such technologies as nuclear power, handguns, auto travel, and industrial chemicals. The findings demonstrate that public judgments are not simply anti-technological or irrational, but rather the product of a complex set of factors that includes an awareness of benefits as well as a sensitivity to the "qualitative" aspects of risk (how catastrophic, dreaded, or poorly understood a hazard seems to be). This volume offers striking evidence that whatever Americans may think about government regulation in general, they are remarkably consistent in desiring stricter regulation of technological safety. These conclusions suggest that the current trend away from regulation of technology reflects a less than perfect reading of public sentiment.

Hospitality and Tourism - Synergizing creativity and innovation in research contains 116 accepted papers from the International Hospitality and Tourism Postgraduate Conference 2013 (Shah Alam, Malaysia, 2–3 September 2013). The book presents trends and practical ideas in the area of hospitality and tourism, and is divided into the sections below: - Hospitality and tourism management - Hospitality and tourism marketing - Current trends in hospitality & tourism - Technology, advancement and innovation in hospitality and tourism - Green hospitality and tourism - Food service and food safety - Relevant areas in hospitality and tourism Hospitality and Tourism - Synergizing creativity and innovation in research will be useful to postgraduate students, academia and professionals involved in the area of hospitality and tourism.

The tourism industry is a multi-billion dollar enterprise, with more people from all cultures and nationalities choosing to spend their leisure time traveling and visiting new locations. To exploit this burgeoning market, tourism agencies must carefully consider the desires and goals of travelers from around the world. The Handbook of Research on Global Hospitality and Tourism Management contributes to the body of knowledge on travel and tourism by presenting a global view of the hospitality industry, including theoretical research into industry trends as well as case studies from around the world. This handbook provides travel agents, owner-operators, and students and researchers in the hospitality industry with the latest research, findings, and developments in the field. Within this handbook of cutting-edge research, readers will find chapters and cases on topics such as travel and tourism in a global economy; local, glocal, and international hospitality; challenges in environmental management; cultural cuisine; and destination management, among others.

New economic development in Tourism and oil industries?How to develop new economic tourism industry How to develop tourism industry in new economic environment? Any examination of the new economic development of travel and tourism requires definitions of the subject and its components, which are suitable for economic analysis. However, in new economic development to tourism industry, it is also important to look at tourism conceptually, in order to set the scene for a deeper understanding of the future new tourism industry development.Tourism is neither a phenomenon nor a simple set if industries, however, in new or old economic development environment. It is a human activity which encompasses human behavior, use of resources, and interaction with other people, economies and leisure enjoyment environment. It is also involved physical movement of tourists to locales other than their normal living places. In future new economic environment, traditional travel needs to include these element in order to satisfy traveler enjoyment and leisure feeling: They may include: Tourist needs and motivations, tourism selection and behavior and constraints , travel away from home , market interactions between tourists and those supplying products to satisfy tourist needs and impacts on tourists , hosts, economies and environments. In new economic environment, the tourism products may include: carriers, in any forms of transport for tourist travel accommodation, man-made attractions, which could also include the managed areas of natural attractions, private sector and public sector support services, middlemen, such as tour wholesalers and travel agents.The tourism resources may also include: Natural resources, lands , minerals, water and biological; labor resources, human work, and enterprise; capital resources, manmade enhancement and other resources. The travel and tourism resources problems may include: As there is frequently a mismatch between producer and consumer perception of what constitutes the tourism product , there may be conflict in ideas of which resources are properly involved as well as many of the resources likely to be in demand for tourism are public goods , or even free resources. In new economic development to tourism industry view, we need to consider that tourism and travel has the reputation of being a relatively clean and pleasant industry in which to work or invest in order to attract a greater number of resource suppliers than as less well-perceived industry, which therefore keeps rewards prices down by competition, how to attract those retiring from or travel business for example, if their finances are already sound, income from travel is not expected to be optimal , travel and tourism is frequently highly seasonal , offering rewards that are competitive with

other industries only some of the time, destination products are often in locations which are of little use to other industries, so that competition for resource use if minimal and hence rewards are low. In general, tourist purpose may include: recreational purpose : holiday, health and sport and religion as well as business purpose: company business , e.g. conventions and sales trips. So, in new economic tourism development aim, tourism industry need consider hoe to achieve incentive trips to let these both tourists to feel. For example, the overall type of tourism required, destination arrangement, travel mode, accommodation and attraction visiting and purchasing method or distribution channel. The purchasing method choices may include: whether to buy an inclusive package or separate service, whether to buy direct from suppliers, such as airlines or hotels or use an agent , which tour wholesaler or operate or agent to use.

The purpose of this book is twofold. First, it lays out the forces that shaped the international aviation industry and that changed all the rules in the drive for liberalization. Second, it looks at the many interesting and difficult choices ahead that the airline industry in general and the international aviation industry in particular face. These choices include many dichotomies: pulling back from the trend toward liberalization or embracing the liberalization trend, merging in search of profitability or fragmenting the industry in search of economies. These possible futures are explored including the pros and cons of each future from a national, consumer, employer, and employee perspective. As with the previous two editions, Evolution of International Aviation reviews the historical development of the international aviation system. From this foundation it then provides an updated and expanded account of the current state of the aviation and aerospace industry including profitability, consolidation, and merger activity. New to this edition, the book broadens the coverage of the industry segments - airlines, air cargo, and manufacturing - to include the emerging commercial space sector. It also emphasizes the relationship between aviation and the political process, exploring the sustainability of this mode of transportation in a world of climate change, high oil prices, and political instability. Because this book is intended for both the interested amateur and the more serious student, references are provided in the text and at the end of each chapter to allow for further in-depth study. The third edition also adds to each chapter a set of learning objectives and a concluding series of questions for discussion.

Over generations, human society has woven a rich tapestry of culture, art, architecture, and history, personified in artifacts, monuments, and landmarks arrayed across the globe. Individual communities are looking to exploit these local treasures for the benefit of the travelers who come to see them. Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications considers the effect of cultural heritage and destinations of interest on the global economy from the viewpoints of both visitor and host. This broadly-focused, multi-volume reference will provide unique insights for travelers, business leaders, sightseers, cultural preservationists, and others interested in the unique variety of human ingenuity and innovation around the world.

This open access book is the proceedings of the International Federation for IT and Travel & Tourism (IFITT)'s 28th Annual International eTourism Conference, which assembles the latest research presented at the ENTER21@yourplace virtual conference January 19-22, 2021. This book advances the current knowledge base of information and communication technologies and tourism in the areas of social media and sharing economy, technology including AI-driven technologies, research related to destination management and innovations, COVID-19 repercussions, and others. Readers will find a wealth of state-of-the-art insights, ideas, and case studies on how information and communication technologies can be applied in travel and tourism as we encounter new opportunities and challenges in an unpredictable world.

This book addresses the rising concept of 21st century societal marketing which entails that marketers should fulfill the needs of their target group in ways that enhance the well-being of a society as a whole. In the past, social responsibility and corporate ethics may not have been the key elements of corporate and business strategy. However, in the last decade the picture has changed dramatically. Consumers are more concerned about ethical issues and the effects of business activities on the environment and the society. The impact and importance of ethical consumerism is escalating. The consumers are more attentive and expect companies promote their ethical credentials in order to make them more accountable of their actions. This book also reveals how companies should realize that corporate social responsibility (CSR) is not an illustration of corporate altruism but a source of opportunity, and competitive advantage. Finding and following social initiatives as a part of the key business model is proved to be one of the competitive strengths in many instances. This book covers different issues related to ethics, social responsibility and sustainability in marketing and presents different cases and applications from different countries. Together with the best practices, each case and research is expected to shed light on how to improve the role of marketing in helping to the development and well-being of the society.

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