

Study Skills Presentation

Aviation in Tourism

Kondrasheva Maria

Group B1

6345198

Aviation in tourism

- Aircrafts are the best vehicle in the segment of traffic today

52% of international tourists
now travel by air

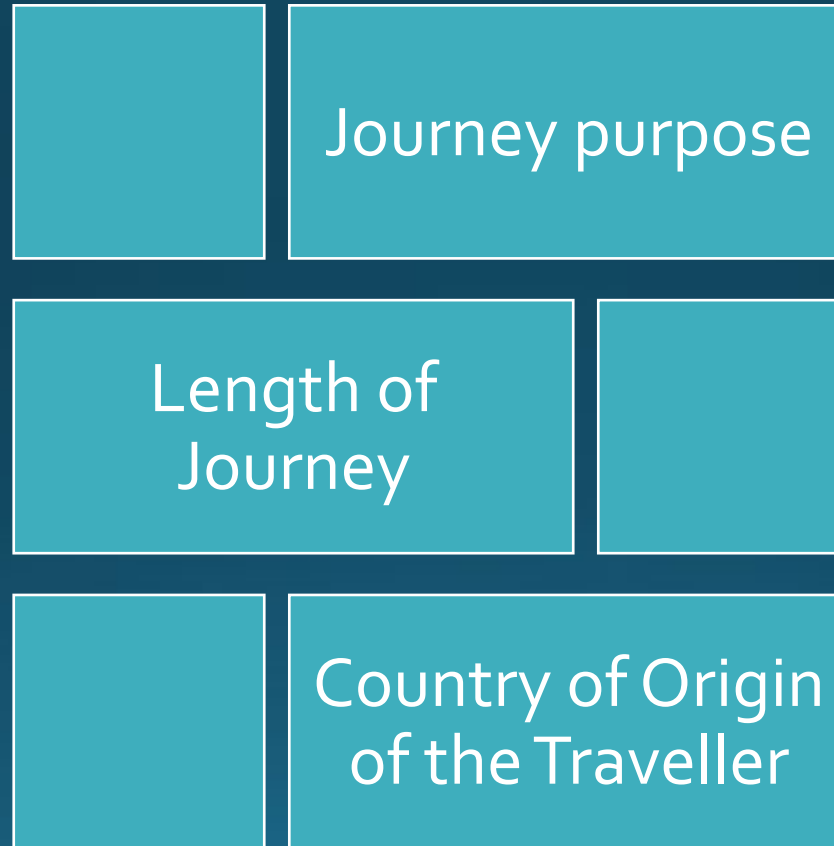
Main Consumers



*Visiting Friends and Relatives

(Shaw,2011).

Passenger Market Segmentation



(Shaw, 2011).

“Low cost” in focus

- Low-cost airlines are gaining popularity nowadays



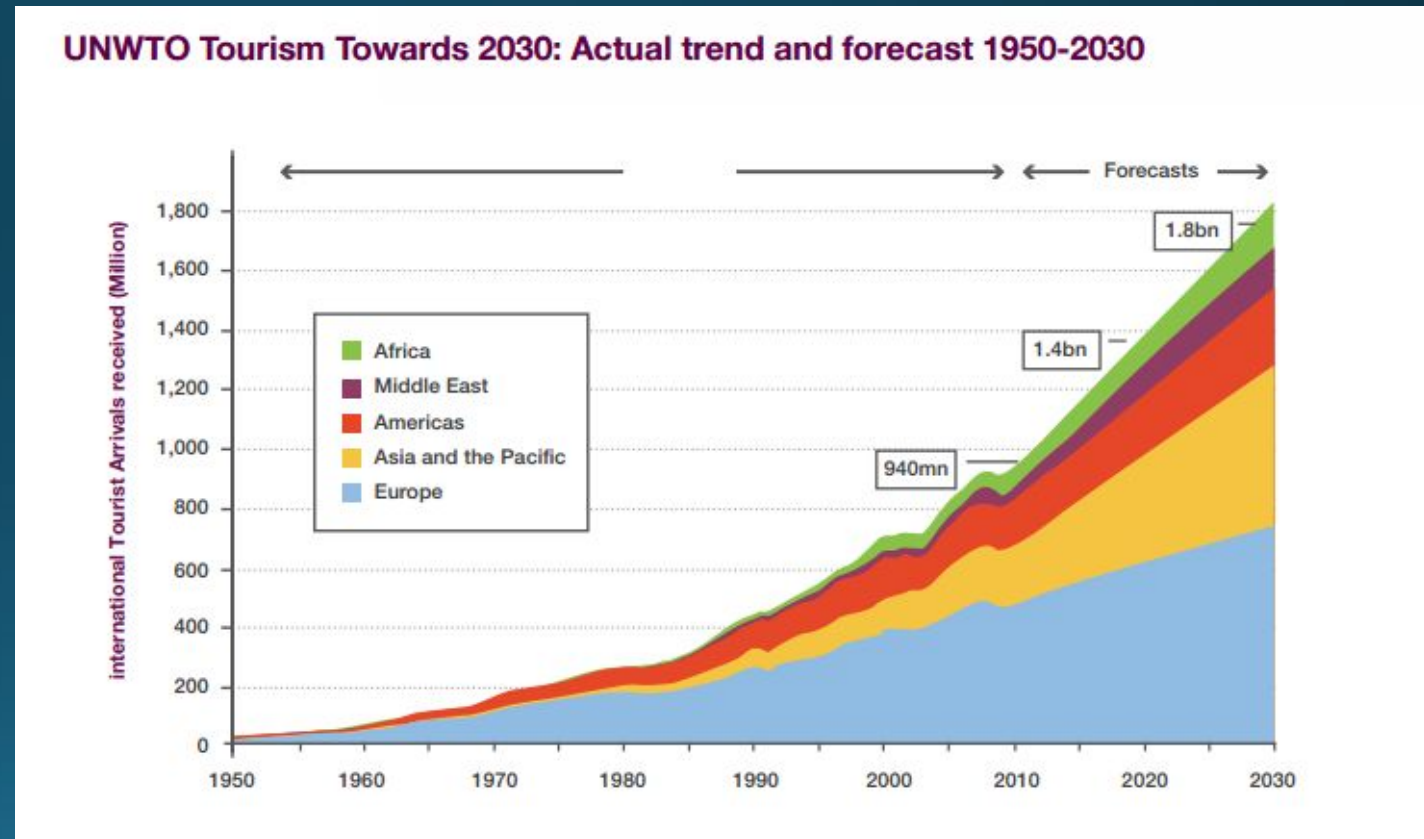
- Passenger saves literally on everything

Main Changes

- Changing in consumer tastes
- Changing in family traveling
- General expanding of air industry
- Increasing in business travel
- Technological advance
- Wide range of services

Future of Aviation in Tourism

- Airlines will continue to being flexible for their consumers needs
- Use a wide range of new technologies such as better airline engine design and more direct aircraft routing and sustainable flying
- Improve supply for different segments according to consumers budget



(World Tourism Organization ,2012)

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