

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

A teal horizontal bar with a white circle on the left side, containing the text "Business traveling".

Business traveling

A teal horizontal bar with a white circle on the left side, containing the text "Holiday".

Holiday

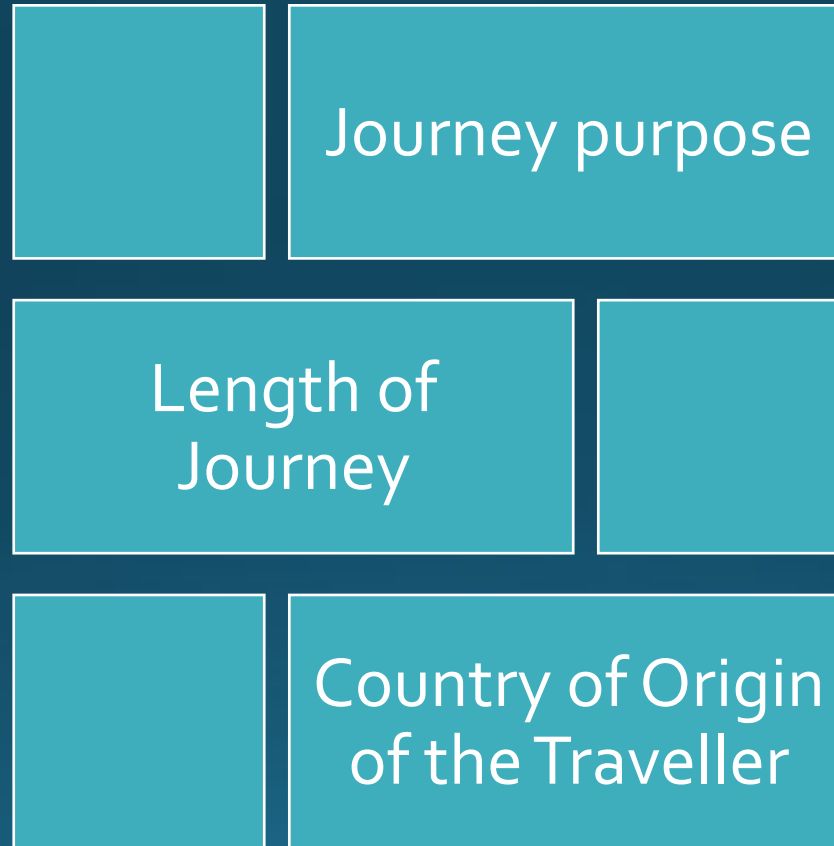
A teal horizontal bar with a white circle on the left side, containing the text "VFR\*".

VFR\*

\*Visiting Friends and Relatives

(Shaw,2011).

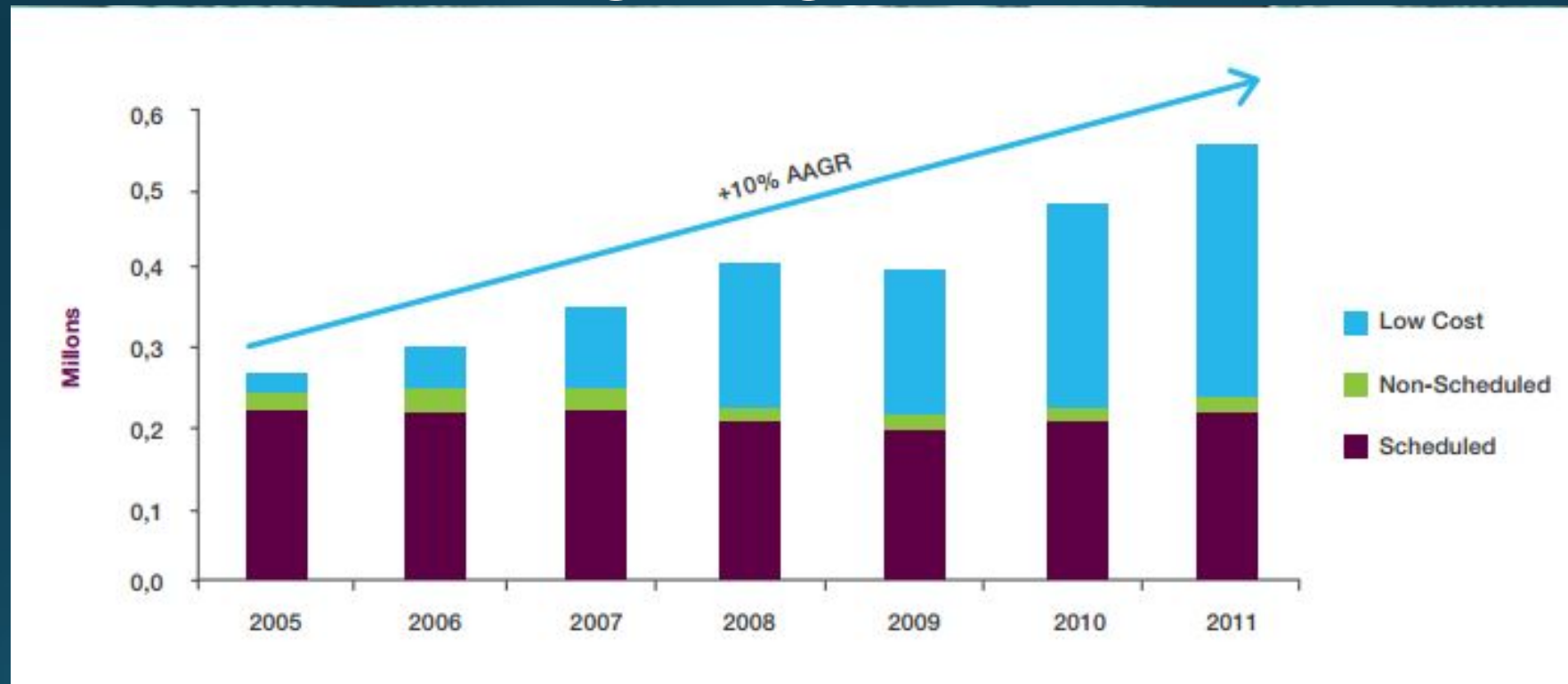
# Passenger Market Segmentation



(Shaw, 2011).

# “Low cost” in focus

- Low-cost airlines are gaining popularity nowadays



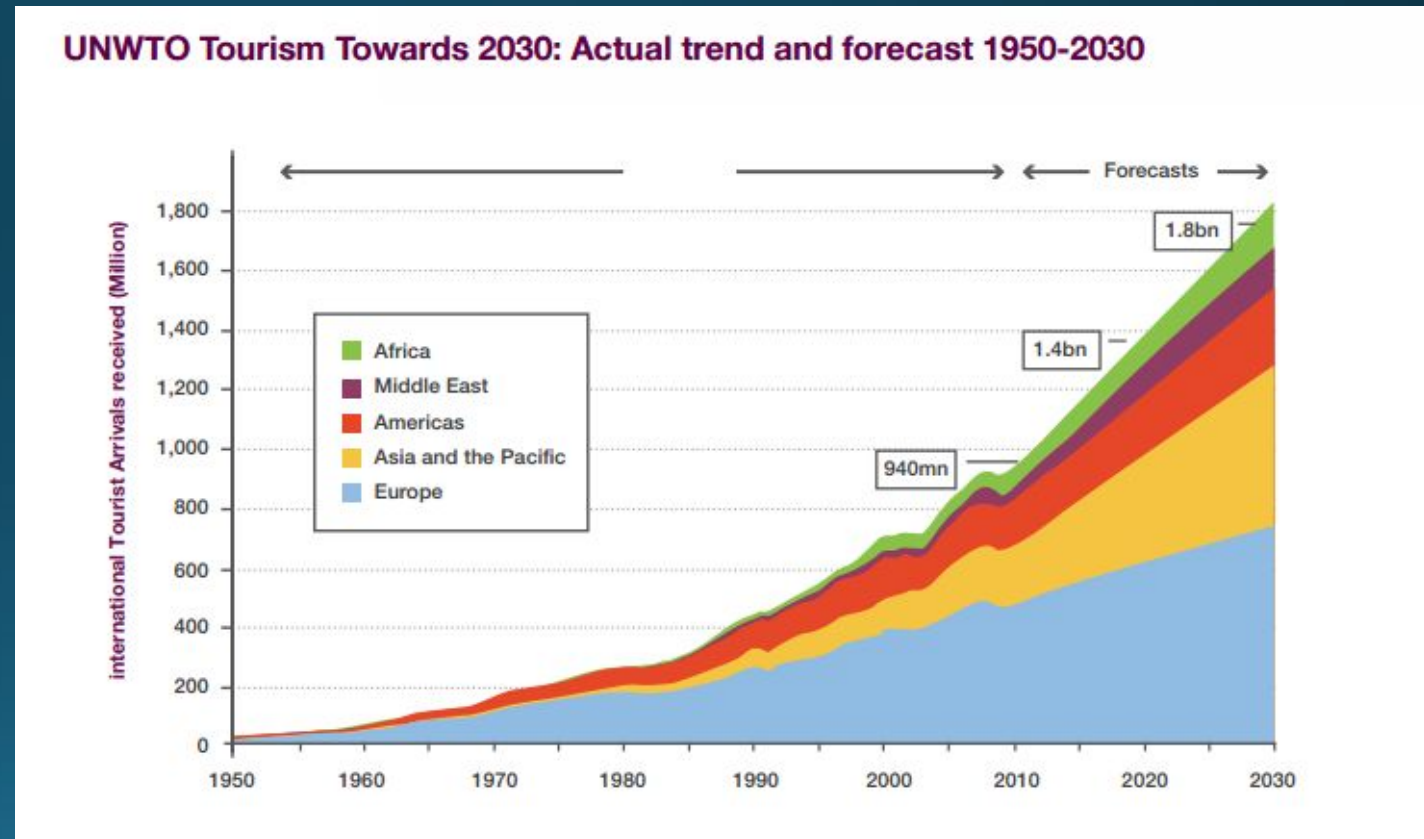
- Passenger saves literally on everything

# 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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