Management Revenue Iata Airline

#IATA airline revenue management #Airline yield optimization #Aviation profit strategies #Flight pricing analytics #Airline financial performance

Explore the critical field of IATA airline revenue management, focusing on strategic approaches to maximize profitability for air carriers. This involves sophisticated yield optimization techniques, dynamic pricing strategies, and careful capacity management to respond to market demand and enhance overall financial performance within the global aviation industry.

The Evolution of Yield Management in the Airline Industry

This book chronicles airline revenue management from its early origins to the last frontier. Since its inception revenue management has now become an integral part of the airline business process for competitive advantage. The field has progressed from inventory control of the base fare, to managing bundles of base fare and air ancillaries, to the precise inventory control at the individual seat level. The author provides an end-to-end view of pricing and revenue management in the airline industry covering airline pricing, advances in revenue management, availability, and air shopping, offer management and product distribution, agency revenue management, impact of revenue management across airline planning and operations, and emerging technologies is travel. The target audience of this book is practitioners who want to understand the basics and have an end-to-end view of revenue management.

Airline Revenue Management

The book provides a comprehensive overview of current practices and future directions in airline revenue management. It explains state-of-the-art revenue management approaches and outlines how these will be augmented and enhanced through modern data science and machine learning methods in the future. Several practical examples and applications will make the reader familiar with the relevance of the corresponding ideas and concepts for an airline commercial organization. The book is ideal for both students in the field of airline and tourism management as well as for practitioners and industry experts seeking to refresh their knowledge about current and future revenue management approaches, as well as to get an introductory understanding of data science and machine learning methods. Each chapter closes with a checkpoint, allowing the reader to deepen the understanding of the contents covered.This textbook has been recommended and developed for university courses in Germany, Austria and Switzerland.

Marketing Management in Air Transport

Airline Operations and Management: A Management Textbook is a survey of the airline industry, mostly from a managerial perspective. It integrates and applies the fundamentals of several management disciplines, particularly economics, operations, marketing and finance, in developing the overview of the industry. The focus is on tactical, rather than strategic, management that is specialized or unique to the airline industry. The primary audiences for this textbook are both senior and graduate students of airline management, but it should also be useful to entry and junior level airline managers and professionals seeking to expand their knowledge of the industry beyond their own functional area.

Airline Operations and Management

This book, first published in 1965, illustrates the world of management in the airline industry. It examines the external relations with customers, government, investors, suppliers and competitors, as well as internal relations within the business such as organization and industrial relations.

Airline Management

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.

Aviation Systems

There are few industries that have had a more profound impact on business and society over the last century than aviation. This book is an accessible, up-to-date introduction to the current state of the aviation industry which provides readers with the tools necessary to understand the volatile and often complicated nature of airline finance. Understanding finance is critical in any industry; however, the financial track record of the airline industry places even more importance on effective financial management. Foundations of Airline Finance provides an introduction to the basics of finance – including time value of money, the valuation of assets, and revenue management – and the particular intricacies of airline finance where there can be wild fluctuations in both revenues and costs. The third edition of this text has been extensively updated to reflect the many changes in the air transport industry that have taken place since the publication of the second edition, and features an expanded chapter on aircraft leasing and many new international case examples. This thorough introduction to aviation finance is valuable reading as a general, introductory financial text, or as reading in specialized airline finance classes.

Foundations of Airline Finance

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.

Air Transport Management

Do we really need another book on airlines? Is the world looking for a new holy grail for good Management practices condensed in few inches of paper? We don' know but, if we want to have an "insider" look on the most common mishaps in an airline's day to day life, this book will provide a different view. The author will take us on a journey through the most complicated areas of airline management and will provide the patient readers with his honest and straightforward insights.

Airline Management - A different view

The first complete resource on the management of air transportation systems written by a recognized authority, this how-to guide provides a general overview of how these corporations function, explaining the rationales and forces moving all decision makers and employees involved. Written at a non-technical level, the book presents data on various management structures, techniques, and problems within the industry, both in the United States and abroad. This comprehensive guide covers government regulation, finance, equipment, technology, aircraft costs, large and small airlines, passenger and cargo systems, and more.

Airline Management

(Uncorrected OCR) ABSTRACT Abstract of dissertation entitled |irline Revenue Management, Passenger Right and Protection|Submitted by Sau Lim Tim WONG For the degree of Master of Arts in Transport Policy and Planning at The University of Hong Kong in June 2005 As the airline operating environment is changing, especially with the increasing emphasis on consumer right protection, problems results from applying revenue management techniques has received a lot of attention and generated some debate. This paper, begins with a discussion of the importance of filling empty seats on airlines, explains how and why the airline industry developed revenue management, with focus on overbooking, as a solution to the empty-seat problem. The paper then explores the problem as a result of the adoption of overbooking practice and examines passenger right by looking into the booking contract and their right to reservation under air travel contract as well as some contractual right of airlines to refuse the carriage. Subsequently, the paper explores current passenger protection mechanism; both voluntary and involuntary adopted by airlines like denied boarding compensation scheme and statue-based passenger protection. Finally, the paper concludes by evaluating some potential solutions, ranging from reforming the selection of passengers to be offloaded, to setting the compensation for offloading, to expanding the overbooking disclosure requirements altogether.

Airline Revenue Management

This book provides a comprehensive overview of current strategic challenges and measures required to meet those challenges in a dynamic industry. Experts from aviation practice and management, in addition to acknowledged scholars, contribute to this volume and combine academic expertise with economic and business perspectives in an unprecedented way for the aviation field. The focus is not restricted to passenger airlines. The five parts of the book additionally include chapters on alliance management and formation, strategic issues for air freight carriers and airport companies, as well as impacts the airline industry exerts on its environment. The book combines both concepts and results from recent academic research with applications and case studies from major industry players. Readership includes academics, students on advanced aviation courses, senior aviation professionals in airline, airport and supplier companies, international organizations and governmental agencies.

Strategic Management in the Aviation Industry

The rapid growth of the aviation industry, propelled by catalysts like Liberalization, Privatization and Globalization has in recent years given a major fillip to the global economy in terms of facilitating international trade, generating employment, foreign exchange earnings, and prosperity from tourism, industrial growth and technological development. The potential market for air transport has shown signs of a strong global resurgence, with the Asia Pacific region's performance far exceeding the world average growth&.with India and China being projected as the hottest growth sectors.The Indian aviation industry has shown impressive growth, contributing 1.0%, 8.0% and 69% share at the global, Asia Pacific and South Asian regional levels respectively. Key players such as Boeing, Airbus Industrie, ACI, IATA and ICAO envisage that India will touch 100 million passengers by 2010. Meanwhile, the Indian Government has responded suitably, inter alia by encouraging private sector participation in the development of the civil aviation sector. Over ten chapters, this informative book elucidates all the concepts fundamental to the management of air transport, illuminating the factors key to operational, infrastructural and public policy in the development of air transport.

Fundamentals of Air Transport Management

The airline industry has come a long way since deregulation in 1978. Yet its ROI to investors is lowest among all industries. This book provides the secrets of how advanced analytics helps profit optimization. It is written with candor to show the limitations of today's most widely used systems and how new futuristic systems are needed for optimized decision making. It describes the systems, process and governance that align the entire management from the CEO down to the managers in making profitable decisions every time. Using numerous cases from the commercial functions of sales, revenue management, marketing and network planning, the book provides an insider look into the sub-optimal decision processes today. It shows how embedding advanced analytics from enterprise perspective optimizes the decisions. It provides a playbook for the CIO and C-Suite to build and ensure governance of the models, data and process for enterprise analytics. Commercial airlines that adopt the advanced analytics paradigm shift will see direct competitive advantage and lasting change in profits. This is the type of change recommended by Gopal Ranganathan, industry consultant and founder of Quad Optima Analytics, a company dedicated to helping airlines have this advantage.

Profit Optimization Using Advanced Analytics in the Airline and Travel Industry

Airlines are buffeted by fluctuating political and economic landscapes, ever-changing competition, technology developments, globalization, increasing deregulation and evolving customer requirements. As a consequence all sectors of the air transport industry are in a constant state of flux. The principle aim of this book is to review current trends in the airline industry and its related suppliers, thereby providing an insight into the forces that are changing its dynamics. The factors that are reshaping the structure of the industry are examined with a view to identifying the key issues whose impact will be critical in the future. The book features two very distinct sections. The first contains short contributions from industry executives at CEO/VP level from airlines, aircraft/engine manufacturers, safety and navigational provider organisations, who have set out their take of where the airline industry is heading. This commercial input sets the scene for the book and provides the bridge to the second section, which is composed of 18 chapters written by distinguished academic authors. Each chapter presents a valuable insight into a specific area of the air transport industry, including: airlines, airports, cargo, deregulation, the environment, navigation, strategy, information technology, security and tourism. The shared objective of the authors is to describe and explain the core competencies that are determining the current shape of the industry and to examine the forces that will change its direction going forward. The book is written in a management style and will appeal to all levels of personnel who work for airlines across the world. It is also written for airport authorities, aerospace manufacturers, regulatory and government transportation agencies, researchers and students of aviation management, transport studies, tourism and the wider air transport industry.

Air Transport in the 21st Century

This book "Airline Airport and Tourism Management " is a complete guide and covers all aspects from travel documents to tourism industry. It is designed to assist students enrolled in a formal course of instruction, as well as the individual who is studying on his or her own. Aviation is one of the world fastest growing sectors; its revenue generation, passenger load, economic benefits, growth forecast, aviation management, IATA, security checks and tourism are the major highlights in this book. New and updated material throughout the text, presenting both national and global perspective along with case studies and practical safety measures will undoubtedly ensure readers acquire knowledge on the effective methods and the basic principles involved in implementing a security system currently in use at airports worldwide. "Introduction to Travel and Airline Industry," helps prepare practitioners to enter the industry and helps seasoned professionals prepare for new threats and prevent new tragedies. This student-friendly book also covers discussion questions at the end of each chapter and abbreviations list to facilitate quick and easy learning.

Airline Airport & Tourism Management

Air transport industry finance, with its complexity and special needs such as route rights, airport slots, aircraft leasing options and frequent flyer programmes, requires specific knowledge. While there are numerous financial management and corporate finance texts available, few of these provide explanations for the singularities of the airline industry with worked examples drawn directly from the industry itself. Revised and updated in its third edition, this internationally renowned and respected book provides the essentials to understanding all areas of airline finance. Designed to address each of the distinct areas of financial management in an air transport industry context, it also shows how these fit together, while each chapter and topic provides a detailed resource which can be also consulted separately. Supported at each stage by practical airline examples, it examines the financial trends and prospects for the airline industry as a whole, contrasting the developments for the major regions and airlines. Important techniques in financial analysis are applied to the airline industry, together with critical discussion of key issues. Thoroughly amended and updated throughout, the third edition reflects the many developments that have affected the industry since 2001. It features several important new topics, including Low Cost Carriers (LCCs), fuel hedging and US Chapter 11 provisions. The sections on financial statements and privatisation have been expanded, and a new chapter has been added on equity finance and IPOs. New case studies have been added, as well as the latest available financial data. The range and perspective is even greater than before, with significant expansion of material specific to the US and Asia. The book is a key resource for students of airline management, and a sophisticated and authoritative guide for analysts in financial institutions and consultancies, executives in airlines and related industries, and civil aviation departments.

IATA Review

Revenue management (RM) has emerged as one of the most important new business practices in recent times. This book is the first comprehensive reference book to be published in the field of RM. It unifies the field, drawing from industry sources as well as relevant research from disparate disciplines, as well as documenting industry practices and implementation details. Successful hardcover version published in April 2004.

Airline Finance

This is a guide to the inner workings of the aviation industry. The topics examined in the book cover: international deregulation; alliances; low cost airlines; and new technology.

The Theory and Practice of Revenue Management

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.

Airline Revenue Management

Applying fundamentals of marketing to commercial passenger air transportation, this textbook puts the emphasis on marketing principles and illustrative ways in which airlines can distinguish themselves within the highly competitive global marketplace. Fundamentals of Airline Marketing begins with a survey of current airline business strategies and the macro forces that have shaped the airline industry in the past and will continue to do so in the future. The growing importance of technology is discussed both from the perspective of better understanding customer needs and engaging more effectively with them. The central role of the "customer" is explored through the lens of modern segmentation and branding approaches. Coverage then shifts to the tactical decision areas consisting of the 4Ps—product, place, promotion, and price—in which marketers shape and execute their strategies. The book concludes with a focus on executing marketing initiatives internally through customer-facing employee groups and externally through the measurement and management of the customer experience. Fundamentals of Airline Marketing: • is an accessible textbook on the fundamentals of marketing for commercial passenger air transportation; • chronicles the marketing innovations and controversies that have been central to the historic shift in airline fortunes; • demonstrates how airline decisions fit within the fundamentals of marketing and how the marketplace is continuing to evolve; • provides a bridge between key marketing principles and their specific application to the airline industry in each chapter. This textbook is written primarily for undergraduate college students enrolled in aviation business administration programs and related courses. It will also serve as an accessible primer on airline marketing for industry professionals not presently working in marketing and for frontline airline employees seeking to learn more about marketing.

Flying Off Course

The Airport Business provides a helpful overview of the field, examining patterns of ownership for some of the world's largest airports over the past twenty years. Rigas Doganis covers the key issues and economic problems which will affect airport managers during the 1990s: privatization, the growing shortfall in airport capacity, and the need to develop more innovative methods of financing. Doganis analyzes the recent development of traditional cost and revenue systems for aircraft landing fees and passenger charges. He also discusses the differences in airport management between developed an.

The Airline Profit Cycle

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. 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 Seventh Edition brings the text right up to date with a new opening chapter, titled 'The Airline Industry: Trends, Challenges and Strategies', setting the context for all that follows within the book, and a new section within 'International Aviation' that explores the new airline business models. New and updated material has been added throughout the text and overall presents a more international perspective. Arranged in sharply focused parts and accessible sections, the exposition is clear and reader-friendly. 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 programmes, or for self-directed study and continuing personal professional development.

Handbook of Airline Strategy

The goal of profit optimization is to leverage all hotel functions and maximize their profits in unison with one another. It encourages hotels to intelligently decide which business to accept across multiple revenue streams at all times, based on the greatest overall value to the asset. This book provides the secrets of how advanced analytics helps profit optimization. It is written with candor to show the limitations of today's most widely used systems and how new futuristic systems are needed for optimized decision-making. It describes the systems, processes, and governance that align the entire management from the CEO down to the managers in making profitable decisions every time. Using numerous cases from the commercial functions of sales, revenue management, marketing, and network planning, the book provides an insider look into the sub-optimal decision processes today. It shows how embedding advanced analytics from an enterprise perspective optimizes the decisions. It provides a playbook for the CIO and C-Suite to build and ensure governance of the models, data, and process for enterprise analytics.

Fundamentals of Airline Marketing

Seminar paper from the year 2007 in the subject Business economics - Business Management, Corporate Governance, grade: 2,1, University of Sunderland (University of Sunderland), course: Contemporary Management, language: English, abstract: After five years of vast losses, especially for the IATA Carrier, which are all scheduled airlines, 2007 will be a successful year for the airline industry, with a forecasted profit of $8.5 billion. The early 21st century marked the industry with high losses and consolidation. Due to the reason that the industry sector highly depends on the external environment: the terrorist attacks of September 11th 2001, magnified by the weak economic conditions in many major countries and more recently the Iraq War and SARS epidemic, have made the last five years unhappy ones, especially for most of the schedules airlines. In addition to that, the liberalisation of the European aviation market enabled low cost airlines to reshape the competitive environment and to make significant impacts in the world's domestic passenger markets, which have previously been largely controlled by full service carriers. The overall market situation is dominated by increasing pressure on cost and productiveness. The global market trend forces a high company concentration that strengthens market positions. Lufthansa - Germany's national carrier was faced, like all other national carriers with the above-mentioned problems and had to find its way out of the crisis. The central question of this report is: With which tools did Lufthansa solve these problems? And are these tools sufficient to be competitive for future developments? This report paper is dealing with the developments in airline business illustrated with the example of Germany's national carrier, the Lufthansa AG, and the enormous company restructuring toward an ideal global player in a highly competitive environment. By analysing the internal and external influences, pressuring the company to adapt, the need of change by Lufthansa will be made more comprehensible. The learning organisation and the role of creativity have become more important during the last decades, especially in fast changing environments like the airline industry where Lufthansa operates. This will be a special regard in chapter four. In the last section of the report a critical analysis will be made on the effectiveness of the organisation's response, and some areas of improvement will be mentioned.

The Airport Business

This book provides an end-to-end view of revenue management in the hospitality industry. The book highlights the origins of hotel reservations systems and revenue management, challenges unique to hotels, revenue management models, new generation retailing, and personalization and steps required to remain competitive in the marketplace. This book is intended for practitioners to understand the basics and have a comprehensive view of the impacts of revenue management on product distribution, reservations, inventory control, including the latest advances in the field of attribute-based room pricing and inventory control. There are several aspects of revenue management that are not covered in books and journal articles such as hotel pricing, hotel fully allocated costs, content parity, impact of Online Travel Agencies on hotels, competitive revenue management and attribute-based room pricing and inventory control which represents the last frontier in hotel revenue management with intelligent retailing. Leveraging emerging technologies, such as Artificial Intelligence and Blockchain and the future state of revenue management, are also addressed.

Air Transportation

Essay from the year 2012 in the subject Business economics - Business Management, Corporate Governance, Northumbria University, course: Bachelor of Arts in Human Resources Management, language: English, abstract: The commercial airline is an extremely competitive, safety-sensitive, high technology service industry. People, employees and customers, not products and machines, must be an arena of organization's core competence. Sustaining airline profitability, ensuring safety and security, and developing adequate air transportation infrastructure are the important challenges to the airlines. In the following chapters, the strategic reasons that lead Singapore Airline (SIA) success will be discuss with strategic frameworks.

Airline Profit Maximising Strategy

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).

The Strategic Importance of Information Systems to Airline Revenue Management

This book provides an overview of the aviation sector by focusing on all major aspects embedded in the environment (subsystems) and the market of aviation. The book explains the linkages between subsystems politics, society, technology, economy, environment, and regulation, and how these subsystems influence each other and the market. The book starts by describing the aviation system, then focuses on the supply side and the demand side of the system and in a final part focuses on steering and controlling the system of aviation from a managerial, economic, and regulatory perspective. Examples and case studies of airports, airlines, and the production industry in each chapter support the application-oriented approach. The summary and review questions help the reader to understand the focus and main messages of each chapter. Students and researchers in business administration with a focus on aviation, as well as professionals in the industry looking to refresh or broaden their knowledge in the field will benefit from this book.

Lufthansa in its competitive environment

This third edition of Straight and Level thoroughly updates the previous edition with extensive comments on recent industry developments and emerging business models. The discussion is illustrated by current examples drawn from all sectors of the industry and every region of the world. The fundamental structure of earlier editions, now widely used as a framework for air transport management courses, nonetheless remains unchanged. Part 1 of the book provides a strategic context within which to consider the industry's economics. Part 2 is built around a simple yet powerful model that relates operating revenue to operating cost; it examines the most important elements in demand and traffic, price and yield, output and unit cost. Part 3 probes more deeply into three critical aspects of capacity management: network management; fleet management; and revenue management. Part 4 concludes the book by exploring relationships between unit revenue, unit cost, yield, and load factor. Straight and Level has been written primarily for masters-level students on aviation management courses. The book should also be useful to final year undergraduates wanting to prepare for more advanced study. Amongst practitioners, it will appeal to established managers moving from functional posts into general management. More broadly, anyone with knowledge of the airline industry who wants to gain a deeper understanding of its economics at a practical level and an insight into the reasons for its financial volatility should find the book of interest.

Revenue Management in the Lodging Industry

What is revenue management and why is it needed in the passenger transportation industry of today and tomorrow? Revenue management first appeared in the carrier industry starting in the early 1980s. It arose from the need for accurate demand estimates and resource allocations in the newly deregulated environment. Therefore we begin this book and this module with a look back at the main causes and consequences of carrier deregulation in North America. The second section is an introduction to the basics of revenue management and will serve as a foundation for the rest of the modules in this course. In the final section we look to the future and consider how the internet is changing ticket distribution and some of the challenges and opportunities that it has created.

Sustaining Airline Profitability. Strategic Management and Leadership

This work offering a simulation based on airline industry practice employs a microcomputer to analyze decisions made by the user and to assign airline ticket sales accordingly.

The Routledge Companion to Air Transport Management

Now in its Eighth 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.

Aviation Systems

While there are a multitude of publications on corporate finance and financial management, only a few address the complexity of air transport industry finance and scant attention has been given to airport financial management. This book deals exclusively with airport issues to rectify this. It does this with an analysis of the theoretical concepts relevant to the subject area combined with a detailed investigation of current practice within the industry. Airport Finance and Investment in the Global Economy bridges the gap between much academic research on airports published in recent years – lacking much managerial relevance – and real-world airport financial management. This is achieved by featuring expert analysis of contemporary issues specific to airport finance and funding strategies, illustrated by worked examples from a wide range of different countries to enhance understanding and create a global perspective. The book is designed to appeal to both practitioners and academics. Airport-specific topics include: performance measurement and benchmarking, valuation, tools for financial control and management, alternatives of financing, privatisation, competition and implications of economic regulation.

Straight and Level

This book provides a comprehensive introduction to travel marketing, tourism economics and the airline product. At the same time, it provides an overview on the political, socio-economic, environmental and technological impacts of tourism and its related sectors.This publication covers both theory and practice in an engaging style, that will spark the readers' curiosity. Yet, it presents tourism and airline issues in a concise, yet accessible manner. This will allow prospective tourism practitioners to critically analyze future situations, and to make appropriate decisions in their workplace environments. Moreover, the book prepares undergraduate students and aspiring managers alike with a thorough exposure to the latest industry developments. “Dr. Camilleri provides tourism students and practitioners with a clear and comprehensive picture of the main institutions, operations and activities of the travel industry.” Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, Evanston/Chicago, IL, USA “This book is the first of its kind to provide an insightful and well-structured application of travel and tourism marketing and economics to the airline industry. Student readers will find this systematic approach invaluable when placing aviation within the wider tourism context, drawing upon the disciplines of economics and marketing.” Brian King, Professor of Tourism and Associate Dean, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong “The remarkable growth in international tourism over the last century has been directly influenced by technological, and operational innovations in the airline sector which continue to define the nature, scale and direction of tourist flows and consequential tourism development. Key factors in this relationship between tourism and the airline sector are marketing and economics, both of which are fundamental to the success of tourism in general and airlines in particular, not least given the increasing significance of low-cost airline operations. Hence, uniquely drawing together these three themes, this book provides a valuable introduction to the marketing and economics of tourism with a specific focus on airline operations, and should be considered essential reading for future managers in the tourism sector.” Richard Sharpley, Professor of Tourism, School of Management, University of Central Lancashire, UK “The book's unique positioning in terms of the importance of and the relationships between tourism marketing, tourism economics and airline product will create a distinct niche for the book in the travel literature.” C. Michael Hall, Professor of Tourism, Department of Management, Marketing and Entrepreneurship, University of Canterbury, Christchurch, New Zealand “A very unique textbook that offers integrated lessons on marketing, economics, and airline services. College students of travel and tourism in many parts of the world will benefit from the author's thoughtful writing style of simplicity and clarity.” Liping A. Cai, Professor and Director, Purdue Tourism & Hospitality Research Center, Purdue University, West Lafayette, IN, USA “An interesting volume that provides a good coverage of airline transportation matters not always well considered in tourism books. Traditional strategic and operational issues, as well as the most recent developments and emerging trends are dealt with in a concise yet clear and rational way. Summaries, questions and topics for discussion in each chapter make it a useful basis for both taught courses or self-education.” Rodolfo Baggio, Professor of Tourism and Social Dynamics, Bocconi University, Milan, Italy “This is a very useful introductory book that summarises a wealth of knowledge in an accessible format. It explains the relation between marketing and economics, and applies it to the business of airline management as well as the tourism industry overall.” Xavier Font, Professor of Sustainability Marketing, School of Hospitality and Tourism Management, University of Surrey, UK and Visiting Professor, Hospitality Academy, NHTV Breda, Netherlands “This book addresses the key principles of tourism marketing, economics and the airline industry. It covers a wide range of theory at the same time as offering real-life case studies, and offers readers a comprehensive understanding of how these important industries work, and the underpinning challenges that will shape their future. It is suitable for undergraduate students as well as travel professionals, and I would highly recommend it." Clare Weeden, Principal Lecturer in Tourism and Marketing at the School of Sport and Service Management, University of Brighton, UK "In the current environment a grasp of the basics of marketing to diverse consumers is very important. Customers are possessed of sophisticated knowledge driven by innovations in business as well from highly developed technological advances. This text will inform and update students and those planning a career in travel and tourism. Mark Camilleri has produced an accessible book, which identifies ways to accumulate and use new knowledge to be at the vanguard of marketing, which is both essential and timely." Peter Wiltshier, Senior Lecturer & Programme Leader for Travel & Tourism, College of Business, Law and Social Sciences, University of Derby, UK "This contemporary text provides an authoritative read on the dynamics, interactions and complexities of the modern travel and tourism industries with a necessary, and much welcomed, mixture of theory and practice suitable for undergraduate, graduate and professional markets." Alan Fyall, Orange County Endowed Professor of Tourism Marketing, University of Central Florida, FL, USA

Introduction to Revenue Management

The air transport industry is highly vulnerable to environmental changes as was seen when the recent COVID-19 pandemic caused most airline operations to cease. However, for decades airlines have been collapsing around the globe as the business of managing airline operations has become stressed due to price competition. This is detrimental to air carriers since air transport products and services are the same. Moreover, it impacts other industries such as tourism, hotels, and restaurants, which contribute to the derailment of economic and social activities. Thus, it is essential to determine new practices and strategies that can allow air transport management to be enriched and to flourish. Global Air Transport Management and Reshaping Business Models for the New Era provides a comprehensive collection of knowledge on the new era of business management on air transport. It provides strategies, technologies, and tools used in the reshaping of the air transport business model. Covering topics such as customer experience, robotic process automation, and airline alliances, this major reference work is an essential resource for airline managers, supply chain specialists, air transport managers, students and faculty of higher education, libraries, researchers, economists, government officials, and academicians.

Airline

Air Transportation