



Assessing Customer Needs, Airport Management After The Deregulation

By Edgar Bellow

LAP Lambert Academic Publishing Okt 2012, 2012. Taschenbuch. Book Condition: Neu. 220x150x22 mm. Neuware - This mixed methods research identified the factors influencing the airport selection decision among passengers and managers of air carriers to provide airports with information to guide their marketing efforts. The deregulation of the air transportation industry in the EU has led to increased competition among airports, including competition from airports outside the local catchment area. The research was based on the assumptions of discrete choice theory concerning the process by which passengers and air carriers weight factors when faced with a decision among mutually exclusive alternatives. The mixed methods research design provided a pragmatic approach to addressing the research questions of the study, which focused on identifying factors influencing airport selection decisions in the three dimensions of environment, operational, and marketing factors. 372 pp. Englisch.



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