



Says

What have we heard them say?  
What can we imagine them saying?

The aviation industry is one of the many sectors that constitute an important element towards global economic development. It supports the rise in connectivity between cities and countries to enable the flow of goods, people, capital, and technology. With this, it is certain that the airline sector plays a fundamental role in society, but it also has its own fair share of challenges. From the COVID-19 pandemic, which remains one of the worst crises in the history of commercial aviation, to climate change, there are innumerable issues this sector has been facing in the past few years.

- Major problems in Air Transportation
- 1)Fuel efficiency
  - 2)Covid-19 pandemic aftermath
  - 3) Russia-Ukraine conflict
  - 4)Climatic changes
  - 5)Cyber attacks

After the initial negative impacts of the COVID-19 outbreak, the aviation market outlook has improved to a notable extent. The pandemic propelled cargo and logistics operations apace with e-commerce. According to the latest report released by the International Air Transport Association (IATA), cargo's share in total airline revenue had more than tripled between 2016 and 2021, going from 11.4% to 40.3% of total revenue. Air cargo has, however, benefited from a rare and significant relative price advantage over maritime cargo since 2021.



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

The availability and costs of aviation fuel remain one of the major economic factors affecting the airline industry for decades. Spike in jet fuel prices has a direct influence on the financial portfolio of airline firms. In 2021, the expenditure on airline fuel increased by almost 30% due to the easing of travel restrictions and the initial recovery in global passenger demand. As the Russia-Ukraine conflict has prompted oil price variations, it is estimated that the share of fuel in total operational costs from 2022 could be significantly higher than that in 2021.

The pandemic was among the greatest challenges the aviation companies ever faced, with its impacts continuing even after travel restrictions are lifted in many parts of the world. According to the IATA report, the pandemic erased essentially 20 years of gains in passenger traffic in one sudden blow. The report forecasts that by 2040, air traffic would still be 6% below IATA's pre-pandemic forecast, highlighting the long-lasting effect of the COVID-19 crisis

The conflict between Russia and Ukraine has brought along the imposition of various sanctions and the creation of a few no-fly zones, which has created challenges for the aviation sector. The impact of the conflict is especially felt by specific trading partners and across key markets. The start of the Russia-Ukraine war in 2022 prompted a surge in global oil prices, with Brent crude oil trading at \$120/b in June 2022. Though, the opportunity to find alternative sources of fuel and destination markets will help to offset some of these potential impacts over the next few years

Climate change and environmental issues certainly remain among the key challenges faced by the airline industry. Since commercial aviation is responsible for a significant percentage of carbon emissions, the industry is under significant pressure to take measures to reduce the environmental impact of air travel.

UNLOCKING INSIGHTS TO THE GLOBAL AIR TRANSPORTATION

Air transportation is a major industry in its own right and it also provides important inputs into wider economic, political, and social processes. The demand for its services, as with most transport, is a derived one that is driven by the needs and desires to attain some other, final objective. Air transport can facilitate, for example, in the economic development of a region or of a particular industry such as tourism, but there has to be a latent demand for the goods and services offered by a region or by an industry.

The analysis here is, by necessity, excessively simplistic given the multi-dimensional and dynamic nature of globalization, and focuses on one small sector, international commercial aviation, and on only one direction of causality, the implications of globalization for this sector. Some related considerations are embraced where particularly important. For example, there is an increasing blurring of international and domestic air transport as airlines form alliances and invest in each other to form global networks; indeed, the domestic and international air transport market within the European Union (EU) is de facto one market.

Economies, and the interactions between them, are in a continual state of flux, and although economists' notions of equilibrium have some very useful intellectual content, and also validity in the very short-run, in reality the world is dynamic. This dynamism, of which the particular thrust of globalization is the concern here, has implications for industries such as air transport that service it. But there are also feedback loops, because, developments in air transport can shape the form and the speed at which globalization and related processes take place.

The aim of this section is to present the research method adopted for organising the proposed literature review, and in particular all the criteria considered for selecting the studies and classifying them in the most convenient manner. The main aim of this literature review is to provide to the researchers in the field of air transport service quality and the practitioners of the sector a useful tool for studying and analysing the treated issue, and to give a clear idea of the advances in this subject

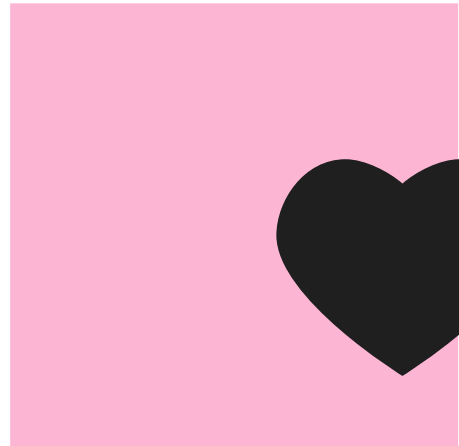
First of all, we have classified the literature studies in terms of types of analysed service. As specified above, the major part of literature studies differentiate between services provided at the airport and managed by the airport companies, and services provided by the airlines, mostly concerning the flight. Considering the complexity and the large variety of the service aspects experienced by the air passengers, the major part of the studies focused only on one category of services at a time. Moreover, the collection of the data is quite different for the two types of services, which is one of the main reasons why researchers analysed only one typology. More specifically, data regarding airport service factors are generally collected at the airport by interviewing the departing passengers at the departure gates or lounges, who are waiting the flight departure and have sufficient time to be interviewed.

The aim of this review was to provide an exhaustive summary of the most relevant studies published in the last ten years in the field of the evaluation of air transport service quality on the basis of passengers' perceptions. We selected a series of papers published in the most important journals of the transportation sector, divided between studies investigating services managed by the airport companies and studies analysing services managed by airlines. The literature review was structured by three main criteria: the service attributes analysed in the various studies; the methods adopted for collecting the data; the methods used for analysing the data. The reason why we selected these criteria is linked to the aim to create a picture of the studies by providing the most important information for researchers and practitioners, which are just the analysed service aspects and the methodologies adopted for discovering the most relevant ones.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?