



Says

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



Thinks

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



Air transportation refers to the movement of people, goods, or cargo by aircraft. It plays a crucial role in modern global connectivity, allowing for swift and efficient travel and trade across long distances.

Aviation or air transportation refers to the movement of people, goods, and cargo through the use of aircraft, such as airplanes and helicopters.

Air transportation in India is a significant and rapidly growing sector. The country has a vast network of airports that serve both domestic and international flights.

IMPORTANCE FOR AIR TRANSPORTATION : Air transport plays a crucial role in global connectivity, trade, and tourism, providing fast and efficient travel options for both passengers and cargo. It facilitates economic growth, cultural exchange, and emergency response. However, it also contributes to environmental challenges such as carbon emissions and noise pollution.

COMPARISON PREVIOUS YEAR: Global air traffic - annual growth of passenger demand 2006-2023. In 2021, the global air traffic passenger demand grew by almost 22 percent compared to the previous year, when the passenger demand sharply decreased by nearly 66 percent compared to the last year due to the coronavirus pandemic.

Global air traffic - annual growth of passenger demand 2006-2023.

the larger share of cargo in airlines' total revenue is of course partly a function of the depressed state of passenger travel during the pandemic. Its benefits for rare and relative price

Cargo share in total airline revenue in our analysis more than tripled between 2016 and 2023, going from 25.45% to 57.9% of total revenue

travel restrictions have been and remain the dominant driver of air traffic since the outbreak of the pandemic. the first quarter of 2022 though this region's unrestrained travel has increased the global market shares of north south america

ADVANTAGES: Air transportation offers several advantages, including speed, accessibility to remote locations, global connectivity, and the ability to transport large quantities of goods over long distances efficiently.

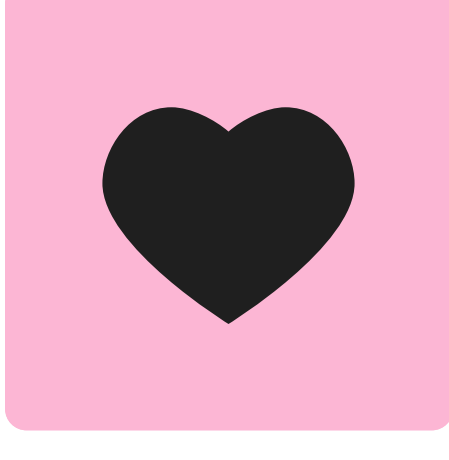
Additionally, it allows for rapid emergency response and supports international trade and tourism.

DISADVANTAGES: Some disadvantages of air transportation include high operation costs, potential environmental impact due to greenhouse gas emissions, limited cargo capacity, security concerns, and occasional disruption due to weather conditions or air traffic congestion.



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?