



## 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?



Global Air Transportation  
Network with Tableau

OEM suppliers have been far too slow in dealing with supply chain blockages that are both raising costs and limiting our ability to deploy aircraft.

Globalization is most literal sense is the process of making transformation of thing.

The transformation to modern airline retailing is taking shape. The aim is to make buying air travel as easy as ordering from any online retailer.

Behavioural theories are ineffective in explaining the response across segments.

Most companies use air transport to market goods and products internationally or to deliver samples and documents related to foreign trade operations.

Desire to reduce air travel needs to be aligned with other energy saving behaviours.

The globalization of trade outsourcing supply -chaining and political forces have change the world permanently for both better and worse.

Air transport the reasons for the contemporary globalization processes from the latter part of the 20 th century.

The Dream of the aviation industry lies in Electric Flying.

Transport is a basic infrastructure. The transport of people or goods from one place to another depends on many factors: distance, physiography, routes and means, market, climate, products, time, cost and duration.

Global road transport activity was almost 50% below the 2019 average by the end of March 2020 and commercial flight activity almost 75% below 2019 by mid-April 2020.



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Air transportation is the fastest mode of transport.

Air transportation is eco-friendly and it is the cheapest mode of travel.

During earth quake, flood, accidents and famine air transport is used for rescue operations.

Air travel is considered to be the most expensive means of transportation.

Aerophobia is an extreme fear of flying. People with aerophobia might feel intense anxiety before or during a flight.

The transport sector is increasingly contributing to environmental damage there is a need to better understand the behavioural response of consumers.

Air transportation prove to be extremely useful during the times of natural calamities, wars and other emergencies.

Air transportation network is beneficial during emergencies.

An airway has great strategic importance. It can be used for internal and external security.

The demand for air travel depends on several factors, such as income, preferences, prices, substitutes, and complementary goods.

IATA reported a 31% uptick in worldwide passengers in June compared with a year earlier and overall traffic numbers are more than 94% of 2019 levels.

The need to bring air travel behaviour in line with other energy saving household behaviours



## 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?

