

A STUDY ON PASSENGERS EXPECTATIONS IN AIRLINE TOURISM ON POST COVID-19

FATHIMA RIZWAN¹, A. SRIDEVI² & S. SOWNDARYA³

¹Assistant Professor, Remo international College, Tamil Nadu, India

^{2,3}Student, Remo International College, Tamil Nadu, India

ABSTRACT

This project focuses on bringing out the airline strategies in which they ensure to conduct safe tourism as well as a safer flying experience on post covid-19 has brought the downfall of tourism as well as airline revenue, this will help us to know their comeback strategies after this covid-19 crisis. Governments of the day are taking noticeable measures to revive the sector and protect the business and jobs connected with the sector. Along with broad policy measures and steps, the governments of different countries are taking up sustainable measures for the steady recovery of the tourism sector. Some new measures and strategies like digital technology integration in tourism service, eco-tourism and sustainable tourism strategy are some of the measures being undertaken at policy level. Descriptive research design was used. Questionnaires were distributed and customer's opinions were collected based on purposive sampling techniques. 150 samples were collected from the respondents. Statistical tools were used like ANNOVA, CORRELATION, by using SPSS (statistical package for social science).

KEYWORDS: Passenger's Expectations, Airline Tourism, Safety, Resilience, Post Covid-19, Customer Relationship.