

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

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### 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.

### INTRODUCTION

Covid-19 Pandemic impacted the entire economy of the world in varying degrees. However, its impact on some sectors was very high and is continuing till date as the Pandemic is still raging in the world. The main impact of Covid-19 Pandemic is its contagious nature followed by swift affliction and eventual mortality. Though the mortality rate in comparison to total affliction is low, yet the main concern is the irreversibility of the affliction on crossing a certain phase to the point of no return leading to death. In other words, once the Covid-19 virus attacks the lungs and obstructs breathing, the possibility of recovery becomes difficult and bleak. Added to it is its contagiousness due to which it is spreading on a larger scale across socioeconomic strata now that the second wave of corona virus affliction is found to be airborne in nature (WHO; 2021). As a result, the governments of the world are taking steps to minimize the movement and intermingling of people to the lowest. They are discouraging (and in many cases, preventing) the congregation and movement of people across regions lest the disease spreads rapidly and becomes a catastrophe. In such a situation, it is the economy that sustains on the movement of goods and services and promotes transactions for economic activity, which is the most affected. And in the economy, it is the sectors like airlines, tourism, retail market experience that have people movement as their core business offering are suffering the most.

### Covid-19 Pandemic and Airlines Sector

Airlines sector along with the tourism sector has been one of the most affected sectors during this Pandemic. According to an analysis by the global aviation body up to 4.8 million jobs in aviation may be lost by the beginning of 2022, a 43%

reduction from pre-COVID levels. And if the effect of this impact is expanded across all the jobs aviation would normally support, 46 million jobs will be at risk. These include highly-skilled aviation roles, the wider tourism jobs impacted by the lack of air travel and employment throughout the supply chain in construction, catering supplies, professional services and all the other things required to run a global transport system.

The airline industry has been severely affected by the COVID-19 Pandemic. Its effect is much higher than other global catastrophic events like 9/11 or 2008 economic crisis because here the Covid 19 Pandemic has directly affected the operational model of the airlines sector that transports people across regions in the world and which necessitates close human contact and intermingling of people for servicing the business. Corona Virus is highly contagious and spreads rapidly with human contact. So, stopping airlines services is essential to stop the spread other Pandemic. As a result, the airlines services are hard pressed to sustain their business and they are holding parleys with the government and policy makers to estimate the time that the Pandemic will take to subside and normal flight operations resume. This is the most critical issue as, without the subsiding of the Pandemic, the airlines' services cannot resume. One of the plans that have been conceived is to make data analysis of demand and schedule of flight travel and the time that may take for the Pandemic to end. The Pandemic also has not spread in equitable measure in different regions and countries. So, the data driven plan is also being rejigged based on the stage of the Pandemic in different markets. Accordingly, the sustained revival plan is different for different countries and the components of the plane include regulated clearance of resumption of flight services and routes, curb on the per day flight per airline, number of passengers in each flight as per Covid regulations on safe distance adherence among others.

In spite of the revival plan and measures, the airlines sector is continuing to bear the brunt of the Pandemic and the impact is not rescinding as of now. In fact, in March 2021, the IATA mentioned a loss of \$252 billion in revenue, which is almost 44 percent of the revenue of 2019. However, the industry has to survive in spite of the negative market scenario and for that to happen, a lot of structural changes and reorientation in operational model needs to be done to attract passengers as well as manage operations by complying with Covid 19 Pandemic regulations on safe travel. This is important as non-adherence may affect sectors like tourism that require air travel for servicing its business model. The details of the operational strategy reorientation may include close observation of passenger needs for flying, reasons for flying, destinations and purpose and accordingly, put up offers and schemes along with service standards and protocols to do business in the time of Covid 19 Pandemic (Molenaar et. al; 2020)

## **REVIEW OF LITERATURE**

### **Anshu Agrawal (2020)**

The paper examines the strategies adopted by the Airlines in India to sustain operations during the COVID-19 Pandemic and devise suitable strategies to tackle the challenges with suitable processes to find a way out of the crisis. The research paper analyses the effect of Covid 19 Pandemic and ensuing lockdown, on the economy especially the airlines sector in India, the ensuing challenges and solutions to manage the sector amidst the Pandemic.

### **Bao-Linh Tran, Chi-Chung Chen, Wei-Chun Tseng and Shu-Yi Liao (2020)**

This study examines the effect of acute respiratory syndrome (SARS) and its impact on severity of Corona Virus Pandemic on tourism sector in APEC countries in 2020.

**Asad A. Aburumman (2020)**

The paper analyses the impact of the Covid 19 Pandemic in the tourism and MICE business in UAE. MICE was a very robust sector prior to the Pandemic in UAE and neighbouring regions and the Pandemic has severely affected its fortunes especially in the financial year 2020-21. The paper analyses the impact and suggests redemption measures to revive the MICE sector in UAE and neighbouring regions accordingly.

**Stefan Gossling, Daniel Scott, C. Michael Hall(2021)**

The paper makes an assessment of the effect of COVID-19 Pandemic on Global Tourism and discusses the impacts accordingly. This is a comparative study of Covid 19 Pandemic and similar such Pandemics that had hit the globe earlier. It analyses the impact on society and the ways it affected and changed the structure of society, economy and business.

**Pere Suau Sanchez, Augusto Voltes Dorta, Natalia Cuquero Escofel (2021)**

The paper analyses the views of senior executives connected with the global commercial aviation sector on the ways the Pandemic affected the sector and the strategies needed to revive it.

**Nanno Mulder (2020)**

This research paper estimates the contribution of the tourism sector to exports and gross domestic product (GDP) as well as overall employment scenario, and the loss that has happened due to serious curbs on tourism sector as part of curbing the spread of Covid 19 Pandemic.

**S M Shariful Haque (2021)**

The study examines the effects of Covid-19 Pandemic on the tourism sector of Bangladesh and the strategies to be applied along with mitigation measures to prevent further downside and initiate revival of the tourism sector.

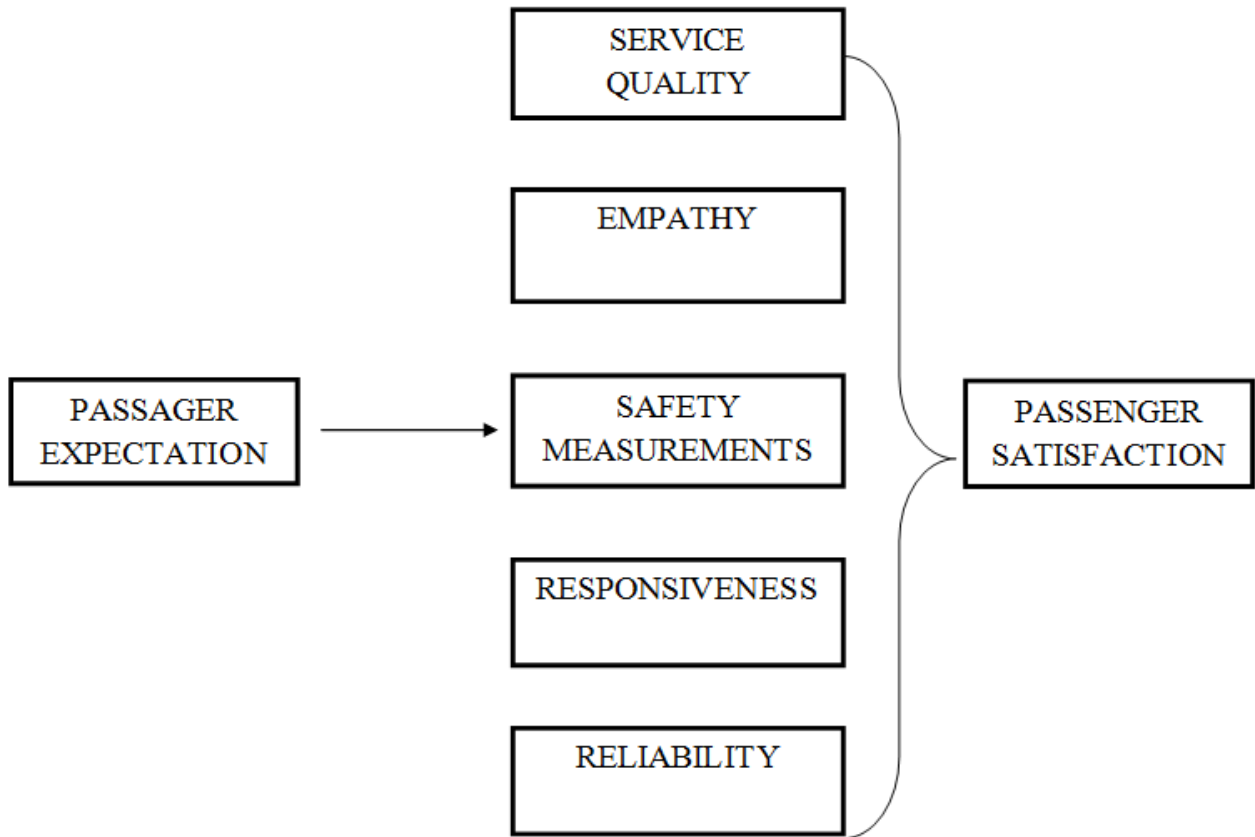
**OBJECTIVES OF THE STUDY****Primary Objectives**

- To suggest tourism strategies to attract airline passengers
- To analyse the safety measures followed by airline industry
- Identifying various problems will be faced by airline industry during covid-19
- To identify purpose of the tourist, travelling during pandemic.
- To suggest the factors to overcome the issues facing by airline industry

**Secondary Objectives**

- To analyse the various measure taken by other countries to help tourism and airline safety
- To suggest marketing techniques to encourage tourism during pandemic.
- To identify tourist perceptions on safety measures taken by airlines

## CONCEPTUAL FRAMEWORK



## HYPOTHESIS OF THE STUDY

### Service Quality

H1: There is a significant relationship between Service quality & passenger satisfaction,

### Empathy

H2: There is a significant relationship between empathy & passenger satisfaction.

### Safety Measurement

H3: There is a significant relationship between Safety measurement & passenger satisfaction.

### Responsiveness

H4: There is a significant relationship between responsiveness & passenger satisfaction.

### Reliability

H5: There is a significant relationship between reliability & passenger satisfaction.

**DATA ANALYSIS AND INTERPRETATION**

**Reliability Analysis**

**Scale: All Variables**

**Table 1: Case Processing Summary**

		N	%
Cases	Valid	150	100.0
	Excluded	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

**Table 2: Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.943	.945	28

**Correlations**

**Table 3: Correlations**

		Service Quality	Safety Measurement	Reliability	Empathy	Responsiveness	Passenger Satisfaction
Servic equality	Pearson Correlation	1	.667**	.699**	.667**	.707**	.725**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
Safety measurement	Pearson Correlation	.667**	1	.673**	.681**	.760**	.711**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
Reliability	Pearson Correlation	.699**	.673**	1	.746**	.688**	.758**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
Empathy	Pearson Correlation	.667**	.681**	.746**	1	.679**	.661**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
Responsiveness	Pearson Correlation	.707**	.760**	.688**	.679**	1	.760**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
Passengers satisfaction	Pearson Correlation	.725**	.711**	.758**	.661**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Regression

**Table 4: Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	Responsiveness, Empathy, Service Quality, Safety Measurement, Reliability <sup>a</sup>		Enter
a. All requested variables entered.			
b. Dependent Variable: Passenger Satisfaction			

**Table 5: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 <sup>a</sup>	.710	.700	1.61724
a. Predictors: (Constant), Responsiveness, Empathy, Service Quality, Safety Measurement, Reliability				

**Table 6: ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	924.146	5	184.829	70.668	.000 <sup>a</sup>
	Residual	376.627	144	2.615		
	<b>Total</b>	<b>1300.773</b>	<b>149</b>			
a. Predictors: (Constant), Responsiveness, Empathy, Service Quality, Safety Measurement, Reliability						
b. Dependent Variable: Passengers Satisfaction						

**Table 7: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.483	.950		-1.561	.121
	Service Quality	.277	.097	.204	2.851	.005
	Safety Measurement	.157	.083	.142	1.887	.061
	Reliability	.497	.114	.332	4.352	.000
	Empathy	-.025	.109	-.017	-.233	.816
	Responsiveness	.334	.090	.291	3.716	.000
a. Dependent Variable: Passengers Satisfaction						

## CONCLUSIONS

The analysis of the findings from the survey and earlier inputs from the review of the literature shows that the airlines sector companies are implementing all the safety protocols prescribed the authorities for ensuring safe air travel.

The perception of the passengers based on actual experience as per inputs from the survey show that overall it is found that on average, more than 45 percent of the passengers surveyed agree with the fact that the airlines are implementing safe travel practices like temperature checking, touch-free handling of baggage and processing of documents, widespread dissemination of information on protocols for ensuring safe air travel and heeling of passengers in adhering to the safe travel practices even inside the aircraft.

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