

Changes in the Trade and Promotion of Passenger Air Transport

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Abstract

Passenger air carriers will be able to systematically overbook transport capacities on certain aerial routes due to the quick adaptation to modern trading means, to the modern promotion of services and to the modern means of information of potential travellers. Though ticket booking in aerial transport made its debut as a simple process of automation of ticket sale, it soon turned into a strong marketing instrument with unexpected effects on competitiveness on the market of tourism aerial transport. The use of modern ways of operating Computer Reservation Systems and Billing Settlement Plans by passenger air companies and by tour operators improves service standards.

Keywords: major changes, passenger air transport, promotion, trading

1. Introduction

The activity of line passenger air companies points out the existence of a constant profit and the expansion of the Billing Settlement Plans (C.R.S.), with both positive and negative effects on other companies that have not yet adopted the system.

It is obvious, in different areas of the world, that this system of liberalisation of passenger air transport has different aspects, depending on the level of development of passenger air transport, as well as in accordance with the governmental interests of the different states that operate in a certain geographical area.

The most frequently used computer reservation systems are as follows:

- Galileo International;
- Sabre;
- Amadeus;
- the last one being located in Europe and world leader in the industry of tourism services,

supplying tourism agencies with professional tools for the booking of tickets and for market testing. Passenger air companies use intermediation services playing an increased role and with an increasing dynamics lately to distribute its products through real-time modern connections [1, 2].

More recently, however, besides computer reservation systems, there has also been a global distribution system allowing both the information and the reservation and quick purchase of the plane tickets (in the means of transportation and in accommodation units) and, if needed, of a minimal service package among which mainly car rental, particularly due to the development of an international network of rental centres connected to the C.R.S. [3].

By using electronic ticketing, one can get significant price cuts with benefits for passenger air transports. Through the use of the Billing Settlement Plans (B.S.P.), they process automatically the balances between tour operators or tourism agencies and passenger air companies, the system also having the advantage of automated ticketing and of data processing techniques.

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By using the B.S.P. as a computerised system, they encourage the following [4]:

- automated ticketing;
- data processing techniques through the services processing centres and reporting these data to the agencies ticketing system to be calculated;
- the bill and the amount to be paid by the travel and/or ticketing agencies to the banks;
- the re-distribution of the amounts of money by the banks that have to pay the corresponding amounts to each passenger air transport company.

2. Materials and methods

Though total passenger air traffic is expected to increase, there have been lately major changes in the passenger air transport industry.

In this paper we aim at analysing the causes producing these changes with a view to increase passenger air transport exponentially through the improvement of the means of trading and promoting passenger air transport services.

3. Results and discussion

The expansion of the C.R.S. had both positive and negative effects on passenger air transport companies, i.e. some companies denied other companies the participation to the implementation of this system and even suppressed the ticketing activities. This had negative effects on the protection of consumers of such services.

This is why it is imperative that C.R.S. users observe certain rules:

- to accept the sue of the system by any passenger air transport company;
- to set the basis for ticketing operations by C.R.S. owners on objective criteria;
- to make the relationship between the two operators amiable and versatile enough to allow unlimited access to the tour operator to any desired C.R.S.

Electronic ticketing supplies a basis for the continuous trading (distribution) of passenger air services, offering passengers important benefits such as time, effort, and money, this way of booking tickets ensuring not only financial saving upon travel ticket purchasing, but also time savings since there is not manual ticket issuing. There are other potential benefits for the passengers, particularly when the product

observes e-commerce standards since tickets can also be booked online.

Success in the trading and promotion of passenger air transport is mainly due to the common standards adopted by passenger air companies that supply passengers with large amounts of information concerning electronic ticketing and services. Nowadays, passenger air companies have implemented electronic ticketing on their own Internet sites, making major changes in the trading and promotion of their own passenger air transports and rallying to billing settlement plans, systems of balancing between travel agencies and passenger air companies. In this way, travel agencies and tour operators have a common contact with passenger air transport companies operating on the market through B.S.P.-s without having to deal with each travel agency alone, thus saving effort, money, and time.

We think it is necessary to make some major changes in the trading and promotion of passenger air transport tickets if we want them to have an ascending trend, the main issue being, this time, the safety and security of transport.

Passenger air transport will have to deal with ever increasing intense pressure from noise and gas release reduction, with negative effects on both the environment and consumers that use and buy such services that need to be improved qualitatively.

Information technology has had a particular impact on the trading and promoting passenger air transport services in the field of tourism product distribution, of security, and of facilities.

Passenger air transport shall operate through the services supplied on regional and sub-regional markets thus liberalising market access.

4. Conclusions

By implementing the Computer Reservation Systems, by developing ticket selling online and by developing global distribution systems they have made major changes in the distribution of passenger air transport through the use of marketing.

Regulating specific activities through the development of common standards has contributed to equal participation on the international market of passenger air transport companies. It is necessary to cooperate globally in

the field of information technology to increase safety and protection of the environment.

Ticket booking in passenger air transport has turned into a strong marketing tool with unbelievable effects on competitiveness, distribution, and promotion on the market of passenger air transport services through the use of C.R.S. and of G.D.S. thus facilitating tourism traffic and quality time for vacationers.

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