

THE OPERATIONALIZATION OF TOURISTIC AIR TRANSPORTATION

Elisabeta Molnar

Scientific Coordinator: Prof. PhD. GABRIELA STĂNCIULESCU

Starting from the idea the tourism has become a distinct branch of the economy, with multiple connections and implications on an economic, social, cultural and political level in more and more countries in the world, the doctoral thesis with the title "The operationalization of touristic air transportation" followed, in five chapters: first of all the illustration of the economic identity and dimension of tourism, the analysis its evolution and the tendencies manifesting within global and European tourism, a historical presentation of the European integration process underlining the benefits offered by Common Internal Market to the citizens of the states within the European Union, and second of all the presentation of the characteristic features of Romanian tourism, the touristic flux in and out of Romania as well as the evaluation of the impact of the country joining the European Union, with the specific description of a few possible strategies for the development of Romanian tourism resulted from brainstorming and multi-criteria analysis within the European zone.

The process of globalization and the factors determining the volume and the intensity of air transportation are correlated. Indexes of measurement of globalization as an economic phenomenon, the estimates of the international organisms regarding the short-term development of tourism into consideration, it can divulge in the topic of the causes of the economic crisis and its implications upon the world of tourism. These implications and explanations are the reason for the oscillation of the international tourism indexes under the pressure of the conjuncture factors, the correlation between touristic and long-term development, as well as the unsure evolution of certain regions of the globe due to conjunctures.

"Touristic transport, as an important component of the touristic services package", delves deep into this subject both theoretically and practically, detailing the composition of the basic touristic service package, as well as the typology of touristic transport other than air transport.

"Typology of air transport and airport infrastructures", starting off with a presentation of the air transport, its characteristics, advantages and disadvantages. The detailed description of all the types of air flights: regular flights and possible arrangements, charter flights and theory typology, Low Cost flights and other types of flights indicate the necessary level for the development of airport constructs and their services.

The cost-revenue analysis of the investments made in airport infrastructure, including all the elements of this analysis, complementarities between primary and secondary airports, airport services taxation and finally the investments in Romanian airport infrastructure help to explain the necessary step for upgrading the air touristic transport to an several place regarding one travel in the safety, security and quality condition. The main objective of the Common Internal Market was presented in detail, "the land without borders", and was followed by a careful evaluation of the benefits of the Common Internal Market, both for the citizens and economic agents of the European Union.

Evolution of reservation and ticketing systems in air transport is presented as the fundamental notions related to air transport reservations (the process and the steps of reservation), the selling and the pay-off of the tickets – adjustment and payment plans, and the IT reservation systems. Secondly the attention is based on the general concepts of e-commerce and e-business on global level as well as in Romania. These are projections of the online tourism business, and the **"partnership"** between the Internet and selling flight tickets.

The impact of European transport tourism on the Romanian economy is presented by showing the evolution of three of the most representative macroeconomic indicators (GDP, balance of payments, human labor working in the European tourism transport industry). The most important issue discussed was the impact of Romania joining the European Union on the air transport tourism.

The chapter "Technical components necessary for flights and their liberalization" is rich in personal contributions, due to the strong mark left by the authors practice and professionalism. Starting from the liberalization of air transport, moving on to the solution of optimization of air transports, the well-known paradigm "Common European Sky" is brought forward. The airport operations are also fully detailed, as well as the services of these operations, issues and challenges concerning the quality and the safety of air transport in relation to sustainable development requirements. It is noted that strategic planning is the only way they can ensure the recovery and the development of touristic transport in Romania. This is the reason for the first approach being directed towards a primary argument, that strategies should be created for developing the European touristic transport.

In this regard the importance of establishing objectives was underlined, starting at a global level with the development of the national economy all the way to more detailed objectives, like the one regarding the development of European touristic transport.

The adoption of a combined strategy for the development and adaptation of the Romanian air transport into European space could be a combination of strategic element regarding market penetration. New forms of air transport are identified, along with market developing strategic elements, which consist of attracting new Romanian and foreign tourists, and diversification strategies, through a smoother cooperation on a micro-economic and a macro-economic level when it comes to European touristic air transportation issues.

The ends with a presentation of the different types of touristic air transportation, and their considerable effect on global warming as well as sustainable development, followed by personal remarks regarding certain arguments and events which explain why air transport revolutionized transportation on a global level. Finally a question is posed in hopes of raising the interest of the professional, scientific circles: *There are negative effects of air touristic transport. True or False?*

Chapter "Alternatives for cooperation and association in the unfolding of air transportation" reintroduces into the discussion the globalization phenomenon, which manifests itself in the air transports, by creating alliances, the main cooperation forms of the international air transport, and the main forms of association in air transport, loyalty programs and its benefits. Special attention was paid to the SkyTeam alliance in the form of a detailed case study. The space given to TAROM National Air Company, as member of the SkyTeam alliance, is mentioned in another case study with great scientific value.

The results of the research conducted within private companies as well as the population in relationship to general and specific motivation regarding the modernization and expansion of the Oradea airport will be provide the new ideas for developpe the air traffic in the region.

The phases of this research are *identifying the subject and defining the goals of this research, developing the objectives and the assumptions, estimating the value of the information obtained from the research, method of collecting and structuring the information, analyzing and interpreting the information* was a complex process which was realized through a number of quantitative and qualitative procedures.

The doctoral thesis is created so that it reflects a complete image over air touristic transportation and, at the same time, follows the evolution of alternatives which would allow its continual development in common space.