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CENTRE FOR CONTINUING EDUCATION

RECENT GROWTH OF AIRPORTS AND ROLES IN TOURISM

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Further I certify that the work is based on investigation made, data collected and analyzed by her and it has not submitted in any university or institutions for award of any degree. In my opinion it is fully adequate in scope and utility as dissertation report towards the partial fulfilment for the award of
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EXECUTIVE SUMMARY

INTRODUCTION

Airport is an area where the passengers travelling by aircrafts arrives and departs. It is considerably more than spots to catch planes, go to an in-transit business conference, or carry out some duty free shopping; they are among the biggest ventures a city and locale make. In the recent world, air travelling has become the most popular mode of travelling. People are depending on airports to travel from one country to another. Thus the number of airports in each country increases. Important contribution of an airport is that they provide a lot of connectivity to many countries. Thousands of aircrafts with passengers and goods are arriving and departing from airports each day. The connection among the travel industry and aviation is at the highest point because of the people travelling for business needs, medical purpose, higher education, and those people who is eager to know about different cultures.

The bewildering development of the airports and the worldwide tourism industry has made the world a magnificently littler spot with a high level of portability and accessibility .Airports can be significant resources in the travel industry advancement. Lately airports have seen impressive growth in development. Now-a-days, airports are alone being a major tourist attraction. The facilities provided in each airports are different in each country. This makes passengers to choose airports with higher attraction.

REVIEW OF LITERATURE

Present day, the tourism industry is unthinkable without air transport, airports infrastructure, and overall air transport systems. The advancement of airport and

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the tourism industry are reliant on one another. Various examinations have demonstrated that air transport has a significant impact on a destination's economy, including tourism. Airports reacts in different ways which results in the expansion of the tourism industry.

The whole study is about the developments taking place in the airports all around the world and how they affect the whole tourism industry. The objective of this paper is to analyse the techniques used for the growth of airports which develops the tourism industry through customer satisfaction.

PROBLEM STATEMENT

The location and the flight connections of an airport is important. The main thing that ought to be considered if a place is able to have an airport is its tourism, since the tourism prompts help the economy. The destinations to where the flights are operating from the airport must be considered.

An airport is a gateway to a city. On account of this reason, airport's location become significant. Airports assume an impressive job in economic improvement, and the most significant cargo they move is individuals. They serve a key job in transportation of individuals and products and in territorial, national, and worldwide business. It is an important consideration to reach the airport on time. The site ought to be chosen to such an extent that it is promptly available to the clients. The passengers are increasingly concerned about his door to door time instead of the real time in air travel. So it must be located on a place where tourists and residents can access easily. The destination to where the flight operates should be chosen according to the number of passengers travelling to that specific place.

NEED FOR THE RESEARCH

I intend to take up this topic as to get first-hand knowledge about the growth and development taking place in the airports and to understand how they plays the role in tourism sector. The development of an airport is of great priority to each tourist nations. The improved facilities have invigorated the tourism industry, and the extension of the tourism industry has stimulated transport. Accessibility is the primary function behind the nuts and bolts of the travel industry.

The growth of the airports go beyond the number of airports working in a place; but the infrastructural facilities given by the airports to the passengers. This includes the services given by the staffs to the passengers, the safety given to the luggage of the passengers, the modern equipments used to decrease the time consumed for the check-in and security processes of the passengers, more than everything, the safety ensured to the staffs and passengers through which the number of tourists visiting a place increases.

OBJECTIVES

- To understand the relation between the airports and tourism industry.
- To know the developments taking place in the airports.
- To identify the benefits in tourism industry by developing airports.
- To find the importance of airports in tourism.
- To identify the steps taken by the airports to increase tourism.

RESEARCH METHODOLOGY

The analysis presented shows the recent growths and developments of airports and the roles they play in the tourism industry. The data consisted in research methodology is collected by analysing books, internet, current changes taking place in airports.

SOURCES OF DATA

The data are accumulated from the recent marketing trends, internet, library books, etc.

- Primary data is collected by the analyst himself, questionnaires, experienced individuals, etc.

- Secondary data is collected from the records of past research, several books, information from websites, etc.

SAMPLING

Samples are chosen from the markets in random sampling and systematic sampling and these will help to understand the growth and development happening in the airports and changes taking place in the tourism industry.

EXPECTED OUTCOME OF THE STUDY

The major outcome of the study is to develop the tourism industry through the growth of airports. It is possible to attract more tourists to an airport by providing excellent services and it is also possible to attract tourists to a particular country if it is naturally or artificially made attractive. Thus the revenue of the country increases. People of that country will start to intermingle with the visitors and it will help them to share their cultures, opinions, thoughts with each other through which the people will start to think more forward. Airports assume a noteworthy job in making the advancement of inbound the tourism industry conceivable. The tourism industry can produce considerable pay and work in that area.

Airports acts as a basic supporter of financial development and revenue generation around the world particularly for low income nations. Another advantage of airport is the offered "freedom" through many non-stop flights to everywhere throughout the world and therewith helpful and frequently less expensive travel for the individuals living near the airports. The impressive air travellers traffic of the airports has empowered the development of hotels inside the airport region. Thus it provides more employment opportunities to the people living in that region. Thereby, it improves their standard of living.

CHAPTER 1
INTRODUCTION

1.1 Overview

Airports are growing day by day in our world. People depend more on the airports for travelling. First step of travelling by air starts with entering into an airport. A country's development also starts from here. Therefore it is important that the services and facilities given to the travellers should be perfect. There is dramatic growth over past 20 years in aviation industry. Every airports are providing a lot of facilities. New technologies are invented every day in airports. Airports started automating every steps like check-in, baggage sorting, etc. so that the error and the time consumed can be reduced. For example, self-check-in kiosk(CUSS) through which a passenger can check-in and print boarding pass and baggage tag by themselves without wasting time by standing in long queue. Even if these are done by machines, manpower is essential to control everything. All these things makes journey of a passenger easier.

When there is an increase in growth and development of an airport in a city, that whole city has got its advantage. It will lead to the formation of more resorts, hotels, restaurants, etc. and this will generate a lot of employment opportunities. If the city gets developed, people outside that place find the place more attractive and will feel to visit there. Thereby the number of passengers visiting the place will raise day by day. Through this, the revenue of that country increases which thereby promotes the standard of living of people. Tourism industry is unthinkable without airports. Airports plays a major role in generating tourism and thereby the development of the whole country. The facilities provided in every airports will be different. Bigger airports in bigger cities will be having more facilities than the smaller. The major cities will be having the hub airports.

The other cities will have smaller airports. Long travelling are done through hub airports. If a passengers wants to travel to a long distance and there is no direct flight operating from that smaller airport near them, they are taken to the next hub airport where the flights are available. This is called hub and spoke system. This system was formed in 1973. New technologies are invented day by day in airports.

Figure 1: An airport

1.1.1 Tourism through airports

Airports play a significant role in bringing the crowd by providing great infrastructure, large number of connections, competitive fares. Airports have to market the destination. The city's infrastructure should be up to date. Airports starts with small number of aircraft operations which later build ups. To get airlines to an airport, airports have to give some discounts in landing charges, parking charges, etc. to the airlines. Thus the airport will start developing.

Airports and its flight routes are the key factor in success of tourism destination. Destinations looking for the development of their economy and employment opportunities for their residents consider the tourism industry as a key factor of foreign investment income.

A strategy applied by some airport hub cities is that they extend the days of stopovers of transit flights to encourage the passengers to visit the place and turn it into the destination.

Building attractiveness of a destination starts with a hub airport with a strong airline which connects longer distance operations. The destination country should have a strong national airline like Dubai (Emirates), India (Air India), Australia (Qantas), United Kingdom (British Airways), Qatar (Qatar Airways), Lufthansa (Germany), etc. The growth in number of passenger movement in airports directly reflects in the tourism sector also. The best example of an airport which is developing their country through tourism is Singapore change airport. The infrastructure of change airport is beautifully done and it attracts many tourists. It is done more environmental friendly. There is gardens, arts, big shopping malls, an artificial rainfall called rain vortex which attracts tourists. No people wants to waste their time by travelling into a destination. So they do always choose the lowest time consuming mode-by air. They are paying more money, so they expect the best and comfortable travel experience by choosing air transportation. For that, they have to pass through an airport. It is the responsibility of the airport authorities to provide the best quality service to them.

AIRPORTS	COUNTRY
Singapore Changi Airport	Singapore
Indira Gandhi International Airport	India
Beijing Capital International Airport	China
Kuala Lumpur International Airport	Malaysia
Dubai International Airport	Dubai
Munich International Airport	Germany

Table 1: Tourism promoting airports

1.1.2 Types of airports

Mainly, the airports are classified according to the number of flights and the number of destinations and distance of operations (national, regional, local...) they cover. There are two types of airports: hub airports and domestic airports.

Hub airports: It is an airport with a lot of direct flight operations. Flights from other airports brings passengers to the hub airport. They generally act as a stop-over or transfer point for passengers who needs to take another flight to reach their destination. It is an airport with a lot of direct flight operations. This type of airports have huge number of scheduled flights which offers large number and wide variety of connections. And this is really good for holiday makers. They can choose any destination they want to visit because of the vast connections worldwide. It also helps to increase the economy of that country.

The better the air connections, the richer the country should be. This hub in many counties again classified as small, medium, and large according to the number of operations.

A hub airport is the most efficient way of connecting many points.

Hub   **Point-to-Point**
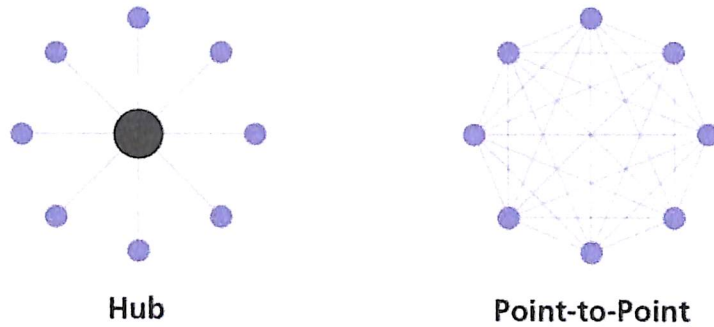
Figure 2: Hub airport operations diagram

Domestic airports: These airports only operate between the states with in the country. It doesn't have customs and immigration facilities. So, it doesn't operate flights to outside the country. Actually, these kind of airports provide feeder service to the hub airport.

These airports may not have much facilities provided in bigger international airports. These airports have short runways which can handle only smaller aircrafts with short or medium haul and regional air traffic. It's an airport which is not used as a hub by an airline or airlines. Because, these airports doesn't have connections to all destinations. So these airports will help the passenger who wants to travel a long distance by taking them to a hub airport where the flight is available. Some international airports do have a special terminal for operating domestic flights only. There is regional and national airports. In both of these airports, there will be flight operations only between the states within the country. These airports doesn't have any immigration or customs facilities.

However, each domestic airports helps hub airports to grow. Because, domestic airport takes passengers from that locality to the hub airport. Likewise, many domestic airports in that country takes the passengers and land them in the hub airport, from where they can change the aircraft to their destination.

1.1.3 Positive effect of airports on society

There is both economic and social benefits on a society by the growth of an airport. Airports are fundamental for worldwide business and the travel industry. It plays an indispensable role in encouraging monetary development, especially in developing nations. It acts as a starting point to the transport of both passengers and cargo. Airports are the main reason for generating employment opportunities, both directly and indirectly. Transportation to the remote areas, and advancement of social inclusion is done by the presence of airports. This improves quality of life by widening individual's leisure and cultural encounters. It gives a wide choice of holiday destinations around the globe and a reasonable way to visit far off companions and relatives. It contributes to sustainable development.

By encouraging the travel industry and trade, it creates monetary growth, provides occupations, builds incomes from taxes, and fosters the preservation of protected areas. It encourages the conveyance of crisis and helpful guide alleviation anyplace on earth, and guarantees the quick conveyance of medical supplies and organs for transplantation. Its improvement and its specialized and administration accomplishments make the travel industry probably the best supporter of the progression of current society. Economic effect is created both directly and indirectly. Direct economic effect includes the employees of airports, for example, aircraft maintenance workers, ground staffs, customer service agents, ramp agents, baggage handling agents, etc. Indirect effect includes the fuelling companies and catering companies which provides fuel and

food to the aircrafts, companies which constructs extra buildings like, hotels, resorts for extra facilities, travel agencies, etc. Trading throughout world is done through airports. There is special cargo terminals in many airports. This helps people to access anything from their nearby shop which is produced outside their country. It is a significant trade facilitator. It expands the worldwide reach of organizations, empowers them to get items to market and enables them to be more receptive to customer needs, thereby creates improved expectations for living standards.

1.1.4 Strategies to promote tourism

Tourism highly depends on transportation to bring visitors. And the transportation industry depends on tourism to increase the demand for its services. To begin with, the improved facilities have invigorated the travel industry, and the development of the travel industry has enhanced transport. The travel industry is not normal like other, rather than an item, you are selling a place and every one of the things it has to offer. It is a competition with the whole world each time you advance the travel industry in a given goal, and this elevated level of competition requests an imaginative and one of a kind approach. To be fruitful, the promoting should continually advance the most ideal picture of the goal, while making enthusiasm on an expansive scale from multiple points of view as could be allowed. There is a lot of strategies to promote tourism. Offering unique promotion is one of them.

- **Advertising**

Advertising is a best idea to choose. By giving an attractive, simple, effective advertisement, people will feel to visit the place. The ad should be shown alternatively in most rated television channels, radios, newspapers, magazines and internet. Taking the case of internet, it is better to show the ad posters or videos in most visited websites.

- **Sponsoring events and giveaways**

Another strategy is sponsoring events and giveaways. Sponsoring events which suits your destination is creates a level of prestige. Sponsoring most rated shows or programmes will help to make high reach for the destination. Thus people will come to know more about the destination which will thereby increase the number of visitors in that destination.

- **Through trade shows**

Trade shows provide the goal with access to each travel and the travel industry provider in the locale and past, each travel seller and company who sells or needs to sell the goal and the overall population who has an enthusiasm for what it is advertising.

- **Making tourist map**

Another extraordinary method to elevate the town is to make a point by point map for sightseers and spot them in neighbourhood shopping centres, cafés, and bars. Making tourist map is a great way to generate tourism. The map can incorporate a concise portrayal of key attractions and locales, as well as exercises tourists can do at these areas.

- **By giving ad in TV, radio, etc.**

Arrange open radio spots and TV advertisements like making radio and TV promotions, concentrating on the trademark for the town is probably the most ideal approaches to elevate the town.

- **By offering free incentive**

Attract of vacationers by offering them a free incentive to inspect the town. Make a scrounger chase around the town and offer a prize to the victors.

- **By offering complimentary stay**

Offer a complimentary stay at a well-known attraction for guests who enter a draw or an overview about the town. This will attract tourists very well.

- **By creating youtube pages**

Creating a youtube page is another incredible method to advance your town and pull in more visitors. Keep the page proficient and utilize simple to look through terms in the titles of the recordings, for example, the name of the town and the activity or occasion in the video.

- **By creating applications**

Utilize an application to advance events and attractions. Partner together with a developer to make a cell phone application and promote nearby occasions through the application. The application can be modified to exhibit lodgings, cafes, shopping, and occasions, as well as other significant travel industry data like directions, the area of data centres, public restrooms and recommended schedules.

- **By creating slogans**

Consider fruitful slogans, as Las Vegas' "What happens here, stays here", New York's "The City That Never Sleeps" or Calgary, Alberta's "Heart of the New West". They work since they are extraordinary and keep away from conventional terms or expressions.

These strategies are used for better results in tourism development. If these are made successfully, the reach of the destination towards the crowd will increase, which thereby attracts visitors towards the destination. The better the marketing strategy to promote a destination, better the destination will grow.

Figure 3: Strategies to promote tourism.

1.1.5 Growing infrastructure of an airport

Airlines, travellers and cargo need protected, useful and reasonable airport infrastructure for their tasks to flourish. Airport infrastructure is a key factor for the development of a country. The number of people travelling to air has been increasing every year. So the expansion of airport is necessary. The facilities provided is being upgraded. For example, check-in through kiosk (CUSS: Common Use Self Service), conveyor belts, bar code readers and inline baggage sorting, aerobridges, etc. Everything is being automated in all airports now. This system won't just give quicker check-in and comfort for travellers, however will give an improved degree of security technology.

Inline baggage sorting system allows a passenger baggage to get checked and assigned automatically with help of conveyor system and barcode readers. It is a combination of inline baggage sorters, barcode readers and conveyor belts which was installed after six months of trial. Barcode reader helps to sort each baggage according to their flight and destination by reading the barcode in the

baggage tag. Any baggage which require further examination will be expelled from the in-feed by fast arranging transports and it will arrive at a offline inspection area. Just those travellers, whose baggage has been brought to inspection zone, should be available for manual investigation. This is done by calling the traveller to distinguish their baggage and help in further assessment by the safety faculty.

CUSS is an airport check-in kiosk system provided to the passengers to check-in without the help of staffs which avoid the wastage of time in long queue. It is located in airports from car parking to transit areas. It was launched in 2003 for multiple airlines. It is being used by several participating airlines. Some airlines own a kiosk which is very expensive. So commonly, airlines share the kiosk. CUSS is always up to date, reliable, versatile. Embross is an industry leader which has the most used CUSS kiosk in the world itself. Embross supports over 140 airlines applications. The area used for check-in started being used for some other entertainment facilities by the introduction of CUSS kiosk.

Figure 4: check-in kiosk

1.2 Background

1.2.1   What is an airport?

An airport is an aerodrome for serving air transport facilities. It is a combination of taxiways, runways, aprons, hangars, terminal, and Air Traffic Control (ATC) towers. An airport is mainly divided into two: landside and airside. Landside is an area which is open to public including those not travelling. It include roads, parking, and transport facilities for public. It is an access to the cargo and passenger terminal. This is the area where passengers park their cars and from where the passengers take taxi. This area is open for everyone while the airside is tightly controlled. The airside entry is only allowed to the employees and passengers with the boarding pass. No passenger is allowed to enter the airside without a boarding pass. The check-in, baggage dropping, issuing of boarding pass, security checking, baggage and passenger screening, baggage loading unloading of baggage from and into the aircraft, boarding of passenger, aircraft pushback, marshalling, air traffic controlling, and aircraft take-off and landing is being done at the airside.

A ramp is an area where the aircrafts are parked after landing and before its take off. Aircraft fuelling, loading and unloading of food by the caterers, loading and unloading cargo, and passenger entering the aircrafts are being done while aircraft is on the ramp area. But passengers are not allowed to enter into the ramp. They are boarded into the aircraft through an aerobridge which connects from the terminal directly into the aircraft or through bus. A hangar is a closed large building which houses large aircrafts. It is built little away from the terminal area. It is constructed in order to protect the aircraft from the bad weather, direct sunlight and for aircraft maintenance, aircraft production, repair and assembly. Taxiway is the pushback area of an aircraft before it enters into the runway for the take-off process. Air traffic control is a service provided by

ground air traffic controllers to direct it from the ground and sky to its destination with proper communication and advices given to the pilots. Air traffic control tower is the tall building from where all the controlling of an aircraft is being done by the air traffic controllers. The building is tall for the vision of aircraft from far itself. Every aircrafts in an airport is controlled by these controllers of that specific airport.
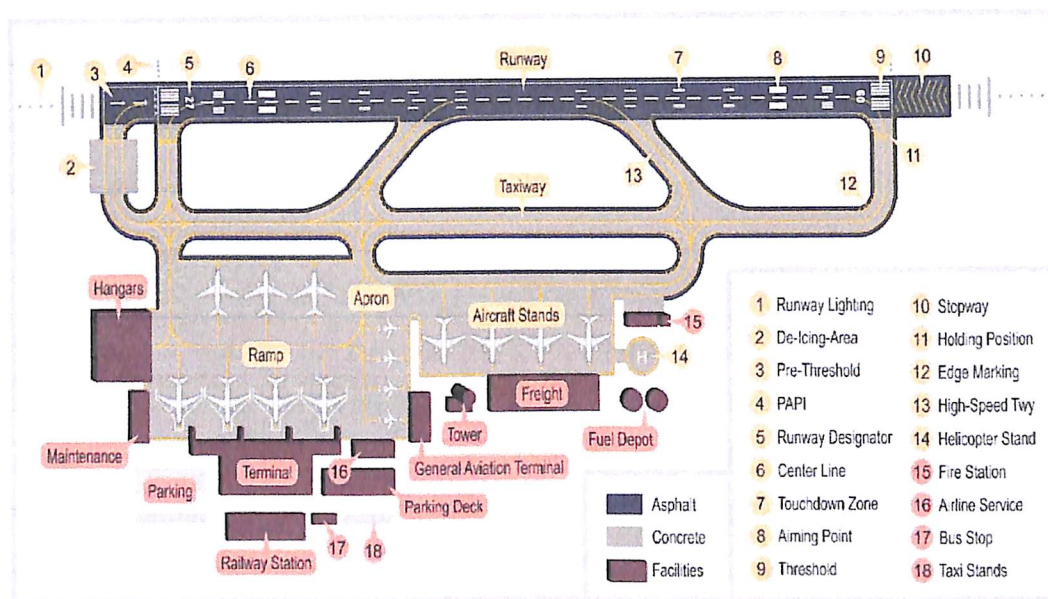
Figure 5: An airport infrastructure

1.2.2 History of aviation which led to tourism growth

From the earliest types of flying, the historical backdrop of avionics extends excess of 2,000 years. Ever since he saw birds flying, humans have been wanting to fly like them. In early times, people fixed bird like wings to themselves and jumped from jumped off a tower which resulted in serious injury or death of many people. In early days, an made many types of flying machine and attempted to fly, which led to their death or critical injury. But this didn't stop them from their hope to fly. They made aircrafts and later, aircraft was invented with full safety and security. First man made aircraft was kite. Early Chinese

sources portray kites being utilized to measure distances, test the breeze, lift men, signal, and convey and send messages. Later, investigators found unscientific design of an aircraft drawn by Leonardo Da Vinci which was resulted by his dream of flight. But he didn't attempt to construct one. After that people made lighter than air flight such as balloons and airships which were originally called dirigible balloon. After the invention of hydrogen balloon, Montgolfier brothers discovered hot-air-balloon. From the end of 18th century, balloons began to be used for military purposes.

However, these aircrafts were generally failed and were with a short span of life. By 17th and 18th century, men started making heavier-than-air aircrafts. For example, gliders, aerial steam carriage, parachutes, monoplanes, etc. After many attempted which were failed, Wright brothers built and tested a glider which worked not as well as they expected. Later, after many attempts, passenger aircrafts were made which became successful. Airports were constructed all over the world with many connections to and from different countries which helped passengers to travel all over the world with not losing much time at minimum expense. Now there is thousands of airports and airlines and millions of travellers all over the world. This led people to travel and explore the world which resulted in improved knowledge of people about different country cultures and rituals. More employment opportunities were generated by the construction of airport which resulted in high standard of living of people, thereby the growth of the city itself.

1.2.3 Airport Safety Management System

Airports are crucial national assets. They serve a key job in transportation of individuals and goods and in regional, national, and international commerce. They are where the country's avionics system interfaces with different modes of transportation and where federal duty regarding managing and directing air traffic activities crosses with the job of state and nearby governments that possess and operate most airports. Aviation security has been based upon the

responsive examination of past accidents and the introduction of remedial activities with prevent the repetition of those accidents. With the present amazingly low accident rate, it is progressively hard to make further enhancements to the degree of safety by utilizing this methodology. A proactive way to deal with managing safety has been built up that focuses on the control of procedures rather than solely depending on assessment and remedial actions on end results. Safety Management System (SMS) is the means by which system approaches to deal with safety management makes profit in both the security and business parts of airports. The usage of Safety Management System represents to an adjustment in the security culture of an organization.

Human error is the main reason for aviation accidents now. It is easy to conclude that these errors show imprudence or ineptitude at work, yet that would not be accurate. Examinations are finding that the human is just the last connection in a chain that prompts an accident. These accidents won't be averted by simply changing individuals; expanded security can possibly happen when the hidden causal elements are addressed to. Improving overall security in the most proficient way requires the appropriation of a frameworks way to deal with safety management. Each fragment and level of an association must turn out to be a piece of a security culture that advances and practices risk decrease.

Safety management depends on the reason that there will consistently be security hazards and human errors. Safety Management System sets up procedures to improve correspondence about these dangers and make a move to limit them. Thus, this methodology will improve an association's general level of safety. There will be always threats and dangers in the airport. Proactive administration is expected to distinguish and control these safety issues before they lead to accidents.

1.2.3.1 Benefits of SMS

A definitive objective of SMS is expanded security—specifically, less mishaps and injuries. Additionally, expanding a framework's level of security prompts decreased material losses and upgrades profitability. This makes the case that safety is useful for business.

- Decrease in indirect and direct expenses of accidents: Fines, fix costs, harm claims, and expanded insurance premiums are a couple of the potential monetary consequences of an airport accident.
- Improved employee efficiency and morale: Promoting correspondence among the executives and the rest of the association averts disappointment and lifts morale.
- Setting up an attractive security record: A record of reliably safe operations can be utilized to attract new business and speculation.
- Consistent prioritization of security needs: SMS underlines hazard mitigation activities that give the greatest effect on both safety and the primary concern.
- Consistence with legal responsibilities regarding security: Airport certification necessities order various security procedures and standards that can be incorporated into an organisation's safety management system.
- Progressively effective maintenance scheduling and asset usage: Effective danger detailing in SMS permits proactive planning of maintenance assignments when resources are accessible, expanding the likelihood that maintenance is performed on schedule and effectively.

- Persistent improvement of operational procedures: SMS takes into lessons learn to be joined into the framework and lead to superior activities.

- Avoiding incident examination costs and operational disruptions: Improved correspondence and hazard relief will avert numerous mishaps from ever occurring.

At last, ICAO and the FAA have announced or proposed necessities or plans to execute safety management system for air traffic administrations, aircraft oversight, and airports. This illustrates their trust in the safety management abilities of SMS.

1.2.3.2 Components of SMS

There are four main components for Safety Management System. They are:
1. Safety policy
2. Safety promotion
3. Safety risk management
4. Safety assurance

Safety policy: SMS may be successful when a Safety Policy is created and imparted to the association. A policy statement ought to be given to clearly reflect top administration's commitment to security. The Safety Policy additionally should demonstrate how safety management standards will be incorporated into the hierarchical structure and define the methodology essential for a fruitful SMS execution.

Safety promotion: Safety Promotion is important to guarantee that the whole association completely comprehends and confides in the SMS approaches, strategies, and structure. This column is accomplished by building up a culture of safety, preparing representatives in security standards, and permitting open correspondence of safety issues.

Safety risk management: Aviation is an action that faces various dangers daily. It is difficult to totally dispose all things considered; in any case, hazard can be decreased to an adequate level through Safety Risk Management (SRM) procedures. These comprise of hazard distinguishing, risk assessment, risk evaluation, and hazard tracking.

Safety assurance: Safety Assurance functions give certainty that the association is meeting or exceeding its security goals. The functions like interior audits, outer audits, and remedial action give input on the exhibition of the association, as well as adequacy of executed hazard mitigation techniques.

Figure 6: SMS components

1.3 Purpose of the study

The purpose of the study is to give a complete information about the growth and development occurring in airports and the roles of tourism. This study helps us to know the importance of airport growth in the growth of a tourism industry. This study shows the new facilities and services provided by the airports like

self-check-in system (CUSS), which reduce the long queue, inline baggage sorting, providing aerobridges to board the aircraft, etc. This study makes us understand how the airport growth and tourism industry growth enhance the airport revenue, job opportunities, standard of living, customer (passenger) satisfaction, customer experiences through automated facilities in airport. This study shows that an airports plays the first role in marketing a tourism destination and it is made through the impression an airport creates in customer minds. It is the responsibility of the airport authorities to make sure the passengers have a safe and pleasant journey ahead. This will reflect in the tourism industry intensely.

If the airports are providing flight connections to all destinations, it will make the passengers to choose the air travelling mode which will thereby help in fulfilling the goals of an airport and the tourist destination. This helps to change the outlook of a destination by the construction of more resorts, hotels, roads, restaurants, etc.

The effect of airports in tourism:

1. Increased revenue.
2. Higher number of tourists.
3. Construction of resorts, restaurants, hotels will increase.
4. Increased job opportunities, directly and indirectly.
5. Improved use of technologies.
6. Trade relation with other countries.
7. Availability of products manufactured in other countries.
8. High standard of living.

1.4 Research hypothesis

The goals of the research study includes:

1. To understand the growth and development occurring in airports.
2. To find the roles of airports in tourism.

3. To understand how the tourism sector is developing through airports.

4. To identify the importance of infrastructure of an airport.

5. To know the effect of airports in tourism.

6. To determine the importance of airports in tourism.

7. To identify economic and social growth happening in tourism industry through airports.

The research study is collected from various sources like books, official websites, and data from different airports.

CHAPTER-2

LITERATURE REVIEW

2.1 Introduction

This study is based on the details collected from different airports which promote tourism, details given by the experts in this field. More information based on the study is gathered from the airport websites, data's from business magazines, case studies of many airports, tourism destinations succeeded by the growth of its airport. The study is also based on different books having information about the relation between airports and tourism, air transport and tourism, aviation and tourism, etc.

Literature analysis demonstrates that over the span of the advancement of airports, the improvement of their presentation and administration quality is an highly topical and challenging issue, which is broadly considered from different points and utilizing various strategies: investigation of traveller experience, appraisal of airport performance, and examination of the quality of airport administrations and how they affected the development of tourism.

Airports are an especially complicated business, where basically various components and exercises are consolidated so as to serve both,

- Passengers
- Flights

It is the responsibility of an airport to satisfy both the passengers and airlines. An airport cannot survive without these passengers and airlines. If an airport can satisfy them, it will positively affect the tourism industry too. People will start travelling to different places through air transport. They will start to prefer air

route to reach their destination instead of choosing other mode of transportation. Thus more new technologies are being invented in airports nowadays which makes the passenger travelling more easy and convenient.

Sustainability of airports incorporates fields like monetary profitability, operational security, natural reactions to air activity impacts and the regional society.

2.2 Relationship between airports and airlines

Airlines are one of the main reasons for the survival of airports. Airports have transformed from an open utility to one of the recent business and this has added to the accomplishment of low-cost airline's development. Airport earn a major part of profit from airlines. Airports charge fare for airlines. This created a situation of airports servicing both high-cost and low-cost carriers. They are charged for landing, parking, handling passengers and freight. They are even charged according to the size of the aircrafts landing. Carrier's essential clients are passengers. These days, airports are giving more consideration in getting non-aeronautical incomes from retail and concessions. Thus airports are considering passengers to be significant clients and looking towards attracting airlines activities to develop the number of passengers or clients. Airports with low advantages must create systems to increase non-aeronautical incomes to offer less aeronautical incomes and be increasingly appealing to airlines. As we notice, the relation between airline airport-passenger has changed, since travellers generate age in non-aeronautical incomes, yet airlines are in charge of carrying traveller to the air terminals that they work. By the arrival of low-cost carriers, people who were hesitated to travel through airports started choosing air route as their mode of transportation. Because, it became more affordable for middle class people to travel through air.

There is two type of costs for airlines from:

- Airport related costs
- Non-airport related costs.

Airport related costs are station and ground handling charges, aeronautical charges and total airport related charges. Non-airport related costs include aircraft costs, ticketing and sales, crews, fuel and oil, passenger service, catering, maintenance, air route charges, administration and total non-airport related charges. Aeronautical charges are significant factors that airlines need to consider before picking an airport as a destination. These sorts of charges influence carrier maintenance expenses and airlines business strategy. Aircraft weight, airplane size, and the time are the factors that decide the measure of aeronautical expenses to an aircraft. The airlines are charges according to the duration of time flights are parked in the apron.

Airports have factors that are crucial for airlines tasks. The identification of these factors is important to assign airports for carrier activities, limit aircraft maintenance expenses and fares, and expand carrier's benefits. Operative indicators are major to decide the achievement of an airport. Various factors are engaged with airport tasks: check-in and check-out times, parking, baggage handling, accessibility to the airport, traveller fees, airport capacity, traveller congestion, air traffic, landing charges, future development, security and concession space extension, runway length capacity, opening times, catchments area, number of carriers served, network such as number of urban areas served frequency flights, and ecological regulations like noise and gas. Airports should be able to accomplish high productivity in these factors to be alluring to various carrier tasks and increase traveller market in case of great services, value for cash, cost effectiveness, functionality specialized and economical effectiveness, and profitability. Airlines and airports need one another, without airlines an airport would be obsolete, and then again on the other hand, if there is no airport, at that point the airlines would have no place to land. The fact of the matter is

that there are a larger number of requirements coordinated a same direction than separated.

2.2 Roles of airport staffs for the growth of airports

Each staff of an airport is responsible for the growth and the survival of an airport. The way a staff performs in an airport is very important. They should serve the passenger with the best service. Customer service is really important. It is the act of dealing with customer needs and providing them great quality assistance. Every staff should be well known about the rules of the airport and must act according to that. They should consider the passengers as their first priority. For that, the staffs should be well trained by the airport authorities.

First duty of a staff is to ensure safe, secure and comfort travel experience to the passenger from the point they enter into the airport. They are responsible to check-in them, issue the boarding pass, check the baggage and print baggage tag, dealing with their problems such as lost baggage and damaged baggage, helping them with correct flight information, helping passengers with any disabilities, cleaning and hygiene of the airport and the aircraft, and to give passengers a pleasant flight experience. Even if there self-check-in kiosks through which people can check-in themselves, a manual help hand is needed in some cases like people who doesn't know how to use self-check-in kiosk needs help to get boarding pass and when some error happens in automated systems.

Airport staff's responsibilities includes:
- Checking passengers in for flights.
- Issuing boarding pass, baggage tags.
- Assisting passengers with young babies, disabled passengers like wheelchair passengers, those who needs special care, etc.

- Assisting passengers to their boarding gate.

- Directing passengers into the aircraft.

- Loading and unloading of baggage from the aircraft.

- Directing landed flights to the ramp by marshalling.

- Providing passengers with step ladder or aerobridge to embark or disembark the flight.

- Directing the luggage of the passengers to the destination airport without any mishandling.

- Giving information of flights to the passengers on time.

Each staff is assigned to do specific duties assigned to them. If a passenger approaches a staff and complaints on an issue which the staff cannot handle, the staff is responsible to hand over the issue to the responsible staff.

Figure 7: Security and check-in

2.4 The influence on airport staffs in travellers to choose air mode of transport

When a person choose air mode of travelling rather than other modes of transport, they expects safe, secure, comfortable, pleasant journey. Airport staffs play a major responsibility in serving them as per their expectation. The way each staff behave and serve to passengers should be perfect. For that, each staffs are well-trained by the airport authorities. They are trained for everything like communication style, gestures, non-verbal communication, body language, eye contact which are very important. In early times, people were not much into the air mode of travelling. They always used to choose roadways, railways, sea route instead of air mode. But the satisfaction was very low. The passengers were not getting any good services according to their pay. Air mode was very expensive at that times. By the arrival of low-cost carriers, people started trying out travelling through air. They came to know that the time taken was very less comparing to other mode of travelling. The services and safety given to them was high. The staffs were very kind and helpful towards the customers. They were considered as king. People found it very good mode of transport. From there, most of the people started choosing air mode.

Every actions should be done by each staff towards the customer is very important and must be done with care. Every staff who behaves against the rules will get expelled from the job. Verbal communication is very important. Every staff should be good in their language. English is the most preferred language by all people. So every staff should be fluent in English. The communication must be clear and simple. If staffs use technical language, some passengers won't be able to understand it well. So, there should be clarity in communication.

Another one is non-verbal communication. It includes body languages, facial expressions, gestures, tone of voice. So familiar are they in all parts of social activity that we usually overlook their importance. Non-verbal language speaks

more than verbal language. The majority percentage of all the communication is non-verbal. Every actions a staffs shows will reflect in their level of satisfaction. Any bad behaviour from the staff will lead to negative image of that particular airline/airport which the staff works and dissatisfaction of passengers. The staff should greet the passenger with a good smile when the passenger enters the airport.

Good body language is a skill which is gained through regular practice. Each movement or gesture shows the interest in the job a person does. There are certain rules in keeping the legs, hands, and the way to stand, sit, smile, handshake, etc. and it is mandatory to do all these according to the rules and not against the rules. If somebody does this against the rule while he is sin work, he might get dismissed or suspended. It is the responsibility of airport/airline authorities to make a passenger satisfied by their travel which will lead to regular preferring of air mode of travelling. This will result in high profit for the airport which thereby leads to high revenue of the airport city. People of that city will also get the advantages of the airport success, both directly and indirectly. It will generate employment in and out the airport area. The construction of resorts, hotels, restaurants and other entertainment areas will increase. People will be employed everywhere there. They will start to earn each month. This will lead them to live an improved and standard way of living. This results in the development of the city itself. All this started from the success of an airport. If an airport is running successfully, it is sure that this success will also reflect in the success of country also.

2.5 Safety in airports

There was no importance given to safety and security in the airport at the early days. But later it was understood that safety and security of both passengers, employees and equipment's are all very important. Airport security has gotten strict after 9/11 attack happened in United States. It was happened in September

11 of 2001. Terrorist team under Al-Qaeda hijacked four passenger aircrafts and the flight into major places and destroyed it. Two flights was crashed into world trade centre complex in United States, second flight was crashed into the pentagon, and third flight was crashed into a field. Many people were killed in that attack. It was a world threatening incident. People became afraid of travelling through air. However, air travel became safer after the 9/11 attack. Within days after the attack, new rules and departments were formed to ensure security in the airport. Strict rules were came into existence.

Before 9/11 attack, there was no Transportation Security Commission (TSA) existed. Because of that, there was no long queues at the airport and broad security checks. But now, check-in procedures became very strict. There is no special consideration given for check-in procedures for anyone at the airport. Cabin doors on planes are now secured to guard pilots, and the screening procedure has expanded in scrutiny and size. New technologies were evolved to make it easy to find any restricted materials with passengers or passenger baggage by the airport security officials. Advanced screening methods were invented for passengers and their baggage. Some departments were formed to protect the country from terrorist attacks. Department of Homeland Security was one among them. This department is in charge of hostile to anti-terrorism tasks, just as national security and disaster prevention. Today, this department impacts security and terrorism prevention over the country. Before the attack, it was easier to get access to inside of the airport. But now, it not easy. Visitors have to register at the security desk. Even employees have restrictions to enter some areas. Only employees with special code is permitted to gain access to the inside of airport. An increase in surveillance was happened. Every phone calls and mails are being recorded for further investigation if any problem occurs. CCTV cameras are fixed every corner inside and outside area of the airport. Safety drills being done every month to the airport employees as a training to face any emergency situations. Every updated rules and security measures are informed to the staffs. All passengers and their carry-on bags are physically screened at

the airport. Later, the carry-on bags are passed through x-ray and metal detectors for further screening. Only baggage with attended passengers on board are passed into the flight. Unattended baggage will be taken out and kept away from the board area. No pointy objects or knives, guns, arms, and ammunitions are allowed to carry with the passengers or in the baggage. There is restrictions in carrying liquids such as body lotions, moisturizers, etc. Only 100 ml of liquid is allowed to carry. Accessories like watches, ornaments should be kept in a tray and passed through screening area. Barriers are fixed around the airport area for preventing unwanted entrees. No people are allowed to the ramp areas except ramp agents who has the key code. Ramp agents are supposed to wear their jackets while they are in the ramp. Every staff should be free from alcohol at duty time. No people is allowed to enter the airside area other than passengers and employees without permission.

2.6 Development of tourism

The basic meaning of the travel industry development is to make procedures and plans to increment/create/empower the travel industry for a nation/place. People are very much attracted towards travelling each and every day. There are many definitions for tourism. Each definition is different. It is leaving own place and returning back after period of time.

A person who travels is a tourist. Business of giving services to individuals who are travelling for their vacation. The travel industry has encountered continued development and deepening enhancement to become one of the quickest developing economic divisions on the world. The travel industry has become a thriving worldwide industry with the ability to shape developing countries in both positive and negative ways. Worldwide the travel industry is presently commonly perceived as probably the biggest business in the world and one of the most critical source of employment and Gross Domestic Product. The travel

industry especially benefits the economies of developing countries, where the majority of the segment's tourism occupations and businesses are being made.

There is both positive and negative impacts for tourism. Positive impacts includes generating income and employment, developing infrastructure, conservation of national heritage and environment, foreign exchange earnings, promoting peace and stability. Tourism generates employment both directly and indirectly, in the airport and other sectors like restaurants, café, resorts. Millions of people are working in the tourism industry. The travel industry tends to generate the improvement of multi-use infrastructure that advantages the host network, including different methods for transport, human health care facilities, and sports focuses, in addition to the hotels and restaurants that oblige foreign visitors. The advancement of infrastructure has thus instigated the improvement of other directly profitable activities. The travel industry helps to save a several spots which are of historical significance by announcing them as heritage destinations. For example, the Taj Mahal, the Qutab Minar, Ajanta and Ellora sanctuaries, and so on, would have been decayed and crushed had it not been for the endeavours taken by Tourism Department to safeguard them. Likewise, the travel industry helps in conserving the natural living species of many endangered species. The travel industry can also help to advance harmony and stability in developing countries by giving employment, producing income, diversifying the economy, securing the environment, and advancing culturally diverse awareness. However, key challenges like selection of regulatory structures, systems to reduce crime, and so forth, must be addressed if peace creating benefits from this industry are to be realized.

There is also negative impacts of tourism in a country. The travel industry now and then prompted the devastation of the social texture of a community. The more tourists coming into a spot, the more the risk of that spot losing its identity. The travel industry can expand tension, hostility, and suspicion between the visitors and the nearby communities when there is no respect and

comprehension for one another's way of life and lifestyle. This may further prompt violence and different wrong doings committed against the visitors. One of the significant unfavourable impacts of the travel industry on the earth is increased pressure on the conveying limit of the environment in every traveller area. Expanded transport and development activities prompted large scale deforestation and destabilization of characteristic land forms, while expanded tourist flow led to increment in solid waste dumping just as exhaustion of water and fuel resources. Flow of visitors to biologically sensitive areas led to demolition of rare and endangered species because of killing, disturbance of breeding habitats. Water contamination, noise pollution and emissions from vehicles, untreated sewage, and so on also have effects bio-diversity, surrounding environment and general profile of tourist places.

CHAPTER-3

RESEARCH DESIGN, METHODOLOGY AND PLAN

3.1 Data sources

In this study, the information is accumulated using two methods of research.

1. Primary research
2. Secondary research

3.1.1 Primary research

This methodology gather information straightforwardly, instead of relying upon information gathered from recently done research. The researcher can accumulate the fundamental data by different courses like by driving surveys and asking direct formal and easy questions.

The fundamental research can be done in two system, qualitative analysis and quantitative analysis.

Quantitative analysis is a legitimate method where investigation of a circumstance or occasion, particularly a monetary market are done by methods for complex numerical and factual demonstrating. Quantitative examiners mean to speak to a given reality regarding a numerical worth.

Qualitative analysis is also like logical strategy. Qualitative analysis utilizes abstract judgment dependent on non-quantifiable data, for example, the executive's aptitude, industry cycles, quality of innovative work and work relations. Qualitative analysis stands out from quantitative investigation, which spotlights on numbers found in reports, for example, monetary records.

Several processes are used for primary research such as interviewing, observing, creating surveys and questionnaires, focusing specific group.

➤ **Interview**: The interviews for this circumstance can be done over web, personally facing each other or even through phone.

Advantages:

- It is helpful to acquire point by point data about close to personal opinions and perceptions.
- It enable progressively detailed inquiries to be posed.
- Ambiguities can be explained and unfinished answers followed up.
- Both the interviewee and interviewer can legitimately trade data on any predetermined issue through an interview. This expands their degree of understandings and upgrading connections between them.

Disadvantages:

- Appropriate candidate cannot be chosen by interviews as it were. The written test is a higher priority than the meeting.
- Readiness for the interview, taking interview and elucidation of the reactions require a lot of time, which makes the interview strategy time-consuming.
- This method is generally costly.
- Sometimes, it is seen that both the questioner and the interviewee are less mindful. That is the reason genuine data can't be gathered.

➤ **Observation**: In observation, the analyst for this circumstance is commonly found to have an agenda which can help him in collecting the necessary information. This technique helps in getting learning about a specific occasion.

Advantages:

- Information gathered through observation will be more solid than information gathered by some other technique.
- Less bias with respect to spectator while leading the marketing research.
- Perception gets data which shoppers are reluctant or unfit to give.
- Significant measure of information can be gathered in a generally short time length.

Disadvantages:

- Issues of the past can't be examined by methods observation.
- The controlled observations require some particular instruments or devices for viable working, which are especially expensive.
- Complete response to any issue cannot be acquired by observation alone.
- It includes a great deal of time as one needs to wait that an event will happen to learn about that specific event.

> **Surveys and questionnaires:** Surveys and questionnaires are one of the most known technique to collect data in primary research. A review is a procedure of gathering information that could include a wide assortment of information accumulation techniques, including a survey.

Advantages:

- Surveys and questionnaires enable you to accumulate data from an enormous group of audience.
- At the point when information has been evaluated, it very well may be utilized to thoroughly analyse other research and might be utilized to quantify change.
- It has the option to ask number of questions as you like.

Disadvantages:

- While there are numerous positives to surveys, untrustworthy can be a problem.
- Quite possibly a few questions will be disregarded or left unanswered.
- Passionate reactions or sentiments of respondents cannot be completely captured by surveys or questionnaires.
- Absence of accessibility is a risk. Studies might be unacceptable for clients with a visual or hearing disability, or different hindrances, for example, absence of education.

➢ **Focus groups:** Focus groups are a type of subjective research that is generally utilized in item marketing and advertising research, yet it is a famous technique inside human science also. During a focus group, a gathering of people (generally 6-12 individuals) is united in a space to take part in a guided discourse of a subject.

Advantages:

- The researcher can collaborate with the members, offer follow-up conversation starters or ask inquiries that probe more profoundly.
- The analyst can get data from non-verbal reactions, for example, outward appearances or non-verbal communication.
- Results can be clearer than complicated factual information.
- The elements of the focus group can impact the nature of the exploration yield.

Disadvantages:

- The smaller example size means the gatherings probably won't be a good portrayal of the bigger population.

- Gathering discourses can be hard to guide and control, so time can be lost to insignificant themes.
- Respondents can feel companion strain to offer comparable responses to the mediator's inquiries.
- The mediator's expertise in expressing inquiries alongside the setting can influence reactions and skew results.

3.1.2 Secondary research

It is also known as auxiliary research. Secondary research is an examination strategy that includes utilizing previously existing information. Existing information is outlined and grouped to expand the general adequacy of research. These records can be made accessible by open libraries, sites, daily paper articles, information got from effectively filled in overviews and so forth.

Advantages:

- Scientists are regularly pulled in to auxiliary information because getting this data is substantially less costly than if the researcher needed to do the examination themselves.
- Auxiliary research is frequently utilized before bigger scale essential research to help explain what is to be realized.
- Secondary information gathering is regularly used to help set way for essential research. Over the span of doing so analysts may find that the accurate data they were searching for is accessible by means of optional sources, in this way wiping out the need and cost to doing their own essential research.

Disadvantages:

- As we are not gathering our very own data, direct, we are absolutely reliant on another person's endeavours. Essential analyst may have been

one-sided or may have utilized sketchy techniques to gather information; this can be entirely dangerous for auxiliary scientists to put together their report with respect to such information.

- Association won't find solutions to their particular issues through this information directly.

- A portion of the optional sources may have copyrighted their data and utilizing them without authorization can prompt different lawful complications.

Different methods are used in secondary research such as information collected from company websites, press release and by doing case study.

➢ **Company website**: The official site contains all substance related to the organization. And it is trustworthy source as substance and information available on the official page of an organization is always true and is copyrighted and the organization can be viewed as careful if the information gave isn't legitimate.

➢ **Press release**: it is an official articulation conveyed to partners to give data, an official explanation, or making a declaration.

➢ **Case study**: A contextual investigation research can be single or different contextual investigations, incorporates quantitative proof, and depends on various sources of proof and advantages from the prior advancement of theoretical suggestions. It is the examination and investigation of an occasion altogether and profoundly.

Advantages:

- Case study method is answerable for escalated investigation of a unit.

- Case study technique gives grounds to speculation of information for delineating factual discoveries.

- It contemplates a social unit in its whole viewpoints. It implies there is no sampling in the event that review technique.

Disadvantages:

- Any classification is absurd because of examining a little unit.
- This strategy is rely upon circumstance and have no fixed limits of examination of the analyst.
- This strategy is all the more costly and tedious as contrast with different techniques for information gathering.

3.2 Survey questions

Survey questions is an arrangement to collect answers from the public. In leading a survey, a questionnaire is an absolute necessity all together for a person to assemble information that are required in the exploration. As a basic component in one's cross examination, composing a questionnaire could be challenging. It should assemble all the essential data, and yet, it ought not bore and confound your respondents.

While doing a research, there are different methods to prepare survey questionnaire. Some of them are given below:

- **Multiple choice questions**: These a common type of questions enable respondents to choose at least one alternatives from a set of answers. They are instinctive and simple to use.
- **Likert scales questions**: These are the "do you agree or disagree" questions regularly shown in surveys, and are utilized to check respondents' sentiments and emotions. it give respondents a range of alternative options, like, beginning at "not at all likely" up to "very likely". That is the reason they function admirably to comprehend specific feedback.

- **Matrix type questions**: These type of questions enable you to ask about different items in a single question which is closed-ended. It enable respondents to choose one decision for every segment.

- **Rating scale questions**: These question shows a size of answer choices from any range (1 to 10 or 0 to 100 etc.). Respondent can choose the number that most precisely matches to their response.

3.3 Interview Procedures

An interview is where inquiries are posed by the interviewer and response are given by the interviewee, both facing each other. It is important that both of them should listen to each other and give response accordingly. It is processed by different steps. The questions should be made before, ask clearly, listen to the answers, make assessment according to the answers and findings, etc. It not just gives the questioner data about the interviewee's specialized information yet additionally gives a knowledge about the matter of topic itself. Here, the interview is based on airport growth and its effect on tourism.

The interview process includes mainly 3 important steps:

1. Preparation for the interview
2. Asking questions
3. Assessing the information

Preparation for the interview: Preparation is the first step of an interview process. The interviewer should be well prepared for the interview. It is important to spend time for making questions and to have a list of inquiries to pose prior to planning interviewee for interviews. When getting ready for an interview, the main activity is to discover an area where you can direct the interview without interferences. The interviewer should inform the time, place and the topic in which the questions are going to be asked to the interviewee.

The questions should be written clearly which is understandable in a clear paper. So that, it will be more easy to ask at the moment.

Asking the questions: Begin with introduction and the goals of the interview. If any error take place in this stage, it will affect the whole process. Thus, this stage should be done more carefully. Interviewer should consistently know where you are inside the three significant pieces of an interview: the start of the interview, the posing inquiries stage, and end of the interview. In the beginning, open ended questions are better to use. Open ended questions are the questions which need more than one answer while closed ended questions are those questions which is able to be answered by just "yes" or "no". Here, the topic is airport and tourism related. So, it is important to ask questions based on that and to not deviate from the topic.

It is important to pay close attention and listen to what interviewee is saying. It is better to take notes at the moment or else later, it cannot be able to be recalled for assessment. Ask the questions more interestingly. So, the interviewer won't feel bored or uninterested. The notes which have written at the interview time or things we have in the mind are used for the last assessment. Thus, it is important to remember every answers clearly if the notes are not being written at the time when the interviewee says the answers. End the interview in a good way and clear finishing. This allows a smooth transition into the next step, assessment.

Assessing the information: This is the final stage of an interview. This is the stage where come to a final assessment about the interview. In this stage, the main thing is assessment of the answers. Verify the information got from the interviewee. Assess each answers with the information got from other sources.

Compare those information with each other. Make sure no errors have occurred in the final assessment. Come to a final assessment. Add them into the research.

These 3 steps are used in the interview process about the topic- growth of the airports and the roles in tourism. The information got from the interview and other sources are added for further assessment from which a final assessment about the research is made.

CHAPTER-4

ANALYSIS AND FINDINGS

4.1 Strategies taken by airports to promote tourism

In this chapter, the study presents the strategies taken by Singapore Changi airport to promote tourism over Singapore and Kuala Lumpur International Airport over Malaysia which became successful. Information and data are gathered from the official website of Changi airport and from various articles.

4.1.1 Development of Singapore Changi airport

Singapore changi airport or Changi airport is a primary civilian airport in Singapore. It is one of the largest transportation hubs in Southeast Asia. Changi Airport serves in excess of hundred airlines travelling to four hundred cities in and around hundred nations and territories around the world. From Changi airport, around 7,400 flights arrive or depart every week. The airport infrastructure is designed in a specific attractive way. It is very beautiful, at the same time, it is eco-friendly too. Singapore's Changi airport keep on structure their reputation for being hub and fundamental connecting point in its respective regions, millions of travellers every year are going through its terminals starting from one flight then onto the next. Numerous travellers who fly through Changi, never leave the airport and are captive audience, sometimes for a long time, as they wait for corresponding flights. This has driven Changi, to a degree, to include more attractions and brand their terminals as quasi-destination trying to keep explorers glad but also to help convince connecting travellers that they should make another excursion to really visit the destination.

Changi is the special case to the rule when considering common luxuries in airport terminals. A cinema theatre, outdoor space, butterfly and rock cultivates, a rooftop pool, extravagance shopping, and Singapore food stalls are just a couple of instances of how the air terminal has put resources into making its terminals all the more alluring. Changi's award winning terminals contrast from many of the world's air terminals that haven't put resources into getting to be tourist attraction themselves. Changi is world's busiest airport by traveller traffic and has felt the pressure to extend and improve contributions as rival gulf transporter centres develop their bases and routes. There is five terminals and two runways 4,000 by 60 m each in Changi airport. The Crowne Plaza Hotel is connected to Changi. Airport's Terminal 3 by means of a link bridge, with terminals 1 and 2 reachable by Sky train situated inside the prompt region of Changi Airport. It was one of the airports which was fully capable of handling large aircrafts like Airbus 380 in the early times.

On the landside of changi airport, there is jewel changi airport which is a retail perplexing and a nature themed entertainment which is the main attraction of the airport. It is linked with the three passenger terminals of the airport. Its highlight is the world's tallest indoor waterfall, named the Rain Vortex, which is encompassed by a terraced backwoods setting. Jewel includes gardens with butterflies, aviation facilities, a hotel, and attractions, more than 300 dining and retail facilities. Its attractions also incorporate the Shiseido Forest Valley, an indoor garden spreading over five storeys, the Canopy Park at the highest level, including more gardens and recreation facilities. It was actually built as a main attraction to maintain the status of the change airport. Jewel was imagined to combine a commercial centre and an urban park. Shopping mall is combined with the experience of nature, culture, training and amusement, expecting to give an inspiring knowledge. The main attractions of jewel is shiseido forest valley, the rain vortex, canopy park and changi experience studio.

- **Shiseido forest valley**: The shiseido forest valley is one of the largest indoor gardens located in the heart of changi. It has 120 different species of trees and shrubs that live in high-altitude tropical woods from around the globe. The trees of the Shiseido Forest Valley at Jewel Changi Airport sparkle splendidly. Each tree's light is independent, sparkling splendidly and after that blurring as though it's relaxing. As individuals pass close by, the light of the trees changes shading, and a tone explicit to that shading resounds out. The light of an individual tree spreads radially to the neighbouring trees.

- **The rain vortex**: It is one the biggest and tallest indoor waterfall in the world. Rain water is siphoned to the rooftop to free fall through a round opening at up to 37,850 litres for every moment to the basement level pool. An acrylic channel averts sprinkling and protects the sound of the waterfall. The train associating the terminals goes over the ground close to the cascade, permitting travellers remaining airside to see the Vortex and Jewel.
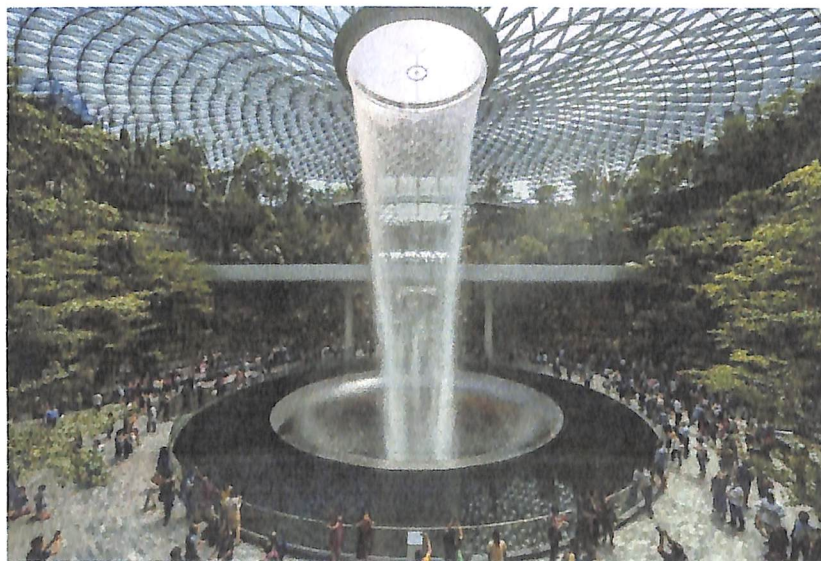

Figure 8: Rain vortex at Changi airport

- **The canopy park**: At the highest degree of Jewel, canopy Park houses amusement and recreation attractions. About half portion of the complete landscaping is facilitated at Canopy Park, including two gardens, Topiary Walk and Petal Garden. The Topiary Walk have creature moulded topiaries at each corner. The Petal Garden have regular botanical displays. Canopy Bridge is a suspension bridge located in the canopy park. It is 23 meters high from the ground. It offers an all-encompassing perspective of the rain vortex. The park includes two mazes, hedge maze and mirror maze. Another attraction of Canopy Park is sky nets. It provides facilities for children to play which includes a walking net and a bouncing net.

There is four discovery slides in the canopy park. It has two tube slides and two sliding surfaces. The Foggy Bowls are four curved dishes with profundities of between 30 cm and 65 cm for individuals to bounce in while fog is discharged to make a dream of playing among clouds.

- **Changi experience studio**: The Changi Experience Studio has 3,000 square meter area with intuitive games and shows related to Changi Airport's history and permits guests an in the background look of how the airport is run. Cloud is the primary zone at Changi Experience Studio. This fantasy like zone loaded up with shuddering is the place you will acclimate to utilizing the Travel Guide. The account of Changi Airport is hanged at the Hanging Garden. There are seven revelation stations situated all through this zone. At each station, you can utilize the Travel Guide to go at different parts of Changi Airport. The last stop at the Changi Experience Studio is a various media experience which paints the future things of Changi Airport.

Figure 9: Changi Experience Studio

A entry ticket is required to enter into the canopy park which costs 4.50 Singapore dollars for Singaporeans and 5 Singapore dollars for non- residents. Additional cost are required to entre other entertainment areas like maze, experience studio, bridge and nets. In terms of customer service and security, Changi airport has won has 500 awards. From two distinct lounges with 24-hour napping spaces, showers and spa facilities, to hotel and pool pleasantries, this airport likewise incorporates Singapore Tours made for passengers those who are in transit for over 5 hours who are allowed a special pass to leave the airport on one of two city visit choices, Nature Trail and dining and entertainment choices. This airport earn its major profit from duty-free shops. Ten garden areas are spread across the four terminals of the airport. In terminal 1, the gardens are cactus garden, piazza garden, sculptural tree garden, water lily garden. In terminal 2, enchanted garden, orchid garden, sunflower garden. In terminal 3, butterfly garden and crystal garden. And in 4rd terminal, steel in bloom. There is a collection of artworks done by nearby and international famous artists which made the airport infrastructure completely attractive.

4.1.2 Kuala Lumpur International Airport

Kuala Lumpur International Airport is situated in Malaysia. It is one of the significant airport in Southeast Asia and around the world. KLIA is the biggest and most crowded airport in Malaysia. It is the world's 23rd-busiest air terminal by complete traveller traffic. It is operating as the major hub for Malaysian airline, Fly global, Malindo Air, Air Asia, Air Asia X, and AsiaCargo Express. It is one of the primary Asia Pacific airport to wind up 100% Bar Coded Boarding Pass proficient. This airport has 3 runways. The present three runway framework is equipped for taking care of 78 arrivals for each hour and is relied upon to increment to 108 arrivals for every hour once updating of the Kuala Lumpur Flight Information Region is finished in 2019. The airport is a piece of the KLIA aero polis, and is comprised of two primary terminals - the first terminal, KLIA Main and the terminal 2, klia2.

In terminal 1, satellite building obliges global flights leaving and landing at KLIA. Travellers need to head out to the satellite structure by means of the aero train. All international labels are available in this air terminal. Duty-free shops and brand boutiques are there. Various cafes and global aircraft lounges are accessible just as an Airside Transit Hotel. Inside the terminal, Wi-Fi connections given free of charge. The terminal additionally has prayer rooms, showers and massage administration. Different parlour zones are given, some including kid's play regions and motion picture relax, broadcasting film and game channels. The terminal likewise includes a natural rainforest in to show the Malaysian rainforest in the terminal. Terminal 2 or Klia2 is the biggest reason built terminal enhanced for low cost airlines because of the exponential development of ease travel in the district. It was constructed in order to supplant the past Low Cost Carrier Terminal (LCCT) by adding more facilities. It has a shopping complex called gateway@klia2 which is spread over four levels. The

Capsule by Container Hotel which is the first transit lodge in Asia is located in gateway@klia2.

Figure 10: Logo of Klia2

Better flight availability by the two terminals at Kuala Lumpur International airport will be an impetus towards attracting more tourists to Malaysia. Kuala Lumpur International Airport is a significant world centre, so there's passengers from everywhere throughout the world who has transit flights. It offers present day facilities, however a few regions of the airport are significantly more comfortable and inviting than others. KLIA has a vast number of connections to different countries and they have more number of airlines in their airport which attracts more tourists. With the airside transits and interlining, the luggage of passengers will be consequently moved between the carriers and you can move around more effectively. One approach to pass your delay is to make a try for an airport lounge– regardless of whether you're not an extravagant First or Business class flyer. Numerous airport lounges at the airport offer access to any explorer, regardless of the carrier or flight administration flown. Travellers can invest time, relax and enjoy the comprehensive enhancements like nourishment and beverage by buying a pass on the web or by utilizing lounge enrolment program to gain entry into the lounge. There is movie lounges in both terminal 1 and terminal 2. So that the passengers doesn't need to try other ways to watch movie. There is food court also. Passengers can have wide variety of delicious

food and beverages from the terminals. Wellness Spa has a few areas that offer a scope of magnificence and spa medicines, including hair styling, rub medications, facials, and more like that. In the event that passengers have a delay that is at any rate 6 hours in length, they can make a visit to the KL city centre near the airport. At that time, there is no need to worry about the luggage. The passengers can keep the luggage in the storage location.

There is many things to do at Kuala Lumpur International Airport if passengers are having a transit flight and needs to stay overnight. They can gain access to a private lounge, for example, Sama Sama Express Lounge which is extremely comfortable, has excellent Wi-Fi, showers so they can spruce up, heaps of food and beverages, heavy alcoholic and non-alcoholic. There's TV's and they can watch the take-off times on enormous screens so they don't fail to catch their plane. The airport is appended to a shopping centre, called Gateway@Klia2. There are many great shops, including adornments, dress, shoes and gadgets stores. Passengers are able to watch movies in the lounge for free. There is capsule transit hotels inside the terminal which helps passengers who has flight after a stay overnight to get best sleep. So passengers do not need to sleep on airport chairs and floor. These airports creates access to outside attractions also which will increase the tourism growth of Malaysia. Passengers with longer lay overs can visit Kuala Lumpur major sights by catching a train, bus or uber into the town. Passengers can do some exploration and discover a tour administrator ready to meet them at the airport, take them out for the afternoon and demonstrate to all of the things they need to find in the time they have and also, they can get back to the airport before the time for flight. They can visit Petronas Twin Towers, Merdeka Square, Thean Hou Buddhist Temple, The Royal Museum, China town, and nearby popular shopping malls.

CHAPTER-5

INTERPRETATION OF RESULTS

5.1 Findings and suggestions

5.1.1 Findings

This chapter of the research gives an idea of how productive was the strategies taken by Singapore Changi Airport and Kuala Lumpur International Airport of Malaysia to develop tourism in the country through its growth and attractive facilities. The strategies adopted in airports infrastructure has made many improvements. The findings of the research are given below.

5.1.1.1 Singapore Changi Airport

- The infrastructure and heavenly designs of the Changi airport has attracted more passengers as well as tourists also.
- Passenger traffic increased better than before the up gradation of Changi airport terminals.
- The aircraft movement of landings and take offs increased which resulted in high passenger traffic in Changi airport.
- This airport started earning a major part of the profit from the entertainment areas of the airport like Changi experience studio, attractive lounges which is open for public, shiseido forest valley, etc.
- Tourist flow of Singapore got increased just through the attractiveness of the changi airport alone.
- On-time operations of flights made passengers more reliable on the airport.
- Changi also attracted more airlines through reducing their aircraft landing and handling charges.

- Changi Airport earned the differentiation of being named the 'Best Airport of the World' by Skytrax and is likewise appraised by Skytrax as the world's main five-star airport.
- The shopping centres, cafe, and aircraft lounge, printed guide map for passenger's convenience attracted more passengers to Changi airport.
- The growth and success of the airport resulted in the development of Singapore country.

5.1.1.2 Kuala Lumpur International Airport

- Underdeveloped transportation means of Malaysia Kuala Lumpur due to geographical reasons resulted in more importance for air transport which led to increase in passenger flow in Kuala Lumpur Airport.
- Large number of flight connections of Kuala Lumpur Airport resulted in large number of passengers to and from all the corners of country.
- Free Wi-Fi network connection of Kuala Lumpur Airport gave passengers more convenient to use internet for making calls and other.
- The massage centre inside the airport helped to get relaxed in between long flights which resulted in larger number of passenger flow.
- The profit rate got raised as the aircraft traffic and passenger traffic of Kuala Lumpur Airport increased.
- Self-check-in kiosk made passengers to save their time from waiting long queues and it is very user-friendly.
- The train service from KLIA to KLIA2 helps passengers to save more time and feel relaxed.
- Kuala Lumpur Airport raised their tourism through letting transit passengers who has more than 6 hours of layout to go out of the airport and see the city and come back before the time of flight.
- Transit passengers are getting attracted to the Kuala Lumpur city which later led them to visit the city as tourists.

- The hygiene of the airport made the passengers to feel comfortable to travel again through KLIA.

5.1.2 Suggestions

In this section, it is some suggestions to bring Singapore Changi Airport and Kuala Lumpur International Airport more profitable, to attract passengers and bring them back to the airport country as tourists. Following are some of the suggestions for the improvement of airport.

5.1.2.1 Singapore Changi Airport

- Only some of the airline that fly out of terminal 4 is using automated service systems. If every airlines use these automated systems for servicing, it will be more convenient for both the passengers and the staffs.
- Another suggestion is that it will be better if all the airlines of the airport coordinate with more ground handling companies, local airport services teams to implement more facilities and services in the airport.
- It will be more convenient for the passengers, if a system is implemented with more languages displayed at the immigration gates which will detect the passenger nationality and display messages in their national language.
- Provide additional entertainment facilities in the airport.

5.1.2.2 Kuala Lumpur International Airport

- Increase the supervision of staffs for the good maintenance of the airport. Ensure the staffs to perform duties on time and according to the operating procedure.

- Luggage handling should be more carefully done. Never do stacking of luggage altogether into the bays which will make difficult to retrieve trolleys.
- Maintenance of terminals KLIA and KLIA2 should be given more importance.
- Provide passengers with good Wi-Fi network.

CHAPTER-6

CONCLUSIONS AND SCOPE FOR FUTURE WORK

6.1   Conclusion

This study represented the recent growth happening in the airports and its roles in tourism industry. In this research, two airports were taken for in-depth evaluation: Singapore Changi Airport and Kuala Lumpur International Airport. This study about both airports has shown the strategies applied in these airports for its growth and development to attract tourism. Changi airport is well-known for its heavenly infrastructure and designs. One of changi's terminal named jewel changi is very attractively designed. The airport is designed in an eco-friendly way which has numerous varieties of plant species and trees settled as gardens, a beautiful waterfall named rain vortex which is built at the centre of the terminal, experience studio etc. passengers are travelling through this airport just to experience the inside of airport. The terminal is surrounded with plants and trees. There is train services through the side of rain vortex. People can watch the rain vortex through the train which gives a perfect view of the airport. The infrastructure is done in such an attractive style. The airport targeted on making profits and increasing the flow of tourists through its facilities, good services and heavenly infrastructure.

Kuala Lumpur International Airport is much known for its services. This airport has a large number of flight connections worldwide. Its vast connections invites people from all over the world. The infrastructure and the facilities provided in this airport is outstanding. The train connecting between the two terminal, KLIA and KLIA2 is very convenient for passengers reach the terminal on time while having a transit flight from the other terminal. The airports facilities are beyond thinkable. There is everything a person needs. There is lounges which is accessible to the public who doesn't have a business class or first class ticket.

They can enter into the lounge if the person has a lounge pass and they are able to enjoy the services inside the lounge like variety types of delicious food, computers with Wi-Fi network, restrooms, etc. The airport provides massage centres for passengers. This helps passengers having long flights or long layouts to feel relaxed. These are the things which attracts many tourists to this country through this airport. Not only these two airports, but every airports are implementing new strategies for the airport development to thereby increase the tourism rate. Tourism is one of the best choice to raise the development of a country. For that, an airport growth is important.

6.2 Scope for future work

The implementation of good services and facilities in airport will positively reflect in the tourism industry of that country. An airport plays a big role in the development of a country or a city. An airport will allow people to get access to other place by saving more time in travelling. If it is made practical by all airports in a positive and attractive way, it will help to change the outlook of the whole country. Implementation of airport will increase employment opportunities both directly and indirectly. It will provide employment vacancies for the locales of a country directly in airports as ground staffs, cleaners and other jobs. It will also reflect in the indirect job vacancies also. Indirect jobs are outside the airport area, but indirectly connected to the airport, such as jobs in resorts, hotels, cafes, travel agencies, restaurants, other travel based companies which developed through the implementation of airport in the city. This will lead people to live in a good and standard living atmosphere through which the standard and the growth of country will raise. If tourists flow increases in a country, it will help the locales of that place to get to know more about other country people, culture, rituals, etc. It will help the locales to increase their knowledge about the world. Implementation of well-developed airports helps to raise the country growth, economically and socially.

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APPENDIX

Questionnaire – 1

Survey questionnaires (Singapore Changi Airport)

1. How was the experience at Changi airport?

    ☐ Excellent

    ☐ Good

    ☐ Bad

2. If it was not excellent, what was the reason?

    ☐ Delayed flights

    ☐ Poor customer service

    ☐ Poor facilities

    ☐ Bad behaviour of the employees

3. What was the purpose of your travelling?

    ☐ Tourist

    ☐ Medical treatment

    ☐ Education

    ☐ Business

    ☐ Other

4. How was the Changi airport staff's behaviour with you?

☐ Excellent

☐ Good

☐ Satisfactory

☐ Bad

5. If it is bad, what was the reason?

☐ Rude

☐ Inappropriate comments

☐ Careless attitude

☐ Other

6. Did any behaviour from the Changi airport authorities made your travel unsatisfied?

☐ Yes

☐ No

7. Did you find Changi airport as tourism promoting?

☐ Yes

☐ No

8. If yes, what is the reason?

☐ Airport infrastructure

☐ Flight connections

☐ Other

9. Why did you choose changi airport to travel?

      ☐ Airport service

      ☐ Flight connectivity

      ☐ Airport attraction

      ☐Other

10. Did you feel changi's self-check-in kiosk as more time saving?

      ☐ Yes

      ☐ No

11. Do you think that it is relevant to implement more automated facilities in Changi airport?

      ☐ Yes

      ☐ No

12. Which area of Changi airport did you enjoyed the most?

      ☐ Lounge

      ☐ Duty-free shops

      ☐ Entertainment area

      ☐ Other

13. Do you think that it is needed to add more facilities in Changi airport to promote more tourists?

      ☐ Yes

      ☐ No

Interview questionnaire with airport management (Singapore Changi Airport)

1. Which are the main competitors of Changi airport?

2. What are the strategies taking place in Changi airport for development?

3. How does Changi airport attract tourism?

4. Why does Changi airports provide quality facilities to the travellers?

5. How does Changi airport increase the passenger traffic?

6. What is Changi airport's strength?

7. What is Changi airport's weakness?

8. What are the threats faced by Changi airport?

9. What all strategies did Changi airport implemented to overcome those threats?

10. How does Changi airport keep the existing travellers and attract more new travellers?

11. Currently, what are the problems face by Changi airport?

12. How do you find solutions for those problems?

Questionnaire – 2

Survey questionnaires (Kuala Lumpur International Airport)

1. How was the experience at Kuala Lumpur International airport?

    ☐ Excellent

    ☐ Good

    ☐ Bad

2. If it was not excellent, what was the reason?

    ☐ Delayed flights

    ☐ Poor customer service

    ☐ Poor facilities

    ☐ Bad behaviour of the employees

3. What was the purpose of your travelling?

    ☐ Tourist

    ☐ Medical treatment

    ☐ Education

    ☐ Business

    ☐ Other

4. How was the Kuala Lumpur International airport staff's behaviour with you?

    ☐ Excellent

    ☐ Good

    ☐ Satisfactory

    ☐ Bad

5. If it is bad, what was the reason?

☐ Rude

☐ Inappropriate comments

☐ Careless attitude

☐ Other

6. Did any behaviour from the Kuala Lumpur International airport authorities made your travel unsatisfied?

☐ Yes

☐ No

7. Did you find Kuala Lumpur International airport as tourism promoting?

☐ Yes

☐ No

8. If yes, what is the reason?

☐ Airport infrastructure

☐ Flight connections

☐ Other

9. Why did you choose Kuala Lumpur International airport to travel?

☐ Airport service

☐ Flight connectivity

☐ Airport attraction

☐ Other

10. Did you feel Kuala Lumpur International airport's self-check-in kiosk as more time saving?

        ☐ Yes

        ☐ No

11. Do you think that it is relevant to implement more automated facilities in Kuala Lumpur International airport?

        ☐ Yes

        ☐ No

12. Which area of Kuala Lumpur International airport did you enjoyed the most?

        ☐ Lounge

        ☐ Duty-free shops

        ☐ Entertainment area

        ☐ Other

13. Do you think that it is needed to add more facilities in Kuala Lumpur International airport to promote more tourists?

        ☐ Yes

        ☐ No

Interview questionnaire with airport management (Kuala Lumpur International Airport)

1. Which are the main competitors of Kuala Lumpur International airport?

2. What are the strategies taking place in Kuala Lumpur International airport for development?

3. How does Kuala Lumpur International airport attract tourism?

4. Why does Kuala Lumpur International airports provide quality facilities to the travellers?

5. How does Kuala Lumpur International airport increase the passenger traffic?

6. What is Kuala Lumpur International airport's strength?

7. What is Kuala Lumpur International airport's weakness?

8. What are the threats faced by Kuala Lumpur International airport?

9. What all strategies did Kuala Lumpur International airport implemented to overcome those threats?

10. How does Kuala Lumpur International airport keep the existing travellers and attract more new travellers?

11. Currently, what are the problems face by Kuala Lumpur International airport?

12. How do you find solutions for those problems?