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## ASSESSING CUSTOMER NEEDS, AIRPORT MANAGEMENT AFTER THE DEREGULATION



Edgar Bellow  
**Assessing Customer Needs,  
 Airport Management After  
 The Deregulation**  
 Managing and Selecting Airport After The Air  
 Transportation Industry Deregulation



LAP Lambert Academic Publishing Okt 2012, 2012. Taschenbuch. Book Condition: Neu. 220x150x22 mm. Neuware - This mixed methods research identified the factors influencing the airport selection decision among passengers and managers of air carriers to provide airports with information to guide their marketing efforts. The deregulation of the air transportation industry in the EU has led to increased competition among airports, including competition from airports outside the local catchment area. The research was based on the assumptions of discrete choice...

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- Authored by Edgar Bellow
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