

RESEARCH ARTICLE

Research on the Coordinated Development of Aviation Tourism and Air Transport

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Yongguang Jin^{1,*}

¹Department of Airport Management, Shanghai Civil Aviation College, China

Abstract: At present, the social and economic development has entered a new stage, people's living standard has been continuously improved, and their demand for the spiritual world has been continuously improved. Therefore, it has promoted the development of tourism, and aviation tourism has been widely concerned. Tourism is characterized by rapidity, safety and environmental protection, so it promotes the cooperative development between tourism companies and airlines, and improves the utilization efficiency of resources. This paper mainly analyzes and studies the implementation strategy of coordinated development of air tourism and air transport.

Keywords: aviation tourism; air transport; collaborative development

1. Introduction

With the continuous progress of social economy, it has promoted the development of China's aviation tourism industry. Although it is still in the initial stage, it has great development potential. At the same time, it has brought new opportunities and challenges to the aviation tourism industry. Coupled with the development of economic globalization, aviation tourism has become more international, and it has established close relations with some foreign countries, providing more development space for the development of China's aviation tourism industry. In order to gain more competitive advantages in the market, airlines need to strengthen cooperation with travel companies, promote the development of aviation tourism industry, and create more benefits for social construction and development.

2. The relationship between air travel and air transport

2.1 Relevance of the service object

In the reality of social development, everyone plays the role of consumer, just changing in different consumption fields. In the consumption of tourism products, people play the roles of tourists in travel agencies, prevention and control of hotels and diners in restaurants. Among the aviation products, people are passengers and tourists of airlines. Therefore, air travel has something in common with airlines' consumer markets, and they have common customers. Consumers play the role of tourists as well as tourists, so the service objects of air tourism and air transport are interdependent and closely related (Sarah, 2021).

2.2 Relevance of service contents

At present, China's tourism industry and air transport industry have developed rapidly, mainly providing services for consumers from the perspective of tourism organizers and transporters. From the point of view of service industry, tourism is a kind of tourism product that integrates travel, travel and accommodation, including booking, transportation and reception services. Air transportation also includes booking, reception and transportation. In

addition, air transport is an important step of tourism, and its service scope is constantly expanding, which tends to develop into tourism. Airlines will combine individual customers to create self-service products of air tickets and hotels. Therefore, the connection between air travel and air transport services is increasing.

3. The importance of coordinated development of air tourism and air transport

3.1 It provides many customers for airlines.

Generally speaking, airline passengers mainly include business guests and tourist guests. Business guests have created great economic benefits for airlines, and tourist guests have broadened the market of airlines. At present, after the airlines meet the basic services, they are gradually developing towards integration, and the number of customers in the aviation field is gradually increasing, which promotes the development of the scale of airlines and enhances the market competitive advantage (Yang, 2021).

3.2 It can create market competitiveness for aviation tourism.

Airlines are an indispensable part of air travel. In the practice of aviation tourism, many aviation businesses will be created, including brands, flights, routes, reservations, receptions and other related businesses, etc. At the same time, these businesses will be integrated with tourism to create distinctive tourism products, so as to create a larger market. Aviation tourism effectively exerts its advantages of sharing resources with airlines, enhances its own management ability, gives more market competitive advantages for aviation tourism creativity, and promotes the long-term development of aviation tourism.

3.3 It can provide convenience for tourists.

As far as tourists are concerned, the development of air transport industry has brought great convenience to tourists' travel, and it is a means of transportation that is widely used in tourism at present. Compared with other means of transportation, air transportation is faster, especially for those long-distance transportation. Air transportation reduces the time spent by tourists on the journey, so that tourists can spend more time in scenic

Corresponding Author: Yongguang Jin
Department of Airport Management, Shanghai Civil Aviation College,
China. Email: 1061889726@qq.com

spots. Tourists are more inclined to air transportation, so air transportation is more popular in the development of tourism. Aviation can absorb a large number of tourists and consumers, promote the development of tourism and air transport, and create more economic benefits for air tourism. Tourists, airlines and travel companies interact with each other, support each other and make progress with each other. Therefore, airlines need to strengthen close ties with travel companies, make progress together, provide greater convenience for the normal appearance of tourists, and enhance the service satisfaction of travel companies and airlines, thus creating more market competitive advantages for the aviation tourism industry (He & Wang, 2020).

4. To promote the development strategy of air tourism and air transport

4.1 Travel companies should share resources effectively with airlines.

Although travel companies and airlines are in different fields, their service products have a lot in common. Therefore, it is necessary to integrate network resources, information resources and service resources to realize resource sharing and create more economic benefits for airlines and travel companies, so as to promote the long-term development of aviation tourism. For example, an airline cooperates with a tourism group to create more economic benefits for both parties. The tourism group can provide airline passengers with preferential air tickets, as well as hotel, catering and tourism services. At the same time, the widening of airline routes provides the tourism group with more tourist routes. In this way, the resources of airlines and travel companies can be shared, more services can be brought to consumers, and favorable support can be provided for the sustainable development of aviation tourism, so as to create more economic and social benefits for the construction and development of society.

4.2 Tourism companies innovate tourism products.

Tourism and air transport are mainly concerned with tourism products. With the continuous progress of tourism, the ways of tourism tend to be more diversified, and aviation tourism needs to strengthen exchanges and cooperation with air transport to jointly create more distinctive tourism products. For example, for those beautiful landscapes that need to be overlooked, travel companies can jointly create aerial sightseeing programs with airlines, so that tourists can enjoy those beautiful landscapes by sitting on the plane, providing better services for tourists and bringing more impressive travel experiences to tourists. In this way, the development of the air transport industry is promoted, consumers pay more attention to the air tourism industry, and create more benefits for the construction and development of the society.

4.3 Strengthening the construction of talents.

Talent plays an important role in air tourism and air transportation, which is the premise of coordinated development of air tourism and air transportation. Excellent talents in airlines can scientifically integrate the aviation tourism industry, create more scientific business opportunities, and create more efficient rectification plans in combination with the reality of the social market, thus creating more economic value for the aviation tourism industry. Therefore, air transport companies need to attach importance to talent building, and introduce more professional comprehensive talents, including management

talents, sales talents and financial management talents, etc., so that the working strength of each department of the airline can be improved, and work errors and even economic losses caused by poor working ability of employees can be prevented. In addition, air transport companies need to provide training opportunities for existing staff, organize training regularly, and let staff learn more professional business knowledge, so as to continuously improve their professional ability and business ability, and contribute to the development of air transport companies and air tourism (Wu, 2020).

5. Conclusion

All in all, at present, the social and economic development has entered a new stage, people's material living standards have improved, and the pursuit of tourism has been constantly improved, which has promoted the development of tourism. The integration of aviation and aviation tourism provides strong support for the development of tourism, and creates more market competitive advantages for the development of aviation tourism. At the same time, air tourism broadens the development space of air transportation and creates more tourists. Both of them support each other and make progress together. In addition, the coordinated development of air tourism and air transportation provides more convenient services for the vast number of consumers, provides a lot of convenience for tourists to travel normally, and saves travel time. This has created more benefits for the construction and development of the society.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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