

The Review of Emirates Destination

Ms. Kantaporn Keeya

Ms. Kantaporn Keeya, Student, Airline Business, International College/ Suan Sunandha Rajabhat University, 1 Uthong Nok Rd
Dusit Bangkok 10300, Thailand,
E-Mail: soh44@windowslive.com

Abstract

This research aims to study The review of Emirates destination : A case study of full service airline in Thailand , which are Emirates Airline, Thai Airways International and Bangkok Airways. The objectives of this research are to find the passengers' level of expectation and level of satisfaction toward the airlines services. As well as, to explore the preference factors that passengers use to evaluate on their carrier selection. The sample group selected 400 passengers travelling on Emirates Airline International flights.

The research result reveals that overall level of expectation and satisfaction are high for both ground services and onboard services. The factors affecting passenger's choice toward airline using assessed by the marketing mix elements, are included safety, variety of schedule, spacious seat, price, efficiency of baggage handling, ease of reservation, courtesy and professionalism of staff.

Introduction

The aviation business in Thailand has grown steadily since last year. This year, focusing on low-cost flights With games competing with hot marketing strategies. Nowadays, no matter where you travel, many people will start to think of traveling with each other more first. The first thing that is noticeable It is inevitable that the advantages of traveling are faster and more convenient than other types of vehicles. For long-distance travel across many provinces or across the country Especially during holidays or important festivals that often cause a lot of traffic jams Is a major obstacle that can be a waste of time and fun Including low-cost models from low-cost airlines As a result, travellers Who decided to travel by plane There are more numbers and travel more often. In addition, the liberalization of aviation The growth of ASEAN's economy continues in the past several years. As well as preparing for the opening of the ASEAN Economic Community (AEC) in 2015, is also a major driving force for travellers by plane as well. The increasing domestic demand as well as the increasing number of foreign tourists traveling to Thailand each year (13%, 21% and 16% in 2010-2012 respectively) and breaking the highest record of foreign tourists Up to 25.4 million people in 2012, causing both leading airlines such as Emirates Airline, Thai Airways or Thai Airways Bangkok Airways And low cost airlines such as AirAsia Thai AirAsia AirAsia X and Nok Air have expanded the route and increased the number of domestic and international flights. By the main airport With flights added to Suvarnabhumi Airport Don Muang Airport Phuket Airport And Chiang Mai Airport. Despite the high growth of both Thai and foreign travellers But the price is a very important factor for the market share. Which can be seen that All airlines are competing in intensive promotions. And low-cost or low-cost airlines have grown rapidly in the last 3 years, especially Thai AirAsia, which has expanded routes and increased flights, especially for tourists from China. That came to travel to Thailand most, especially during the first 4 months of this year The leading airlines have changed their strategies to focus on economical flights. Like Emirates Airline Even providing economy class services for long-haul flights across the continent As well as business class and first class still go pretty While Bangkok Airways has opened additional routes in Myanmar and Laos Which is one of the Indochina countries (Myanmar, Vietnam, Laos, Cambodia) that use Thailand as a business travel hub.

For foreign airlines Grew rapidly to support the expanding economy and tourism By popular airlines for near and far flights in this region, including Singapore Airlines, Korean Air, Japan Airlines, KLM, Lufthansa and SAS etc. Anat's aviation business is still bright with significant economic and tourism factors. Which airline will grow much depends on the quality of flight, service and marketing strategy. Who can attract more travellers to spend money on luggage, buy plane tickets.

objective

1. To study the expected level of airline service and the level of passenger satisfaction Received from the airline service.
2. To study the factors that affect the decision to choose to use the full service airline.
3. To study and learn about various flight routes with Emirates Airlines.

Conclusions

Research on The review of Emirates destination can be summarized as consistent with The following objectives study the level of expectations for airline service and the level of satisfaction of Thai Airways passengers and Bangkok Airlines By dividing the service into two parts: ground services and aircraft service.

Most of the sample was female 64.65 percent; aged 21-30 years accounted 41.16 percent. The highest level of education attained in bachelor degree is 57.58 percent. The respondents work in private sector 22.73 percent with average income THB 10,001-20,000 equal to 25 percent.

Results

General information of passengers using airline services, case studies

The researcher distributed 400 questionnaires, able to collect 396 sets, representing 99 percent. The results of the study of general data were classified by personal factors consisting of gender, age, educational level, highest level of success. Education, career, income level and travel purpose.

Table, number and percentage of sample groups classified by personal factors

Personal factors	Number (person)	percent
Sex		
male	140	35.35
female	256	64.65
Total	396	100.00
Age		
21-30 years	163	41.16
31-40 years	132	33.33
41-50 years	64	16.16
50 years or more	35	8.84
other	2	0.51
Total	396	100.00
Education level		
Bachelor	228	57.58
Master's degree	110	27.78
Higher than the master's degree	13	3.28
other	46	11.36
Total	396	100.00

Personal factors	Number (person)	percent
Career		
student	79	19.95
Teacher	25	6.31
official	60	15.15
Employees	24	6.06
Private employees	90	22.73
Business owner	77	19.44
other	41	10.35
Total	396	100.00
Income level		
10,001 - 20,000 baht	99	25.00
20,001 - 30,000 baht	91	22.98
30,001 - 40,000 baht	56	14.14
40,001 - 50,000 baht	48	12.12
50,001 - 60,000 baht	44	11.11
More than 60,000 baht	58	14.65
Total	396	100.00
Travel purpose		
Contact business matters	84	40.66
rest	104	21.21
Return to visit the house / family	161	26.26
other	45	11.36
Total	396	100.00

From the results table of general passenger information and airline services: a case study of full-service domestic airlines, including gender, age, education level, the highest Completed education, occupation, income level, and purpose of traveling of passengers found that most of the samples were female. Accounted for 64.65 percent, aged between 21 - 30 years, accounting for 41.16 percent, with the highest level of education that graduated with a bachelor's degree Accounted for 57.58 percent, having a career as a private employee With 22.73 percent, with income levels between 10,001 - 20,000 baht, equivalent to 25.00 percent and has the purpose of traveling to return to visit the home / family Accounted for 40.36 percent.

REFERENCES

1. WIKIPEDIAS. (2019, February 26). Emirates (airline). [https://en.wikipedia.org/wiki/Emirates_\(airline\)#Destinations](https://en.wikipedia.org/wiki/Emirates_(airline)#Destinations)
2. SKYSCANNER. (2019, February 26). About The aviation business this year, bright future Supporting the growing economy and tourism. <https://www.skyscanner.co.th/news/%E0%B8%98%E0%B8%B8%E0%B8%A3%E0%B8%81%E0%B8%B4%E0%B8%88%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%9A%E0%B8%B4%E0%B8%99%E0%B8%9B%E0%B8%B5%E0%B8%99%E0%B8%B5%E0%B9%89%E0%B8%AD%E0%B8%99%E0%B8%B2%E0%B8%84%E0%B8%95>