

# **ANALYSIS OF SELECTED AIRLINERS ON THEIR SERVICE, PRICE, SAFETY, ENVIRONMENT, AND INNOVATION**

Tzu-Wen Hong, B.A.

Wenzao Ursuline University of Languages, 2019

## **ABSTRACT**

Following the rapid globalization, there are more airlines, more airports, more passengers and more aviation routes coming out in recent years. Meanwhile, the airline industry faced new challenges. The research questions of this study are what's the current development of the global airline industry? What are new strategy of airlines on service, price, safety, environment, and innovation? And the last, based on the case studies, what implications and suggestions will be constructive for the industries in the future? To answer these questions, this research carefully choose five airlines for case study. The analysis compared the differences between traditional and low-cost airliners, based on service, price, safety, environment, and innovation. The analysis also provided information of how each airliners began, their sales, the number of aircraft, and the business. The overall analysis showed that each airline has their different solution to solve the problems. In the future, airlines have to adapt to the changing world and reshape their strategy to meet the new needs of global customers.

**Keywords: Airline Industry, Innovative Strategy, Airliners, globalization, flight ticket**