

INTRODUCTION

In the latest tech-savvy world of today, the aviation industry is under the fast changing spell where companies are declaring layoffs due to several reasons. The latest recession catalyzed for a lighting the lamp in the midst of these traumas. It is evident that aviation industry is under pressure. We can go through the latest developments from the daily news titles. It is very clear that those who hold the supremacy can no sustain it unless there is no strategic management. Obviously, those who are not using their strategic policies wisely can't come with the ever-changing tend. It is very evident that the hospitality sector is very sensitive and highly volatile for many reasons. Hence we can say that those companies maintaining a well balanced portfolio would be there in the scene as of now. To make things worse the aviation security is facing more and more problems. So in order to overcome the problems all the aviation companies have to be well organized and well planned in the aviation management.

Studies have shown the increased rate of passengers among the airline population especially among the youth. There comes the relevance of aviation security rather than anything else now. The topic is chosen in order to analyze the prospects of the aviation security management around the globe. (Bullock J Haddow,G Coppola, D,Erjin, E,Westerman,L & Yeletayasi.S.92006)

The digital age would fundamentally alter the business. If the 1980s were about quality, and 1990s were about reengineering, the 2000s will be about velocity. Quality improvements and business improvements need a faster delivery now. This enables the companies to focus on the core strategies. The report is intended to conduct a study in detail about aviation security management around the globe.

The major airlines usually earned their major profits from their long routes. Their short-routes were rather less profitable. On the long-haul routes, they were able to charge high prices because of special program deals that existed between individual countries. They carved up the long markets between countries - like U.K, USA, Germany etc.- between a limited numbers of airlines. However, the aviation security management has become a real challenge before everyone especially after 9/11.In the light of this, the need of aviation security and its proper management deserves a special attention now. Rinck PA(2010).

The aim of the dissertation:

The report is intended to conduct a study in detail about aviation security management around the globe.

Objectives

1. Why does the aviation security become more important now?
2. Is travelling through flights are secured?
3. What stringent measures will be taken for the tight aviation security?

4. How long time will it take to give a fair aviation management system?
5. What are the steps the security personnel will take when it demands just as in 9/11?

Research question

1. How do the aviation companies ensure security to their passengers?
2. What are the precautions the companies take especially after the terrorist activities are increased?
3. How do the passengers respond to the measures taken for the aviation security?

LITERATURE REVIEW

The airline market can be broadly divided into two main market segments - business customers and leisure/ Domestic customers. 80 per cent of all customers fall in to the latter category. The fact is that they are traveling for holiday reasons such as study or visiting relations. They are important to fill the aircraft but do not represent the most profitable segment of the airline market. Everyone wants the passengers. But what extend the security measures are taken when the security itself comes in risk? Denis Komornik (2010).

Another section is business customers. They are paid for by their companies and are engaged on business related activities. They are ready to pay for full-fare tickets and travel in greater comfort. Hence, the business customers are therefore the most profitable. There is some recent evidence that business customers are increasingly under pressure due to the aviation security reasons. Andrew R. Thomas, (2010)

Though this is the market situation in the US, addition care has been taken especially all areas of aviation security worldwide. Therefore aviation security is the strategy to be focused on by the companies than the brand promotions. Paul Wilkinson, Brian Jenkins (2006).

RESEARCH METHODOLOGY;

The present study is conclusive research, as it intends to find a relationship

between airline marketing practices and customer attitudes towards them. The study also intends 3 data collection relating to the strategies from the Security officer and the customer attitudes towards them, a representative sample of the population will be taken for the study from all over the aviation market using simple random sampling. The primary aim of the report is a market study. The report is intended to study the market and to make required changes in the aviation security management strategies if needed. This is a company project and the organization is going to benefit by knowing the feedback on aviation security from the customers and market position.

Self administering type of questionnaires will be used for the collection of data. Data analysis will be done using statistical methods like correlation in order to find out the relationship between aviation security management strategies and customer attitudes toward them.

Percentage analysis will be done on each item of the questionnaire, to find out the most relevant aviation security management for the customers.

SAMPLE AND SAMPLING METHOD:

Simple Random sampling will be used for the present study. The sample of the

study will be from five airline travellers and airline company officials engaged in the market that are selected using simple random sampling. The customers would be taken for the studies are from different market areas of USA. As this aviation security management is very important to tap the secrecy of their marketing strategies, the investigator may or may not be able to ensure all the area alike. The Security Officer of the particular airline company will be interviewed and he will be also given a questionnaire to collect the aviation security practices of the company. This will help in collecting the secondary data also. Along with this a sample of 5 customers from each market of USA, taken using random sampling by using the random table, will also be given a questionnaire containing items pertaining to the general security scenario and their attitude towards the company's security practices.

The sample size from each market including the Security Officer will be 10, thus the total size being 50.

DATA COLLECTION METHOD:

Questionnaire method is used for data collection. The instruments used for data collection are two questionnaires. The first questionnaire is intended to collect information from the Security officers about the aviation security practices of the company. The second questionnaire is for the customers to understand their perception of the company's security practices to attract them. Both the questionnaires were prepared after a literature survey and with due consultation with the guide and experts in the field of aviation security management. Primary data will be thus collected using these questionnaires. Secondary data will be collected from the Security Officers of other products and the web sites which will give the company's security management strategies.

Chapter Topic

- 1 Background of aviation security management.

- 2 A summary of aviation security threat and its analysis
- 3 Literature Review: Current Marketing Situation Analysis
- 4 Aims and objectives of the security concern of the company.
- 5 Present situation of aviation security management
- 6 Conclusion and Recommendations.

TIME PLANNER

Task	Resources & Issues	Completion date
Data collection	Primary data (Questionnaire) and internet data.	November 1-15
Literature review	Resources, Library.	November 15-30

