CHAPTER – VI

SUMMARY, FINDINGS, SUGGESTION
AND CONCLUSION

All those concise study of computer precision have brought us to the end in the form of the ensuing final chapter captioned as finding and suggestions. The topic wise scanning hitherto done has revealed quite number weakness of both major and minor dimension blend. True largely it is any scrutiny is bound to puzzle us; by their crudities under charming veneer. This in depth study is not an exception in any manner. But the consoling factor is that majority of them lie within the solution frontier. The enlisted ones and the suggested solutions thereon are going to occupy this chapter. Quite a good number of hurdles, the airlines have to confront with, and the remedial measures suggested in the interest of the airlines agents; customers both comfort wise and economy wise are adjustable only for they don’t mark the entry into any body’s interest.

6.01. SUMMARY

Chapter I

The researcher has summarised his research work as following for easy understanding appraisal and appreciation. The first chapter traces aviation industry in global and national levels in general. The history of aviation industry in India with special reference to Chennai Airport gets highlighted.

Indian aviation industry is one of the fastest growing sectors in the world. In 1991, the only public airlines in India has enjoyed monopoly in its operations and businesses and therefore could dictate its own terms to its passengers who had no other choice but to accept whatever had been available irrespective of quality of
service, pricing, hospitality and comfort. The scenario changed following globalization and air space becoming open to competitions. The subsequent events moved very fast as more and more new players entered with lot of advantages of being new operators as compared to the airlines, which had been in operation since independence and therefore accumulated lot of fat, which needed to be immediately dispensed with to face the emergent competition that posed as threats to its existence and substance. On the other hand, some of the private players are very much concerned about their passengers started implementing low price strategy to attract the passengers.

It could be just a few simple things that made the difference. But both the public as well as private airlines needed to get into a conversation with their passengers in order to figure this out. This study aims to identify the most important factors in passenger service in private airlines.

The International aviation is more than two thousand years old from the initial attempts in kites and glider to power-driven heavier than air, supersonic and hypersonic flight. The first forms of man manufactured flying objects were kites. The earliest identified in the record of kite flying is around 200 BC in China, after a general flew a kite over opponent area to calculate the length of passageway requisite to enter the area. Leonardo da Vinci’s (15th c.) dream of flight found expression in several designs, but he did not attempt to demonstrate his ideas by actually constructing the medium.

The first aircraft to make routine controlled flights were non-rigid airships; it was later called as “Blimps”. The most successful early pioneering pilot of this

---

type of aircraft was the Brazilin Alberto Santos-Dumont who effectively combined a balloon with an internal combustion engine. On October 19, 1901 he flew his airship "Number 6" over Paris from the Parc de Saint Cloud around the Eiffel Tower and back in under 30 minutes to win the Deutsch de la Meur prize.

Aviation Industry in India was started in 1912 when the first flight took off from Karachi to Delhi. Indian State Air Services initiated it in partnership with Imperial Airways UK. However, the real initiation for Aviation Industry in India was in 1932 when Mr. JRD Tata started Tata Airline. In 1946, Tata Airlines was renamed as Air India. After Independence, Nine air transport companies transporting both cargo and passenger traffic services in India began. In 1953, the Indian government nationalized all the existing airline assets. Indian Airline was set up to cater to the domestic market, while Air India was set up to take care of the International sector. Both Indian Airline and Air India enjoyed monopoly over the Indian skies, of course with their shortcoming. Service was poor, flights often delayed and frequent travellers had to face numerous hardships. However, the scenario changed on post liberalization. In post liberalization, the aviation industry has witnessed unprecedented growth in both domestic and foreign passenger sector. The monopoly of Indian Airlines and Air India over the Indian skies come to an end. The substantial growth in the Aviation industry on post liberalization was due to the entry of private sector’s increasing competition ensuring better service to the customer.

The Chennai Airport earlier was known as Madras International Airport and Madras airport was one of the busiest airports in India. The first flight operated from Bombay (Mumbai) via Belgaum in 1954. The airport was built on the land donated by the former governor of Madras Presidency, L. Sriramulu Naidu.
first aircraft “Puss Moth’s” is usage in Chennai Airport in 1932, had confined only to military operations during World War II. In 1952, the Civil Aviation department took over its operations followed by the AAI in 1972.4

The first passenger terminal was built at the northeast side of the airfield, which lies in the suburb of Meenambakkam due to which it has referred to as Meenambakkam Airport. A new terminal complex was subsequently built at Tirusulam, further south near Pallavaram to which, passenger operations were shifted. The new domestic terminal was commissioned in 1985 and the international terminal has commissioned in 1989. The old terminal building was used as a cargo terminal and is the base for the Indian courier company Blue Dart. The new international departure terminal has commissioned in 2003. In 2001, Chennai Airport became the first international airport in the country to receive ISO 9001-2000 certification.5

The researcher has studied the structure of Chennai Airport, Cargo complex besides runways, domestic air services, types of domestic airlines like, Jet Airways, Indigo, Spec jet, Go Air and Air Asia airlines also are inclusive for his study. The operational definitions also have been given by the researcher on the basis of his research analysis for airlines, aircrafts airport, terminals, passengers, tickets, fare, reservation, cancelation, classes, schedule and schedule changes, charges, alliance, agents, boarding pass and check-in. As many as 125 articles have equipped him towards contribution for his research endeavour.

The objectives of the study, hypotheses, period of study, data collection, tools for analysis and chapterisation, with this the first chapter came into end; bear the tinch of the sources of his project.

4. Airport authority of India, retrieved 30 Dec 2012
5. Airport authority of India, retrieved 13 Jan 2012
Chapter II

The in depth study has enabled him to analyse domestic passenger traffic volume over the period of ten years from 2004-05 to 2013-14, has been diagrammatized for vivid and easy understanding. The researcher’s study on the performance of top ten airlines and their contribution in terms of percentage bears an important focus. The Jet Airways, Air India, Indigo, Kingfisher, Spec jet, Emirate airlines, Air Indian Express, Sri Lankan airlines, Air Asia, Tiger airways too have come under his preview, including their share of the functional contribution.

Air traffic is an aviation term encompassing all systems that assist aircraft to depart from an aerodrome, transit airspace and landing at destination aerodrome. It includes Air Traffic Control (ATC), Aeronautical Meteorology, Air Navigation systems, Air Space Management (ASM), Air Traffic Services (ATS), Air Traffic Flow Management (ATFM) or Air Traffic Flow and Capacity Management (ATFCM)\(^6\) and the Air Traffic Control (ATC). It is a service provided by ground-based controller, who directs aircraft on the ground and through controlled airspace and can provide advisory services to aircraft in non-controlled airspace too. The primary purpose of ATC worldwide is to prevent collision, organize and expedite the flow of traffic and defray information and other support for pilot.\(^7\)

The traffic management is an aviation term encompassing all systems that assist aircraft to depart from an aerodrome, transit airspace and land at a destination aerodrome, including air traffic control, aeronautical meteorology, air navigation systems, Air Space Management (ASM), Air Traffic Services (ATS), Air Traffic Flow Management (ATFM) or Air Traffic Flow and Capacity Management (ATFCM)\(^6\) and the Air Traffic Control (ATC). It is a service provided by ground-based controller, who directs aircraft on the ground and through controlled airspace and can provide advisory services to aircraft in non-controlled airspace too. The primary purpose of ATC worldwide is to prevent collision, organize and expedite the flow of traffic and defray information and other support for pilot.\(^7\)

---

systems, air space management, air traffic services and air traffic flow management.\(^8\)

The air traffic in India more than tripling in volume over the last decade, much of the focus in terms of capacity building has been on airport modernization and construction. The Indian aviation expected to enter a new growth phase, this critical component of the aviation value chain requires a strong focus. Over the past 10 years, the number of passengers served by Indian airports has grown from 49 million in FY 2004 to 169 million in FY 2014. Total aircraft movements in India over the 10-years has increased at a compound annual growth rate of 9.1% to reach just over 1.5 million arriving and departing services in the 12 months ended on 31-Mar-2014. The most in-depth study ever conducted on the status and outlook for air traffic management in India reveals certain valuable informations. The traffic movements and forecasts covers in FY 2023 infrastructure status and requirements; inventory of equipment, workers and training issues, benchmarking against international standards; implementation of new procedures including flexible use of airspace.\(^9\)

It was named as Anna International Airport, the Chennai International Airport is the principal international airport in South India’s capital city’s proximity at Tirusulem. There are three terminals - the Anna Terminal, the Kamaraj Terminal, and the Meenambakkam Terminal (for cargo). The airport serves as the hub for the following airlines: Air India, Jet Airways, Blue Dart, Spice jet, Air Asia and Air Costa.

The following airlines related with the Chennai Airport, coveres both domestic and international services. Indi Go, Air Asia, Go Air, Air India, Spice Jet,

---
9. CAPA Report – 3\(^{rd}\) June 2014
Jet Airways, Air Costa are serving in domestic services. Kingfisher Airlines, Air India Express, Air India Regional, Air Mauritius, British Airways, Air Arabia, Cathay Pacific, Emirates, Etihad Airways, Gulf Air, Jet Airways, Jet Lite, Kuwait Airways, Lufthansa, Malaysia Airlines, Oman Air, Qatar Airways, Saudi Arabian Airlines, Silk Air, Singapore Airlines, Sri Lankan Airlines, Thai Air Asia, Thai Airways International, and Tiger Airways are serving in international services.

The Domestic traffic has more than doubled in the past five years since July 2006, it has crossed 101 per cent over this period. Domestic traffic is now 43 per cent and above in July 2007, 63 percent and above in July 2008, 38 percent and above in July 2009. Passenger traffic growth in the Indian domestic market is expected to continue in October 2011, with domestic airlines expected to operate almost 30 percent and more flights from October 2011 compared with October 2010. In comparison, 2011 marks a milestone in the year-to-year increase in flights.

According to the airport director, most of the passengers in the flights are either software engineers or employees of multinational companies in Andhra Pradesh and Chennai. "The airport has a tremendous future if we get the international airport tag, for more operators will be ready to provide connectivity to many domestic and international destinations," he noted. The international passenger traffic in the same period saw an increase of 9 per cent with 86,545 passengers travelling as against 79,469 in corresponding period in the previous.10

The domestic passenger traffic, over the period of ten years from 2004-05 to 2013-14 as studied has marked progress. The domestic private airlines like, Indigo, Jet Airways and Jet lite, Air India, Spec Jet, Go Air, Air Costa and Air Asia’s frequencies speculation are to be considered, in the ending chapter.

10. Ibid
Chapter III

The researcher has analysed the airlines companies in the third chapter. The airlines companies have their regional office in four zones in all directions its branches. The airline services and their agents and their selection, mode of ticket sales, schedule operations have been analysed with the primary data, collected directly from the Chennai office by the researcher. Among many airlines like Jet Airways, Kingfisher, Indigo, Spiec Jet, Go Air, Air Costa, Air Asia and Air India airlines are offering their services in Chennai airport the researcher has chosen only five of them for this study as the sample respondents, viz. Jet Airways, Indigo, spiec Jet, Go Air and Air Asia. The remaining airlines are not considered as sample respondents for this study. Because, the researcher has chosen only private airways, and Air India being a public sector undertaking it has not been not taken into consideration.

The Air Costa is a new airliner offering its services in Chennai airport; hence, the researcher does not consider the Air Costa services. Initially Kingfisher was offering services later it suspended its domestic services to uncompensated losses, that disqualifies Kingfisher airways and Air Costa airways.

Air transport services either lease or own them to meet the need of the passengers sometimes they may form partnerships with other airlines for mutual benefits; so the definition of “an airline is a company that provides transport on aeroplanes for people and Cargo, with the help of a fleet of aeroplanes that provide flights for passengers.” Generally, Airline Companies get recognized with an air operating certificate or license issued by governmental aviation body. Airlines vary

---

11. www.google.com/meaing_airline
from those with a single aircraft carrying mail or cargo, through full-service international airlines operating in hundreds of aircraft.

Airline services can be categorised as being intercontinental, domestic, regional, or international, and may operate as scheduled services or charters.\textsuperscript{12} The world’s first passenger airline, DELAG (\textit{Deutsche Luftschiffahrt-Aktiengesellschaft} or German Airship Transportation Corporation Ltd) was established on November 16, 1909, as an offshoot of the Zeppelin Company. The company provided passenger air service until 1935, when its operations were taken over by the newly formed Deutsche Zeppelin-Reederei.\textsuperscript{13}

India was one of the first countries to embrace civil aviation.\textsuperscript{14} One of the first West Asian airline companies was Air India, which had its beginning as Tata Airlines stated in 1932, without any support from the Government.

Now, airline has become a common person’s vehicle and revolutionized the way a common Indian traveller used to travel. The airlines are adding more and more cities to their list of destinations covered throughout the country. Therefore, it can be said that the domestic airlines of India have made travelling easier for the masses. More and more people are opting for travelling by air, because they save a lot of time in travelling. A concise sketch of domestic airlines in India both private airlines as well as low cost airlines is of relevance that this context, comprising of demand of airlines, customers values, airline charges, overbooking, fuel price, crew pair are also considered for analysing. External factors like, climate change, carbon offsetting and special offers are studied and analysed by the researcher for betterment of air services.

\textsuperscript{12} https://en.wikipedia.org/wiki/Airline
\textsuperscript{13} https://www.airships.net/deutsche-zeppelin
Chapter IV

The customers being the spine for every business and services, their taste, preference and satisfaction of any products and services are essential for the sustainability. Needless to mention a customer is a party who enjoys the products, goods, or service and has the ability to choose between different products or services and suppliers.\(^{15}\) Marketing focuses on satisfying client needs over those of the business that produces the goods and services they enjoy. The adoption by a business of various forms of customer concept related marketing objectives and philosophies help them to better serve their clients, which typically increases their overall reputation and success. Category wise consumers or customers are classified according to buying patterns, payment behaviour, type of consumption of commercial, industrial, residential items.

So, customers’ analysis is collection and evaluation of data associated with customer needs and market trends, through customer focus groups, customer satisfaction measurement, field testing etc.\(^{16}\) When the customer enjoys the transport service, they are called “passengers.” Therefore, the passenger is a person who is travelling in an automobile, bus, train, airplane or other conveyance, especially one who is not the operator like, driver and pilot. The passengers are classified on the basis of mode of transport like, road, rail, air and ship.

Before booking the ticket customer has in mind and prepared with class of travel, method of ticket booking and general requirements. So, these factors deserve deep is a normal phenomenon analysis is as has been done in the chapter four. Ticket cost, time of travel, pre-boarding process, internal environment, food and beverage services, staff behaviour, baggage and complaint being important

\(^{15}\) http://www.businessdictionary.com/definition/customer.html
\(^{16}\) www.businessdictionary.com/definition/customer-concept.html
factors for success of airlines services greater security. These factors has already been conducted with the aid of proper data collection directly, tabulated and analysis. The statistics tools like, Kruskal-Willis ranked variance analysis test and Kolmogorov-Smirnov test proved to be of immense use are used for test the Hypothesis, in this regard and in this chapter.

Chapter V

One among the several ingredients in any transaction is agency. So, due stress has been laid on the middlemen (agents) role for the success of airline services. As many as sixty-five agents out of 130 agents exiting and offering their airline passengers’ services in Chennai as a sample respondent have been concluded.

We learn that before 1995, the travel agencies had a monopoly on two aspects of air travel, information and ticketing. Now they have lost these monopolies because information is plentiful and tickets are more and more irrelevant. The travel agency as a private retailer on public service provide travel and to tourism related services to the public on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, raileways and package tours. In addition to dealing with ordinary tourists, most travel agencies have a separate department devoted to making travel arrangements for business travellers and some travel agency specialize in commercial and business travel only. There are also travel agencies that serve as general sales agents for foreign travel companies, allowing them to have offices in countries other than where their headquarters are located.17

As agents, they sell travel products and services on behalf of a supplier. Consequently, unlike other retail businesses, they do not keep a Stock in hand. A

package holiday or a ticket is not purchased from a supplier unless a customer requests for it. The profit is therefore the difference between the advertised price, which, the customer pays, and the discounted price at which it is supplied to the agent known as the commission. In many countries, all individuals or companies that sell tickets are requiring to be license as a travel agent. So, a travel agent is supposed to offer impartial travel advice to the customer. However, this function has almost disappeared with the mass-market package holidays, and some agency chains seemed to develop a "holiday supermarket" concept, in which customers choose their holiday from brochures on racks and then book it from a counter. Variety of social and economic changes has now contrived to bring this aspect to the fore once more, particularly with the advent of multiple, no frills and low cost airlines.18

The travel agents are differentiated by the type on the basis of market they provide to and by size. First, the “largest size agents” in terms of volume (American Express, Carlson Wagonlit, Navigant, Thomason groups etc.) focus on corporate travel. They cater to large organizations and assist them in a number of ways, such as developing travel policies and supplier agreements, summarizing travel information by individual, department and in total; and providing other reports. They provide 24-hour service for travellers with problems. The largest of these companies have their own IT development and processing organizations that provide services that extend beyond what the Global Distribution Systems (GDSs) offer.

The “Online travel agents” operate on the Internet without particular office premises. They aim towards the leisure traveller but this is changing. Amadeus.net

and Trip.com are less well-known online agents. Travel agents with online capabilities often are referred to as “click and brick” retail travel agents who use them to extend the marketing of their business, owning these sites. They include sites from the largest agents like American Express to small local agents. These agencies usually are supported by their GDS and offers same services as the GDS. Many of them are now specialists in destinations. They offer little or no advantage to other travel agents.\(^\text{19}\)

The success of the agents and their quality of services purely depends on the experience, besides offering core and additional services; hence, the researcher has analysed the above said factors for analysis for his study. The IATA accreditation, members in other associations who deposit in IATA also have been considered for this study. The cost factors like, ticket cost, service charges and additional charges are also analysed for strengthening and comprehensiveness. The network system ways of customer approach for ticket booking, mode of ticket booking, ticket booking process time, document clearance and process are inclusive of his study to improve the quality standard.

The statistics tools Kruskal-Willis ranked variance analysis test are employed for testing Hypothesis to derive adequate results for the study. All these conceive study have brought to the end in the form of ensuring final chapter captioned as found above chapter.

### 6.02. FINDING AND SUGGESTION

All those concise study of computer precision have brought us to the end in the form of the ensuing final chapter captioned as finding and suggestions

1. The finding summarised at the administration level, we to our surprise note the head office of the airlines remain with the head quarter at the *North zone concentration* (*Table 3.01*). From the point of view of the owners, it may be alright but none can deny the fact of the indirect neglect or minor importance to the other important capital zones. This importance slightening, has got to be immediately erased out. It will be expedient to have them requirement wise; equitability distributed to all the ignored zones i.e. South, East and west. This step well certainly obliterates the needless unhealthy prejudice entertained normally. It will improve the income level as well as retain the business properly equally in all the zones without zone bias.

2. The even number of distribution (*Branches*) itself will be a healthy sign in the interest of the national integration bereft of monopoly (*Table 3.02*). It can even pave way for business flourish by quality grade service getting fostered by the company.

3. Further *passenger’s service* with uneven distribution of some concerns offering 40 per cent for passengers and cargo in domestic and international transportation action may also be relaxed in favour of random visitors for family reunion (*Table 3.03*). It so done, it will be a blessing in disguise for frequent or regular passengers too. Passenger especially the south Asian regions may reap the benefit. This step is sure to promote business sustainability in addition to income booster.

4. A striking difference in the *number of passengers* between the well established, the new entrant, airlines was unpleasantly felt during the survey
period (Table 3.04). An immediate solution will be a great welcome in the interest of the nation. Mild governmental intervention will solve it at once.

5. It requires to be attended at the beginning stage itself where the third party, booking agency, websites can be monitored (Table 3.05). Nevertheless, it has got to be admitted the agencies practices are found to be better than the job done by the bank and other agencies; some of the third party agencies are seen to resort to fool proof modes for the increase of sale as well as business flourish.

6. The other side of the coin is surveillance (Table 3.06). Majority of them, blindly and implicitly obey the norms of IATA even at the basic level like, agents selection based on qualification experience financial strength and even in technology implementation also, which the IATA makes mandatory with the element of favoritism.

7. Booking system can as well be done through on line booking system like B2C booking mode that facilitates to update the information through online (Table 3.07). But unfortunately companies still follow the traditional and virtual system of ticket booking, claiming it to be the passengers’ convenience.

8. Another unpleasant factor is, the booking companies are helpless to changes the schedule, whether seats get filled up or not (Table 3.08). Inadequacy of ticket sale will certainly spell on the income increase to the detriment of the company, which may indirectly some time spell on the national income or economy. So, it is advantageous, if the airline companies are privileged to modify the time schedule of course, subject to government authorities’ supervision whenever felt necessary. Different types of schedules like local
aircraft schedule, physical and actual aircraft schedule thriving on the ticket booking strength, environment and necessity, must operate in consultation with such portfolio in the final interest of the customers companies and ultimately the nation economy.

9. All the airline companies, uniformly feel, the demand for air services is decided by *fair fare, timing, stopping and connection* both directly and indirectly operate from behind the screen, they must be prudently and suitably be manipulated when felt necessary (Table 3.09). The companies may create non-stopping routes; besides timing and connection adjustment to meet the demands.

10. Due importance if attached with, *customers’ value* order entry system and pricing system to work in full using in the interest of the customers’ as well as the companies advantage (Table 3.10).

11. Besides all these, strict rules must be followed in *collecting the different charges* with the ticket price from their customers like PSE, LHF and UDF (Table 3.12). This suggestion on the land fee for the first year was drawn to the attention to the airport authorities of collecting it on the first year only or limiting it or if possible cancelling it – in the subsequent years in the common interest;

12. So, too avoiding the over booking by them. But what they claim is they will not affect either the business or customer interest (Table 3.13). On the contrary, they claimed them unavoidable for improving the business retaining the existing customers’ strength and even to attract new customers. In fact, all the domestic airline companies, in association with the United Domestic Airline Federation (UDAF) make their mutual arrangements or
adjustments or exchanges of the *over booked passengers*, at times when required. Therefore, they maintain that passengers, by such measures, conveniently reach their destinations without unnecessary confusions.

13. As for as Indigo is concerned it is admirable to note that the *price fluctuations* do not at all even the least affect it, being a low cost carrier, with greater frequencies of its flight to major cities in India (Table 3.14). So it is ever advisable to follow the foot prints of the Indigo. Further, other domestic airlines also may fall in line with it.

14. The major reason for price like is the *fuel cost*; wherein only the central government alone, intervene in the interest of its citizens (Table 3.15). It can by suitable statutory precisions can stabilize it forever at affordable rate to the benefit of its people.

15. Equally bothering another factor is the *misunderstanding among the crew*; where the airline companies by diligent steps can solve among them for the common good and the concerns profit (Table 3.16).

16. The difficulty by *carbon emission* need not upset the airline services directly being an universal problem (Table 3.19). The environmental scientists are taking suitable steps. UNO along with its sister concerns like UNDP, UNESCO developed countries like USA, UK, Japan and Canada, keep taking on adequate timely steps to control over the impact. So at present the airline companies are not affected much directly; yet in future, it is bound to befall, if timely remedial measures for adequate control are not resorted to.
Customers

1. Customers being the spine of any business pursuit, their interest must ever be kept in mind with all vigilance possible (Table 4.01). Airline business being an essential and luxurious one it assumes monumental importance. Their affordability invariably tempts them to choose \textit{economic class} for ostentation display. Needless to mention they may be ministers or business person. So, becomes necessary on the part of company authorizes to equip it with further facilities for all levels with web like luxuries; for their satisfaction.

2. Besides, \textit{customers booking} for subsequent or frequent travels must also be given due weightage (Table 4.02).

3. They may, well an advance, intimate the schedule changes is any, courtesy and sympathy being the hallmark, accordingly the air hostess must generously extend them to their customers, indiscriminately on any ground (Table 4.03). Periodical survey about customers needs may be given importance for the successful management of this pursuit. Facilities like frequency increase, \textit{medical facilities} with courteous doctors and nurses will enhance the confidence level of customers in terms of personal safety. All these facilities availability will definitely avert the present mindset of compulsion into preference with willingness.

4. In addition to advantages like online \textit{tickets booking} and cancellation, quick refunding will certainly boost up the number of customers for the concerned airliner for trend setting (Table 4.05). These measures will
certainly boost up the admirers’ cent percent. Customers of partial satisfaction or nil satisfaction will vaish.

5. Even in case of flight transfer, time factor must unevenly receives the attention of the airline authorities for the acme of customers’ satisfaction (Table 4.06).

6. As common in Chennai airport more time, consumption for check-in, checkout, entry pass and security checking must be eliminated (Table 4.07). Instead, on time customers’ entry prescribed by the air authority; collection of information and its related assistance also must be upto the mark. So that, new entrants too could collect proper information defrayal to fulfil the formalities, to their utmost satisfaction. Care on service quality will definitely cost its spell on customers.

7. The seeming minor aspects like seating arrangements to match with the customers expectation air hostesses hospitality may have their share in customers satisfaction they too can inveigle customership to profitability(Table 4.08).

8. Quite likely there may be epicureans whose essentials also must adequately be met with by private as well as government airlines irrespective of time, distance and classes (Table 4.09). But it is understood the private airlines do invariably fail to provide continental, as well as domestic category to its customers; besides the potable water supply.
9. **Entertainment** being part of natural life, due focus on this aspects like journals, newspapers, magazines, flash news and own screen programme may be a great welcome to passengers (Table 4.10).

10. **Staff behaviour** training must time to time uploaded with the continental mode for smooth movement with passengers (Table 4.11).

11. It is pleasing to note the existing system of **baggage** and its rate system are acceptable to the customers’ yet some feel that the baggage weight rate may be increased at least in special cases during emergency on permission as we know human wants are limitless (Table 4.12).

12. **Graveness** redressals by the authorities are worthy of mention at present, yet communication to the person concerned about the redressals may be intimated for consolation (Table 4.13).

13. **Statistical inferences** disclose that there exists significant difference among the airline companies with regard to **general requirement expectations** by the passengers. Steps immediate may be taken to promote the lower level services satisfaction for improvement; by flight frequency increase even at the small hours, **schedule change** along with the development of internal environment of flight like seat comfort, service staff standard and quality of food and beverage increase. Suitable strategies to improve timing and staff behaviour towards the lower level of satisfaction, timing of departure and arrival, boarding, flight transfer, medical facilities for the safety of customers must be adopted for the progress of satisfaction among passengers and prosperity of the airlines; correspondingly.
1. The encouraging factor about the travel agents is their *conversance* and vast *experience* resulting in their service quality (Table 5.01).

2. They don’t confine their *service* within domestic realm, instead widespread up to international level (Table 5.02). It is felt agents may offer their services divided as domestic and international for prosperity; income wise and service wise.

3. Instead of confining their *frontier with air booking alone*, they may widen their service realm to other branches of services, like medical, accommodation and the like bettering their service spirit in toto (Table 5.03).

4. This service spirit of the *IATA agents* and their ticket wise sale are likely to win them international air service with the support of IATA (Table 5.04).

5. They are privileged to exercise their own option, and the *service charges* reach them indirectly along with the ticket fare (Table 5.08). Another fact is that collection of service charges is not mandatory in view of the costliness of fare and incomes also do not suffer.

6. They need not even feel the need of *involving themselves* with the government airlines booking being income wise sumptuousness (Table 5.10). Further in comparison service charges by the government airlines in lesser than that of the private boon.
7. An indispensable yet absent facility is network facility absent in the Chennai airline circle (Table 5.11). It is a serious setback in view of the prospering communication contact system. This advanced scientific facility remains confined between business to customer and business to agents only. The remaining network is pathetic by absent, between business-to-business and business to government. This miserable flight must immediately be mitigated. It is advisable to have all the four network systems be interlinked for increased turnover in the long run. Further affordability wise it must be a welcome.

8. The researcher on his part finds that, the private airlines do provide cheaper services to their customers in Chennai Airport to occupy major share of Chennai Airline market (Table 5.14).

9. The computer wise ticket booking is advantageous time wise and precision wise (Table 5.16).

10. Promptness seems to be the watchword as for as the Chennai booking agents are concerned as exampled by tax payment (Table 5.19).

11. They succeed in this affair even if the ticket booking is less as against reality of 50 tickets a day sale (Table 5.20).

12. The airlines also on their turn pay the agents’ commission properly according to their performance (Table 5.21). It is expedient the airlines both private and government ones-must pay uniform commission to avoid wide discrepancies irrespective of business fluctuations.
13. **Statistical inferences** disclose the prevailing levels of satisfaction among the commission recipients; with reference to both private and government airlines. This trend has to continue for harmonious relationship for ever without allotting much weight either to experience of greediness. With regard to these, the airline companies both private and government ones may assist the commission recipients enabling them with network like assistance for cordiality.

6.03. CONCLUSION

This fairly wide study on various branches associated with the airlines, helps us to arrive at the conclusion by its focus on the growth of private airlines on marketing and revenue factors of the Chennai airport. In general we can presume, air transport sectors concentrate normally on the growth of their aircrafts and their passengers’ facilities, promoted by new introductions. But unfortunately the private ones leap suddenly either on merger or abrupt closure for the past ten years when problem faced by the industry. As common precept goes “problems will continue to be problems unless boldly uncounted and solved”. So, the private airliners must with determination choose to resort on renovation measures, without very much bothering on money minting steps only.

Factors like general requirement improvement, ticket price, booking mode, booking process must be seriously re-examined in periodical meetings of authorities, for consultations towards creative and critical steps resort to encounter competitions successfully on matters like staff behaviour. Covering the in-flight environments, like entertainment and vital digital services. Whatever may be the steps resorted must have customers satisfaction for its pivotal point in their focus.
for anything cheap and best is sure to attract and fascinate the beneficiaries as 
human psychology would have it.

The airlines marketing promotion cannot be an exception in this regard. 
The prime factors like the travel agents’ service fused with their business strategies 
and their felicitous business relationship should occupy the monumental 
importance. In the fast changing global economic scenario, the air service occupies 
indispensability. Time factor wise, every minute seems to receive the most 
precious sight finance in its utility aspect. Air service in this regard, plays a vital 
role namely time preservation. And it is sure to result the operator in bumper 
harvest if better utilised in view of the economic flourish of the individual or 
corporate body or the government.

6.04. SUGGESTION FOR FURTHER RESEARCH STUDY

1. Performance of Private and Public sector airlines – A Comparative study

2. Human Resource Development practices in private airlines

3. Employees’ satisfactions and their performance in private airlines

4. Private airlines contribution for development of Indian Economy

5. Feature and Futures of private airlines in India