

Evolution of International Aviation: Phoenix Rising (Ashgate Studies in Aviation Economics and Management)

Dawna L. Rhoades

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The purpose of this book is twofold. First, it lays out the forces that shaped the international aviation industry and that changed all the rules in the drive for liberalization. Second, it looks at the many interesting and difficult choices ahead that the airline industry in general and the international aviation industry in particular face. These choices include many dichotomies: pulling back from the trend toward liberalization or embracing the liberalization trend, merging in search of profitability or fragmenting the industry in search of economies. These possible futures are explored, including the pros and cons of each future from a national, consumer, employer and employee perspective. The book is organized into three parts: the first reviews the early development of the international aviation system. It examines the 1944 Chicago Conference, and the resulting structure and role of ICAO; the development of the International Air Transport Association, and its role in shaping the international aviation system; US domestic deregulation and European efforts to create a free market system of aviation; and deregulation in Asia. Part two examines the alliance movement among international air carriers, the growth, opportunities, and challenges of alliances. The final part considers the future of international aviation in light of changes in the environment before and after 9/11, reviewing relevant events, then and since, from an aviation system perspective. It explores some of the challenges facing the industry post-9/11 era and discusses some of the brave new possibilities for international aviation.



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