



**ΑΛΕΞΑΝΔΡΕΙΟ ΤΕΧΝΟΛΟΓΙΚΟ ΙΔΡΥΜΑ
ΘΕΣΣΑΛΟΝΙΚΗΣ
ΣΧΟΛΗ ΔΙΟΙΚΗΣΗΣ & ΟΙΚΟΝΟΜΙΑΣ
ΤΜΗΜΑ ΤΟΥΡΙΣΤΙΚΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ**

ΘΕΜΑ:

**«Η ΑΝΑΒΑΘΜΙΣΗ ΤΗΣ BUSINESS CLASS ΣΤΙΣ
ΥΠΕΡΑΤΛΑΝΤΙΚΕΣ ΜΕΤΑΦΟΡΕΣ ΩΣ ΚΙΝΗΤΡΟ
ΕΠΙΛΟΓΗΣ»**

ΠΤΥΧΙΑΚΗ ΕΡΓΑΣΙΑ

**Παναγιώτας Χρυσάνθου του Χρύσανθου
(Α.Μ. 195/03)**

Επιβλέπων Καθηγητής:

ΠΑΝΑΓΙΩΤΗΣ ΚΑΣΣΙΑΝΙΔΗΣ

ΘΕΣΣΑΛΟΝΙΚΗ, ΜΑΡΤΙΟΣ 2010

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Business Class , ,
business . «business»
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business, ,
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business class,
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SUMMARY

The luxury and comfort in modern times tends to become more accessible. Two decades ago, travelling in Business Class, drinking your margarita, lying in leather seats that turn into beds and making massage to you, was the prerogative of millionaires. Today, you don't have to be a rich' simply you have to want it a lot!

Travelling in Business Class it is not necessary, of course, to be exclusively for business purposes. The traveller flies «business» and to destinations where seas and mountains, hotels and hammocks, exploration, relaxation and fun, are waiting for him, to offer in a word ... vacation.

Traders prefer to fly business, because, except the comfort and luxury, they are able to do their job.

Whatever the reason for trip is, vacation or work, we would all like to get to our destination relaxed. The various airlines worldwide struggle to be the leaders, the competition is huge for services to be offered, not only in flight but also before and after it.

Examples of services business class, dealing with this work, attempt to travel the reader to the dream.

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		79
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		80
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11

business ó class

business-class

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6

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, :
) ,) : (parking)
(terminals),)
, , , ,
) (, 1999)

1.2

(trip) -
(origin), (departure) -
(destination), (arrival).
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)) .
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, , . (, 1999)

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, , , (generation),

(production) (atraction).

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, , (through-trips). (, 1999)

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1.5

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2000, , 1993, , 1996)
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() , , . , , , . , . 112 10 , . 1980. () . , , , , . (, 2004)

1.6

- (safety)
- (speed)
- (network's structure)
- (regularity)
- (punctuality)
- (comfortability)
- (service)
- (cost)

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1/12

(30%)

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(scheduled)

(charters).

charter

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charter).

. (, 1999)

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1919 :

- Albatros
- Lloyd Luftverkehr Sablatning,
- Bayerischer Luft Lloyd,
- Sachsische Luft Reederei.

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1926

DEUTSCHE LUFTHANSA A.G. (, 1999)

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: 8-2-1919

:

: LIGNES AERIENNE FARMAN

: -

/ : GOLIATH. 12

2

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: , , ,

1919 :

* LIGNES AERIENNES LATECOERE, /
 BREGUET, 1925

* COMPANIE DES MESSAGERIES AERIENNES (CMA) . .

* COMPANIEFRANCO - ROUMAINE DE NAVIGATION AERIENNE,
 1920 1922

(, , , ,
) .

1933

AIR FRANCE.

:

: 4-1919

:

: . V. ROE AND COMPANY

:

/ :

AVRO

:

:

1919 :

* 25-8-1919 AIR TRANSPORT AND TRAVEL (AT &)

DH4A

DH16.

*

HANDLEY PAGE TRANSPORT

- / . . /400 D.H.16..

3,5

.(, 1999)

:

: 1920

:

: KONINKLIJKE LUCHTVAART -

TSCHAPPIJ N.V. - KLM, (ROYAL DATCH AIRLINES).

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- ()

/ : DH-9

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K.L.M.

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 : 1920
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 : SNETA
 : , , ,
 :
 : 1923
 :
 : SABENA
 : , , ,
 :
 : 1920
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 : DET DANSKE LUFTFARTSELSKAB
 : , , ,
 :
 : 1920
 :
 : DET NORDSKE LUFTFARTREDERI
 : , , ,
 :
 1921 ,
 DERULUFT, 1923 DO-BROLET
 AEROFLOT. (, 1999)
 :
 : 1920
 :

: . . . SWIDISH AIRLINES
 :
 :
 1926 TRANSADRIATICA S.I.S.A.
 AVIO LINEE ITALIANE. 1927 SOCIETA -REA
 MEDITERRANEA (S.A.M.)
 :
 1926 BALAIR AD ASTRA AERO, 1931
 SWISSAIR. (, 1999)
 :
 (): 1926
 :
 : WESTERN AIR EXPRESS
 : -
 / : DOUGLAS M2 ()
 , , ,
 : 1927
 :
 : STANDARD AIRLINES
 -
 : , , ,
 1927 ():
 :
 : MADDUX AIR LINES INC.
 -
 / : FORD TRIMOTOR

: , , ,
 : 1928
 :
 : PAN AMERICAN AIRWAYS
 () ó ()
 / : FOKKER TRIMOTOR
 :
 : , , ,
 , 1927,
 FAIR-CHILD. (, 1999)
 (): 1929
 :
 : TRANSCONTINENTAL AIR TRANSPORTATION ()
 : -
 48
 / : FORD TRIMOTOR
 :
 : , , ,
 1930 WESTERN, STANDARD, MAD-
 DUX, TRANSCONTINENTAL TRANSCONTINENTAL
 WESTERN AIR INC. (TWA),
 TRANS WORLD AIRLINES,
 TWA. (, 1999)

2.2

2.2.1 « »

()
 1931,
 « ».
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10/7/1931.

1939

27 1940.

100%.

) 4 JUNGERS 24 () -
 JUNGERS, 310 .
 6) 3 JUNGERS 52 (JU 52 3M)
 BMW, 650 . (, 1999)

2.2.2

(1936)

TWA,

DC3 US AIR FORCE

30-8-1946, 15-9-1946 21, 26, 28

29-6, 29-7 31-8-1947 DC3

(

)

11.000 1946

(-), 1947 66.000 . 3-
9-1947

DC3 . 1947

6-4, 24-4, 14-5, 4-6 1-9-1948

DC3

1948 184.000

10-5 10-6-1949 DC3

22-4-1949,

6-6-1949, 18

(),

.(, 1999)

2.2.3 . . .

1947,

SCOTISH AVIATION,

PRESTWICK

5-3-1948.

29-2-1948

- - PRESTWICK

LIBERATOR

1948,

1949 DC 3

) : , , , , , , ,
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) : , , , , , , ,
(, 1999)

2.2.4

(A.M. .)

1947,

1949

AVRO ANSON

(1-9-1950)

JUNGER 52. (, 1999)

2.2.5

CARGO. H

1947,

24-1-1949

JU-52B

, . (, 1999)

2.2.6

1951

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8 DC 3

. 6 DC 3, 1 DC-4

-24 Liberator.

2 DC-3, 1 JU 52

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1951, ,
- .
969 : 50
, 30 , 8 , 5 , 30
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1953 ,
SAS. (, 1999)

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(Syrakaya, Mcllelland, Uysal, 1996).

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VIP lounge,

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» (Kotler, 2000)

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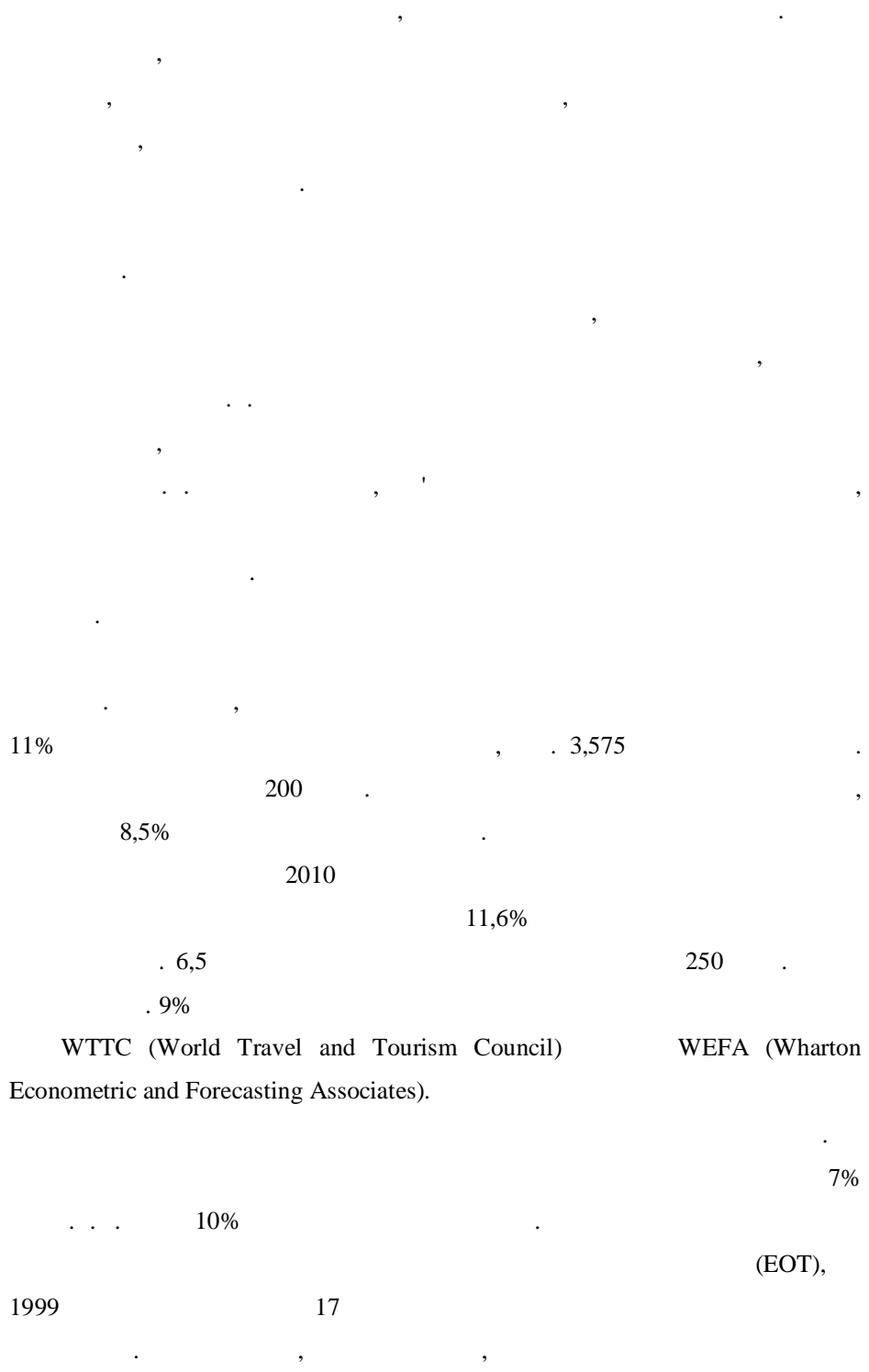
3.1.

<p>1.</p>	<p>* , * * (. .)</p>	<p>• • () • brand name) (• •</p>
<p>2.</p>	<p>* * (</p>	<p>• •</p>

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», . & . (2002). «

3.2



12,6 11%
 1998 (11,4 .).
 3% .
 90%
 , 70% . .
 77% 79%
 (charter),
 (1999).
 ,
 . (ICAP, 2000)

3.3

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 1978
 1987,
 1.1.1993.
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 1935. 1957 . .

1992

2000, (7)

(22)

(ICAP, 2000)

3.4

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 . , 1964 DC-4
 ó 24 , Concorde
 4 (Lozato ó Giotard 1996).

(charters),

(2002).

3.5

charter

tour-operators,

tour-operators

charter

tour-operators

charter

(CRS, Computer Reservation Systems).

(GDS, Global General Distribution Systems) (SABRE, WORLD SPAN, GALILEO . . .) tour-operators,

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,2001)

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3.6

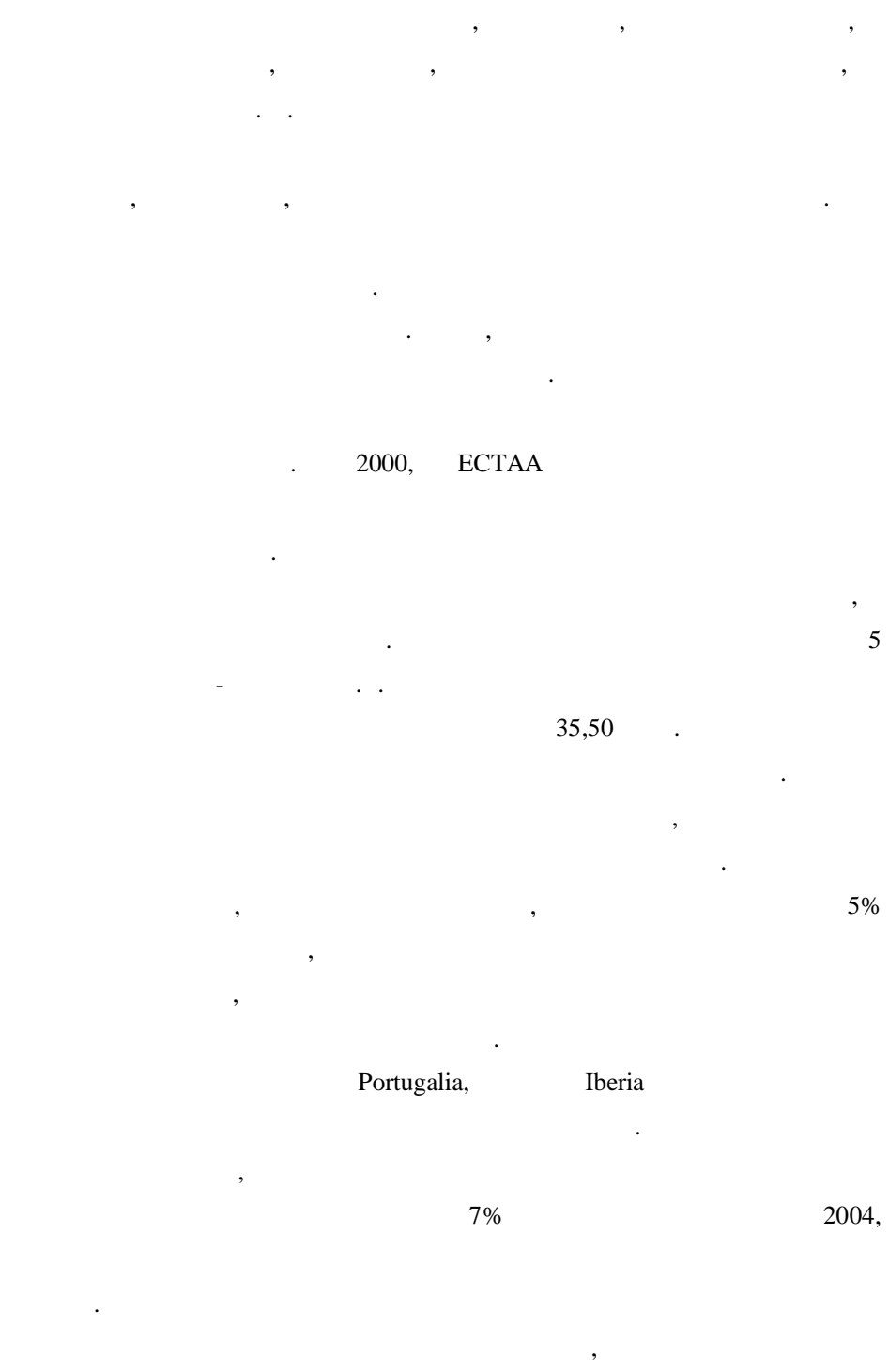
1945

270

90%

1988,

'80,



France
 Swiss Oneworld, KLM Air
 Iberia,
 . (, 2004)

3.8 " "
 2001-2003 "FSC"
 (Full Service Carriers -),
 LCC (Low Cost Carriers -
).
 15 Southwest.

*
 * ().
 LCCs . 1995
 LCCs, 50.000 " ". 2000 5
 LCCs, 550.000 . 2003
 12 LCCs , 1.500.000

*
 * ().
 * (,
).
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 *
 * " business"

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3 4

*

LCCs . 1995 2
LCCs, n Ryanair () Virgin Express (),
50.000 " " 2000 5 LCCs, Ryanair, Virgin Express,
Easyjet, Co Buzz, 550.000 .
2003 12 LCCs ,
1.500.000 .

: Bmi baby (UK), Hapag Lloyd Express (D), Basiq Air (NL),
Travel Lite (UK), German wings (D) ana Snowflake (Sweden).

LCCs , . . .

LCCs

, . . . 59 ' . (, 2004)

3.9

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É EMU-BSP
BSP ,
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(. . . on-line, . . .).
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. (ICAP, 2000)

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3.11

British Airways 2006 ø 72%

business-class,

Willie Walsh ø

ö .ö ,

30 150 . 87

2005.

13% 2,32 . .

business-class 9,8%

. (www.euro2day.gr)

2008

British Airways 4%: British Airways

401 . 2002

1982,

business class first,

credit crunch,

business,

British Airways
147 \$

44.5%
2008,

business class.

XL,
Kras Air

Zoom Air.

Alitalia

11

TWA (American Airlines)

PANAM. SwissAir 2002

. (www.imoney.gr)

3.12

(WTO, ICAO, . . .),

(World Tourism Organization, 2001).

2000 1,6 . .
2000 8%,
1999, ICAO. , ,
72% . Airports Council
International, 667 2000 3.246
() 60,48
/ .

4 :
Oneworld, Star Alliance, Skyteam Qualiflyer.

4 s (TUI, Thomas Cook - C & N Touristic -
Airtours Rewe) 50 ()
2000).

11/9 2001

()

(Sabena, Swissair),

,
 (Boeing, Airbus).
 140.000
 10 12 , 7
 3 5 .
 WTTC 10%
 2001 2000.
 13.11.2001
 , 80%
 , 40%
 11/9,
 business class,
 (,
 , . .).
 (Commission of the European
 Communities, 2001).
 11/9,
 20% 30%.
 ,
 ,

« BUSINESS CLASS » 47

« »
, ,
, .
, .
(
, . . .)
, .
, .
(. . Easyjet 90%).
, (, 2002)

3.13

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,
3-4% ,
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(1)

. (ICAP, 2000)

3.14

3.14.1

(, 1993)

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4.

(, 1993),

5.

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(Weimann, G and Winn, C, 1994).

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27

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. . (, 2001).

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. (, 2004)

3.14.2

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 / (Norton, 1987)
 (Ryan, 1993),
 (, , , , ,
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 (. . (, 2001)),
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 , 1996, ,
 70 600,
 « », (, 2000),
 (, 2001).
) :
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(. . . (. . . ,
1999).

3.14.3

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(Raymond Bar-on, 1996)

(. . .
22/9/2001). O . . . ,
, . . .
, . . .
, . . . (. . . , 2004)
)
70 80
, . . .
, . . .
, . . .
, . . .

(www.airsafe.com),

- Pan m
17/9/1973, 30 .
- TWA , 14/6/1985,
153

BUS NESS CLASS

4.1 BUSINESS CLASS BRITISH AIRWAYS

British Airways
Business Class ,
- , 100 .
Club World 25
, , ,
British Airways,
First,
,
- British Airways ,
Club World :
- , 2 .
- ,
,
- ,
Lumisty.
* laptop,
* 110 ,
* ,
, 100
, ,

10

* Club Kitchen,



Willie Walsh,

British Airways:

«H British Airways

2000,

usiness Class.

Club World

Business Class

British Airways.

8%,

Club World

38 52

Boeing 747.

gadgets

».

British Airways

First.

Turndown Service

7:30 . . .

/

Anya

Hindmarch

2007.
 First Class.
 - Club World
 18
 2006.
 - Business Class 20%
 British Airways.
 - H British Airways
 . 5.000
 Club World 72
 - Club World British
 Airways Tangerine. BE Aerospace
 Kilkeel . (<http://www.ePR.gr>)



Club Europe
 « »
 Club Europe.
 Club Europe.

,
 ,
 Club Europe. « Club Europe
 .
 ,
 » Vicki Mawson,
 British
 Airways.
 Club Europe
 Terminal 1 Heathrow.
 , «Terraces Lounge»,
 , «Premium Check-in area»,
 . (http://www.britishairways.com/travel/cwonboard/public/en_us)





4.2 AEGEAN AIRLINES

Aegean Airlines

Business Class

:

- Check in check in counter.
-
- , 24
-
- (30)
- Miles & Bonus
- Aegean Club Lounges,
 - snack
 - . (www.aegeanairlines.gr)
 - business class Aegean Airlines :
-
-
-
- Welcome drink (&)
- /
- cold entree
- ()
- (2)
- , ,
- Travel Value. (www.aegeanairlines.gr)

Aegean.

, IFE (Passenger In-Flight Information / Entertainment System) Airbus A320, /

"Shop on Board".
 , "Shop
 on Board" . (www.aegeanairlines.gr)

4.3 KLM KAI NORTHWEST AIRLINES

KLM
 Northwest Airlines, World Business Class,
 Business Class World
 152,4 , 119,4
 150 . 130

1999 KLM
 World Business Class 11 ,
 27 .

World Business Class 2000

Boeing 747 MD-11 2001

(6 12). ,
 Northwest Airlines (Boeing 747-200, 747-400 DC-10),
 2000 2001.

World Business Class Northwest Airlines, KLM, 1
 2000 .
 1 2000

check-in
check-in
12 12
Boeing 747-400 MD-11 9 6
Boeing 747-300 767-300ER.
"Rice Table",
).
(Supper/Night Service)
Skybreak,
KLM Northwest Airlines World Business Class 1994
2000)

Comment [1]: HTML: <NOSCRIPT>

4.4

VIRGIN ATLANTIC

Virgin Atlantic,

WITNESS,

Mark Rappitt,

Virgin Atlantic: «

28 " 23 ' , Virgin Atlantic ,

Virgin Atlantic

Virgin Atlantic

WITNESS 1999,

" " Mark Rappitt. WITNESS".(www.decisions.gr)

*

Virgin Atlantic

Witness

London Heathrow, Terminal Three. 'drive thru',

Virgin Heathrow , WITNESS Heathrow,

/Drive Thru'.

2000 Virgin Atlantic

Gatwick,

Las Vegas

San Francisco

Newark N

Mark Rappitt

Virgin Atlantic".

economy class

Virgin Atlantic

. (www.decisions.gr)

*

economy

class,

Virgin Atlantic

. ,
 . ,
 ,
 .
 Mark Rappitt : "
 , , '
 .
 "

Gatwick

*

WITNESS

Disney

Virgin Atlantic

Virgin Atlantic,

Antigua.

"check-in, check-out"

Barbados, St.Lucia

(www.decisions.gr)

Virgin Atlantic,

"Revivals"

Heathrow,

Upper Class

Virgin Atlantic

Virgin.

Virgin Atlantic

WITNESS

. (www.decisions.gr)

4.5 H

BUSINESS CLASS

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*

, , ,
777 . 767-300,
,



*

extras

, , ,
- - ,
.

, **Kit** ,
, , ,
, , . (www.aa.com)



4.6 AUSTRIAN AIRLINES

Austrian Airlines, business , check in
 30 .
 , Curb-Side Check-in.
 Gate Lounge. check in
 Check In Previous Day
 Check n.
 Austrian Airlines, Lounges Austrian.
 Business Centre internet (wireless), ,
 , lie-flat sleeper seat,
 Austrian Airlines,

chefs

Austrian Sky Spa

comfort kit

18

12

(<http://www.imh.com.cy>)

4.7 CATHAY PACIFIC

2006,

Air Transport World, Cathay Pacific,

exclusive.

Louis Aviation Ltd

First Business Class

check-in

(concierge - style)

lounges,

spa.

(full

length-bed)

Business Class

declined seats)

Cathay Pacific Airways,

on-line sms

Asia Miles,

(<http://www.imh.com.cy>)

4.8

business

: Silver, Gold

Corporate.

Gold Card

, 15

SunMiles

Skypark

Sp ,

20%

Class Business

American Express,
SunMiles Visa.
SunMiles American Express Sunmiles

(<http://www.imh.com.cy>)

4.9 EMIRATES

H Emirates,
First Business, executive 16

37
First usiness. business centre

K

Emirates
check-in,

,
!
,

ICE (information communications entertainment).

600 , video audio on-demand, 40

BBC,

«birdø eye view»

laptop computer.

sms e-mail .

125.000

Emirates.

(<http://www.imh.com.cy>)

4.10 LUFTHANSA - GERMAN AIRLINES

Lufthansa

check-in

Security Fast Lane

« »

, Lufthansa
 , labtop ,
 , ,
 . ,
 , , CD,
 , ,
 .
 «Connoisseurs on board»
 chefs ,
 «Vinothek
 Discoveries». (<http://www.imh.com.cy>)

4.11 SINGAPORE AIRLINES

Singapore Airlines, ,
 ,
 .
 ,
 ,
 ,
 KrisWorld,
 .
 Singapore Airlines , :
 35 .
 , 23 60
 , 100 , 85
 Nintendo 22
 . , 220
 .
 ,
 .
 VIP Lounge,
 Check In sms .
 360
 , .

Boeing 777-300ER

Airbus 380.

Boeing 777-300ER. (<http://www.imh.com.cy>)

BUSINESS CLASS

5.1

30 2008

« » . Jacques Barrot,
(ec.europa.eu)

60%

2008 . « »

. Barrot.

30 2008,

Heathrow
20% 2007. (ec.europa.eu)
50

(AIRE)

« »

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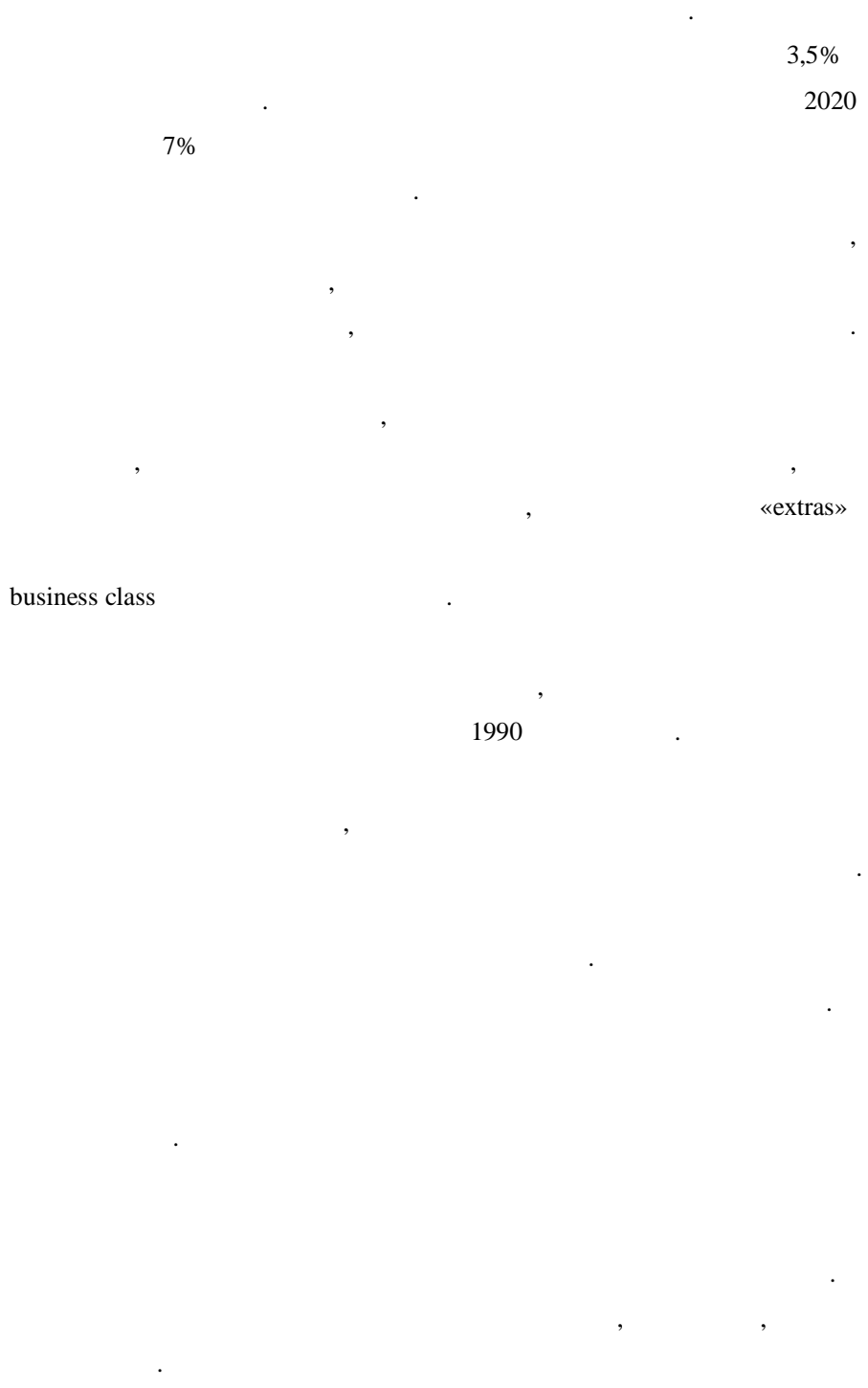
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