



Assessing the impacts of aviation liberalisation on tourism: some methodological considerations derived from the Moroccan and Tunisian cases

Submitted by Joséphine Comte on Mon, 07/02/2018 - 23:56

Titre	Assessing the impacts of aviation liberalisation on tourism: some methodological considerations derived from the Moroccan and Tunisian cases
Type de publication	Article de revue
Auteur	Dobruszkes, Frédéric [1], Mondou, Véronique [2], Aymen, Ghedira [3]
Editeur	Elsevier
Type	Article scientifique dans une revue à comité de lecture
Année	2016
Langue	Français
Date	Janvier 2016
Pagination	115-127
Volume	50
Titre de la revue	Journal of Transport Geography
ISSN	0966-6923
Mots-clés	Aviation liberalisation [4], charter airlines [5], leisure travel [6], low-cost airlines [7], Morocco Tunisia [8], tourism [9], visits to friends and relatives [10]
Résumé en anglais	<p>At a time when the liberalisation of air transport is increasingly being promoted as a means to induce the growth of the tourism business, it is striking that there is little evidence to suggest that such liberalisation has indeed led to a growth in tourism. Furthermore, the evidence is usually restricted to the impacts of sole low-cost airlines on tourist destinations newly served by such airlines. In contrast to various ideological or naïve statements, this paper shows that assessing the relationship between liberalised air markets and trends in tourism is challenging. On the transport side, aviation liberalisation is rarely considered as a dimension that can be measured accurately; similar protected markets are not considered for comparison; and trends in charter flights are neglected. On the tourist side, broad definitions of so-called tourists are usually considered and include immigrants visiting their home country; nights spent are neglected, despite a possible trend in declining length of stay; and substitution between places is usually disregarded, as are the long-term effects.</p>
URL de la notice	http://okina.univ-angers.fr/publications/ua17195 [11]
DOI	10.1016/j.jtrangeo.2015.06.022 [12]
Lien vers le document	https://www.sciencedirect.com/science/article/pii/S096669231500112X [13]

Liens

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- [12] <http://dx.doi.org/10.1016/j.jtrangeo.2015.06.022>
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Publié sur *Okina* (<http://okina.univ-angers.fr>)