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THE ROLE OF AIR TRANSPORT IN THE DEVELOPMENT OF INTERNATIONAL TOURISM

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Abstract:

There are close links between air transport and international tourism. The latter, in a significant way has an impact on the development and stimulation of changes in aviation and, in particular, this applies to establishing new routes or increasing competition by the emergence of new air carriers. The essence of aviation is manifested in the aviation business travel and learning about the new States. Therefore, a change that has been made in aviation in the second half of the 20th century is a breakthrough. It is about a liberalization of this sector, which has enabled the development of international tourism. There are plenty of benefits for the development of tourism coming from the liberalization of aviation sector. Thanks to competitive prices and continually increasing offer of air connections to various places in the world, demand for tourism is growing trend. Among the factors hampering the development of aviation tourism, the following should be included: maintaining the visa requirement for many countries, the threat of terrorist attacks, a set of factors in the structure of tourism and safety issue. When it comes to Europe, along with the implementation of the common policy of the European Union, the sector of the tourism industry started to develop. Eliminating internal barriers and the gradual implementation of the freedom of movement of persons, services and capital has led to an increase in the demand for tourism in the EU. Europe is an attractive tourist destination in the world.

Keywords:

Aviation, Tourism, Air Transport, International Tourism, Air Travel

1. Introduction

There are close links between air transport and international tourism. The latter, in a significant way impacts on to the development and stimulation of changes in aviation and, in particular, this applies to start new routes or increasing competition by the emergence of new carriers. On the other hand, air transport is an important element of the present globalization processes and due to the growing internationalization dependencies within the global economy is open to new challenges and adapts to the needs of its users. A large role in the effects on the growth potential of international touring play the individual States, whose task is to promote the development of air transport, and hence boosting the national economy and many of its areas. Member States must have appropriate macroeconomic data on the demand of its citizens, to determine the degree of activity in bilateral and multilateral relations, or take into account the other factors so as to effectively contribute to the development of international tourism.

It is therefore necessary to indicate on the evolution of global trends in air transport and its impact on the development of international tourism. It is worth to point out that more than half of all tourists in the world uses air transport as the main means of transport. The question is whether the development of the tourism industry is due to the development of civil aviation? What are the factors affecting the interrelation of these two sectors of the economy.

2. Air transport links with international tourism

We have to do deal with international tourism, when a person intends to travel to a country other than habitual residence. There are plenty of definitions of tourism in the literature. Generally it is about the phenomenon of voluntary movements of population to learn about the new environment, life-style, culture. Tourism is in close

connection with the transport operations and as such develops thanks to various measures of transport. In the case of trips outside the borders of a State, we have to deal with international tourism.

Owing to the nature of the operations, transport may be national or international. The bulk of the performed air transport flights takes place between States, and national services are usually only a complement for the carrier. Although some carriers specialize in only domestic flights. This is profitable only when we consider a large domestic market, like China or USA. In other cases, especially when we take into account small States, the quantity of only domestic flights is unprofitable and slender, unless it is done due to the Public Service Obligation (flights are performed under national law and thus financed by the Government or local self-government). Although there are companies specializing and performing domestic operations exclusively, their market share is usually negligible (e.g. Brazilian air carrier Passaredo Linhas Aereas performing such domestic operations had 0,59% of shares in the Brazil aviation market in 2010)¹. The essence of aviation is manifested in the business travel or/and learning about new States. Therefore, a change that has been made in aviation in the second half of the 20th century is a breakthrough. It is about the liberalization of this sector, which has enabled the development of international tourism.

Liberalization processes in the aviation sector in certain regions of the world are far moved forward. Liberalization implies the elimination of barriers in the development of civil aviation between States by reducing the role of the State in the activities of the various actors. For long decades, air transport was the domain of the individual Governments of States, which decided on all its aspects: the number of connections, routes, fares. There was a common practice for many States, that unprofitable routes were very often maintained whereas flights with high demand were not developed or even performed. Therefore, international tourism was a branch of the low growth potential. Expensive tickets and rare operations meant that the plane was the elite means of transportation, a luxury that few could afford to travel to another State.

Whereas liberalization processes started in the USA in 1978, and then in the European Union since the mid-1980s. of the last century have highlighted the great demand for air services, and hence the emergence of many new carriers, who started the expansion of the market on low-cost system. They have contributed to an increase in international travel, which keeps these trends from the beginning of the 1990s. last century until the present.

International tourism has increased in 2010 in the world of 6.7%. The largest rate of increase was recorded by the Asia-Pacific region (12.6%) and the Middle East region (13.9%)². According to the calculations of the World Tourism Organization, the number of tourists in 2010 thus amounted to 935 million. As expected, the next years still continued gradual increase in tourism. Moreover, air travel also maintain an upward trend of about 4-5% per year. Strongly affected the growth of air transport, should be noted in the Asian region (8%) and the Middle East (13%)³.

From the above statistics it should be noticed a strong air transport link with tourism. There is also a following dependency resulting in the decline in demand for air travel to drop interest in tourism. It is particularly evident on an example of tourism to Egypt. Street riots and demonstrations that rocked Egypt at the beginning of 2011 (January-February) caused a temporary exodus of tourists and the suspension of air services by a number of carriers to famous tourist resorts in this country (Sharm-el-Sheikh, Hurghada). However, at the beginning of March 2011 the political situation began to slowly stabilize, and the carriers began a slow process of starting flights to the tourist destinations. Late events of shooting down an airplane belonging to a Russian air carrier Metrojet, of 31.10.2015, leave no doubt, that the peace in this region is not yet reached. Of course, the last attack is caused by different situation arising of different reasons, however, it undermines the good repute of tourist flights to Egypt.

¹ On the basis of statistical data of National Civil Aviation Agency in Brazil (ANAC), <http://www2.anac.gov.br/dadosComparativos/DadosComparativos.asp>, (access: 10.02.2014).

² Data from the World Tourism Organization, 2010 International Tourism. Results and Prospects for 2011, UNWTO Conference in Madrid, 17.01.2011.

³ Data coming from OAG, *Aviation growth hits all time high*, Press release 2007.

<http://hk2.pnasia.com/xprn/storyCenter.do?method=loadWebPR&code=07176811&langId=1> (access: 11.02.2016).

In addition, tourism had plunged airspace closure in April 2010, caused by the presence of volcanic ash cloud after the eruption of Eyjafjallajökull in Iceland. By a week time the ash cloud remained over Europe, effectively crippling air traffic and tourism. It is estimated that the unexpected closure of the European sky for a week (15-21 April) resulted in the loss of more than 3.3 billion for carriers and the whole aviation environment⁴. It is difficult, however, for the exact measurement of damage to the tourism sector, although according to some estimates more than 2 million visitors from all over the world had given up of the arrival to Europe, as for the organizers of the tour operators means a direct loss of nearly a billion euros. In this regard, it should be also taken into account the depletion of income of hotels and other tourism-related sectors, which have not leveled up additional income from other services such as car hire or taxi services⁵.

The contemporary unstable political situation and war conflict in Syria which intensified in 2015 as well as terrorist attacks made by some terrorist organizations acting in Syria and neighbouring countries make it very difficult to alleviate tourist disturbances. When we take into account the North Africa region, it can be noticed that there is no single State with stable political situation and lack of danger for tourists. We are living in times, where the threat of terrorist attacks remains high. Despite the economic turmoil, as it did in 2008 and 2009 due to the economic crisis in the world, or the meteorological turbulence (example of April 2010 – ash cloud cramping almost all Europe), or other political unstable situation since the Arab Spring of 2011 and onwards (massive protests by civilians against the kind of power Tunisia, Egypt, or Libya), the need for tourism among people from all corners of the world is still the issue. Only air transport plays a crucial role in tourism to the above mentioned countries.

3. The Factors Hampering the Development of Air Tourism

The development of tourism in some States is dependent on exclusively on the possibilities and the availability of air services. For example, 98% of all tourists coming to the Philippines are travelling by air . Thus, restriction, or the closure of the air connections with that country would result in the same dependency in relation to tourism.

However, there are factors that cause that tourism can develop, and thus air transport and vice versa. First, maintaining the visa requirement by several States. The elimination of this barrier will certainly contribute to the growth in demand for tourism. If we take into consideration two States which are far away each other, so the only possibility would be practically a journey by air. Maintaining the visa requirement seems to be in the modern world an economic barrier. It usually occurs in a relationship: rich State – poor State. The more developed States protect their market and work places for their nationals against the influx of nationals from other States. The absence of this requirement could disrupt the normal functioning of the economy and contribute to a reduction in the standard of living in the country.

Second, the threat of terrorist attacks. This element still constitutes a source of concern in most Member States as for the unfettered development of tourism and aviation. No country in the world is not able to completely eliminate this threat . The authorities responsible for the protection of aviation must be in continuous vigilance and respond to any reports of a potential assassination attempt. The basic principle is, in fact, vigilance. After the terrorist attack on the World Trade Center and the Pentagon in the United States in September 2001 increased personal checks and baggage and security checks were tightened as well as safety procedures modernized and implemented at the airports all around the world. Aviation, and airports especially, will always be in the mindset of the terrorists a great place and the purpose of the attack. It is reasonable and necessary to maintain high safety standards throughout the aviation sector. However, it must be taken into account the development of international tourism when traveling by air. With the terrorist threat there is the collection by the authorities of a State any information about those tourists travelling by air. This is a particularly sensitive area, because it concerns the basic information about the traveller, namely, about his previous travels, goals of that visits, dates. In this case, the agreement between the EU and the US in 2004

⁴ More: G. Zajac, *Wnioski powulkaniczne*, „Skrzydłata Polska”, Vol. 1/2011, pp.44-46.

⁵Communication from the European Commission, *Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe*, COM 352 (2010), 30.06.2010, p.5.

on the processing and transfer of personal data has been cancelled by the Court of Justice of European Union in May 2006. Subsequent negotiations between the two interested parties led to a new agreement adopted in July 2007.

Third, a set of tourism organization factors. Peripheral situation of a State or a specific location is not a problem, as far as the tourist has the opportunity to arrive there by air. Connection airport with the region is beneficial for both of them and for the development of local economy. The creation of high standards in the field of air services also stimulates tourism. Unfortunately, there is still a restriction resulting from a small number of relatively open and accessible airports which causes that the potential of the development of international tourism is not fully used.

4. The Factors Stimulating the Development of Aviation Tourism

Benefits for the airline industry resulting from the elimination of these barriers will be significant. This will expand the whole aviation sector, and as a result of these activities the effects shall be the following:

- a) development of the entire sector, and as a result of these activities there will be more and more air carriers offering services between States concerned,
- b) improvement services quality,
- c) the increase of the general level of security,
- d) the modernization and expansion of the airports to adapt to handle increased demand, thanks to increased demand for travel by air,
- e) at the same time there will be a decline in the unemployment rate caused by the increase in employment in various companies of the aviation sector.

We can find a lot of benefits for the development of tourism coming from liberalization. Thanks to competitive prices and continually increasing offer of air connections to various places in the world, demand for tourism is growing trend. At the same time it should be pointed out that the Elimination of the barriers mentioned above may have positive effect on the development of tourism. It should be noted the example of the Member States of the European Union, which have abolished the visa requirement between themselves, and the institution of internal border controls was abolished on the prevailing area. Thanks to this facilitation, the tourism is being developed between Member States, i.e. the Schengen area. More and more tourists are travelling by air, as it has become easier and without cumbersome control procedure.

Tourist activities include benefits for many hotel companies, catering, transport,. Many countries in the world is bent on the development of tourism, as it is an important factor consisting in the gross domestic product (GDP) of each State. For example, the GDP of Seychelles in 2006-2007 grew by 7-8% per year on average, mainly due to tourism and tourism-related industries . Tourism in many countries can grow almost exclusively on the basis of the air transport sector, as it is almost the only means of transport for tourists who are visiting the country.

Another factor stimulating the development of aviation tourism is the safety of this mode of transport. Air transport is one of the most secure means of communication. Accidents, though sometimes very spectacular and causing the death of all or many of the passengers, are extremely rare, taking into account the degree of intensity of the number of journeys. This is due to at least two main reasons.

First, the technological quality of manufactured aircrafts is becoming more perfect. The aerospace industry uses all the latest technical solutions in order to increase the safety of passengers and crew.

Secondly, a large degree of aviation safety is due to the existence of modern forms of satellite navigation. With this technology it is possible to more secure control and air traffic management. The most important satellite navigation systems include: the American system GPS (Global Positioning System), Russian Glonass and European Galileo, which is currently being implemented. Galileo should be available for all civil users nit until 2020, after all 30 navigation satellites are put on geostationary orbit. This will be the breakthrough of navigation system for the world, as it will cut monopoly of the present American GPS system. Europe will have its own independent navigation system with more benefits for users, including tourism.

Despite the rapid and steady growth in air traffic, the scale of fatal air accidents every year is reduced. Currently, according to figures from 2009 this is one fatal accident on 6, 5mln of air passengers . Air transport safety is an indicator of the development of tourism, because tourists choosing to travel must have in mind this factor as the primary objective of their trip.

For example, there has been a significant increase in passenger traffic, both national and international, in Nigeria in 2009. It is respectively 16.3% and 12.1% in relation to 2008 . Such an increase in demand for air travel would certainly help to improve the economy of the whole country. However, for many it is not surprising the upward trend in domestic transport. Increasing air traffic market is just because tourists are afraid to travel by car or by bus (there are no railways in Nigeria), since this involves huge risk. During the journey by land it is not infrequent kidnapping, murder, and the poor state of road infrastructure. It can be avoided only by travelling by plane.

5. The Development of Air Transport in the European Union and the Impact on Tourism

Despite many common features and interactions, the difference in the approach to tourism and air transport in EU legislation is significant. Airline policy is the sphere of the exclusive competence of the Union, in view of the fact that it is in the framework of the common transport policy. In this context, Member States are required to use in the first place, EU legislation in this area. Although article 4 of the TFEU states that the transport policy falls within the shared competence with Member States, but in the section on transport (title VI of the Treaty) it is clearly specified that this sphere is implemented in the framework of the common transport policy .Member States may implement only such provisions, which are not reserved for the bodies of the Union and are not subject to their jurisdiction, or they have to implement EU recommendations issued in the form of directives.

While tourism has been in the current legislation clearly separated to those actions which are of European nature. In accordance with the provisions of article 6 of TFEU, Union has only the power to promote, coordinate and complement the tourism policy carried out by individual Member States. In accordance with article 195 of TFEU, the European Union can complement the actions of Member States in the tourism sector through:

- a) encouraging the creation of a favourable environment for the development of undertakings in this sector,
- b) promoting cooperation between the Member States, particularly by the exchange of good practice,
- c) the development of an integrated approach to tourism and ensuring to include this sector in other areas of EU policy.

On the other hand, aviation policy of the European Union, even though it was enshrined in the Treaty of 1957 was not implemented for nearly 30 years. The main reason was lack of interest of the Community bodies and the Member States to regulate this sector at Community level (currently: European Union). Also, the liberalization policy of air transport in the United States has become a major impetus for the start of the implementation of the common aviation policy in the EU.

The first step was the judgment of the European Court of the EU of 1974 concerning the application of the general competition rules contained in the EC Treaty also to air transport, which has been later confirmed in the next judgement of European Court of the EU released in 1986 under the name *Nouvelles Frontières* . The Court also held that the Treaty rules concerning protection of competition in the aviation sector still apply.

In 1978, Parliament strongly demanded to fulfil the provisions of the Treaty of Rome with regard to air transport, in particular the extension of competition in this sector. The lack of this competition between air carriers caused the existence of very high prices for passenger flights. The result of this was the fact that this means of transport has become extremely elite, for rich people only or for business trips. Travelling by air was used mainly by businessmen, officials with free airline tickets or going on business trips and tourists who accepted such a high level of prices. In addition, many of the routes were merely unprofitable, bringing huge financial losses. Airlines under the actual control of the Governments were guaranteed of the funding to maintain unprofitable routes. In such cases, airlines didn't have to worry about this problem, which under normal economic conditions would be unacceptable.

In the absence of a reaction of the Council on the conclusions of the Parliament, the latter in 1983, made a complaint to the Court of Justice of inaction of the Council to implement the provisions of the Treaty in this sector.

The turning point for speeding up the introduction of legal solutions on a common aviation policy was the 1985 judgment aggravating fault for inaction in this regard the Council and ordering its immediate accession to work on air transport liberalization. The European Council Summit in Milan in June 1985, also called for more decisive action. The result of these events was to propose liberalization of aviation sector in 1987, in the form of acts, grouped in the so-called "the first package". Since then, the policy of harmonization of the aviation rules across the European Union started gaining momentum.

Along with the implementation of a common EU policy the sector of the tourism industry began to develop. Eliminating internal barriers and the gradual implementation of the freedom of movement of persons, services and capital has led to an increase in the demand for tourism in the EU. Europe is an attractive tourist destination in the world. There are a lot of places that attract tourists from all over the world. As a means of transport they choose usually air transport.

6. Rules for the Organization of Aviation Tourism

Today the market of aviation tourism organizers in the world is a network of many enterprises, institutions and organizations who are interrelated. Organizers of air travel must provide attractive services at a suitable level of quality. Both national and international organization of trips by air, requires formal qualifications of personnel and expertise (specialization) in this area. Thanks to this mutual connections of the tourism industry and air transport also increases employment in these sectors. the proper functioning of the system of air tourism organization is indispensable, to minimize or exclude the hazard of human factor in the preparation of the tourism trip.

The main tasks of air tourism providers include:

- a) to provide tourists with a comprehensive offer of events (the creation, promotion and sale),
- b) attention to the relationship with the consumer when concluding contracts for the supply of tourist services based on air transport at a proper level,
- c) consumer rights' protection arising out of contracts for the supply of tourist services,
- d) responsibility for the implementation and organization of services (air packages),
- e) taking into account any additional services and benefits that make up the comprehensive tourist event related to air transport.

In recent years the market for tour operators and air events in the European Union has stabilized in relation to consumer rights and care for services rendered. This is a result of the implementation of Council directive no 90/314 of 13 June 1990 r. on package travel, package holidays and package tours (O.J. EC, L 158, 23.06.1990). In accordance with article 2 (2) the organizer is defined as „ person who, other than occasionally, organizes packages and sells or offers them for sale, whether directly or through a retailer”. In this regard, “a package” is meant as a pre-arranged combination of not fewer than two of the following elements: transport, accommodation, or other tourist services not ancillary to transport or accommodation, which are a very important part of the package, when sold or offered for sale at an inclusive price and when the service covers a period of more than twenty-four hours or includes overnight accommodation. The system of tourist events organization related to air transport has already been harmonized, so that the consumer in each State has been granted equal treatment.

The organizer of the tourist trips or point of sale (agent) is fully responsible for the proper performance of the obligations arising from the contract concluded with the customer-consumer as well as for non-performance or improper performance of the service in accordance with international agreements, in particular the 1999 Montreal Convention for the unification of certain rules relating to international carriage by air. Before each trip, if this is part of the tour (a package), the organizer of such event shall be obliged to provide all the information necessary for this

purpose. the identity of the air carrier actually performing the flight, passengers' rights, issues related to safety, health and other.

In addition, tourists travelling by air very are very broadly protected an extensive system of air passengers' rights, due to the adoption of a Regulation No 261/2004 of the European Parliament and of the Council of 11 February 2004 establishing common rules on compensation and assistance to passengers in the event of denied boarding and of cancellation or long delay of flights, and repealing Regulation (EEC) No 295/ (O.J. EU, L 48, 17.02.2004). In this regard it must be stressed that when it is about the cancellation of package tour, as mentioned above, for reasons other than the flight being cancelled, the Regulation 261/2004 will be not applied, in accordance with article 3 (6).

It is known that air traffic increases mainly during the holiday season. More and more tourists want to visit different States. This involves the need to provide additional aircraft to handle the passengers. Huge demand for air services by tourists generates potential negative factors such as congestion at airports, resulting in delays of flights or their revocation. These elements cause frustration and annoyance for traveling tourists, especially if these phenomena nullify holiday plans and cancellation or postponement of the entire tourist tours. Often the continuation of the journey that requires change is pointless due to the long delay. Before Regulation No 261/2004 came into force travelers had to take care of themselves whether to continue the journey or return home at their own expense. The provisions laid down in this document relate to the situation of denied boarding, flight cancellation or significant delay. If one of these situations occurs, and there is no fault on the side of a passenger, so he has the right to assert claim regardless of whether he travels by scheduled flight (regular) or charter flight (non-regular) .

Currently, every person travelling in Europe, regardless of whether it is an EU citizen or a third country citizen, uniform standards to ensure effective protection of his rights as an air passenger are applied. The practice shows that tour operators related to air transport shall endeavour take care of services and reliability in informing customers of their rights as an air passenger. Before a tourist chooses to travel by plane, he should carefully read and become familiar with the provisions protecting him as a passenger during air travel.

7. The Future of Tourism in Connection with the Development of Air Transport

Air carriers on a regular basis carry out air traffic analysis. As it may be noticed, this movement has a generally upward trend, which means that there is a solid demand for air services. Due to the constantly increasing demand for air travel, manufacturers of aircrafts began to produce more and bigger planes with larger available seat capacity, and the carriers are more likely to bring them into service. Thanks to such solutions, the number of operations is being reduced as one plane can accommodate twice or even three times more passengers than the existing machines. However, this can happen only on long-distance routes, because only such big aircrafts can be used effectively and efficiently on long-haul routes.

In 2005, there have been two new aircrafts constructed, currently the biggest passenger aircrafts, by the competing companies – Airbus 330 and Boeing 787. When it comes to a model of the Airbus A380, is a European Group Airbus which began to work on it in the early 1990s. The first presentation of this machine was held in 2005, the Aircraft is the largest of all of the existing aircrafts, with double-deck and four engines power. Depending on the configuration, it can consists of from 471 (in three classes) up to 853 passenger seats (only in economic class). The first of this type of aircraft was delivered to the Singapore air carrier in 2007. This machine is gaining popularity, as it can take on board about a half thousands of people. On the other hand, American Boeing 787 Dreamliner was unveiled in 2005, but his first flight took place only in 2009. Although it is not the largest, it can hold, depending on the configuration, from 210 to 330 passenger It is also worth mentioning, that its accessories and furnishings is impressive. Tourists can choose different offers from different tourist offices and they can travel in a class and standard they choose freely. Many air carriers, who have bought such big aircrafts, already prepared its tourist offer in the light of the above aircraft models.

The emergence of low-cost air carriers (so called cheap airlines) causes, that ticket prices are cheaper, and apart from that the number of airports increases (some of them are being modernized and enlarged) serving aviation tourists. Moreover, new routes are being established and their range is expanded to new destinations all over the world.

Tourists can visit places that are far away from their home and they can move there within just a few hours or one day when taking into account destinations located few thousands of kilometers away. An important factor in stimulating an increasing share of low-cost-carriers in aviation market is the increase in the number of tourists who are less rich, for whom air carriers introduced special travel packages with attractive prices.

Today it's hard to find an air carrier that does not take into account the importance of air transport for tourism. The more carriers will raise the quality of their machines, while offering not a very inflated prices, the more the demand for tourism will grow faster. The appropriate standard of air travel determines the attractiveness of tourist excursions prepared. It is all about what the air carrier offers a passenger on board the aircraft as part of the "standard". The tour operator has the ability to affect the class on the plane (economic – the most popular and cheapest, business – more expensive, the first class – is the most expensive). Such a division is among different aircrafts belonging to different air carriers. Only low-cost carriers due to their price structure, offer only standard class for their passengers. Attractive tourist offer including an appropriate level of flight will provide an incentive for the development and future of aviation tourism.

8. Conclusions

Air transport link with tourism have always been noticeable. There is no doubt that the future development of the tourism industry depends on a gradual increase in air services. Disruption in the world in recent years, both economic and political, negatively affected the tourism and aviation, though this phenomenon was not quite severe. Soon, however, there has been an recovery in these sectors in 2011 and since then it can be noticed a gradual increase. The world's aviation market is growing dynamically in Asia and the Middle East. Certainly it has an impact of tourist attractiveness of these regions and the route map is getting bigger. A tourist shall be considering safety when looking for new destinations and places – both aircraft travel and a region, which is a destination point. Guaranteeing a high level of service quality on both sides will contribute to the further development of the tourism industry and air service operators.

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