

## FYI WHAT HAPPENS WHEN THERE'S NO ROOM ON THE PLANE?

Because it is a common practice for individuals to make airline reservations and not show up for their scheduled flights, airlines overbook in order to fly at capacity. Federal regulations require them to make amends to passengers who are **involuntarily denied boarding (bumped)** because of **overbooking**. The airline must first ask for volunteers to give up their confirmed reserved space on the flight for some form of compensation.

If there are insufficient volunteers, then the airline will involuntarily deny boarding based on its established policies. Passengers who have been denied boarding are entitled to compensation of up to 200% (or a maximum of \$400) of the value of their remaining flight coupons. This amount may be reduced by the airline if comparable transportation can be arranged that will allow passengers to arrive at their scheduled destinations within

two hours of their originally scheduled arrival time on domestic flights (four hours on international flights). Other types of benefits offered may include phone calls and/or free or reduced-cost lodging and meals if an overnight stay is required.

Over 250,000 people are employed in on-airport at the five largest airports in the United States. When this number is projected on to airports of all sizes around the world, the number of jobs multiplies into the millions!

A prime example of putting all the pieces together to create a sense of place, space, and destination for passengers can be found at the Seoul Incheon International Airport serving Seoul, South Korea. This airport has the typical amenities you would expect such as a variety of retail shops and food and beverage outlets, but you will also find a casino, a golf course, hotel rooms, an ice skating rink, indoor gardens, a spa, and the Museum of Korean Culture.

## Summary

Passenger transportation, whether on land, over the water, or in the air, is the lifeblood of the tourism industry. Water transportation was the first mode of transportation to move travelers rapidly over long distances, but many other modes have since evolved to meet time and distance requirements. Geography and governmental policies and subsidies combined to create a host of transportation alternatives that vary greatly by country and location.

When it comes to transportation, travelers have the choice of plying the waves, riding the rails, cruising the highways, or soaring through the skies. Which one they choose will depend on where they are going, their budget, and the amount of flexibility they desire.

Ocean-going passenger service, which was once popular crossing the Atlantic, declined as jet air service increased. However, water transportation alternatives, including ferry services, which are designed to carry everything from passengers to trains, motorcoaches, and automobiles, are still very important in many parts of the world.

Land transportation revolves around rail service, automobiles, and motorcoaches. Passenger rail service, which originated in the European countries, has continued to improve in efficiency and still meets the needs of those travelers, but it is also popular in other countries, especially those in Asia, with high population concentrations and large cities located in close proximity to each other.

In other countries, such as Canada and the United States, automobiles account for the majority of all travel away from home. Taxis, shuttles, limousine services, and light-rail systems fill important transportation needs for travelers everywhere. In addition, the flexibility and economy of operations of motorcoaches that can serve scheduled routes and organized tours continue to meet the needs of travelers worldwide.

Air transportation has proven to be the driving force behind the explosive growth in domestic and international travel. As governmental regulations are removed from air transportation, international barriers fall, and major airlines vie for an increasing number of passengers, competition as well as passenger traffic will continue to increase. Airlines, like most other service providers in the tourism industry, are being forced to rely on more sophisticated marketing and management techniques to achieve profitability and deliver high-quality service.

With the growth in air transportation, the number of travelers passing through terminals has also exploded. When these travelers are combined with those passing through rail, ferry, and cruise terminals, the number of potential customers is compounded. Airports have especially recognized the revenue potential from these passengers and shifted their attention from simply providing basic facilities and services to creating experiences, expanded services and enhanced amenities.