

## البحث الثالث: مشترك

<b>Airlines' Pricing Strategies and O-D Markets: Theoretical and Practical Pricing Strategies</b>	عنوان البحث
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Nowadays, to recognize the airline business model, it is necessary to investigate how the global aviation industry has evolved since the airline deregulation act of 1978 (Abdelhady et al., 2019).The deregulation of the airline industry in the US by 1978 and then in the early 1990s in the EU, that was resulted in having the low-cost carriers (LCCs), has led to significant changes in the global aviation industry. The success of LCCs and their acquisition of a large market share in the air transport market are due to the fact that such airlines rely mostly on providing the air transport services with a competitive price for passengers (Abdelhady et al., 2018). The study pursues to highlight on evaluating pricing strategies and O-D markets for full service carriers (FSCs) and low-cost carriers (LCCs) based on monitoring of air ticket prices in different markets and in different time periods. Furthermore the paper would like to find out how airlines set their pricing strategies to compete in a fast- growing and highly competitive market. This study shall help both professionals and researchers and to get an insight to airlines' pricing strategies and O-D markets in the global aviation industry.  <b>Keywords:</b> The Aviation Industry, Pricing Strategies, RPKs, LFs, ASKs, LCCs FSCs, O-D Markets	الملخص باللغة الإنجليزية

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