
AlmaTourism

Journal of Tourism, Culture and Territorial Development

First International Forum on Management of Air Transport & Tourism

Napoli, J. *
University of Toulouse (France)

The Paul Sabatier University is the only French University that offers a Master's Degree in both Air Transport and International Tourism Management and in January 21-23, 2016 launched the first "business-research" Forum to capitalize on the combination of international professional and academic experts and to confirm its role as a major player in two inseparable areas: research and study development within Air Transport and Tourism.



* E-mail address: napoli.jocelyne@gmail.com

The conference started by welcoming the guests. During the preparation of all the material and equipment for the conference, the guests obtained the first valuable presents from local sponsors. A favourable atmosphere was created, while there was a possibility to become acquainted with the other guests.

The first speaker of the conference, Françoise Raby, Professor in Applied Linguistics and Language Didactics, and Director of Laboratoire Inter-universitaire de Recherche en Didactique des Langues (LAIRDIL) at University Toulouse 3 - Paul Sabatier, introduced the issues to the different participants, sponsors and collaborators, and pointed out the importance of Air Transport and Tourism in the Toulouse Area. She spoke about the collaboration which could be established between the academic and the professional world on such issues (presentation of LAIRDIL). Such collaboration would improve students' training, particularly the need for a greater flexibility (working abroad, changing jobs). She then proceeded with a presentation of the Master "Management International du Transport Aérien et du Tourisme (MITAT)". Master's course: a unique training opportunity in France set up by Dr Jocelyn Napoli, which welcomes students from all around the world, ensuring the collaboration of students with professionals in air transport and tourism. She insisted that the future opening of a MITAT Program in Asia would again expand the international influence of MITAT.

Secondly, Philippe Guérin, President of Midi Pyrenees Tourism Regional Committee (CRTMP) focused on the new region *Midi-Pyrénées-Languedoc-Roussillon* Region which offers great opportunities regarding the development of tourism. Midi-Pyrénées has a long aviation history through the *Aéropostale* (the first route was opened between Toulouse and Recife, through Casablanca in 1918), Latecoere, ATR and Airbus. Midi-Pyrénées-Languedoc-Roussillon will be the 5th region of France in terms of tourism, welcoming 13 million tourists per year in 10 national and regional airports. A lot of different destinations are connected to Toulouse-Blagnac Airport from Europe, Africa, and North America. The strategy of Toulouse Airport and Montpellier Airport (Ranked 2nd in the Region) is now to increase tourist stay length and the employment rate with the opening of new routes in addition to increasing the airport profitability. Currently, Toulouse Tourism Office is working closely with Toulouse Airport but also with Lourdes, where the biggest market of religious tourism in France can be found. And it also makes a joint-venture with Brive Airport (Ex Limousin) which provides a direct access to Dordogne Valley. Midi-Pyrénées Tourism Regional Committee has adopted a long-term vision through a continuous opening of new European Routes and is now working on direct inbound flights from Asia. This results from recent marketing studies and follows the opening of direct flights from Montreal, Canada. Today, tourist offices and air carriers have to cooperate and to invest on the same target to avoid failures as the campaign developed by the CRT (Regional Tourism Committee) in 2012, linked to the opening of Toulouse-Vienna by AirFrance, which led to the shutdown of the route and a loss of 50 000 €. The fact is the of Tourist Office deals with the airport only, which negotiates twice a year with air operators. The CRT also offers and funds *EducTour*, a program providing TOs with tools and improved knowledge about destinations they are promoting to their customers in view of reaching new targets, such as Japanese coming through CDG Airport and which appears to be a very profitable market (budget of 15

000 € per passenger). To conclude, Philippe Guerin presented to the audience the regional advertisement video available at:

<https://www.youtube.com/watch?v=FKjti9dHrQk>.



Picture1: Airbus Factory, Toulouse-Blagnac Airport (France)

In this conference five members of Network UNESCO/UNITWIN “Culture, Tourism, Development” and other academic researchers, with TOs and responsible of important airports, as Toulouse and Athens, introduced different issues and case studies.

The pillars of Nuria Morere’s¹ presentation were air transport, tourism, cultural tourism and trends in Spain. Two types of tourists are identified: residents and international visitors. Taking into account the tourism market in Spain, she stated that international tourism increases, while cultural tourism and motivation decreases. The 2008-2009 crisis caused the tourist market to drop sharply and recently in 2013-2014 except for international visitors and the coasts. Meanwhile, during the period of crises, the number of residents who were travelling in Spain decreased steadily. Currently, according to the statistical data in 2015, there were 65 million visitors to Spain, i.e. a significant number. This contributed to a GDP growth of 11%. But at the same time the profitability of jobs decreased depending on the destinations. (source: estadisticas.tourspain.es, informe exceltur, 2015). The main contribution of tourism in Spain is international inbound. Therefore, it is extremely important to understand the profile of the tourists and their means of transport:

1. British citizens arrive by plane
2. German citizens arrive by plane
3. French citizens arrive by road

4. Italian citizens arrive primarily by plane
5. 80% of tourists arrive by the air and 20% by road

The regions that are the most popular among the tourists are the Canary Islands, the Balearic Islands, Catalonia and Andalucía. Therefore air transportation is thus the most important the means of transport for tourism in Spain. However, some airports in Spain show a serious lack of profitability and traffic. The major airports in Spain, ranked according to the passenger traffic, are:

1. Madrid (~45 000 000)
2. Barcelona (~35 000 000)
3. Palma de Mallorca (~22 666 000)

As the Low Cost Carriers (LCCs) share of traffic is significant, in Spain there are a number of airports, which are focused primarily on the development of low-cost transportation (e.g. Girona and Réus). The low-cost traffic in Spain reached its peak from 2000 to 2005 and comprises half of all air traffic in Spain. Most airborne visitors reach Spain with LCCs, especially British and Italians and, to a lesser extent, Germans. Development of air transport greatly influenced the development of tourism in Spain were the cities most attractive to tourists are Madrid and Barcelona. The passenger traffic in Spain grew by 5% last year while the number of tourists increased by 1.5%. Although Spain has a rich cultural heritage, the motivation to visit cultural sites is decreasing, while the number of offers is steadily increasing. This includes museums, festivals, gastronomy, rich experiences, creativity, architecture, etc. with Madrid, Catalonia Region and Valencia in the top 3 of cultural destinations, and Andalusia and Castilian Leon for domestic tourists. The international visits for cultural tourism decreased by 2% and the interest of Spanish people dropped by 1% while 15% of international visitors shows cultural motivation and 60% express a cultural interest. The strategy of the tourism authorities in Spain is to offer various activities, both leisure and cultural, in the same place. Malaga perfectly illustrates such structures combining seaside (and related activities) and museum and contemporary centres which meet visitors' expectations. A similar structure exists in the region of Valencia and Catalonia. Three touristic options were identified: large and international cities, mixed resorts such as the city of Malaga and smaller cities. The conclusion highlighted the profitability of mixed cultural and leisure activities in places that can be reached by air, despite the cost. Tourism is a significant contributor to Spanish employment especially in cultural destinations and sites with mixed activities.

The next presentation of Yoël Mansfeld² primarily focused on risk perception while travelling. The main object of the presentation was the tourists themselves and the aim was to understand how to assess risk perception in air transport and tourism industries while travelling. The tourists who travel alone tend to perceive a higher risk than those travelling in couples. But when the couple of tourists travel with children, the risk steadily rises. Concerning the business traveller, risk perception is lower than in the three cases above because these people are frequent travellers. The issue of risk perception is highly complicated to measure, while it is individual, subjected to travel

experience, related to the level of security, driven by media, depending on the situations which are likely to occur, connected with socio-cultural background and is extremely dynamic. All these factors make it difficult to measure and the efforts needed for its measurement are complicated. Airline industries make a lot of effort to deal with this uncertainty and special risk reduction strategies are implemented. But, at the same time, there is no coherent strategy that will be applicable across the whole industry and efficient in risk reduction. In addition, these programs are costly, and only have a limited control to reduce risks. The acceptable risk threshold is a chart of measured perceived risk on different stages of travel, such as motivation to travel, purchase of the tours, on site experience. The risk tends to be highest during the motivation stage, becoming minimal in the pre-next trip period: the agents of risk perception are the media, travel advisors and society, what is missed is the information provided by the countries themselves. All these agents are driven by their own interests and therefore highly biased. Concerning this fact, perceived risk mitigation strategies should be implemented by the tourism and air transport industries. The safety issue should be covered in the marketing communication campaigns, which is a considerable part of the service quality. In addition, risk assessment techniques and other technological tools must be put into place in order to enrich the tourists' experience.

Fiorella Dallari³'s presentation primarily focused on international tourism in Italy and the main idea was to provide information about tourism's heritage as well as the history of its development. The development of tourism in Italy began after the Second World War. In 1959 the Ministry of Tourism and Entertainment was created and they dedicated to tourism policies. Over the years it was reformed and renamed several times, as from 2013 it is called the Ministry of Heritage, Cultural Activities and Tourism. The governmental system of tourism in Italy has been changing for a long time; yet they could create a valuable touristic product, but from 1970 the touristic policies were adopted between regional and national level so in different and contrasting way. Tourism contributes to the economy on a large scale: the international tourism is the number five in the world with 52 millions of arrivals (2015) in face the domestic flux of 180 millions arrivals (2015). The most popular destinations are Northwest, Northeast and Central regions of the country while the Southern region does not present such a great touristic value for a deeply weakness of the transport system and in particular the air transport: only very recently we are developing the air service low cost. Instead, Puglia, the southernmost mainland region (the hoof of Italy), is developing in terms of attractiveness and tourist flows thanks the new air low cost transport. The local governmental bodies yet support the development of tourism by using a systematic approach: the motorways dominate Italian transport infrastructure, the most popular mode of transport. According to data published by ENAC, in fact, the Italian air traffic in 2015 has registered almost 157 million passengers, equal to + 4.5% from 2014. In the airports ranking, consolidates the primacy of Rome Fiumicino that exceeded the threshold of 40 million passengers and boasts a 25% share of the total air traffic of the country. Now the Italian government understands recently the importance of air transport by proposing strategic plans for its development thanks a new geographical air transport network and hierarchy. The gateways of Italy are

twelve: Milano Malpensa, Venice, Bologna, Pisa, Firenze, Roma-Fiumicino, Napoli, Bari, Lamezia, Catania, Palermo, Cagliari, where Roma-Fiumicino is the more important International airport. The new Italian policies (2015) proposed a systematic and innovative vision of air transport. To conclude, tourism in Italy is a highly important issue, and brings a valuable cultural experience, but the long weakness of the air transport penalizes its international tourism and the small cultural destinations.

The main content of Anna Trono⁴'s presentation is the development of air transport and tourism in the Puglia Region and its Salento in Southern Italy. Her presentation included a comprehensive overview of this region in terms of history, location, recent development shown by some impressive statistics, and SWOT analysis. She started her speech by talking about the link between airport and local development. Some of the main ideas she expressed include:

- ❖ The role of infrastructure as a factor of growth and development of countries and regions is often considered to be crucial.
- ❖ Among the various types of transport infrastructure, airports are considered as particularly strategic because of the increasing importance of air transport in connecting territories.
- ❖ Airports aid regeneration of peripheral regions.
- ❖ The wide range of employment types supported by airport growth provides opportunities for less skilled workers and significant numbers of local unemployed workers obtain jobs at the airports.
- ❖ Air services can help less buoyant areas to be short-listed by potential inward investors.
- ❖ Airports support local tourism.

Then she introduced the locations of Puglia and Salento. The Puglia region has a complex history visible today and it is considered as a bridge between Europe and the eastern Mediterranean. The Salento region is a land rich in resources, where natural beauty combines with history, culture, monuments, folk traditions and rich economy, and where tourism offers an important opportunity for local development. She showed us an increase in tourist presences in Puglia in 2007 and 2013. It was up by 4.4% during this period, rising from 13.9 to 18.3.

In the presentation, a SWOT analysis on Puglia and Salento was also presented. Among the strengths and opportunities, Puglia and Salento (overall) excel in terms of their considerable cultural heritage. There is an increasing number of foodservices on offer that reflect geographic characteristics, traditions, culture and local products. Puglia and Salento are favoured destinations for tourists. Puglia shows a positive trend of bookings with the best performance of Italy. Arrivals increased by 1% and overnight stays by + 2%. The numbers in 2015 confirm an unstoppable trend of growth in the satisfaction of travellers, both Italian and foreign. There has been an increasing number of foreign tourists in Puglia in 2015, particularly from Germany (+ 20%), France (+ 20%),

UK (+ 19%), Belgium (+ 1) with a different types of tourism: golf, leisure, villas, conferences. You can see an increase in large ranges of products (crafts, food, wine, etc.) and cultural routes with an increase in the added value generated by tourism spending. In the recent years the capacity to build and manage cultural heritage and to package the product is growing; the strategic policies within complex operating environments in a dynamic mix of competition and cooperation is more and more important. There are many opportunities for local economies to become more entrepreneurial and self-reliant in the documentation, planning and management of heritage assets.

Among the weaknesses and threats, the economic crisis has had a particularly negative effect on SMEs in export-oriented sectors such as manufacturing with an increasing numbers of foreign immigrants. Compared to the huge potential, such as 800 km of coastline and a number of parks and artistic heritage of great cultural level, the tourism in Puglia is not well developed. Tourism contributes to only 6% of the regional GDP, compared to 21% of Liguria, or 16% of the Veneto, Valle d'Aosta and Trentino Alto. The tourist season is therefore very intense and very short, with congestion phenomena and excessive prices in the high season. With a low incidence of tourism compared to the population. Flows are highly seasonal, with international tourism accounting for only a small percentage and short average stays.

Key elements for the economic development of the region, the airports of Puglia contribute to the process of regional social, economic and tourist growth, each one of them for their own specific characteristics. The airports system of Puglia has four airports: Foggia, Bari, Brindisi and Taranto-Grottaglie. Among them Bari and Brindisi are the most important. Their importance is due to the different companies who choose the two reports and the ability to reach various destinations, domestic and international.

In the part of referring to Airports of Puglia, we heard about military air bases for its geopolitical localisation (the door to Middle East):

- Bari Military Airport Macchie Palese
- Gioia del Colle Airport (ICAO: LIBV), an Italian Air Force (Aeronautica Militare) base - located in the province of Bari that hosts the 36° Stormo Caccia.
- Martina Franca Air Force Base
- Brindisi. San Vito dei Normanni, a military base for the United Nations Humanitarian Response Depot (UNHRD) run by the World Food Programme (WFP) in Brindisi.
- Galatina Air Base, south of the city of Lecce
- Amendola Air Force Base-Airport – Foggia

The airports of Bari, Brindisi and Foggia are strategically located in the region, trying to cover all the territory of Puglia and facilitate travel on aircraft both for the trade as well as entertainment and tourism. The airports of Bari and Brindisi are much more significant for passenger traffic and especially for tourist traffic. Brindisi airport (or Salento) mainly serves southern Salento, providing access to the main centres in the geographical area of the peninsula of Salento, the most important touristic area of Puglia. Foggia airport serves northern Puglia. The Airport of Salento is a structure of

great strategic importance, as it serves the provinces of Brindisi, Lecce and Taranto. The newly refurbished hub is part of an articulated transport system for the whole region, and a fundamental asset for a territory with a strong vocation for tourism. This vital structure has recently undergone dramatic improvements in terms of quality standards and passenger services. There has been the addition of new buildings along the four sides of the old airport, an additional floor along the longer side and two floors along the short sides. Among some services activities, as the *Service Charter*, Aeroporti di Puglia gives facilities at Bari and Brindisi airports range of services and of quality standards offered to passengers. As an airport operator, Aeroporti di Puglia is responsible, under the supervision and monitoring of ENAC - the Italian civil aviation authority - for running and managing the airport infrastructure, and for coordinating and overseeing the private companies operating at the airport (under article 705 of the Italian air navigation code). Pugliairbus is the land transport service that connects the airports of Brindisi, Foggia, Taranto, and Bari. Bari airport is also connected with the city of Matera world heritage and also UNESCO site. The airport is a multi-service network of activities, many of which are not specially related to aeronautical uses.

In conclusion, the speaker highlighted some strengths, opportunities and challenges as well as air transports in the Puglia and Salento regions in order to give the listeners a comprehensive picture of this industry in such regions. For strengths and opportunities, she explained that air transport is an important factor for tourism and socio-economic development of Puglia region and the Salento peninsula. The Puglia Region, like many Italian regions, has realized the value of the charter and seeks to support charter flights as a way to develop the airports and tourism. The rationalized and well-organized airport system, the strong development of air links, especially low cost airlines, has produced undeniable benefits in terms of tourist flow in recent years. In Puglia there have been efforts to make the airports more efficient and market sensitive, by restructuring the wider framework within which they operate giving more opportunities for regional development. The strategy to strengthen the airport infrastructure pursued by AIRPORTS PUGLIA allowed the Puglia region to be strategically placed as a national and international reference for air traffic in the Mediterranean.

Regarding the challenges, she showed that airport management requires strong action. It is very important to build an effort of coordination among tourism operators. Aeroporti Di Puglia must achieve even more substantial results, such as put limits on the great problems of the tourism in Puglia (highly seasonal...). Synergies between the airports and a high level of tourist industry may ensure the development and security of the Mediterranean Countries. Puglia cannot lose its role as the sentinel of the Mediterranean.

In conclusion of the relations of members network UNESCO/UNITWIN "Culture, Tourism, Development", Jocelyne Napoli⁵, related about the evolving role of air transportation for tourism. Tourism development in the European countries is broadly link with the matter of the harmonization of air transport and tourism development policies. Making tourism development sustainable is a good way of adjusting supply

and demand for air transport for tourism purposes. The outline of the presentation included three main elements. Firstly, she talked about the definition of tourism and air transport. She stated that there are various definitions of them, but she only chose the most comprehensive definition. "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Transport is transport: "A system or means of conveying people or goods from place to place using any vehicle that you can travel or carry goods in". She also indicated 8 criteria in choosing transportation modes (Westlake & Robbins 2005). A tourist often takes account of safe, comfortable and convenient mode of transport and of course cost and time are also important considerations while deciding on the mode of travel. As a result, the challenge for the transport industry is offering suitable and safe means of travel to meet all requirements. Secondly, she talked about growth of air travel and passenger choices among European airline models (Major network carriers; Niche Full Service Carriers (FSC); Pan European Low-Cost Carriers; Ultra low cost carriers; Leisure LCCs). Thirdly, she mainly focused on marketing solutions and some challenges to the air transport and tourism industry. In conclusion, she stated that the development in international travel brings more economic opportunities for businesses. In order to meet expectations of visitors and locals, cities will need to become smarter and innovative. Today, stakeholders can realize that the key human dimension is a global connectivity.

In the second part of Conference the responsible of association, airport management, TO and expert of issues presented a very interesting relations for an very important and strategic integration with the first suggestions of member UNESCO/UNITWN network "Culture, Tourism, Development":

Léa Bodossian⁶'s presentation primarily focused on The Airport Regions Conference (ARC) operation. During the presentation a general overview was provided of what the company does, and general topics for discussion in the aviation community were raised. The ARC is an association of regional and local authorities the quality of life of local residents. The key pillars of the organization are to care about economic development, environment, recognition of concerns and spatial planning in the regions and their airports, and by lobbying; suggestion and implementation of projects as well as advocacy are performed. ARC works with the European Commissioner for Transport and her Cabinet and the EC Directorates for Transport, for the Environment, and for the Regions. The speaker highlighted the fact, that the economic impact models used in the air transportation system are not universal for all airports. For instance, 1 million passengers served does not mean in all the cases 1,000 jobs provided. The impact cannot be summed up by the notion of profitability in all cases. The activities and construction of airports does not always correlate with the growth in a region. The airports differ according to different features. They can perform as a hub or regional/secondary, destination or transit, departure or destination, low cost or traditional. According to these different criteria, the strategy of development should be different, as well as the perception of the airport itself.

The choice of strategy is mainly based on five stages:

1. Identification (analysis of internal and external environment and understanding of an already existing situation)
2. Vision (creation of a desirable situation for an airport, objectives)
3. Strategy planning (understanding how to reach the vision with the resources that an airport has)
4. Territorial strategy (what should be created and how it will be funded, who is going to take part in the decision process)
5. Territorial marketing (branding)

The final point of the presentation focused on informing the academic and professional experts and students in the audience about their direct contribution to the development of aviation as a whole, and on the acceptance of aviation in territories. The main advice is being an active member in the process, along with the other stakeholders.

Luis Martin-Domingo⁷ underlined the rich opportunities offered by information technologies in air transport and tourism as well as in education and focused on the research of mobile Internet technologies in airports. Global air passenger traffic doubled from 2000 to 2015, and according to Airbus forecast it will double again by 2030. Worldwide increase in mobile technologies and Internet use is confirmed by SITA statistics illustrating that 81% of passengers used a smartphone while travelling in 2014 compared to 28% in 2010. In 2014, 69% of airports provided Internet mobile services, such as mobile websites and applications, compared to 26% in 2011. As noted Martin-Domingo, there is still an information gap concerning, for example, airport parking and transportation but the quality of information provided by the airports to their consumers is rising with increasing commercial revenues. The use of mobile Internet technologies in airports can help promote airports but to reach this goal, airports should develop the content in their websites to meet all the passengers' demands and expectations. During the discussion part of the presentation, particular interest was generated concerning Luis Martin-Domingo's proposition to flip the classroom⁸ and conference which helps audiences easily carry out topics of research or presentations at home and effectively engage in concepts in the classroom with the guidance of the speaker as well as collaborate in discussions.

About the crucial role of local management of Toulouse Air France, Base Pascale Raphanel⁹ and H el ene Madamour¹⁰, focused their presentations on the Air France local management model that enabled Air France crew members originally settled in Toulouse, Nice, Marseille and Bordeaux to fly from their regions. This model shows the positive aspects of local management and the increase in team spirit, collective synergy while developing new destinations. In the fall of 2011, Air France tackled significant challenges: it renewed its short and medium-haul business model to strengthen its competitiveness. The company possessed considerable strengths to succeed: professional and motivated teams, a new fleet and a constantly developing network. Air France applied all of its expertise and professionalism to this commercial offensive in France, Europe and the Mediterranean in order to initiate a virtuous circle that will

allow its medium-haul business to return to profitable growth, the foundation of Air France-KLM Group's strategy. From that time, thanks to the new Air France business model, flight crews from Toulouse, Nice, Marseille and Bordeaux are based in their regions. To implement this new strategy, Air France asked for volunteers among its commercial and technical crews. This enabled Air France to reduce its cost per flight hour, including the savings made on the costs of stops and hotels, as crews will return home at the end of each rotation. This new organization is agreeable in particular to the crewmembers that are originally from these regions and who previously had to travel to Paris to perform their shifts. Mrs Raphanel highlighted a new team spirit – a collective way of thinking focused on some criteria for cabin crews such as more mutual understandings, more respectful for more confidence, which leads to an even better service for the customer. Talking about on-board equipment, Air France was the first European airline that equipped its crewmembers with an iPad tablet. A real professional tool, the Pilot Pad simplifies access to information, facilitates communication processes within the company and reduces use of paper. On board the aircraft, the flight attendants, who embody the values of Air France in the eyes of the passengers, always wait on their passengers with sincere smiles and attend to every detail that can make their trip a moment of real pleasure, making the passenger their central priority. Everything has been based on a new style of a real commitment serving both Air France and the Midi Pyrenees region.

The presentation of Ioanna Papadopoulou¹¹ shows the role and the interaction of the airport with the airlines and their route development decisions linked to the destination and the different actions and activities that an airport can undertake in order to promote the destination.

To this effect, two case-studies have been included focusing on the marketing tools and the approach to the airport of Athens, aiming at influencing the airlines' choice of the destination; additionally, special emphasis is given on the destination marketing actions and activities that are put in place by the airport, in order to promote the destination and create those synergies that will further enhance the strength of the destination that it serves.

The presentation of Price Barry and Nadia Brabant¹² primarily focused on the importance of rental car companies in tourism for local and rural areas, overall to give a foreigner the ability to enrich their travel experience and to facilitate it. The main demand for car rental enterprises is to have a stable country with an efficient number of road infrastructures, an effective insurance system and the possibility to have a signs in English. But even if the authorities prefer the signs in the national language in the country; this problem can be solved with the help of additional equipment in road transportation modes, such as GPS. It should be noted that airports are extremely important for car rental companies with 45% of car rentals being made in the terminal facility. Car rental companies help develop leisure tourism by providing the possibility to discover territories and sites difficultly accessible by public transport. In addition, these kinds of companies have a different fleet, which varies depending on the target groups, and different needs and visitors profiles. The main goal of car rental firms is to make the inaccessible accessible, hence stimulating the development of new

destinations in a given region. But car rental is popular not just among the leisure-seeking tourists, it also provides the possibility for business visitors to save time and money. During the off peak season, for instance, 90% of car rentals are used by businessmen. In France, tourists make the majority of car rentals from the United Kingdom and Germany. The additional value as well as revenue is given by the supplementary products and services in cars. It can contain snow tires, GPS equipment, USB ports, etc. These supplementary products give an increase of 50% to the total revenue of the company. To conclude, it should be noted that car rental firms play a significant role in the development of tourism, especially in new destinations. Tourism authorities should pay attention to this fact, while the car rental companies should stimulate their attractiveness by establishing partnerships with tour agencies, airlines, etc. This way they can promote their service and make visitors travel more comfortable and useful.

Thus Muriel Martin¹³'s presentation primarily focused on the relationship between tourism offices and airports with the example of Toulouse. This city is an attractive touristic destination, and accommodates 5 million leisure and business visitors per year. The total share of foreign visitors is around 45% including a majority coming from Spain, the UK, Germany, and Canada. The main strength of Toulouse as a leisure destination is the Airbus factory, Aeroscopia museum, the Space City and its amazing heritage including the Canal du Midi, which is one of the three UNESCO sites of the city. Best known in aviation circles as the home of Airbus, Toulouse-Blagnac Airport experienced traffic growth of 2,1% in 2015 to 7,7 million passengers. Toulouse's wish list of future routes includes the US and the Middle East but also a number of Asian destinations in China, South Korea and Japan. The objective is to attract charter flights from these countries and to then possibly convert them into regular scheduled services for a common intention to promote the touristic offer of Toulouse. The projects of new routes would have a direct influence on the activities of Toulouse Tourist Office, as an opportunity to promote the destination by demonstrating a common mobilization of the airport, Toulouse and the region. The Tourist Office takes initiatives to participate in the opening of routes for example with a lot of supports, actions, and promotions:

- information intermediary provider with the local, national and international press,
- presents offered to every passenger of the first A380 flight from Hambourg in 2009,
- VIP welcome dedicated to the passengers of the first flight from Tel Aviv operated by Air Med in 2014.

The collaboration between the Airport press offices and the Toulouse Tourist Office allows the welcoming of qualitative media, supplements journeys with magazines or inflight magazines (TAP Portugal, SWISS AIR...). Cross-communication are organized to the general public involvement through:

- distribution of tourist documentation at the airport welcome desk
- distribution of the Airport Travel Guides at the Toulouse Tourist Office
- back cover of the Airport Travel Guides dedicated to the "Pass Tourisme"
- the people working in the tourism industry
- distribution of tourist information to tour operators met by the Airport authorities

- communication on the services offered by the Airport and the contacts to tour operators in the Toulouse Tourist Office Sales Manual.

A permanent support on the priority distant markets was done by organizing staff training to different cultures since 2014 (China, South Korea, Japan, USA) by the Toulouse Tourist Office to Asia Routes (Kunming – China in 2015 and Manilla – Philippines in 2016). This common mobilization contributes to the increase of airline frequencies¹⁴ such as Toulouse-Montréal operated by Air Transat and improve the welcome marketing device for Toulouse

Since 2013, Toulouse and Midi-Pyrénées have been greeting airport passengers as soon as they exit the plane thanks to frescoes on walls and windows of the arrival corridors in every hall.

Objective: introduce the beauties and the wealth of the territory to the 800 000 first-time visitors.

Contents: besides the 25 Great Sites of Midi-Pyrénées, views in large format of Toulouse and its warm atmosphere and main monuments.

Since 2015, the Toulouse Tourist Office has had a welcome desk in the “Tisséó” space at the Airport in order to inform passengers who want to go to the city centre using public transport. This resource beside the staff of “Tisséó” develops the sale of the “Pass Tourisme” including the transfer from the Airport to Toulouse City centre. As the Airport is the first front door to the territory for tourists, the project would be to set up a space dedicated to welcoming the passengers to the terminal. To conclude, Toulouse has a huge potential for the development of tourism. The main target group is Europeans, who are already in the category of frequent travellers as well visitors from Asia or America. The last common mobilization of the Airport and the Tourist Office on the organization of an international event in Toulouse is the football championship EURO in June 2016!

At the end of the conference, students were asked to pick out some key words to express their thoughts, feelings about the conference. There were many different points of view. However, the most popular opinion is that this conference was really useful and valuable to students from both theoretical and practical aspects.

During the conference the participants visited the Toulouse-Blagnac Airport and the local company – a division of Airbus Group – a very memorable experience for imagine the future of air transportation with the aims of the sustainable growth around the world among the ever-changing market needs.

¹ Department of History, University of King Juan Carlos, Madrid, Spain and member of UNESCO/UNITWIN “Culture, Tourism, Development”.

² Head of Center for Tourism, Pilgrimage and Recreation Research at University of HAIFA, Israël, and member of UNESCO/UNITWIN “Culture, Tourism, Development”.

³ Economic and Politic Geography professor, editor of *Almatourism*, journal of Alma Mater Studiorum - University of Bologna, Italy, and member of UNESCO/UNITWIN “Culture, Tourism, Development”.

⁴ Professor of Geography, Department of Cultural Heritage at University of Salento, Italy, and member of UNESCO/UNITWIN “Culture, Tourism, Development”.

⁵ Associate Professor, Director of M2 MITAT, University of Toulouse, EA 7337 EIREST, and member UNESCO/UNITWIN “Culture, Tourism, Development”

⁶ Secretary General, Airport Regions Conference, Brussels, Belgium

⁷ Aviation Management, School of Aviation Ozyegin, Istanbul, Turkey

⁸ Flipped classroom is an instructional strategy and a type of blended learning that reverses the traditional educational arrangement by delivering instructional content, often online, outside of the classroom. It moves activities, including those that may have traditionally been considered homework, into the classroom. In a flipped classroom, students watch online lectures, collaborate in online discussions, or carry out research at home and engage in concepts in the classroom with the guidance of the instructor. Retrieved from https://en.wikipedia.org/wiki/Flipped_classroom.

⁹ Toulouse Airport Manager, Air France Cabin Crew Experiences on board Air France flights.

¹⁰ Cabin Crew, Air France.

¹¹ Director of Communications & Marketing, Athens International Airport (AIA).

¹² Responsables of Toulouse Airport Managers Enterprise Rent-A-Car.

¹³ Leisure Department Manager, So Toulouse.

¹⁴ Spring 2016, implementation of a 3-weekly frequency thanks to actions carried out by the Airport, Toulouse and the region for 4 years; February 2012 with the meeting in the office of Air Transat (Montréal); September 2013 with an European marketing seminar (Toulouse); since 2014 with the sale of the “Pass Tourisme” to Air Transat customers; May 2015 with the familiarization Trip in Toulouse and Midi-Pyrénées for 23 travel agents Air Transat; August 2015 with the meeting between the President of the Toulouse Tourist Office and Air Transat Europe Product Manager; February 2016 with the participation of Toulouse and the region in the promotion tour in Quebec and Ontario.