

Chapter 6

THE STATUS OF TURKISH AIR COMPANIES IN GLOBAL COMPETITION AND OTHER AIRLINES IN AIR TRADE WORLD: ANALYSES OF THE RIVALRY

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INTRODUCTION

The foundations of civil aviation date back to the First World War. The planes used for military purposes are then used in a civilian manner and it continued with postal and passenger transportation,. Over the years, the development in technology and the increase in people's incomes increase the demand for air transportation, ensuring that civil aviation is in a continuous development and change.(Sel, 2019:8).

This development speeds up with the second world war, and further enhances the development of aircraft with technology and by establishing new airports, air transportation became an important development in the field of transportation.

With the Civil Aviation Law, which came into force in 1983, the establishment and operation of private airline companies was allowed in our country. In addition to this, the airline sector which had significant increases in the number of airline companies, seat capacities, and the share of companies received from the market, entered into a marked development process.(Gökırmak, 2014:1).

Aviation industry; Due to the development of economy, industry, tourism, health and faster, comfortable travel for passengers, it is becoming an important part of global development in all aspects by showing a faster development than other transportation. Competitiveness is shown as a prerequisite for having these superiorities and being in a new competitive environment.

Competitive capacity; It is expressed as being competitive with the products of other countries and the factors such as wage, reliability, quality, design and delivery on time and achieving the desired success.(Gürpınar ve Sandıkçı, 2008:106).

With the effect of globalization, airline companies' immediate response to the

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veloping the infrastructure and finding the flight potential by using the developing technology, supporting the airline transportation by making the necessary legal arrangements on the subject, ensuring customer satisfaction and ensuring requests is essential and immediate and correct answers are required.

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