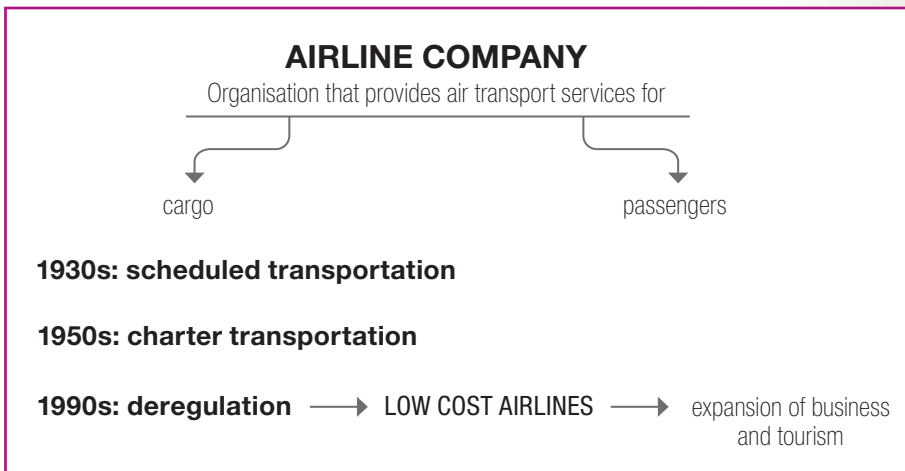


# Airline companies



An **airline company** is an organisation that provides air transport services for passengers or cargo.

The airline industry developed during the **1930s** when technological advances enabled airlines to offer transportation services to passengers. **Scheduled transportation** was born. Passengers could use flights that had fixed times of departure and arrival on fixed days, and they would offer other ancillary services like baggage transportation and meals and drinks on board. This regular network of connections allowed the development of tourism and commerce.

**After World War 2**, airlines started offering products for different types of tourism. Besides scheduled transportation, **non-scheduled (charter) transportation** was now available, allowing tourists to choose among thousands of possible different opportunities in terms of routes and prices. These flights don't have a published regular timetable, but are chartered by

tour operators and run at specific times of the year to specific tourist destinations.

In the **last decade of the 20<sup>th</sup> century** the **low cost airline** phenomenon was made possible by airline deregulation: governments removed restrictions to allow other carriers to operate rather than just the national ones and this opened the skies to new airlines and services, thus contributing to an expansion of business and tourism.

By not offering on-board services other than the mere transportation – tickets are sold on the Internet, staff are reduced on board and for land assistance, no meals are offered and drinks and luggage are to be paid for extra – low cost airlines have been able to cut costs and sell cheaper tickets. Most recently some standing seats have been made available for short-distance flights, which allows space to be saved and thus further reduce fares.

Nowadays most of the airline companies provide international route services and own a fleet of aircraft. In the past airlines were mostly owned by the government, but deregulation has given the opportunity for privately owned companies to compete with the monopoly that was in force in many areas.

Liberalisation in sales has been particularly relevant since the end of last century, as airlines cut the intermediation of the travel agency and were able to reduce fares: they no longer have to pay the commission (around 9%) that was due to them before. The usage of the Internet has made buying a ticket very easy and accessible for most passengers.





**1** Read the text and fill it in with these words. Then, listen and check your answers.

were ■ reach ■ planning ■ business class ■ jumbo ■ passport ■ luggage ■ how ■ meals ■ seat ■  
airline ■ would ■ Information ■ services

**Travel Agent:** Good afternoon Sir, **1.** ..... can I help you?

**Customer:** I'd like some **2.** ..... about your **3.** ..... please.

**TA:** Certainly, what **4.** ..... you like to know?

**C:** Well, what can you tell me about it in general?

**TA:** We **5.** ..... set up in 1935 and started services to Europe, but about 10 years later we expanded to the US and South America. Currently we also **6.** ..... Asia and Oceania.

**C:** Oh, and what about your planes?

**TA:** We mostly use **7.** ..... planes for long distance destinations and twin-engine jets for short distance flights.

**C:** Good. I'm **8.** ..... to go to Singapore next month, can you please tell me what **9.** ..... you offer on that route? I'm considering travelling **10.** .....

**TA:** Sure. You are allowed 40 kg of **11.** ....., plus two hand pieces of luggage on board with you. You will be served drinks of your choice and you will be able to choose your **12.** ..... from 3 options.

Your **13.** ..... will be transformed into a fully horizontal bed at night and of course there is a wide offer of movies, music and games to keep you entertained. I'm sure you will enjoy travelling with us, Sir.

**C:** Thank you, I think so too, I will come back tomorrow with my credit card and **14.** ..... for the reservation.



**2** **PAIR WORK** Write a dialogue in which one of you asks for information about an airline and its services, and the other gives the answers. Add as many details as possible. Consult the Internet for some authentic material.

 **3** Read the text and answer the questions.

For the ordinary plane passengers, their only concern is to buy the ticket that they need, get on the plane and wait until it has landed at their destination. Often, people take the plane and get off it without even bothering to know what type of aircraft it is. Truth is, knowing the aircraft which companies use will help in determining safety and convenience for the passengers. Here is a list of aircraft which are built for commercial flights.



**10. Airbus A380**

This is an aircraft which is manufactured by the Airbus Company. It is highly preferred because it is a double-decker, meaning it can accommodate more passengers. In fact, it is considered the biggest passenger airliner as of today.

**9. Boeing 707**

This was built by Boeing, which was the first to make it in the commercial market.

**8. Airbus A320**

This is a smaller plane and is perfect for domestic commercial flights. It is

appropriate for short to medium distance flights. The maximum capacity is 220 passengers.

**7. Boeing 727**

The company made it for short to medium range distance. The total number of passengers that it can accommodate is from 149 to 189 and it is perfect for short runways and small airports.

**6. Boeing 767**

The Boeing 767 is among the finest creations of Boeing Commercial Airplanes.

**5. Boeing 757**

This plane is among the more recently produced

aircraft. It's the biggest single-aisle passenger plane. It is ideal for commercial flights because it can accommodate up to 289 passengers.

**4. Boeing 787**

It is also called the Dreamliner. This is a model which brings much pride to Boeing because of how fuel-efficient it is. Compared to other planes, this is more economic and energy-saving.

**3. Boeing 737E**

It is a plane which can accommodate 85 to 215 passengers.

**2. Boeing 777**

This plane can accommodate about 300 to 550 passengers so it is mainly used for international flights. Its turbo fan engines allow better flight and movement.

**1. Boeing 747**

There is no doubt that the Boeing 747 should win the top spot. Some use it for commercial flights while others use the plane for cargo. Hence, this is considered as the number one most sold plane in the world.



1. Why it is important to know what plane you are going to travel in?
2. Which plane is a double-decker?
3. What was the first Boeing plane used for commercial transportation?
4. Why is the Boeing 787 called the Dreamliner?
5. How many passengers can the 777 accommodate?
6. Which is the number one most sold plane in the world and why?