



## UNIT 23: STRATEGIC PLANNING FOR AIR TRANSPORT



## TOPIC

Assess government air transport policy and determine what impact it will have on airlines and airports

Analyse the rationale behind and purpose of policies airport masterplans and comment on their validity

## ESSENTIAL CONTENT

- Validity of masterplans

# RESEARCH TOPIC

1. *HOW CAN AIRPORTS BENEFIT FROM THE PRE-RESEARCH STAGE AND ITS RESULTS?*
2. HOW CAN THE PRODUCT OF THE RESEARCH BE WELL ARTICULATED?
3. WHAT IS THE BENEFIT OF CONDUCTING A FINANCIAL FEASIBILITY ANALYSIS?
4. WHAT IS THE IMPORTANCE OF INVOLVING INTERESTED PARTIES IN THE PREPARATION OF THE MASTER PLAN?