

- Attractiveness of aviation as an industry sector

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Aviation industry



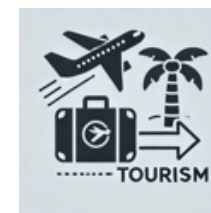
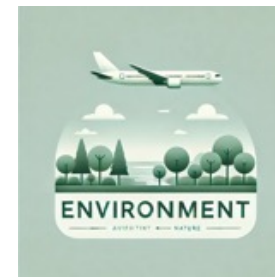
Aviation industry as an “Ecosystem”



Functional fixedness

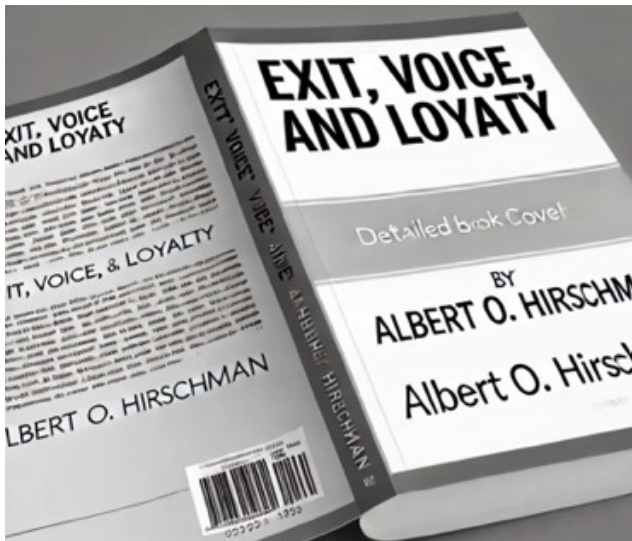


“If the only tool you have is a hammer, you tend to see every problem as a nail.”





“Exit, Voice, and Loyalty Responses to Decline in Firms, Organizations, and States.” Albert O. Hirschman



Exit is the decision to leave an organization due to dissatisfaction or decline. It's a silent protest where individuals choose to withdraw rather than address issues.

Voice is the act of expressing complaints and suggestions to influence change within an organization. It's an active participation to improve the situation without leaving.

Loyalty is the commitment to stay and support an organization, company, despite problems or decline. It encourages members to work internally to resolve issues and delay decisions to exit.

Exit

Consumers of air transport



Air transport workers



- The air transport market is generally an oligopoly.
- Free and fair competition is needed in the sector.

Voice



Consumers of air transport



Air transport workers



- It is essential to listen to and understand complaints and suggestions.
- It is essential to find viable solutions to complaints and suggestions.
- This requires a balance.

Loyalty



Consumers of air transport



Air transport workers



- Generating loyalty implies that the industry is attractive.
- Loyalty arises when certain values are upheld.
- It requires more than just a marketing strategy.

Attractiveness of aviation as an industry sector

- 1. Attention to cognitive biases.**
- 2. Maintaining a healthy competitive environment.**
- 3. Knowing how to listen to and process “voices”.**
- 4. Commitment to shared values.**



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