

Chapter 10

Airline Companies in Green Transformation: A Comparison Through Websites

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ABSTRACT

Since the damage to the environment in the production of goods and services to meet human needs has emerged as a threat to global sustainability, it becomes critical to examine and reduce the environmental impacts of each activity undertaken. While this necessity forces all sectors to green transformation, it is of great importance that the aviation sector, which has a significant impact on all aspects of sustainability, is also addressed within this framework. In line with this necessity, the aim of this study is to identify the practices that reflect the green image of airline companies within the scope of green transformation. For this purpose, the information declared on the corporate websites of four selected airline companies were compared using content analysis methodology. It is aimed that the findings obtained will contribute to all businesses operating within the scope of green transformation together with the stakeholders in the sector.

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INTRODUCTION

Aviation is recognized as one of the world's fastest-growing and innovative sectors, occupying a crucial role within the global economy. As the industry advances economically in tandem with escalating customer demand, it also endeavors to maintain equilibrium in matters of social development and environmental responsibility (Karakuş, 2023, 89). Given the substantial magnitude of the sector's contribution to global growth and environmental impact, it is not uncommon for the aviation industry to be positioned at the forefront of sustainability discussions (Hooper & Greenall, 2005, 156).

Aviation, despite its positive impact on global tourism and trade, is recognized as a priority sector that must be addressed within the framework of green transformation, given its environmentally unsustainable nature. It is crucial to define the activities implemented in the sector, identify areas requiring improvement, and contribute to the widespread adoption of best practices. Accordingly, the purpose of this study is to understand the green transformation activities that reflect the green image of airlines by using literature review and content analysis techniques and to seek answers to the following questions:

- *What kinds of initiatives are being undertaken by the largest airline companies globally as part of green transformation?*
- *Is there variation in the green transformation activities of airline companies based on the regions in which they operate?*

Following the introduction section of the study, the concepts of green marketing, green image, and green transformation in the aviation sector have been investigated. Subsequent to addressing similar studies in the literature, the methodology of the study has been presented. In the application section, information declared by Singapore Airlines, Qatar Airways, Air France, and Turkish Airlines regarding green transformation on their corporate websites has been scrutinized. The gathered data has been compiled allowing for comparisons to be made. Finally, in the conclusion section, the findings are assessed, and recommendations are developed based on the obtained results.

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