

Strategical Analysis and the Impact of Istanbul Airport on Turkish Airlines

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Abstract

This study investigates the impact of Istanbul Airport on Turkish Airline (THY) and World Civil Aviation. We also present strengths, weaknesses, opportunities, and threats (SWOT) analysis, strategic suggestions for THY, examination of THY' new flight destinations, and properties of new airport to assess the new airport as well as future outlook of THY. In order for the Istanbul Airport to be successful, four different strategic directions will be examined in the future outlook.

Keywords: Istanbul Airport, Turkish Airline, SWOT analysis, strategic suggestions, new flight destinations.