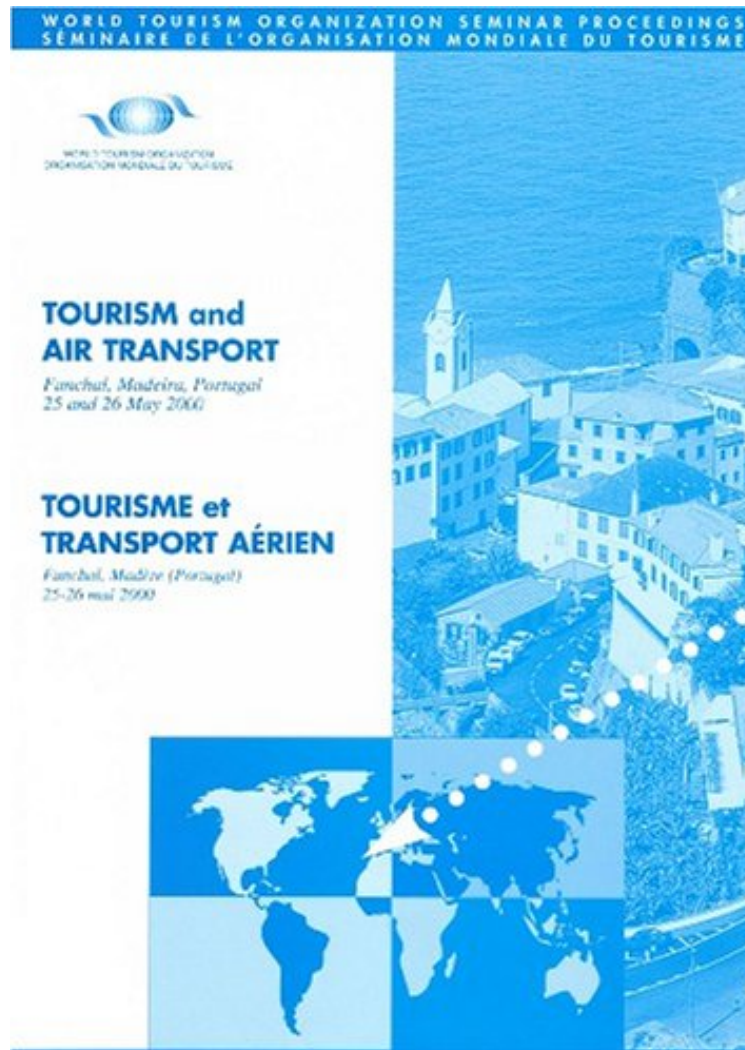


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The link between tourism and air transport is a strong one, and the demand for air travel and tourism follow parallel paths. Forty-three percent of global international tourist arrivals are now by air, while aviation technology alone has made possible the development of modern long-haul tourism. Therefore, dialogue between the highly regulated air transport sector and the privatized tourism industry is not only desirable, it is essential. This seminar brought together both sides to address many topical issues of tourism and air transport, in particular: liberalization, consumer protection, airline alliances and concentration, 'low-cost' carriers, flight delays and saturation of air-space, rail-air cooperation, environmental issues, demand trends and tourism strategies of airlines. Moreover, a Round Table session was devoted to the needs and expectations of Europe's island regions with respect to air transport with special focus on Madeira, host of the meeting.