

Airlines see big potential in Wi-Fi

adapted from an article by JOE SHARKEY

- 1 You might remember Steven Slater, the fed-up, overworked JetBlue Airways flight attendant who got on the cabin speaker after his flight landed at Kennedy Airport and declared, "That's it. I'm done". He then grabbed two Blue Moon beers from the galley, deployed the emergency chute and slid away. Ever since, many an unhappy flight attendant has told me she's sometimes quietly considered 'pulling a Slater'.
- 2 Recently, on a crowded plane approaching Dallas, I watched a flight attendant collect a trash bag with one hand while using her fingertips to hold five empty soda cans for recycling, while simultaneously checking that seat backs were in the forward position for landing.
- 3 To add insult to injury, airlines manage to give even more chores to crew members. They want to devote more airwave capacity to providing faster Wi-Fi connections on commercial airplanes. You may assume that those initiatives, in the United States and abroad, are intended mainly to allow passengers to use the Web and email more efficiently. But the fact is, despite the rapid expansion of Wi-Fi on airplanes, no one has found a profitable way to cover installation costs with the scant revenue generated by the limited number of passengers who have been willing to fork out for Internet service.
- 4 The great advances in airplane Internet connections are being driven far more by the opportunities that high-speed broadband service presents for airlines themselves to sell more things to the customers, whether the product is in-flight entertainment, food and drink, customized services to elite-status passengers or products at the destination, including hotel packages, sports and concert tickets, restaurant and theater reservations. Airlines depend mightily on the revenue raised by selling and marketing things other than the basic fare.
- 5 But what about that overburdened flight attendant trudging down the aisle with a stuffed trash bag? In my experience, flight attendants complain about everything, even more so than those world-famous complainers, pilots. They, of course, will be expected to become even more adept at using in-flight technology. Let's hope someone will develop an app to address empty soda cans.



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Tekst 7 Airlines see big potential in Wi-Fi

- 1p 28 Which of the following conclusions does paragraph 1 lead up to?
- A Being a flight attendant is a very demanding job.
 - B Finding competent flight attendants is rather difficult.
 - C Flight attendants are often looked down upon.
 - D Stressed flight attendants lack medical support.
- 1p 29 Which of the following is in line with paragraph 3?
- A Airlines provide Wi-Fi on board although passengers are hardly prepared to pay for it.
 - B It is unsafe to be connected to a Wi-Fi network during take-off and landing.
 - C The prices airlines charge for Wi-Fi during flights are quite reasonable.
- 1p 30 “Airlines see big potential in Wi-Fi” (titel)
Leg kort uit welk voordeel het aanbieden van Wi-Fi **voor luchtvaartmaatschappijen** heeft volgens het artikel.
- 1p 31 “Airlines see big potential in Wi-Fi” (title)
Which of the following would complete this title best, considering the text as a whole?
- A as it reduces the workload of employees
 - B but cabin crew face a bigger burden
 - C if passengers pay for the investments
 - D in spite of considerable financial risks

Bronvermelding

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