Estimating the Demand for a Direct Flight between Brazil and Ireland: A Preliminary Evaluation

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Declaration:

I, Silvia Montagna Bertinetti Dantas, declare that this research is my original work and that it has never been presented to any institution or university for the award of Degree or Diploma. In addition, I have referenced correctly all literature and sources used in this work and this work is fully compliant with the Dublin Business School’s academic honesty policy.

Signed: Silvia Montagna Bertinetti Dantas

Date: 21/08/2015
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“The process of scientific discovery is, in effect, a continual flight from wonder”
– Albert Einstein

“When everything seems to be going against you, remember that the airplane takes off against the wind, not with it”
– Henry Ford
Abstract:

The topic of this dissertation is an estimation of the demand for the creation of a direct air service between Brazil and Ireland.

Currently, no direct service exists, despite the growing community of Brazilians in Ireland and the increasing trade links between the two countries. The development of relations between Brazil and Ireland over the last fifteen years is described in the literature review, which covers four topics: the increase in number of Brazilian students in Ireland, the growing trade links between both countries, the efforts to develop tourism links between the two countries and the economic effects of the creation of a direct air service between countries based on a number of relevant case studies from the literature.

The primary research carried out in this thesis consists of two questionnaires administered online, the first directed at Brazilians living in Ireland and the second directed at potential Irish visitors to Brazil. These surveys investigate the demand, interest, price range and possible destination airports for a direct air service between Brazil and Ireland.

Based on the first survey of three hundred Brazilians who are resident in Ireland and the second survey of fifty-two Irish potential visitors to Brazil, price ranges for the flight service from both categories are obtained. A set of preferred destination airports are ranked based on respondents’ answers and interest for a direct flight service is confirmed by both categories of survey respondents. Quantitative results for each of the survey questions are presented in full.

A number of additional hypotheses related to the demographics of each set of respondents are tested and limitations of the questionnaire and research methodology are discussed. Finally, a number of recommendations are made for any airlines interested in offering a direct flight service between Brazil and Ireland and future research on the topic.
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1. Introduction

This research project seeks to estimate the demand for the creation of a direct flight between Ireland and Brazil and to investigate the travelling habits of Brazilians living in Ireland and potential Irish tourists to Brazil.

Although the two countries do not share a common historical link in contrast with the Irish links to the neighbouring South American countries of Chile and Argentina (McGinn), in recent years Ireland has seen an influx of Brazilian nationals, first in Gort in Co. Galway, which has resulted in the development of a thriving Brazilian community in the West of Ireland (Sheringham, 2009), and secondly in the urban areas of Ireland.

The reason for the initial influx into Gort was due to a business deal between a meat-processing plant in Central Brazil and an Irish factory owner in 1999 which led to a number of Brazilians coming to Ireland to work from the State of Goias in Central Brazil.

The second wave of Brazilian nationals arriving in Ireland came as a result of the English language school industry, mainly located around urban areas, which attracted students away from the traditionally popular English-speaking countries such as the UK, USA and Canada due to an attractive model of studying with the option of part-time work during the studies promoted by the Irish Government to aid the language school sector. (Browne, 2012)

Despite the fact that Brazilians are one of the largest growing non-EU communities in Ireland, there is currently no direct flight service between Brazil and Ireland. Several indirect routes are available, the majority through European transit hubs such as Amsterdam Schiphol, Paris, Madrid Barajas, Frankfurt or London Heathrow.

There are a number of existing direct flight connections between Brazil and Europe which do not transit through the traditional air hubs.

Portugal is a popular destination for Brazilians due to historical and cultural ties and TAP (Air Portugal) flies to many Brazilian destinations non-stop from Lisbon.
Another country with direct flight links to Brazilian cities is Italy, with charter connections from Milan to the coastal cities of Recife and Fortaleza, both popular tourist destinations.

This study seeks to estimate the demand for the creation of a direct flight between Ireland and Brazil, based on the primary data collected from questionnaires aimed at Brazilians currently living in Ireland and at potential Irish tourists to Brazil. Complementary research about the trade links between both countries, the efforts to promote tourism in each other’s country and the economic effects caused by the creation of a non-stop air service, using as a starting point examples from other countries, will also be examined in the literature review.

Although currently most intercontinental direct flights from Ireland are to countries such as the USA and Canada, who have a stronger connection with the Irish diaspora, or emerging transit and business hubs in the Middle East such as Abu Dhabi and Dubai, there are newer non-stop destinations emerging, coinciding with demographic change in Ireland and Europe.

Recently, Ethiopian airlines announced that Ireland would be its European hub for transit, although currently so-called “fifth freedom” rights, the right for an airline to pick up traffic, will not be granted. (O’Halloran, 2015)

Therefore, the main research question for this dissertation is:

“Is there sufficient demand for the creation of a direct flight between Brazil and Ireland?”

The sub questions to be answered during this research project are:

Sub-question 1 – “What are the travelling habits between Brazil and Ireland of Brazilians living in Ireland?”

Sub-question 2 – “What are the bilateral trade links between Brazil and Ireland?”

Sub-question 3 – “What is the current interest of Irish people regarding Brazil as a tourism destination?”
Sub-question 4 – “What would be the economic benefits of the creation of a direct flight between Brazil and Ireland?”

This study does not intend to approach the legal, infrastructural and political related issues that may be involved in setting up such a service, but only plans to estimate the demand for the direct flights between the two countries and to predict the effects of the creation of this service in the future.

Based on extensive surveys with Brazilians in Ireland, this work will attempt to estimate the demand for such a service from their perspective, along with emerging demand for Brazil as a tourism destination plus the growth in trade between Ireland and Brazil.

The economic benefits of non-stop flights can be underestimated however a study by (Tveteras, 2014) found significant economic benefits, both direct and indirect, to a non-stop service between Peru and Europe, for example.

This study will result in a comprehensive review of the demand and estimated outcomes of a non-stop air service between Ireland and Brazil, which will be of great use for any airline interested in planning and executing such a service.
2. Literature Review

2.1 Literature Review Introduction

This chapter will present the four main subjects to be observed from the secondary research in this project related to the creation of a direct flight between Brazil and Ireland: the growth of the Brazilian students’ community in Ireland, including a brief history of the first Brazilians to move to Ireland, an insight into the Science without Borders programme and the English courses pull-factor; the recent development of trade between Brazil and Ireland presenting a brief list of Irish and Brazilian companies that are established in each other’s countries; the focus on tourism development between the two countries and an analysis of the effects caused by the creation of direct flights between two destinations, using as a comparison two case studies presented in articles concerning Hawaii and Peru.

The analysis of these four subject areas combined with the primary research collected from regular Brazilian travellers residing in Ireland and potential Irish visitors to Brazil will seek to answer the research question of this project and estimate the demand for the creation of a direct flight between Brazil and Ireland.

2.2 Brazilian students community growth in Ireland

2.2.1 Introduction

In 1999, the closure of a meat factory in Goias, central Brazil, coincided with the existence of employment gaps in Sean Duffy Meat Exports based in Gort, Co. Galway in Ireland, which was experiencing an economic growth during that period. An Irish entrepreneur living in Brazil was the intermediate between the two countries and negotiated the immigration of these first workers to Ireland. (Sheringham, 2009)

Following this successful process, more Brazilians from different regions along with their families gradually came to Ireland to work in sectors such as construction, farming, fisheries, manufacturing and the service industry, e.g. hotels, restaurants, nursing homes, etc. This movement occurred over many years, at its peak the number of Brazilians reached one third of the total population in Gort. However, due to the recession suffered in Ireland in 2008, the meat processing plant closed down causing losses of jobs and leading the majority of the
Brazilian community to return to their country of origin. (Sheringham, 2009, Maher & Cawley 2014)

2.2.2 Language students

Since then, Brazilian students have chosen Ireland as an attractive destination to study English. In comparison to other English speaking countries such as England, Australia, New Zealand, Canada and the United States of America, Ireland offers a more generous option of student visas which combines 25 weeks of full-time English language courses and the possibility of part-time work that allows students to support themselves while living in the country. (INIS, 2014)

The prices of English courses in Ireland, in comparison with the other countries mentioned above, are also a competitive factor that attracts non-EU students, including Brazilians. Regarding costs, another aspect that influences the choice of Ireland by Brazilian students is that the amount that the government requires as a guarantee for the student’s subsistence is €3000 for the period of duration of the course, while to study for the same period in London, for example, would require a guarantee of ca. €8000 nowadays. (INIS, 2014) (UK Border Control, 2015).

Furthermore, Brazilians enjoy the advantage of a visa waiver to travel to Ireland due to the Immigration Act 2004 (Irish Statute Book, 2014), which does not require that students coming from Brazil obtain a visa before entering the country.

After many years of an intense influx of Brazilian students seeking English courses in Ireland, the Irish government recently announced future changes in the rules applicable to non-EU students. These changes were motivated by the existence of irregular English schools based in the country that could not reach the minimum standard of quality required by the Irish regulation body ACELS (Accreditation and Co-ordination of English Language Services).

These changes refer specially to the duration of the student’s permission to stay in the country and the periods that work will be allowed throughout the academic year. (INIS, 2015). These modifications may impact the current scenario of Brazilian students attending
English courses in Ireland, and will also avoid scams from non-regulated English schools that will promote the quality of English learning.

### 2.2.3 Science without Borders

Concurrently, in 2011, the Brazilian government created the programme “Science without Borders” which funds Brazilian students to study science subjects to undergraduate, postgraduate and research levels overseas. Since then, Ireland has proven to be a popular destination for these students especially due to the influence of good experiences from previous students in the country. (Hennigan, 2015)

Ireland currently has 27 higher education institutions participating in the programme and received over 1000 applications from students starting the academic year in September 2015. The Brazilian government has invested €50 million to cover tuition fees, accommodation and the English courses for the academic students in Ireland. Also, an estimated extra €20 million are spent by Brazilian students while in Ireland from private funds, which helps to boost the economy around the programme. (Hennigan, 2015)

In 2014, Brazil’s president Dilma Roussef announced that Science without Borders, which was initially planned to last until 2016, will be extended until 2018, offering an extra 100.000 scholarships to Brazilian students abroad. (Weber, 2014) Observing the good results of the partnership between the educational organizations in the two countries, it is safe to say that Ireland will remain as one of the favourite destinations for Brazilian students in the future.

In fact, in March 2015, Ireland’s Minister of Education and Skills, Jan O’Sullivan, went on an education and trade mission to Brazil aiming to expand the connections between Irish and Brazilian educational institutions. On this occasion the minister highlighted that Ireland is currently the 4th most popular destination for Brazilian students registered in Science without Borders in the world. (Irish Department of Education, 2015)

Another important partnership created is RBI (Research Brazil Ireland), a programme launched in 2013 aiming to develop research and educational links between the two countries with offices based in both locations. The focus of the project is on the priority areas of: information and communication technologies, environmental science and technologies,
advanced materials and nanotechnology, biopharmaceuticals, biotechnology and health, sustainable energy and agroproduction. (DCU Research, 2013)

2.2.4 Demographics

In a general analysis of the census data from the Department of Social Welfare, between 2008 and 2014, the number of PPS numbers issued to Brazilian nationals doubled from 4000 to ca. 8000. These numbers do not take in account the Brazilians that were already permanent residents in Ireland before 2008. (See Figure 1)

![Graph](image-url)

**Figure 1** - PPS numbers issued to Brazilian nationals in Ireland by year.

These numbers also do not take into consideration the number of Brazilians in Ireland who hold dual-nationality, normally of another EU member state, who would have PPS numbers issued as European citizens and would also add to the number of passengers that travel between Ireland and Brazil regularly.

A common fact is also that family members and friends are constant visitors to the Brazilian students residing in Ireland. The students’ presence in the country generates an extra influx of people coming from Brazil which boosts tourism and the economy while at the same time strengthening the links between the two countries.
Another phenomenon that is commonly observed is that a number of Brazilian students that originally came to Ireland with a plan to stay short-term found themselves settling down in the country and constituting families with Irish nationals. This turns Brazilians into regular travellers between the two countries accompanied by their family members who represent a constant demand for a direct flight between Brazil and Ireland.

2.2.5 Conclusion

Based on the facts presented, the Brazilian students’ community in Ireland has shown an increase in its numbers and represents a long-term established group. These students are guaranteed passengers which, along with their respective visitors, characterize a stable demand for the creation of direct flights between Brazil and Ireland.

2.3 Trade connections growth between Brazil and Ireland

2.3.1 Introduction

Brazil and Ireland established diplomatic relations in 1975. Since then the Brazilian Embassy was opened in Dublin in 1992, followed by the opening of the Irish Embassy in Brasilia in 2001. (Department of Foreign Affairs, 2015)

Even though the relationships between the two countries are not recent, it was just during the last few years, when the Brazilian economy observed an enthusiastic growth that Ireland has developed economic interests in Brazil and both countries have begun to strengthen their trade co-operation efforts.

According to Enterprise Ireland, Irish companies had a growth of 40% in exports of goods and services to Brazil in 2011 (Enterprise Ireland, 2012) data which shows that Brazil represents a key emerging market for Irish trade.

In 2012 over 40 Irish companies and educational institutions were represented in an Irish Trade Investment Mission in Brazil, which aimed to establish contacts and business relationships between the two countries. The outcomes were considered successful and important new export contracts as well as business partnerships were established on this occasion. (Enterprise Ireland, 2012b)
Even though the relations between the two countries are strongly based on the educational sector, during the aforementioned Trade Mission, companies from a wide range of industries which are interested in developing business relationships within the Brazilian market were represented, including telecoms and software, financial services, engineering and construction, consumer products and food ingredients. (Enterprise Ireland, 2012b)

Following this, in 2014, the Irish Exporters Association’s Latin America Trade Forum (LATF) was launched to increase trade between Ireland and Latin American countries and to serve as a resource for Irish companies that are interested in expanding their business to countries like Brazil. (Rothery, 2014)

Also, the recent creation of a general Irish consulate in Sao Paulo (Brazil) in March 2015 and the existence of Enterprise Ireland and IDA Ireland (Industrial Development Agency) offices in the same city show the Irish government’s interest in establishing deeper diplomatic and business relationships with Brazil, aiming to expand Irish penetration into the Brazilian market. (Department of Foreign Affairs, 2015)

2.3.2 Irish companies in Brazil

There are a few examples of Irish companies that decided to invest in Brazil and are currently established in the country.

One of them is Icon Group, a provider of outsourced services for the pharmaceutical industry, which has been settled in Sao Paulo, Brazil since 2005, employs around 75 people and offers services of clinical research, regulatory affairs, medical and safety services among others. It has mainly developed studies in oncology, cardiovascular and metabolic research in Brazil and represents one of the main companies in this sector in the country. (Icon Group, 2015)

Kerry Group, a giant manufacturer of food ingredients, is another company which has expanded its boundaries into the Brazilian market since 1999. The organization is solidly established in Campinas, in the southeast of Brazil and opened a centre of excellence in the country. (Kerry Group, 2015) IPM Group, an Irish company that produces and commercialize
varieties of potato seeds established IPM Brasil in 2012 and has its office also based in Campinas, Sao Paulo. (IPM Group 2015)

Brandtonge, an Irish organization specialized in International Marketing for mobile platforms, has its focus on the emerging countries, including the BRICS (Brazil, Russia, India, China and South Africa). The company is responsible for marketing campaigns of important brands as Unilever and Pepsico and has its office based in Sao Paulo, Brazil. (Brandtonge, 2015)

2.3.3 Brazilian companies in Ireland

Another example of both countries commercial interaction is the fact that the Brazilian food group Marfrig acquired in 2008 the Northern Irish poultry company Moy Park. Since then, the Brazilian food group has transferred the control of its European operations to Moy Park and the Irish company currently represents 25% of Marfrig revenues. (Lowry, 2015)

Some Brazilian companies have also been strongly established in Ireland. One example is ECC Leasing Company Ltd, Embraer SA’s wholly owned subsidiary, which was incorporated in Dublin in 2002 and is responsible for managing and remarketing Embraer’s pre-owned aircraft portfolio. (ECC, 2015)

Recently, in June 2015, Affero Lab, a Brazilian corporate e-learning company established its European Operations Centre in Dublin and announced the creation of 40 highly skilled jobs in the country. The negotiation is a result of IDA Ireland efforts which, as mentioned above, has an office in Brazil and has worked to attract more investments between the two countries. (IDA, 2015)

2.3.4 Irish Bilateral Trade with Brazil during recent years

Analysing the graph (Gurdgiev, 2015) below it is possible to see that from 1998 to 2014 a constant growth in the numbers of imports and exports between Brazil and Ireland can be observed.

According to Gurdgiev (2015) the Irish exports to Brazil dropped from €262 million in 2013 to €256 million in 2014, however the fall of 2.3% represented the exact same growth
occurred from 2012 to 2013, therefore the same level of exports can be observed in 2012 and 2014. The Irish exports to Brazil have experienced a cumulative growth of 21.2% over the past five years. Due to a contraction in imports, the Irish trade balance with Brazil improved in 2014. The trade in goods surplus for Ireland’s trade with Brazil in 2014 was €97 million while in 2013 a deficit of €12 million was observed which followed the deficit of €260 million experienced in 2012. This expressive deficit was caused by the record Irish imports from Brazil which reached a 40% growth in 2012.

![Irish Bilateral Trade with Brazil](image)

**Figure 2** – Numbers for Irish Bilateral Trade with Brazil (Gurdgiev, 2015)

### 2.3.5 Conclusion

Observing the growth of the commercial interaction between Brazil and Ireland in the recent years it is possible to affirm that there is also an increase in the demand for the creation of direct flights to serve both countries business needs. The traffic of business people between Brazil and Ireland is a logical consequence of the trade growth between the two countries. Executives normally need to travel between places at short notice and in the most time-efficient way for meetings and events so the creation of direct flights between Brazil and
Ireland would serve this demand that has increased since the growth of the intense trade between both countries.

2.4 Tourism growth perspective between Brazil and Ireland

2.4.1 Introduction

Tourism between Brazil and Ireland has increased in volume as a consequence of other interactions involving both countries. The fact that Brazilian students became interested in carrying out their education in Ireland and coupled with the fact that Brazilian companies expanded their boundaries to the Irish market resulted in a raised awareness of Ireland as a tourism destination as well.

As mentioned previously the influx of Brazilian students to Ireland generated an extra flow of visitors including members of family and friends that travel to Ireland to visit these students and represent a portion of the regular tourists welcomed in the country every year.

At the same time, Ireland has increased its focus on Brazilian tourists in the recent years after the reports of the UNWTO (United Nations World Tourism Organisation) showed that outbound tourism from Brazil has been growing sharply. In 2013, Brazil has also entered the ranking of the top 10 countries in International Tourism Expenditure, with an increase of 13% compared with the previous year which translates into total expenditure of 25.1 billion (USD) a year. (UNWTO, 2015)

Brazil, on the other hand, has invested in promoting the country as a tourism destination overseas, through sport events and the natural and cultural attractions in the country that are internationally renowned and have attracted visitors from all over the world.

2.4.2 Irish efforts towards Brazilian visitors

In an analysis of Tourism Ireland in 2012, it is stated that “Brazil has a young and rapidly expanding population, with the emerging middle class now able to travel overseas for the first time, thanks to a strong currency and easier access to credit.” (Tourism Ireland, 2012)
Furthermore, according to Tourism Ireland, while the number of Brazilian visitors is still small compared to other markets as the UK, North America and Europe, long-haul tourists such as Brazilians tend to spend more than the average and stay longer in the country considering the distance travelled. (Tourism Ireland, 2014)

In 2013, Tourism Ireland invited Brazilian journalists along with representatives from other members of the BRIC nations to visit Ireland and Northern Ireland. This was part of the strategy of the government to increase the country’s exposure and the demand for Ireland as a holiday destination for high-spending visitors from emerging tourism markets as Brazil. (Tourism Ireland, 2014)

Other strategies have been presented by Tourism Ireland to attract visitors from emerging markets like Brazil, such as co-operative campaigns with airlines and tour operators, a version of the organization’s website in Portuguese and featuring Ireland in travel brochures in Brazil. (Tourism Ireland, 2013)

2.4.3 Brazilian efforts towards Irish visitors

Brazil has also showed efforts to promote the country as a tourism destination for overseas tourists. The country hosted the FIFA World Cup in 2014 which, during the months of June and July, attracted attention from visitors all over the world, including Irish tourists. Even after the World Cup, Brazil has enjoyed the benefits of the promotion generated by the event, which in general aspects impressed visitors in a positive way.

Brazil will also host the Olympic Games in Rio de Janeiro in 2016, an event that will attract athletes and visitors from all over the world, including the Irish Committee which has confirmed its participation and has already announced the Team Ireland leaders which will be in Brazil for the competition. (Olympic Council of Ireland, 2014)

Furthermore, according to the Irish Minister of State for Sport and Tourism, Michael Ring TD, €1 million will be invested to assist the Irish athletes, coaches and service providers and support their qualification, preparation and participation before and during the competition. (Olympic Council of Ireland, 2014)
Brazil was represented in the Holiday World Show in the beginning of 2015 in Dublin, an international tourism exhibition aiming to gather representatives from many destinations around the world and to promote tourism among the respective countries. The Brazilian Embassy has already confirmed presence in the 2016 edition which shows the constant efforts of the Brazilian government to maintain the image of the country as an attractive tourism destination. (Holiday World Show, 2015)

Another event organized by the Brazilian Embassy in Ireland and the Brazilian Tourist Board – EMBRATUR was the “Brazil Travel Trade Workshop” held in the Dublin Chamber of Commerce in June 2015. On this occasion, Irish tour operators, travel agents and specialized travel media were invited to find out more information about Brazil as a tourism destination, including presentations of representatives from Brazil’s tourist boards and workshops with tourism suppliers. (Dublin Chamber of Commerce, 2015)

2.4.4 Conclusion

Analysing the strategies adopted by Brazil and Ireland to promote the tourism between the two countries and observing the potential opportunities for tourism in these markets, the question of the non-existence of direct flights between the two destinations arises.

This research projects aims to investigate the demand for the creation of direct flights between Brazil and Ireland and the tourism motivations between the two countries is an essential factor to answer the research question proposed.

Moreover, one of the objectives of the primary research conducted in this project is to investigate the opinion of Irish tourists regarding Brazil as a tourism destination and the effects that the creation of a direct flight between the two countries would have in their decision to travel to Brazil.

2.5 The economic effects resulting from the creation of direct flights

2.5.1 Introduction
Globalization has made tourism more accessible to most travellers, however tourism destinations such as Brazil are still considered exotic due to the fact the country is geographically distant from key markets as Japan, United States of America and the EU countries, including Ireland. Furthermore, “since travel cost increases with distance, faraway destinations continue to be out-of-reach of many tourists’ travel budgets.” (Tveteras, 2014)

In this scenario, travel cost includes not only the air fare cost but also the costs related to time spent and the convenience of travel as mentioned by (Tveteras, 2014) based on previous work by (Gronau, 1970; De Vany, 1974; Anderson and Kraus 1981). At the same time, travellers which have high salaries but with reduced number of holidays tend to prioritize a shorter journey time even if this route would cost more. Executives travelling for business are also included in this category. (Tveteras, 2014)

In this section, two prior studies related to the establishment of direct flights between two destinations are summarised and analysed and their findings are examined in relation to the current scenario of non-stop air service between Brazil and Ireland.

2.5.2 Summary of prior works

(Tveteras, 2014) examines the indirect and direct economic effects of a non-stop flight connection between countries, in their case, Peru and France. They estimate tourist demand using a series of variables including number of non-stop flights between destinations, differences in purchasing power parity between countries and the distance between and population of the countries. Having access to rich tourist number data from the Peruvian tourist board, they quantify that with every 1% increase in the number of flights from a European or American destination, there is a 0.3% increase in the number of visitors from the country where the air hub is located.

“This indicates that by adding another long-haul flight from the Netherlands to Peru, the increase in visitors to Peru will be 226, where 33 are visitors from the Netherlands (direct effect) and 193 are visitors from other European countries (indirect effect).” (Tveteras, 2014)

In summary, (Tveteras 2014) finds that the increase in the number of international flight departures to Peru has a marked positive effect on tourist arrival, however this was only one
relevant factor that should be combined with other actions to boost the tourism growth in the country.

(Fuji et al. 1992) investigate the economic viability of direct flights from the US mainland to the islands of Maui, Hawaii and Kauai in Hawaii. At the time of data collection, most of the flights to the islands passed through Honolulu airport on the main island of Oahu which was then the tenth busiest airport in the USA.

Their study focuses on the viability of the cost of extending the runways of the airports of Maui, Hawaii and Kauai to accommodate larger jets, a cost which can be offset by increased passenger numbers. They examine monthly travel data from 1973 to 1988 to fit their model, finding that direct flights to Maui would be theoretically viable, however direct flights to Kauai were found to be non-viable as they were cancelled after thirteen months in operation. For the island of Hawaii, the passenger surcharge would need to be large ($120 per traveller) to accommodate the runway modifications and would not be cost effective.

Compared to these studies, establishing the viability of a direct flight between Brazil and Ireland would have a number of additional factors. These two studies mainly focus on the tourist market, which is of interest in the case of Ireland and Brazil but also of interest is the growth in commercial traffic and traffic related to Brazilian students and their families. Infrastructure upgrades would be unlikely to be necessary in the case of Ireland and Brazil, although this could indeed affect the relevant airports which would be chosen as destinations.

2.5.3 The case of Ireland and Brazil

As mentioned by Tveteras (2014), flights that exceed 3,000 kilometres are considered long haul. The approximate distance between Dublin and Sao Paulo is 9,403 km, according to the online service (Distance From/To, 2015) which uses Google’s Maps system to calculate geographical distances.

The creation of a long haul direct flight between two destinations increases the transit of people travelling between the two countries primarily because it normally reduces the travel time but also because it incentivizes the competition with other airlines departing from the main hubs to the same destinations which will drop the prices of airfares. (Tveteras, 2014)
As observed by Tveteras (2014), based on previous work by Lo and Lam (2004), first-time visitors tend to be less concerned about the expenses involved in a trip and prioritize the quality of the tourism, once they are not regular visitors to the country and the trip represents a once-in-a-lifetime experience. Considering that, the creation of a long haul direct flight contributes to the positive aspect of a trip and would incentivize Irish tourists to visit Brazil for the first time.

Even though Brazil could still be classified as a developing country in economic terms, its air connectivity can be considered fairly developed. As defined by Tveteras (2014), air connectivity can be measured by the number of departing flights or by seat capacity. Furthermore according to data provided by the ANAC (Brazilian National Agency for Civil Aviation) in 2013 it was possible to fly to 58 destinations in 35 countries from 15 different departing cities in Brazil. (Barbosa, 2013) However, Ireland is still not a destination which can be reached by a direct flight departing from Brazil.

Brazilian and Irish visitors would primarily choose each other’s countries as a tourism destination if there was a direct flight between the two countries. However, any visitor travelling from Brazil to Ireland or in the opposite direction needs to make a connection in another country, for example: England, Spain, Netherlands, France, Germany, Italy, Portugal or even in Turkey or the United States. All these connections are not geographically convenient options and this can result in tourists choosing a destination which can be reached by a direct flight instead.

As well observed by Tveteras (2014), with the creation of a new long haul route, not only the travellers in the country of departure benefit from this but the travellers from neighbouring countries benefit also, which characterizes the direct and indirect effects respectively. In this scenario, with the creation of a direct flight between Brazil and Ireland, it is not only the case that more Brazilian tourists would visit Ireland but tourists from Argentina, Uruguay, Chile and other South American countries who depend on flight connections in further hubs would also benefit from this route.

Neither Dublin airport (DUB) nor Sao Paulo International airport (GRU), for example, would need any expansion or major developments in their structures and facilities considering that
these airports are modern or recently expanded and receive international flights and large-sized aircraft from different routes.

Channelling flights through existing hubs is beneficial for the airlines once they can offer a service to a limited number of destinations operating fewer flights and also the aircraft maintenance becomes cheaper once is centralized in the hubs. However the passengers suffer with uncertainty regarding time and additional costs, such as an increased probability of lost or damaged luggage, waiting time and other hassles resulting from flight connections. (Fujii et al. 1992)

(Fujii et al. 1992) explains that based on the model of Quandt and Baumol (1966) the volume of travel between two destinations is a matter of both places’ characteristics as well as the money and time costs to travel between them. (Fuji et al.1992) Based on this theory it is possible to say that with the creation of a direct flight between Brazil and Ireland, time costs would be reduced once no other connections in further European hubs would be needed, increasing in this way the volume of visitors in each other’s countries. This theory also supports the assertion that direct flights would initially benefit travellers that prioritize time saving such as business executives, whose volume of travel has increased due to the trade growth between Brazil and Ireland, as explained in Chapter 2.3.

2.5.4 Conclusion

As mentioned previously, Brazil is located 9,403 km from Ireland, so the travel cost associated with a tourism trip between the two destinations is high, both in terms of price of the airfare and cost related to time and convenience of travel.

Following the example presented of Peru, the creation of a direct flight between Brazil and Ireland would reduce the aforementioned costs and would incentivize tourism between the two destinations. As Tveiteras (2014) highlighted, not only the travel cost is important, but also the attractiveness of a destination is determinant for air travel demand.

Brazil and Ireland have their own attractions which include natural beauty, food, culture, and history, among others. These factors, combined with other incentives towards the growth of tourism and the current demand formed by students and their related visitors, executives and
tourists interested in each other’s countries, would be valid reasons for the creation of a direct flight between Brazil and Ireland.

2.6 Literature Review Conclusion

The literature review has examined the four points that will influence directly on the research project proposed. The intention when approaching the topics presented was to prove that there is a strong demand for the creation of a direct flight between Brazil and Ireland. This demand would consist of Brazilian students living in Ireland, followed by their family members and friends, as well as executives travelling on behalf of Brazilian-Irish companies and the potential tourists attracted to each other’s countries. It was also observed that this demand is an increasing trend, based on the perspectives taken into account during the research.

Another subject analysed was the effects observed as a result of the creation of direct flights in two case studies presented in different articles, which focused on the locations of Peru and Hawaii. This served as a comparison to the case of Brazil and Ireland and suggested that the development of a non-stop air service between these two destinations would benefit tourism as it would reduce the cost of air fare as well as time and convenience costs, incentivising more tourists to travel between Brazil and Ireland.

The secondary research will be accompanied by primary research carried out using questionnaires that will aim to quantify the demand for regular travellers among the Brazilians living in Ireland as well as to analyse the travelling habits of potential Irish tourists to Brazil. The ultimate objective of this work is to estimate the demand for the creation of a direct flight between Brazil and Ireland, including details such as ideal frequency of flights, price range for tickets and the most popular destinations between which to operate the air service.
3. Methodology

3.1 Methodology Introduction

This chapter will describe the methodology that was used to carry out the primary research and to collect the data, which combined with the secondary research, aims to quantify the demand for the creation of direct flights between Brazil and Ireland. Therefore, in order to answer the research question “Is there sufficient demand for the creation of a direct flight between Brazil and Ireland?” the primary research was conducted based on the Research ‘Onion’ proposed by Saunders et al. (2009, p. 138) illustrated below. Finally, further details related to the collection and analysis of the primary data as well as ethical aspects of the research will be presented in this section.

![Figure 3 – The Research ‘Onion’ – Saunders et al. (2009)](image-url)
3.2 Research Design

The research design could be characterized as the process of turning the research question into a research project, or the general plan aimed at answering the research question of a project. (Saunders et al. 2009)

This section will clarify the research design decisions made regarding the overall plan of this research project, according to the research philosophy and research approach layers selected from the ‘onion’ above that will inform this work until its conclusion.

3.2.1 Research Philosophy

The first layer of the Research Onion above (Saunders et al. 2009) represents the philosophies that can be applied during a research project. Within this layer, there are four main philosophies where a management research project can be positioned: Positivism, Realism, Interpretivism and Pragmatism.

Positivism is the philosophy characterized by the observation of phenomena and collection of data without the interference of the researcher, whose view is objective and external. The research is conducted free of value judgement and the data is collected in large samples, measured and analysed in an independent way. The method for data gathering used is normally quantitative, although it can be mixed with qualitative technique in some cases. (Saunders et al. 2009)

Realism is another philosophy which is considered objective and exists independently of human influence, however its interpretation is affected by the researcher’s judgement. This philosophy states that insufficient data collection can result in imprecise perceptions at the same time that phenomena can also lead to misunderstood perceptions. The researcher’s interpretation can be influenced by his/her own experiences, opinions and background and the method for data collection can be either qualitative or quantitative. (Saunders et al. 2009)

As explained by Saunders (Saunders et al. 2009) Interpretivism demands that the researcher understands the differences between different human beings as social actors. This philosophy states that the researcher should enter the world of the subjects researched and observe the
circumstances from their perspective. Because of this, the meanings found in this research will usually be subjective. The data collection is normally carried using a qualitative method with in-depth investigations and in small samples. The interpretivist approach is often applied to projects in the area of business and management research, especially in Marketing, Human Resources and corporative behaviour.

Pragmatism proposes that in order to answer the research question in an appropriate way, epistemology, ontology and axiology can be applied in the same work with variations. In this extent, both methods, quantitative and qualitative are allowed simultaneously, as well as observable phenomena and subjective meanings, where the researcher can apply subjective and objective opinions to the study. Finally, values are of essential relevance when interpreting results and the focus is on practical applied research while analysing data. (Saunders et al. 2009)

After analysing the different theories it is possible to conclude that the present research project is based on the Realism philosophy. The observation of the phenomena, in this case Brazilians’ and visitors’ travelling behaviour, as well as the data collection will be done in an objective way. However the interpretation of the quantitative data and the conclusion to be presented in this research project can be affected by the researcher’s personal judgement, influenced by her opinions, background and experience as a regular traveller between Brazil and Ireland.

3.2.2 Research Approach

When choosing a research approach, there are two directions that can be followed by the researcher. One is the investigation of data and the further creation of a theory based on the outcomes of the research, which characterizes induction. Another direction is establishing a theory, which will be followed by observation and testing, aiming to prove the truth of the theory presented, which is typified by deduction.

Saunders et al. (2009, p. 124) believe that the deductive approach involves the development of a theory which is subjected to a rigorous test. Walliman (2011) complements the idea proposing that if one theory is rejected, another one should be presented and tested until the most suitable theory is maintained.
Saunders et al. (2009) mentioned Robson (2002) who lists the five steps that should be followed throughout the deductive research process:

1. Deducing a testable proposed hypothesis from the theory presented;
2. Expressing the hypothesis in detailed terms;
3. Testing the operational hypothesis;
4. Examining the outcome of the investigation, which may either confirm the theory or contradict it;
5. In case of necessity, changing the original theory to a most suitable one.

Furthermore, Saunders (Saunders et al. 2009) also clarifies that in the deduction approach, the researcher should be independent of the object being observed. The concepts involved in the research project need to be clearly defined so the facts can be measured in a quantitative way. The collection of data is normally done in large samples at one specific moment and longer periods of observation are not needed. The results of the research carried will be normally generalized as a defined social behaviour in a specific group.

The inductive approach normally involves the observation of a small sample of subjects for an extended period of time and the researcher takes in consideration the context where the event studied occurs so the qualitative research is the method normally applied. The induction approach normally has a more flexible structure which allows the research emphasis to change while the project is carried out. The researcher is considered part of the research process and the results are not generalized once every sample of the subject is analysed individually. (Saunders et al. 2009)

The theory to be proven through this current project is that there is enough demand for the creation of direct flights between Brazil and Ireland. The data was collected through questionnaires answered by Brazilians living in Ireland and potential Irish visitors to Brazil, which were combined with complementary secondary research. The data was collected in a quantitative way in one specific snapshot, large samples of the subjects were analysed and the results were generalized to define a specific behaviour in a defined group. In this sense, there is a previous theory and hypothesis that were tested and outcomes were analysed to prove the
theory was correct. Therefore, the research approach chosen to be applied in this work is deductive.

### 3.2.3 Research Strategy

In a research project there are two methods to be chosen by the researcher for the data collection and the data analysis: quantitative and qualitative. The quantitative method is characterized by any data collection process or data analysis technique that creates numerical data, while the qualitative method represents data collection or analysis that results in descriptive non-numerical data. (Saunders et al. 2009)

The method for data collection and data analysis chosen to be applied in the current work is quantitative, considering that this research aims to quantify the demand for the creation of a direct flight between Brazil and Ireland and to project the results to a larger population. The objective of the research is not to explore in-depth the personal reasons behind the answers given, but simply to obtain a numerical basis to support the research question proposed.

The research strategy used in this research project is the survey method, considering the philosophy and the approach, both detailed earlier, that are applied in this work. The survey strategy is related to the deductive approach chosen to be followed in this research and allows the collection of large amounts of data from a portion of the population in an economical way. (Saunders et al. 2009). The questions proposed in the surveys intended to gather answers related to who, what, how much/how many, where, etc. and aimed to quantify the demand for the creation of direct flights between Brazil and Ireland.

As a result of choosing surveys as a single quantitative data collection technique for this research project combined with a corresponding quantitative data analysis procedure, the research choice used is classified as mono-method, according to Saunders et.al (2009).

Following the research onion pictured above, Saunders et.al (2009) explain that the time horizons should be chosen based on the research question to be answered. They also define cross-sectional studies, or the ‘snapshot’ time horizon, as the study of a particular phenomenon at a particular time. Considering the fact that the questionnaires used to collect
data in this project were answered at one specific point in time, it is possible to conclude that
the time horizon used in the current research is cross-sectional.

3.2.4 Sampling - Selecting Respondents

Saunders et.al (2009) define census as the collection and analysis of data from every possible
case or group member. Although using the census method may be possible occasionally, in
the majority of cases due to restrictions of time, money and access this is not a viable option
to obtain and process data.

According to Saunders et.al (2009) sampling is a valid technique that enables the researcher
to reduce the amount of data needed by considering only data obtained from a sub-group
instead of information from a whole population.

In the current research project, the population is represented by the Brazilian community
living in Ireland and by potential Irish visitors to Brazil. Considering that it would not be
possible to survey this whole population due to their large number and the time and costs
involved in the process, sampling is the most suitable alternative to collect data from a
fraction of this population.

As stated by Saunders et.al (2009) by adopting probability samples it is possible to answer
research questions that demand a statistical estimation of the characteristics of the population
sampled. Due to that, probability sampling is normally associated with survey-based
research strategies and it is the most suitable technique to be applied to this research project.

3.3 Data Collection Instruments

When choosing the method to collect the primary data the researcher considered three
options: observation, focus group and questionnaires. According to Saunders et. al (2009)
“observation involves the systematic observation, recording, description, analysis and
interpretation of people’s behaviour”. This method was discarded due to the fact that the
main purpose of this research project is the quantification of the demand of passengers for the
creation of a direct flight between two destinations, for what a snapshot of the data was
sufficient. This method however is applicable when investigating social phenomena and the
relationship between events. Furthermore the observation method can be a time consuming option which was not a suitable alternative for this project.

A focus group interview was another alternative analysed to collect primary data. As mentioned by Saunders et. al (2009) citing Carson et. al (2001) “focus group is used to refer to those group interviews where the topic is defined clearly and precisely and there is a focus on enabling and recording interactive discussion between participants”. These groups are normally formed by between four and twelve participants. However to achieve the objective of the current research project a larger number of respondents’ opinion was needed to make conclusions and answer the research question.

Considering that the data necessary for this research project is simply numerical information, and this researcher did not intend to obtain subjective, personal or in-depth opinions from the population analysed, questionnaires were the most suitable tool to collect the primary data.

In addition, questionnaires were the method chosen to collect data for this research project as this is an efficient way to get respondents to answer the same set of questions, gathering responses from a large sample of the population, and posteriorly use the data generated for quantitative analysis.

The questionnaires were designed, using Google Forms, with the objective of collecting sufficient data to answer the research questions and to investigate the travelling behaviours of Brazilians residing in Ireland and of potential Irish visitors to Brazil.

In order to collect primary data from a sample of the population, two different surveys were distributed via the Internet. A survey aiming to collect responses from Brazilians resident in Ireland was published on a Facebook group which consists of members of this specific community only. The survey was answered online by a total of 300 respondents and contained 14 questions. The main objectives of the survey were as follows:

- identifying demographics, including age group, level of education, marital status and household income;
- identifying their travelling behaviour with questions regarding the frequency of their trips to Brazil, price paid on previous flights and location of flight connections taken in the past year;

- investigating the respondents’ opinions regarding the creation of a direct flight between Brazil and Ireland, including price range and how the existence of a non-stop flight would affect their travelling habits.

A second survey which aimed to collect responses from potential Irish visitors to Brazil was distributed among friends, work colleagues and acquaintances by email. The survey was also posted on a Facebook group which is formed by regular Irish travellers, which may or may not have visited Brazil before. The total number of respondents for this survey was **52 people** and consisted of 17 questions which sought information concerning the following:

- identifying demographics, including age group, level of education, marital status, household income and if they have visited Brazil previously;

- identifying their travelling behaviour with questions regarding the frequency of their trips to Brazil, the reason for the trip, the duration of the stay, the location of flight connections taken in the past year and the price paid for previous flights;

- investigating the respondents’ opinion regarding the creation of a direct flight between Brazil and Ireland, including price range, favourite cities of interest and how would this affect their decision to choose Brazil as a tourism destination.

Due to the fact that this research project has a quantitative character, both questionnaires were designed with set answers, which means that respondents chose the most suitable option from a list, and generated numerical data.

**3.4 Data Analysis Procedures**

Once primary data was collected from the surveys described earlier, quantitative data was created. Google Forms, the tool used to design the surveys, also automatically generated charts with the results obtained and the respective percentages.
These data were exported to Microsoft Excel, where further complementary data analyses were carried out. This quantitative analysis generates useful information through measuring, comparing, testing hypotheses, explaining and forecasting the effects of the outcomes presented. Other graphs were created in order to examine the correlations existent between the different variables and the findings are described in Chapter 4.

3.5 Research Ethics

Saunders et al. (2009) states that “research ethics relates to questions about how we formulate and clarify our research topic, design our research and gain access, collect data, process and store our data, analyse data and write up our research findings in a moral and responsible way.”

The surveys conducted in this research project were anonymous so the privacy of the respondents was not affected. The participation of the respondents was voluntary as the recruitment was done online and the subject of the research should be of common interest of the participants, who would benefit from the creation of direct flights between Brazil and Ireland.

A cover letter was attached to the questionnaires explaining the nature of the research and clarifying the need for spontaneous consent of the participants who have the confidentiality of the data provided guaranteed.

Finally, as the type of surveys applied were self-administered questionnaires which were Internet-mediated, the respondents had the freedom to answer the questions voluntarily, anonymously and at a time convenient to them, without any major hassles or ethical issues.

3.6 Limitations of Methodology

As Saunders et.al (2009) and other authors such as (Bell, 2005; Oppenheim, 2000) stated, it is “far harder to produce a good questionnaire than you might think”. The researcher needs to ensure that the precise data will be collected in order to answer the research questions and to
achieve the objectives of the research project. Normally the researcher will not have another opportunity to collect data from the same respondents in a survey.

In the current research project, even though a pilot test was run previously to assure the questionnaire was working perfectly and no technical issues would occur, other weak points were identified by respondents while answering the surveys and by the researcher posteriorly. Some of them are described below:

- Insufficient options of answers to be chosen from, which restricted the respondents to express their exact opinion, as observed by some of the people surveyed;

- More questions should have been asked such as the favourite period for Brazilians to travel during the year, number of people they received as guests coming from Brazil to Ireland, number of people that accompany the respondents when travelling to Brazil such as spouses and children, the period of the respondents’ permanency in Ireland, etc;

- Some of the questions may not have been described with enough details which may have been the cause of misinterpretation of the respondents.

- The questionnaire for Brazilians was written in English which may have caused misunderstanding for those who are still not fluent in the language.

On the other hand, the surveys strengths refer to the fact that a large number of Brazilians were surveyed and the respondents represent a mixed sample of the entire population which makes the data more reliable. The same effect was observed from the fact that a portion of the respondents of the survey aimed at potential Irish visitors had visited Brazil previously, so the answers were balanced, compared to the respondents who had never visited Brazil before.

In a general analysis, choosing questionnaires to collect data was a successful option as it was possible to gather enough quantitative data which enabled further quantitative analysis leading to the findings and conclusions to be presented in this work.
4. Data Analysis and findings

4.1 Introduction

The objective of this chapter is to describe the results of the primary research carried out in this project and to explain the analysis done between the links within different aspects of the data, presenting the hypothesis tested to further draw conclusions in Chapter 5. The primary data was collected through questionnaires answered by Brazilians living in Ireland and potential Irish visitors to Brazil. By the end of this Chapter, the researcher aims to have presented the numbers and trends that will seek to answer the research question in this project: *Is there sufficient demand for the creation of a direct flight between Brazil and Ireland?*

4.2 Questionnaire directed at Brazilian passengers residents in Ireland

The questionnaire directed at Brazilian respondents was distributed on a Facebook group aimed at Brazilians who live in Ireland called “Classificados Dublin”. The questionnaire contained 14 questions and was answered by a total of 300 people.

From the total number of respondents, 219 were women, representing 73% while 81 people were men depicting 27% of the total participants.

When asked about their relationship status, 135 respondents stated they were single representing 45% of the total; 73 participants were married representing 24.3%; 46 respondents were single but cohabiting with a significant other characterizing 15.3% of total; 44 participants were in a domestic partnership or civil union representing a total of 14.7% of answers and 2 people were divorced depicting 0.7% of total respondents.

Regarding age range, the majority of the respondents were between 25-34 years old, representing 208 people (69.6%); followed by 52 people (17.4%) aged between 18-24 years old; 31 people (10.4%) were in the age group of 35-44 years old and 8 people (2.7%) were between 45-64 years old.

The question relative to the annual household income of the respondents showed that 180 people (60.4%) had an annual household income less than €24,999 a year; 92 people (30.9%)
had an annual household income between €25,000 and €49,999 a year; 23 respondents (7.7%) had an annual household income between €50,000 and €99,999 a year and 3 people (1%) answered that they had an annual household income over €100,000 a year.

Regarding their current occupation, 117 respondents (39.1%) answered that they work full-time; followed by 94 people (31.4%) who considered themselves students; 71 people (23.7%) work part-time and 17 people (5.7%) answered that their current occupation would be classified as other, which included “looking for a job”, “unemployed”, “housewife”, etc.

The majority of respondents, 141 people (47.3%), had completed an undergraduate degree as the highest level of education; followed by 113 people (37.9%) who had a postgraduate degree as their highest level of education achieved and finally 44 people (14.8%) completed the Leaving Certificate (equivalent high-school diploma) as their highest level of education.

The vast majority of respondents are Brazilians living long-term in Ireland (more than 12 months) represented by 205 people (68.6%) followed by 94 people (31.4%) who have lived in Ireland short-term (up to 12 months).

When asked how many return flights they took in the last 12 months, 131 respondents (43.7%) answered they travelled to Brazil just once, followed by 111 people (37%) who did not travel to Brazil at all; 49 respondents (16.3%) returned to Brazil twice in the period and 9 people (3%) flew to Brazil 3 times or more often.

The city in Europe where most Brazilians do the connection when flying from/to Brazil is Amsterdam with a total of 82 people (28.3%), followed by London chosen by 68 people (23.4%), Madrid with a total of passengers of 54 (18.6%), followed by Paris chosen by 45 people (15.5%), Frankfurt which was the choice of 39 people (13.4%) and finally Istanbul where 2 people (0.7%) made their connection. Moreover, from the total of 300 respondents, 10 people answered that they made their connection through New York, which was not a primary answer option in the survey but should be taken in consideration as a competitor for a potential new direct flight between Brazil and Ireland.

The vast majority of Brazilians departed from Sao Paulo when travelling to Ireland with a total of 224 people (74.6%) followed by 44 people (14.6%) who departed from Rio de
Janeiro, 10 people (3.3%) departed from Recife, 4 people (1.3%) departed from Brasilia, 2 people (0.6%) departed from Fortaleza and 1 person (0.3%) departed from Natal. In addition to the graph, 14 people marked “Other” as an answer. From this number, 1 person departed from Curitiba, 1 person departed from Salvador, 4 people departed from Belo Horizonte and 9 other people marked “Other” but did not specify which city they departed from.

When asked about the price paid for their last airfare between Brazil and Ireland 81 respondents (27.3%) answered they paid between €701 and €800; 53 people (17.8%) said they spent between €601 and €700; 51 people (17.2%) affirmed they paid between €901 and €1000; 46 people (15.5%) spent between €801 and €900; 37 people (12.5%) paid over €1000 and finally the minority, represented by 29 people (9.8%) bought tickets in a range between €500 and €600.

A question proposing an example of a direct flight between Brazil and Ireland departing from Rio de Janeiro to Dublin that would take around 11 hours was made to the respondents who were asked to answer how much they would be willing to pay for this route. The results were fairly balanced. From the total respondents, 85 people (28.5%) answered they would pay between €601 and €700, 72 people (24.2%) said they would pay between €701 and €800, 67 people (22.5%) answered they would pay between €500 and €600 for this airfare, 39 people (13.1%) said they would pay between €801 and €900, 26 people (8.7%) said they would pay between €901 and €1000 and finally 9 people (3%) would be willing to pay over €1000 for this new route.

When asked how likely the availability of a direct flight between Brazil and Ireland would affect how often the respondents travel between the two countries, 119 people (39.8%) said that it was very likely that they would travel more often to Brazil, 111 people (37.1%) answered that it would likely affect it, 63 people (21.1%) said it would not affect their decision, 5 people (1.7%) answered it would unlikely affect the frequency of their trips and only 1 person (0.3%) answered that very unlikely it would affect the frequency of travelling to Brazil.

The last question asked for the opinion of the respondents regarding the effect that the creation of a direct flight would have on the relationship between Brazil and Ireland. The majority of people represented by 276 respondents (92%) said the effect would be positive
and 24 people (8%) believe it would not have any change in the relations between the two countries.

4.2.1 Data analysis – Results from questionnaire aimed at Brazilians

4.2.1.1 Hypothesis 1 – “Brazilians who are settled in Ireland (long-term in the country) travel to Brazil at least once a year”

The first hypothesis tested was regarding the correlation between frequency of trips to Brazil and time of residency in Ireland. The researcher assumed that Brazilians who live in Ireland for long-term (longer than 12 months) tend to visit Brazil regularly, as at least once a year. The results of the questionnaire answered by Brazilians confirmed this hypothesis.

When asked about how many times Brazilian short-term residents (up to 12 months) have travelled to Brazil in the past 12 months, the majority of the respondents represented by 48% affirmed they have not travelled to Brazil at all, followed by 40% which travelled just once in the period, 9% who travelled twice and 3% said they travelled 3 times or more often.

The pie chart below shows the results:

![Pie Chart: Trip Frequency: Short term residents](chart.png)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>48%</td>
</tr>
<tr>
<td>1</td>
<td>40%</td>
</tr>
<tr>
<td>2</td>
<td>9%</td>
</tr>
<tr>
<td>More often</td>
<td>3%</td>
</tr>
</tbody>
</table>
Figure 4 – Percentage of short-term Brazilian residents in Ireland x number of return flights taken last year.

On the other hand, when asked the same question 45% of Brazilian long-term residents (more than 12 months) answered that they have travelled to Brazil once in the past 12 months, followed by 32% who did not travel at all in the same period, 20% declared they visited Brazil twice in the past year and 3% affirmed they travelled to Brazil 3 times or more often.

The chart below presents the results:

Figure 5 – Percentage of long-term Brazilian residents in Ireland x number of return flights taken last year.

From the analysis of both charts it is possible to conclude that the majority of the Brazilian long-term residents in Ireland tend to travel to Brazil at least once a year, in contrast to the short-term residents, the majority of whom do not travel to Brazil at all.

4.2.1.2 Hypothesis 2 – “Brazilians who are married or in an established relationship travel to Brazil more often”
The second hypothesis tested was regarding the link between current relationship status and frequency of travelling to Brazil. The researcher believed that Brazilians who are married or are currently in a serious relationship (cohabiting with a significant other, in a domestic partnership or civil union) tend to travel to Brazil more often. The subset of the data based on the results collected from the questionnaire confirmed this theory.

The chart below shows that the majority of the Brazilian respondents who did not travel to Brazil at all in the past year (52%) were single. On the other hand, respondents who were married or in a serious relationship and did not take any flight to Brazil in the same period were the minority, represented by 48%.

![Pie chart showing relationship status and flight status](image)

**Figure 6** – Percentage of Brazilian residents in Ireland and their respective relationship status x 0 return flights taken last year.

The pie chart below shows that the majority of people who travelled to Brazil once last year was married or in a serious relationship (56%) while the minority represented by 44% was single.
Figure 7 - Percentage of Brazilian residents in Ireland and their respective relationship status x 1 return flights taken last year.

The following figure presents that the majority of people who travelled to Brazil twice last year were married or in a serious relationship (63%) while only 37% of these travellers were single.

Figure 8 - Percentage of Brazilian residents in Ireland and their respective relationship status x 2 return flights taken last year.
This chart shows that the vast majority of Brazilian travellers who flew to Brazil more than twice last year were married or in a serious relationship (78%) in contrast to travellers who were single which represented only 22% of this total.

**Figure 9** - Percentage of Brazilian residents in Ireland and their respective relationship status x 3 or more return flights taken last year.
Figure 10 - Percentage of Brazilian respondents who are in a serious relationship x number of flights taken last year.

The graph above summarizes what the previous charts presented. The percentage of passengers in a formal long-term relationship who travelled last year increases relative to the number of flights taken.

4.2.1.3 Hypothesis 3 – “Brazilians living in Ireland would travel more often to Brazil if there was a direct flight between the two countries”

The third hypothesis, which was tested and proved, is that Brazilians who live in Ireland would travel more often to Brazil if there was a direct flight between the two countries.

The chart below shows the results:

Figure 11 – Creation of a direct flight between Brazil and Ireland and the travelling habits of Brazilians.
The data collected from the questionnaires aimed at Brazilians proved that the majority of the respondents would travel more often to Brazil if there was a direct flight between this country and Ireland. From the total, 37% answered they would likely travel more often to Brazil, while 40% answered that very likely they would travel more frequently to their country. That is a total of 77% of respondents who would be positively affected by the availability of this new route.

4.2.2 Most frequent hubs in trips between Brazil and Ireland

The Brazilian respondents were asked which was their departure/arrival city in Brazil and which was the hub used to make the flight connection when travelling from/to Ireland. Based on the responses obtained, the bar graph below was designed.

![Bar graph](image)

**Figure 12** – The most frequent routes used by Brazilians when travelling between Brazil and Ireland.
Observing the numbers expressed in the graph it is possible to conclude that the most popular route taken by Brazilians when travelling between Brazil and Ireland is Sao Paulo (GRU) – Amsterdam (AMS) – Dublin (DUB). KLM is the airline who provides this service and regularly offers discounted tickets in this route. Another relevant aspect to be considered is the total distance of 10.569 km of this route [Google maps].

The subsequent favourite route chosen by Brazilians is Sao Paulo (GRU) – London Heathrow (LHR) – Dublin (DUB) which air service is operated by British Airways, which offers daily flights. The total distance of this route is 9.976 km [Google maps]. However, as the immigration rules and process in Heathrow airport are stricter, occasionally some Brazilians avoid using this connection hub and prefer alternative options.

The route Sao Paulo (GRU) – Madrid (MAD) – Dublin (DUB) is the third most favourite option among Brazilians when flying between Brazil and Ireland. The service is operated by Iberia Airlines, which offers daily flights and is also a well-known company for affordable airfares. The total distance of this route is 9.852 km [Google maps].

All the other routes showed in the bar chart above represent the alternatives used by Brazilians when flying between Brazil and Ireland and the numbers do not show any expressive trend. However two routes are relevant to be observed: Sao Paulo (GRU) – New York (JFK) – Dublin (DUB) and Sao Paulo (GRU) – Istanbul (IST) – Dublin (DUB) due to the long distance from the final destination.

The route flying through New York (JFK) is operated by Delta Airlines and was the option chosen by 10 Brazilian respondents. This route has the disadvantage of having a total distance of 12.823 km [Google maps] and also limits Brazilian passengers which require visas to land in the US. However, connections in New York (JFK) are still an option chosen by these passengers and should be considered as a competitor to the creation of a direct flight between Brazil and Ireland.

Other interesting route to be observed is Sao Paulo (GRU) – Istanbul (IST) – Dublin (DUB), which is operated by Turkish Airlines. Even though Turkey is partially located in Europe, the total distance of this route is 13.553 km [Google maps] and when the map is observed, this hub is located far away from a “straight line” between Brazil and Ireland. Even with this
downside, the route was chosen by 2 of the respondents surveyed and can also be considered a competitor to the flight route which is the object of this research.

Figure 13 – Map of the most frequent hubs chosen by Brazilians when flying between Brazil and Ireland and respective route lines.

4.3 Questionnaire directed towards potential Irish tourists to Brazil

The questionnaire directed towards potential Irish tourists to Brazil was initially distributed by email to friends, work colleagues and acquaintances. Posteriorly, the respective link to the questionnaire was also posted on a Facebook group composed of regular Irish travellers. The questionnaire contained 17 questions and was answered by a total of 52 people.
The questionnaire was answered by a total of 27 women which represented 52.9% and 24 men which depicted 47.1% of the entire number of respondents.

When asked about their relationship status, 26 people (50%) of the respondents were single, followed by the other half of the population who affirmed to be in a relationship. From this, 11 people (21.2%) were single but cohabiting with a significant other, 8 people (15.4%) were married and 7 people (13.5%) were in a domestic partnership or civil union.

The vast majority of the people surveyed were in the age group of 25-34 years old, represented by 40 people (76.9%), followed by 8 people (15.4%) in the age group of 18-24 years old, 3 people (5.8%) were in the age group of 35-44 years old and 1 person (1.9%) was in the age group of 45-64 years old.

When asked about their annual household income, 19 people (36.5%) answered they had an annual household income of less than €24,999, followed by 18 people (34.6%) who said they had an annual household income between €25,000 and €49,999, 13 people (25%) answered their annual household income was between €50,000 and €99,999 and 2 people (3.8%) said their annual household income was €100,000 or more.

Regarding their current occupation, the majority of the respondents answered they work full-time, represented by 42 people (80.8%) followed by 7 students (13.5%), 2 respondents (3.8%) who work part-time and 1 respondent (1.9%) which fell in the “other” category.

From the total of respondents, 22 people (42.3%) had an undergraduate degree as the highest level of education achieved, 20 people (38.5%) had a postgraduate degree and 10 people (19.2%) had finished the Leaving Certificate or equivalent high school diploma.

From the whole number of people surveyed, the majority, represented by 31 people (59.6%) had never visited Brazil while 21 people (40.4%) had been to Brazil in the past.

From the total of 21 respondents who affirmed they have visited Brazil previously, 7 people (33.3%) went to Brazil once, 7 other people (33.3%) visited Brazil twice, 3 people (14.3%) had been to Brazil 3 times and 4 people (19%) had visited Brazil 4 or more times in the past.
The 21 respondents who answered they had been to Brazil were asked if they visited the country in the past 12 months. The majority represented by 14 people (66.7%) answered yes while 7 people (33.3%) said they had not visited Brazil in the past 12 months.

The respondents who had visited Brazil at some moment were asked about the reason for the trip. A large fraction of this group represented by 11 people (52.4%) said they travelled to visit family or friends living in the country, 6 people (28.6%) answered the reason for the trip was tourism, 1 person (4.8%) went to Brazil to do business and 3 people (14.3%) had other reasons for travelling.

When asked about the duration of the stay on their last trip to Brazil, the majority represented by 9 people (42.9%) answered that they stayed 4 weeks or longer in the country, 8 people (38.1%) stayed for 3 weeks, 2 people (9.5%) stayed for 2 weeks and 2 other people (9.5%) stayed only for 1 week.

The most popular cities that Irish tourists made their connection in when travelling between Brazil and Ireland were London with 5 respondents (23.8%), followed by Amsterdam chosen by 4 respondents (19%), Paris with 3 respondents (14.3%), Frankfurt with 3 respondents (14.3%) and New York with 3 respondents (14.3%), Lisbon with 2 respondents and Madrid which was chosen by 1 person.

All the total of respondents was asked if the availability of a direct flight between Brazil and Ireland would affect their decision to choose Brazil as a tourism destination. The majority represented by 38 people (73.1%) answered that with a direct flight they would be more likely to choose Brazil as a holiday destination, 13 people (25%) said it would not affect their decision and just one person (1.9%) said it would make it less likely to choose Brazil as a tourism destination.

When asked how likely it would be to the respondents to visit Brazil in the next 12 months, 16 people (30.8%) said it was unlikely, 13 people (25%) said they were not sure, 11 people (21.2%) answered it was very likely, 8 people (15.4%) said it was likely and 4 people (7.7%) answered it was very unlikely.
The top three destinations chosen by the majority of respondents when flying into Brazil were Rio de Janeiro voted by 41 people (78.8%), Sao Paulo chosen by 37 people (71.2%) and Salvador with 14 answers (26.9%).

The respondents were asked for the limit they would be willing to pay for a direct flight between Rio de Janeiro and Dublin that would have the duration of 11 hours. 19 people (36.5%) said they would pay between €701 and €800, 14 people (26.9%) answered they would pay between €601 and €700, 8 people (15.4%) said they would pay between €500 and €600, 7 people (13.5%) would be willing to pay between €801 and €900 and 4 people (7.7%) said they would pay between €901 and €1000 for the return flights.

Finally, when asked which effect they thought the creation of a direct flight between Brazil and Ireland would have in the relationship of both countries, the large majority represented by 42 people (80.8%) answered it would affect positively, 9 people (17.3%) believe would not have any change and just 1 person (1.9%) answered it would have a negative effect.

4.3.1 Data analysis – Results from questionnaire aimed at potential Irish tourists to Brazil

4.3.1.1 Hypothesis 4 – “Irish tourists who have never been to Brazil before would be more likely to choose the country as a tourism destination with the creation of a direct flight between Brazil and Ireland”

The fourth hypothesis tested in this research project refers to the questionnaire aimed at Irish potential visitors to Brazil. The researcher believed that Irish tourists who never visited Brazil before would be more inclined to visit the country for the first time if there was a direct flight between Brazil and Ireland. Analysing the data collected from such questionnaire, this theory is proven to be correct.

The charts below show the trends:
Respondents who never visited Brazil asked about effect of direct flight

- More likely to choose Brazil as a holiday destination: 77%
- Would not affect my decision: 23%

![Pie chart showing the percentage of respondents who never visited Brazil and their opinion about the creation of a direct flight.](chart)

**Figure 14** – Percentage of Irish potential visitors to Brazil who never visited the country before and their opinion about the creation of a direct flight.

Respondents who had been to Brazil asked about effect of direct flight

- More likely to choose Brazil as a holiday destination: 67%
- Would not affect my decision: 28%
- Less likely to choose Brazil as a holiday destination: 5%

![Pie chart showing the percentage of respondents who had been to Brazil and their opinion about the creation of a direct flight.](chart)
Figure 15 - Percentage of Irish potential visitors to Brazil who had been to the country before and their opinion about the creation of a direct flight.

In fact, the majority of the total number of respondents of the questionnaire aimed at Irish potential tourists answered that the creation of a direct flight between Brazil and Ireland would make them more likely to choose Brazil as a tourism destination. However as observed on the pie charts above, it is possible to notice that this trend is more accentuated in the visitors who had not been to Brazil before.

While 67% of the respondents who had been to Brazil previously affirmed they would be more likely to go to Brazil again with the availability of a direct flight, 77% of the respondents who never visited the country before answered the direct flight would make them more likely to choose Brazil for holidays.

4.3.1.2 Hypothesis 5 – “Irish visitors who have higher annual household income stay for a longer period in Brazil”

Hypothesis 5 refers to the theory that Irish visitors who have higher annual household income would stay in Brazil for a longer period than the lower annual household income respondents.

To test this theory the variables of annual household income of respondents and the period of stay in Brazil were compared. However after examining a subsection of the data provided, the results proved that this hypothesis was incorrect. The chart below represents the outcomes.
Figure 16 – Annual household income in relation to period of stay in Brazil

Observing the graph above it is possible to notice that the number of people related to their respective annual household income and the period of stay in Brazil varied in different ways. There is not an expressive trend to be extracted from this test and the variables are likely to depend on other factors than the ones analysed.

4.3.1.3 Hypothesis 6 – “Irish visitors who have higher annual household income would be willing to pay more for a direct flight”

Hypothesis 6 is related to the theory that Irish visitors who have higher annual household income would be willing to pay more for a direct flight between Brazil and Ireland. Even though when examining the data collected, it is possible to conclude that this hypothesis was proven to be wrong. The bubble chart below shows the results.
Figure 17 - Annual household income in relation to price willing to pay for a direct flight between Brazil and Ireland.

Analysing the chart above it is possible to observe that there is no relevant correlation between the annual household income of the respondents and the price that they would be willing to pay for a direct flight between Brazil and Ireland. Therefore both variables are not necessarily dependant.
5. Discussion

5.1 Introduction

This chapter aims to interpret and explain the results presented in Chapter 4 in deeper details, as well as to answer the research question and sub-questions proposed in addition to aspects of the literature review. It will expose the limitations experienced during the process of researching and collecting the primary data and the contributions of the study to finally prepare to draw the conclusions and recommendations in Chapter 6.

5.2 Hypothesis discussion

All six hypotheses presented in Chapter 4 and the respective results found when examining subsections of the data aimed to prove a main theory that there is enough demand for the creation of a direct flight between Brazil and Ireland.

The hypothesis 1 which was briefly presented in Chapter 4 is related to the theory that Brazilians who live in Ireland for long-term (more than 12 months) travel to Brazil at least once a year. This theory was tested and proven to be correct.

To test this hypothesis, it was compared the percentage of long-term and short-term Brazilian residents surveyed and how many times they answered to have travelled to Brazil last year. The results of this test showed that the majority of short-term residents did not travel to Brazil at all last year, while the majority of long-term residents travelled to Brazil at least once in the same period.

These results could be due to the fact that Brazilian short-term residents are aware of the temporary nature of their stay in Ireland which combined with expensive airfares and the flight time between the countries can be a discouraging factor to travel more often. At the same time Brazilian long-term residents in Ireland are normally settled in the country and tend to visit family and friends regularly in their country of origin.
Hypothesis 2 refers to the theory that Brazilian respondents who are married or in an established relationship travel more often to Brazil than the single respondents. This theory was also tested and proven correct.

To test this hypothesis the percentage of respondents who were in an established relationship was compared with those who were single and how many times they travelled to Brazil last year. The data analysis results showed that the majority of people who did not travel to Brazil at all last year were single, while the majority of people who travel at least once were in an established relationship. It was also observed that the percentage of respondents who were in a relationship increased relative to the number of flights taken.

The results obtained could be associated with the fact that normally Brazilians who are long-term residents in Ireland are also in an established relationship which would relate the variables in hypothesis 1 and 2.

An important aspect to be observed is that travellers who are married or in an established relationship tend to travel accompanied by their partners and in some cases children which increases the number of regular passengers between Brazil and Ireland, adding to the demand for the creation of a direct flight.

Hypothesis 3 is related to a theory that Brazilians would travel more often to Brazil if there was a creation of a direct flight between the two countries. This theory was tested and proved by simply observing the responses in the questionnaire. When asked how likely the availability of a direct flight would affect how often Brazilians travel to their country, the vast majority of respondents said they would be likely or very likely to travel more often if this service was offered.

This trend could be explained by the fact that the current flight service offered between Brazil and Ireland involves passengers taking a range of two, three, four or more flights to arrive in their destinations in Brazil. Therefore, flying to their country becomes a hassle and demands an extended free period of time, which is not always available. The positive feedback regarding the availability of a new direct route between the two countries is due to the fact that it would be faster and cheaper for Brazilians to visit their country regularly and more often.
The price aspect is based on the fact that “the main cost elements for long-haul air travel are fuel and flight and cabin crew (Francis et al., 2007), and since these operational costs increase with the length of the flight there should be a strong relationship between distance and air fare.” (Tveteras, 2014)

Considering that a direct flight would logically have a shorter total distance and flight time, the air fare would be cheaper than the current prices offered by the airlines which provide this service.

Hypothesis 4 was related to the theory that tourists who had never visited Brazil before would be more likely to go for the first time with the creation of a direct flight from Ireland. This theory was tested and proven to be correct. The variables analysed were the number of respondents that had or had not visited Brazil before and how likely the creation of a direct flight would affect their decision to choose Brazil for holidays.

The results showed a trend in which the majority of Irish respondents answered that they would be more likely to travel to Brazil with the availability of a direct air service. However tourists who had never visited Brazil represented a larger proportion of the total, 10% more people than the ones who had been to the country before.

This behaviour could be due to the fact that some respondents who have visited Brazil before might consider this trip an “once in a lifetime” experience and do not plan to travel to Brazil again in the near future. On the other hand, first time visitors would be more affected by the availability of the direct route, so the extra factor of novelty could be responsible for the difference in percentage of the respondents.

Hypothesis 5 relates to the theory that Irish visitors with higher incomes would stay for longer periods when travelling to Brazil. The researcher based her theory on the findings of a similar study carried out in Peru by Tveteras (2014), who concluded that “there is a close relationship between income levels and leisure travel”. Moreover, long-distance visitors normally stay longer periods in the tourism destination.
However, after analysing the results obtained from the questionnaire directed towards Irish visitors to Brazil, this theory was proved to be incorrect. A data analysis between the variables of annual household income and time of stay in Brazil showed that there is no relevant correlation between them. Therefore it is possible to conclude that other factors are influencing this behaviour such as reasons for the trip and time available for holidays instead of incomes.

Hypothesis 6 was related to the theory that Irish visitors with higher incomes would be willing to pay more for direct flights to Brazil. This theory was based on the fact that tourists would prioritize a shorter time spent on a flight than the price of the airfare charged. The variables tested were the annual household income of the respondents and how much they answered they would be willing to pay for a direct flight service to Brazil. However the data analysis showed that there is no expressive correlation between these variables. As in hypothesis 5, other factors might influence this behaviour such as time available for holidays and the priority of flying with the cheapest air fares instead of comfort.

5.3 Research question and sub questions

In order to answer the main research question it is relevant to firstly answer the 4 sub questions proposed in this research project which will lead to a final conclusion.

5.3.1 Sub question 1 – “What are the travelling habits between Brazil and Ireland of Brazilians living in Ireland?”

The sub question 1 aimed to investigate the travelling habits of Brazilians living in Ireland when travelling between the two countries. Based on the primary data collected from the questionnaire directed at this group it was possible to draw general conclusions.

The majority of respondents travelled to Brazil at least once last year. Long-term Brazilian residents and the respondents who are married or in an established relationship tend to visit Brazil regularly, taking one return flight back to their country per year or more often. The favourite route taken by Brazilians when travelling between Brazil and Ireland is Sao Paulo – Amsterdam – Dublin, which even though it is not the shortest route existent is still the most popular among Brazilians. The majority of the Brazilian respondents paid between €700 and
€800 for their last flight between Brazil and Ireland. In contrast the majority of respondents said they would be willing to pay an average of €601 and €700 for a direct flight between Dublin and Rio de Janeiro. The vast majority of Brazilian respondents answered that the creation of a direct flight between Brazil and Ireland would make them travel more often back to their country. And finally, an overwhelming number of respondents believed that the creation of a direct air service between Brazil and Ireland would have a positive effect on the relationship between the two countries.

5.3.2 Sub question 2 – “What are the bilateral trade links between Brazil and Ireland?”

The sub question 2 aimed to explore the current trade links existent between Brazil and Ireland. Based on the literature review carried out during this project, it was possible to conclude the following aspects regarding the commercial affairs between the two countries.

In 2012, an Irish Trade Mission went to Brazil with representatives of 40 companies from various sectors with the objective of establishing commercial links and signing partnerships. Even though the main commercial efforts between Brazil and Ireland are focused on the educational sector, companies from other areas such as telecoms and software, financial services, engineering and construction, consumer products and food ingredients took part in this mission. In 2014, the Latin America Trade Forum was launched aiming to increase trade between Ireland and Latin American countries including Brazil. In 2015, a new Irish consulate was opened in Sao Paulo, a city where IDA Ireland and Enterprise Ireland have offices. This step represents the interest of Ireland to penetrate the Brazilian market and to establish new business links within the country. Various Irish companies have established offices and factories in Brazil, examples are Kerry Group, Icon Group and Brandtone among others. At the same time various Brazilian companies have entered the Irish market such as Marfrig, ECC Leasing Company and Affero Lab, among others. Regarding the educational sector the Brazilian government invested €50 million to pay for tuition fees, accommodation and further support needed by Brazilian students who are participants of the program Science without Borders in Ireland. Also in 2012, the Irish imports from Brazil reached their record level of €500 million euros, an increase of 40% from the previous years.

5.3.3 Sub question 3 – “What is the current interest of Irish people regarding Brazil as a tourism destination?”
Sub question 3 seeks to investigate the current interest of potential Irish tourists to visit Brazil and their opinion about the creation of a direct flight between the two countries. The primary data collected from the questionnaire aimed at the potential visitors allows the researcher to draw conclusions and answer this sub question.

From the total of 52 people surveyed, the majority have never been to Brazil before. From the number of people who had visited Brazil, 14 travelled to the country in the past 12 months. The main reason for the trips taken by Irish visitors to Brazil is visiting family or friends. This could be due to the fact that an increasing number of Irish people are in relationships with Brazilian residents in Ireland. The majority of people who have visited Brazil stayed 4 weeks or more in the country. The majority of Irish visitors who travelled to Brazil flew through London, followed by Amsterdam as the second most popular option, which are slightly similar answers to the ones given by Brazilians. The majority of respondents said they would be more likely to choose Brazil as a tourism destination if there was the availability of a direct flight between Brazil and Ireland. The most popular destinations chosen by potential Irish visitors to fly into Brazil are Rio de Janeiro, Sao Paulo and Salvador. The largest amount of Irish respondents said they would be willing to pay between €701 and €800 for a direct return flight to Brazil, which is a higher price range when compared to the answers given by Brazilian respondents. The vast majority of Irish respondents believe that the creation of a direct flight between Brazil and Ireland would have a positive effect on the relationship between the two countries.

5.3.4 Sub question 4 – “What would be the economic benefits of the creation of a direct flight between Brazil and Ireland?”

Sub question 4 aims to predict the economic benefits of the creation of a direct flight between Brazil and Ireland taking as reference other studies analysed in the literature review.

According to Tveteras (2014) the creation of a long haul direct flight between two destinations increases the transit of people travelling as it reduces the travel time and also because it increases the competition among other airlines which will reduce the price of airfare. A direct flight would encourage first-time visitors to travel to Brazil once they prioritize the quality of tourism and consider the trip a “once in a lifetime experience” due to
the fact they are not regular visitors. A direct flight would not only benefit the travellers from the departing country, in this case Brazil but also the passengers from neighbouring countries such as Argentina, Chile and Uruguay as well, what is known as the indirect effect. Due to that, an even larger number of passengers would form the demand for the creation of the new route. According to Fujii et al (1992) the volume of travel between two destinations depends on both places’ characteristics and the money and time spent to travel between them. Based on this theory, the creation of a direct flight would reduce the amount of money and time needed to travel between Brazil and Ireland, places that were proven to have common links and characteristics which attract visitors from each other’s countries. The direct flight would initially benefit travellers who prioritize time saving such as business executives but also regular travellers who would travel more often if the amount of money and time spent in the trip was reduced. In conclusion, the main economic effects generated from the creation of a direct flight are the increase of the transit of people travelling between Brazil and Ireland and the boost to the tourism market in both destinations.

5.3.5 Research question - “Is there sufficient demand for the creation of a direct flight between Brazil and Ireland?”

Finally, the main research question to be answered in this project is: “Is there sufficient demand for the creation of a direct flight between Brazil and Ireland?”

The mere analysis of the extensive literature review in which the vast presence of Brazilian students in Ireland was studied, both for language studies and higher degrees, coupled with the growth of the trade between Brazil and Ireland in the past years, the efforts to promote Ireland and Brazil as tourism destinations and the comparison with previous studies carried out in other countries could already characterize a strong base to conclude that there exists sufficient demand for the creation of a direct flight.

However, primary research was also carried out aimed at Brazilians living in Ireland and potential Irish visitors to Brazil. The number of Brazilian respondents to the questionnaire was a significant sample for evaluating the total of the population. The results of both questionnaires could be considered as extremely positive towards the creation of the new route. Furthermore, both groups surveyed affirmed they would be more likely to travel to Brazil more often with the availability of the direct air service.
To define the exact demand for a direct flight more factors would need to be analysed such as specific technical details, political and legal regulations and other economic and business interests. However based on the analysis of the answers given in the surveys and on the literature reviewed, there are sufficient passengers who would use the service regularly and represent enough demand for the creation of a direct flight between Brazil and Ireland.

5.4 Limitations of research

Observing the hypotheses tested during this research project and analysing the results, a relevant aspect to be highlighted is that the theories proposed regarding the questionnaires aimed at Brazilians were proven to be correct while 2 of the 3 hypotheses proposed regarding potential Irish visitors were proven to be wrong. This could be due to the fact that the number of people surveyed was small in comparison to the whole population that actually has travelled to Brazil or has plans to visit the country in the short future.

Another aspect is related to the fact that the researcher is experienced with the Brazilian community’s travelling behaviour, being part of this group, understanding the needs of this population and the characteristics of the current travel system between Brazil and Ireland. However the author does not have close contact with the population’s behaviour analysed in the questionnaire aimed at potential tourists so the conclusions drawn were based simply on the answers given by the respondents and some aspects of the literature review.

As explained in Chapter 3.6, some limitations were identified in the questionnaires used to collect the primary data. Some of the main weak points were: insufficient number of questions that could have given more in-depth information, insufficient options of answers to be chosen by the respondents, insufficient description for the questions which may have led to misinterpretation by some respondents and misunderstanding of the questions due to language limitations.

The questionnaires could be improved by adding more questions in both instruments to obtain more detailed data, a larger number of Irish respondents should be surveyed to have a better sampling of the whole population and the questionnaire aimed at Brazilians should be written in Portuguese to facilitate better understanding.
Finally, even though the initial objective of this project is the estimation of the demand for the creation of a direct flight between Brazil and Ireland, and thus investigating travellers’ behaviour is an essential subject to be researched, an extra technical investigation is required in conjunction with this study to enable it to be used in the aviation sector.

5.5 Contribution of this project for the area

As highlighted previously this study aims to quantify the demand for the creation of a direct flight between Brazil and Ireland and investigate the travelling behaviour of Brazilian regular passengers and potential Irish visitors to Brazil.

The research carried out with Brazilian respondents represented an accurate insight of this specific population and their needs regarding a direct air service when travelling to their country of origin.

At the same time, the research performed with potential Irish visitors to Brazil represented the tourists’ point of view regarding the availability of a direct flight and expressed their interests in the country as a tourism destination.

Moreover, the literature reviewed contributed to a further analysis of the current demand for the direct flight, consisting of Brazilians studying the English language and higher degrees in Ireland, settled Brazilian residents in the country, business executives travelling due to trade links between both countries and tourists attracted by friends and family residing in each other’s country. An overview of the economic effects caused by the creation of a long haul direct flight in a destination was also performed.

The current research project prepares the subject for further studies to be carried out in order to investigate the total viability for the creation of a direct flight between Brazil and Ireland. This study could be characterized as the ideal departing point for a more extensive approach focused on commercial interests.

If complemented with a technical and economic study regarding the minimum number of passengers required in a flight to make it profitable, this research can be applied by airlines
6. Conclusion and recommendations

This dissertation sought to examine the demand for the creation of a direct flight between Brazil and Ireland. In order to answer the research question this project consisted of the literature review of four different aspects of the relationship between both countries and the collection of primary data through questionnaires directed at Brazilians living in Ireland and potential Irish visitors to Brazil.

The literature reviewed approached the phenomenon of Brazilians coming to Ireland as language students and higher degree students and the consequent permanent settlement of a portion of this group in the country; also the trade links which exist between Brazil and Ireland giving examples of companies who have established their offices and industries in both countries; the efforts to promote tourism for visitors from both countries and the economic effects caused by the creation of long-haul direct flights which occurred in similar cases in Peru and Hawaii.

Following this session, the results of the primary data collected from both questionnaires were presented as well as the findings of the hypothesis tested. The main findings regarding Brazilians are:

- Brazilians who are settled in Ireland travel to Brazil at least once a year.
- Brazilians who are married or in an established relationship travel to Brazil more often.
- Brazilians who live in Ireland would travel to Brazil more often if there was a direct flight between the two countries.
- The most popular route used by Brazilians when travelling between Brazil and Ireland is Sao Paulo – Amsterdam – Dublin.

The main findings regarding Irish respondents are:
• Irish tourists who had never been to Brazil before would be more likely to visit the country for the first time with the creation of a direct flight
• There is no correlation between annual household incomes of the Irish respondents and the time of stay in Brazil
• There is no correlation between the annual household income of the respondents and how much they would be willing to pay for the direct flight
• The most popular hub used by Irish visitors when travelling to Brazil is London Heathrow.

The analysis resulted from the literature reviewed and the primary data collected contributes to the area with fresh insights about the Brazilian community in Ireland and their travelling habits as well as explores the opinions of potential Irish visitors to Brazil regarding the availability of a direct air service and their interest in the country as a tourism destination.

If it is taken into consideration the constant and increasing growth of Brazilians travelling to Ireland to carry out their studies and the consequent influx of family and friends which are attracted to the country to visit these students, also the Brazilians who are settled in the country after having married Irish nationals and the increasing number of Brazilian tourists discovering Ireland as a tourism destination, it is possible to observe the vast demand of potential passengers for a direct air service. In addition, the growing trade links between Brazil and Ireland generates traffic of regular business travellers who need to fly between both countries to attend events and meetings. Irish tourists have also discovered Brazil as an attractive tourism destination due to connections made with Brazilians while living in Ireland. Moreover, as seen on the literature reviewed one of the effects caused by the creation of a long-haul direct flight is the increase in the number of tourists in each other’s countries.

Therefore this work concludes that there is enough demand for the creation of a direct flight between Brazil and Ireland and the practical recommendations for this service are explained below.
6.1. Research recommendations

This research project approached the investigation of the travelling habits of Brazilian travellers living in Ireland and potential Irish visitors to Brazil. The main objective of the research is to estimate the demand existent for a direct flight between Brazil and Ireland. In the hypothesis of any further research to be carried out from this point, some recommendations should be observed.

In order to obtain a better comprehension of the opinion and travelling habits of potential Irish visitors to Brazil a larger number of respondents should be surveyed. Also as previously mentioned a larger number of specific questions in both questionnaires would help to understand the results and to plan a better strategy for the creation of the direct air service. A more detailed description of the questions in the questionnaires and also more options of answers would contribute to the respondents to give more accurate responses.

A further technical approach as a complement to this research would also be a significant contribution, such as calculations to estimate the viability and profitability of the service, suggesting the ideal aircraft model, frequency of flights and also the economic, legal and political aspects to be developed from this project.

6.2 Practical recommendations

In this section the researcher aims to inform practical recommendations for the potential airlines that would be interested in offering the direct air service between Brazil and Ireland. The practical advice consists of frequency of flights, ideal price range of flights, cities to fly from/into Brazil and further details. In this sense the conclusions here presented were made based on the data collected on the questionnaires answered by Brazilian and Irish respondents.

6.2.1 Frequency of flights

The frequency with which the direct flights between Brazil and Ireland should be operated is another practical recommendation to be made in this chapter.
According to the data collected from the questionnaires aimed at potential Irish visitors to Brazil, when asked how long the duration of their stay in the country was, the majority of respondents answered they stayed 4 weeks or longer in Brazil. Even though the same question was not made in the questionnaire aimed at Brazilians, the researcher believes that the answer would probably be similar to the Irish respondents due to the current high prices of airfare and the time spent on the journey to Brazil.

A factor that should be observed is that the airlines which currently offer the air service between Brazil and Ireland with connections in other Europeans hubs have daily flights between both destinations. Even though most airlines fly from/to only one destination in Brazil when offering the daily service, they could still be considered relevant competitors for this route.

Another aspect to be observed is the need of fast turnaround of aircraft to ensure the profitability for the airlines. Considering this fact, the daily flight service would be an advantage as the aircraft would not stay on the ground for long periods. On the other hand the availability of daily flights could be a disadvantage for the airlines in case the aircraft were not fully loaded, as the visitors prefer to stay in the country for at least 4 weeks. In conclusion, a definitive decision by the airlines should take in consideration all the factors presented and evaluate the priorities and risks involved in the frequency of this air service.

6.2.2 Ideal price range of flights

To determine the ideal price range for a return direct flight between Brazil and Ireland different aspects should be taken into consideration, including technical and economic evaluations to assure the flight would be profitable for the airlines but also affordable for the passengers. Based on the answers given on the questionnaires, Brazilians would be willing to pay for a return direct flight between Rio de Janeiro (GIG) and Dublin (DUB) an average between €601 and €700. On the other hand the majority of potential Irish visitors answered they would be willing to pay for the same route an average between €701 and €800. Another relevant factor is the existence of competitor airlines who offer the air service from Dublin to Brazil, with connections in other hubs but in some occasions with promotional airfares. In
short, if it is taken into account the preferences of regular and potential passengers flying to Brazil the airfare for a return direct flight should cost between €600 and €800.

6.2.3 Cities to fly from/into Brazil

The recommendations regarding landing destinations in Brazil are based only on the data collected on the questionnaires answered by Brazilians living in Ireland and potential Irish visitors to Brazil.

Considering the responses collected from the questionnaires answered by Brazilians living in Ireland, the most popular airports to fly from/to Brazil are Sao Paulo (GRU) as first choice and Rio de Janeiro (GIG) as the second most popular.

Based on the responses given on the questionnaire aimed at potential Irish visitors, the favourites airports to fly from/to Brazil are Rio de Janeiro (GIG) as the first option and Sao Paulo (GRU) as the second most popular.

However other factors would influence the commercial decision on where to establish the flight’s destination in Brazil. Sao Paulo is the business capital in Brazil and also a main hub that distributes flights to the rest of the country, this is likely the reason why it was the favourite option of regular Brazilian travellers living in Ireland. Rio de Janeiro however is still the most popular tourist destination in Brazil and attracts the attention of visitors from all around the world including the potential Irish visitors.

Airlines interested in offering the direct service would need to make decisions based on the possibility of establishing two landing destinations in Brazil or just one in the beginning of the operations. The profile of passengers which the service is aimed at is another determinant aspect to be observed as the priority would be to serve regular Brazilian travellers or focusing on tourists. Finally political and bureaucratic discussions with airport authorities could also be definitive factors to influence this commercial decision.

Despite of the limitations previously presented, this research project has provided new information regarding the demand for the creation of a direct air service between Brazil and
Ireland and can be used as a departing point for other research projects and by airlines interested in investing in this new route.

7. Reflection on learning

In this section of the thesis, I based my self-analysis on Kolb’s learning styles and Honey and Mumford’s learning system, which is a variation of the former theory.

The diagram below represents Kolb’s learning styles:

Figure 18 - Kolb’s learning styles, adapted and designed by Alan Chapman (2005), based on Kolb’s learning styles (1984)

Based on Kolb’s learning style and after answering the questionnaire proposed by this theory I identified myself as “watching and feeling” or a diverging individual or according to Honey and Mumford’s theory a reflector learner, as I prefer to stand back, gather data and analyse it, listen before speaking and delay conclusions.
Concrete experience:

My concrete experience begins back in my own family history in which many ancestors had built their careers in the civil and military aviation sector, as pilots, flight attendants and owners of airline-support companies. With this background, after I graduated from a Law degree, I found myself working as a contracts analyst for a Brazilian airline, a period during which my knowledge and interest for aviation just kept growing.

After moving to Ireland, I observed the large Brazilian community in the country and the regular flights taken back to their hometowns to visit friends and family. As part of this community I also felt the lack of a direct air service that would allow these trips to happen more often and with less hassle.

The MBA dissertation was the perfect opportunity to combine my interest in the aviation field, to propose a solution for a gap existent in the market and to develop my research skills during the course.

The experiences I had during the MBA while attending the lectures, exchanging knowledge with classmates and lecturers, researching for assignments and group projects contributed immensely to my professional and personal improvement. The modules studied broadened my horizons and helped me to have an overview of business subjects at the same time that challenged me to learn new skills.

The final experience of the dissertation was the most challenging aspect of the entire course as I had completed my undergraduate degree more than 10 years ago and the research project was written in English which is not my mother tongue. In the end, despite the challenges faced, the experience of the MBA and the dissertation process have brought me new knowledge and lessons which I will use during my professional and personal life.

Reflective observation:

When reflecting about the new experiences experienced during the MBA and dissertation processes, a relevant aspect to be highlighted is that subjects as Business Strategy,
International Management, Personal and Professional Development and Research Methods were extremely important to build the theoretical and practical basis I needed to research and write this thesis.

In fact, some subjects became clearer when I applied the theories learned in the practice of the dissertation. Examples are the fundamental theories learned in Research Methods which were used in the methodology process in this thesis and the five forces analysis which was used to analyse the competition in the aviation market.

Also on the topic of the dissertation experience, the research carried out allowed me to obtain more knowledge in my area of interest while also helping me to develop skills in researching, writing, interpreting and critically analysing the literature. Other skills such as interpersonal communication and organizational abilities were also improved, both when collecting the primary data and structuring the study.

An aspect in which I noticed some weakness was related to time management and stress management, both of which I considered to be challenging tasks specially when coordinating the work with a full time job and other life commitments. As these two skills are of extreme relevance for my professional and personal life, I am aware I need to work in order to improve these characteristics in me.

Abstract conceptualisation:

In the abstract conceptualisation stage Kolb suggests that we think about the experiences learned and make conclusions in order to test hypothesis in future situations which will result in new experiences.

My expectations when starting the MBA were to enhance my thinking ability, broaden my mind, stretch myself intellectually, enhance my career opportunities, obtain a Master’s qualification in business, learn more about myself, learn to believe in my own abilities, develop a wide range of skills, develop a broader set of interests and extend my network.

My objectives when beginning researching and writing my dissertation were not only completing my Master’s degree, but also improving my researching skills, learning the
subject of my interest in depth and contributing to the community I am involved in in a positive way.

I believe I have achieved most of these objectives during the MBA and the months that succeeded the course. Some of these goals are still in progress and some others I will just see the results as my future career progresses.

My goal is that this project becomes relevant to some extent for the aviation sector, for academic research and also for the Brazilian community who could express their opinions and expectations through the survey.

**Active experimentation:**

The knowledge and experience I obtained while studying the MBA were applied both during the dissertation process and in my professional life so far. To be able to conclude this thesis I used the specific subjects learned during the course as fundamentals and theories and I have also applied some of the skills improved during this period in my day-to-day at work.

All the experiences lived during the MBA and the dissertation process were new to some extent but also challenging, some of my weak point which were identified in this chapter were not totally overcome and still need to be improved.

After the MBA is concluded I expect to apply all the learning processes I went through during the course to my career and personal life and I hope to see the results of my improvement and dedication of the past year in a positive aspect in the future.
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Appendices:

Appendix 1

300 responses

View all responses  Publish analytics

Summary

Section A - Demographics

1. Are you?

- Male: 81 (27%)
- Female: 219 (73%)

2. Which of the following best describes your current relationship status?

- Single: 135 (45%)
- Single, but cohabiting with a significant other: 46 (15.3%)
- In a domestic partnership or civil union: 44 (14.7%)
- Married: 73 (24.3%)
- Divorced: 2 (0.7%)
- Widowed: 0 (0%)
3. What is your age?

- 18-24: 52 (17.4%)
- 25-34: 208 (69.6%)
- 35-44: 31 (10.4%)
- 45-64: 8 (2.7%)
- 65 or older: 0 (0%)

4. What category best describes your annual household income?

- Less than €24,999: 180 (60.4%)
- €25,000 to €49,999: 92 (30.9%)
- €50,000 to €99,999: 23 (7.7%)
- €100,000 or more: 3 (1%)

5. Which of the following best describes your current occupation?

- 39.1%
- 31.4%
- 23.7%
6. What is the highest level of education you have completed?

- Leaving Certificate: 44 (14.8%)
- Undergraduate degree: 141 (47.3%)
- Postgraduate degree: 113 (37.9%)

7. How long have you been living in Ireland?

- Short term (up to 12 months): 94 (31.4%)
- Long term (more than 12 months): 205 (68.6%)

Section B - Travel Behaviour

8. How many return flights have you taken to Brazil in the last 12 months?
9. Which city did you do your connection in Europe on your last trip from/to Brazil?

- London: 68 (23.4%)
- Amsterdam: 82 (28.3%)
- Paris: 45 (15.6%)
- Madrid: 54 (18.6%)
- Frankfurt: 39 (13.4%)
- Istanbul: 2 (0.7%)

10. Which city did you do your connection in Brazil when flying from/to Europe?

- São Paulo: 223 (70.4%)
- Rio de Janeiro: 44 (15.1%)
- Brasilia: 4 (1.4%)
- Fortaleza: 2 (0.7%)
- Natal: 1 (0.3%)
- Recife: 9 (3.1%)
11. Approximately how much did you pay (in euros) for your last flight between Brazil and Ireland?

- € 500 up to € 800: 29 (9.8%)
- € 601 up to € 700: 53 (17.8%)
- € 701 up to € 800: 81 (27.3%)
- € 801 up to € 900: 46 (15.5%)
- € 901 up to € 1000: 51 (17.2%)
- € 1000 or more: 37 (12.5%)

Section C - Direct Flight

12. Considering that a direct flight between Rio de Janeiro and Dublin would take around 11 hours, how much is the limit you would be willing to pay, in euros, for a round trip (return)?

- € 500 up to € 800: 67 (22.5%)
- € 601 up to € 700: 85 (28.5%)
- € 701 up to € 800: 72 (24.2%)
- € 801 up to € 900: 39 (13.1%)
- € 901 up to € 1000: 26 (8.7%)
- € 1000 or more: 9 (3%)

13. If there was the availability of a direct flight between Brazil and
Ireland, how likely would this affect how often you travel to Brazil?

- Very likely: 119 (39.8%)
- Likely: 111 (37.1%)
- Would not affect it: 63 (21.1%)
- Unlikely: 5 (1.7%)
- Very unlikely: 1 (0.3%)

14. What effect do you think the creation of a direct flight between Brazil and Ireland would have on the relationship between the two countries?

- Positive: 276 (92%)
- No change: 24 (8%)
- Negative: 0 (0%)

Number of daily responses
Appendix 2:

52 responses

Summary

Section A - Demographics

1. Are you?

- Male 24 47.1%
- Female 27 52.9%

2. Which of the following best describes your current relationship status?

- Single 26 50%
- Single, but cohabiting with a significant other 11 21.2%
- In a domestic partnership or civil union 7 13.5%
- Married 8 15.4%
- Divorced 0 0%
- Widowed 0 0%

3. What is your age?
4. What category best describes your annual household income?

- Less than €24,999: 19 (36.5%)
- €25,000 to €49,999: 18 (34.6%)
- €50,000 to €99,999: 13 (25%)
- €100,000 or more: 2 (3.8%)

5. Which of the following best describes your current occupation?

- Working full-time: 42 (80.8%)
- Working part-time: 2 (3.8%)
- Student: 7 (13.5%)
- Retired: 0 (0%)
6. What is the highest level of education you have completed?

- Leaving Certificate: 10 (19.2%)
- Undergraduate degree: 22 (42.3%)
- Postgraduate degree: 20 (38.5%)
- Other: 1 (1.9%)

7. Have you ever visited Brazil?

- Yes: 21 (40.4%)
- No: 31 (59.6%)

Section B - Travel Behaviour

8. How many times have you visited Brazil?

- 1: 7 (33.3%)
- 2: 7 (33.3%)
- 3: 3 (14.3%)
- 4 or more times: 4 (19%)
9. Have you been to Brazil in the last 12 months?

- Yes 14 (66.7%)
- No 7 (33.3%)

10. What was the reason for your trip to Brazil?

- Tourism 6 (28.8%)
- Business 1 (4.8%)
- Visiting friends/family 11 (52.4%)
- Other 3 (14.3%)

11. What was approximately the duration of your stay?

- 1 week 2 (9.5%)
- 2 weeks 2 (9.5%)
- 3 weeks 8 (38.1%)
- 4 weeks or longer 9 (42.9%)

12. In which city was your connection in Europe when flying to Brazil?
Section C - Direct flight

13. Would the availability of a direct flight between Brazil and Ireland make you:

- More likely to choose Brazil as a holiday destination 38 73.1%
- Less likely to choose Brazil as a holiday destination 1 1.9%
- Would not affect my decision 13 25%

14. How likely are you to visit Brazil in the next 12 months?
15. Which cities would be your top 3 destinations of interest to fly into Brazil?

<table>
<thead>
<tr>
<th>City</th>
<th>Number</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>São Paulo</td>
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<td>Rio de Janeiro</td>
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<td>19.2%</td>
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<tr>
<td>Curitiba</td>
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<td>13.5%</td>
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<td>Fortaleza</td>
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<td>Salvador</td>
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<td>Vitória</td>
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<td>1.9%</td>
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<tr>
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<tr>
<td>Other</td>
<td>4</td>
<td>7.7%</td>
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</table>

16. Considering that a direct flight between Rio de Janeiro and Dublin would take around 11 hours, how much is the limit you would be willing to pay, in euros, for a round trip?
17. What effect do you think the creation of a direct flight between Brazil and Ireland would have on the relationship between the two countries?

- Positive: 42 (80.8%)
- No change: 9 (17.3%)
- Negative: 1 (1.9%)

Number of daily responses

Appendix 3:
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<th>ACTIVITY UNDERTAKEN</th>
<th>Research Methods 2</th>
<th>Exams</th>
<th>Dissertation</th>
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<td>Research and decide on methodology strategy</td>
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