

WebQuest

Chapter Six

What is the Right Price?

Introduction

In recent times, the price of airline tickets has risen tremendously. Smart consumers can find less expensive tickets by shopping around for the best prices. But what is the right price?

In this WebQuest, you'll become a smart consumer by using the Internet to locate the best prices for airline tickets. You'll explore the factors that influence the price of airline tickets and determine the right price on particular dates and times.

Tasks

1. Conduct online research on the price of airline tickets.
2. Determine the factors that influence ticket prices at different times of the year and times of the day.
3. Generate a chart that displays your research findings.
4. Create a presentation for your class.

The Process

1. Using the Internet, conduct research with a partner on the price of airline tickets for flights from your city or a nearby city to a destination of your choice. Find the price of a round-trip, coach ticket for a flight that takes off in the morning, in the afternoon, and at night on the following dates: December 15; February 15; May 15; August 15. This means you'll have data for twelve flights.
2. Generate a chart that displays the following data:
 - Ticket prices: lows and highs according to the time of year.
 - Ticket prices: lows and highs according to the time of day.
 - The average ticket price for each day.
 - The average ticket price for each time of day for all of the days you researched.
 - Labels that clearly display to the reader your research findings.
 - Use different colors to accentuate your research findings.
3. Add your chart to a presentation that addresses these questions and includes this information:
 - How do the prices of airline tickets reflect the laws of supply and demand?
 - What factors influence the price of an airline ticket? You may need to conduct additional research to answer this question. Pay attention to trends in jet fuel prices, labor issues, international conflicts, and other factors that could influence the price consumers pay for airline tickets.
 - Which airlines tend to have more expensive tickets? Which ones tend to have the least expensive tickets? Why do you think this is the case? Is this always true for all flights?
 - At the time of your research, is the market for airline tickets demonstrating equilibrium or disequilibrium? If it's in disequilibrium, what might be the cause or causes?
 - How would the airline industry be affected if the government imposed a price ceiling on tickets?
 - What is the right price for airline tickets on the dates and times you researched?

Conclusion

1. Deliver your presentation to your class.

2. Be prepared to answer questions from the audience about your research findings as well as how you planned and executed your presentation.
3. If time permits, create a brochure that advises travelers of when and where to get the best deals on airline tickets.