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JATS publishes the following categories of papers written in scholarly English: a) Full Research Papers, b) Conference Reports, c) Book Reviews, d) Industry Perspectives. Papers should be submitted electronically to a.papatheodorou@aegean.gr in MS-Word format ONLY using British spelling, single-column, 1.5 line spacing, Tahoma letters, font size 11. Section headings (and sub-headings) should be numbered and written in capital letters. Upon acceptance of a paper and before its publication, the corresponding author will be asked to sign the Transfer of Copyright form on behalf of all identified authors.

Full Research Papers should contain original research not previously published elsewhere. They should normally be between 4,000 and 7,000 words although shorter or lengthier articles could be considered for publication if they are of merit. The first page of the papers should contain the title and the authors’ affiliations, contact details and brief vitae (of about 50 words). Regarding the following pages, papers should generally have the following structure: a) title, abstract (of about 150 words) and six keywords, b) introduction, c) literature review, d) theoretical and/or empirical contribution, e) summary and conclusions, f) acknowledgements, g) references and h) appendices. Tables, figures and illustrations should be included within the text (not at the end), bear a title and be numbered consecutively. Regarding the referencing style, standard academic format should be consistently followed. Examples are given below:


Conference Reports should be between 1,000 and 1,500 words. They should provide factual information (e.g. conference venue, details of the conference organizers), present the various programme sessions and summarize the key research findings. Book Reviews should be between 1,000 and 1,500 words. They should provide factual information (e.g. book publisher, number of pages and ISBN, price on the publisher’s website) and critically discuss the contents of a book mainly in terms of its strengths and weaknesses.

Industry Perspectives should be up to 1,000 words and provide a practitioner’s point of view on contemporary developments in the air transport industry. Contributors should explicitly specify whether their views are espoused by their organization or not.
Full Research Papers

1. DEVELOPING A CONCEPTUAL MODEL OF AIRLINE SAFETY IN NEW ZEALAND: A SYSTEMS THINKING APPROACH………………...1
   Ong Su-Wuen, Robert Y. Cavana and Mondher Sahli
   Airline safety tends to result from a combination of many different circumstances that include technical, human, environmental and organizational factors. By using the systems thinking tools of qualitative system dynamics, this paper develops a conceptual causal loop diagram that connects possible influential factors on airline safety. This theoretical investigation constitutes a sound basis for the development of cause-effect relationships associated with accident and incident analysis in the air transport industry. Our findings suggest that causal loop modelling is a very useful tool for producing a comprehensive model of airline safety management that takes into account the multi-dimensional and complex nature of air safety mechanisms. It is hoped that the airline industry, and particularly air safety managers, will become more aware of the importance of this kind of modelling to improve their airline safety management systems.

2. INVESTIGATING PASSENGERS’ PERCEIVED VALUE OF FULL SERVICE AIRLINES AND LOW-COST CARRIERS ……………………………………………………………………………………23
   Jin-Long Lu
   This study investigates the customer perceived value seen by Taiwanese passengers who flew between Taipei and Singapore regarding full service airlines and low-cost carriers. We collected a sample of passenger survey data at Taiwan Taoyuan International Airport. Five constructs, forming into customer perceived value, namely, nonmonetary cost, perception of monetary cost, reputation, service quality, and service contact are identified based on the results of factor analysis. A regression model is then adopted to measure the relationships between customer perceived value and potential determinants. Passengers from traditional airlines determined their perceived value based mostly on what they gained from the airlines. Nevertheless, passengers formed their perceived value for the low-cost carrier, Jetstar in this study, according to the trade-off between what they gave, especially the nonmonetary cost, and what they received.

3. RISK ASSESSMENT PROFILING PROCEDURE (RAPP) FOR AIR CARGO SECURITY ………………………………………………………………………………………………………35
   Doron Levy, Yvonne Ziegler and Susanne Koch
   This paper offers a risk assessment profiling procedure (RAPP) for air cargo based on leveraging the role of the human factor along the security process. RAPP is based on principles taken from the Israeli method of passenger profiling and suspicious signs published by the United State Department of Homeland Security. RAPP is challenged with the plot of 2010 to bomb an all-cargo airplane using explosives concealed in printers originating from Yemen. The core competence of RAPP is individually assessing the risk of each shipment by a qualified agent, who looks for suspicious signs and anomalous patterns and addressing the level of risk by adjusting appropriate technological resources for detecting the explosives. RAPP allows less screening of cargo and makes the security process of air cargo more active. The combination of the human factor and the right technological resources enhances the level of success in securing air cargo.
Over the next 20 years, the United States airline industry is expected to hire in excess of 95,000 pilots. This hiring will be the result of new aircraft growth, pilot retirements, and pilot attrition from the industry for reasons other than retirement. In addition, government regulations may also cause an increase in the number of new pilots required. Given this increased demand, will there be enough new pilots to ensure a long-term and continuous supply? The purpose of this research is to examine the supply and demand for US airline pilots. Several new considerations are having an impact on future supply and demand of airline pilots including cost of training, growth, retirement, regulatory changes, and slowing supply of military pilots. The methodology provides an empirical analysis of the pilot labour supply in the US. A multivariate regression model was developed to forecast demand. To explore supply, a variety of data sources have been included and a survey was implemented. The results of the study indicate that the US airline industry will experience a shortage of approximately 35,000 pilots for the 2013 to 2031 time period. The impact of the shortage on regional and major airlines is examined. Possible solutions are discussed.

This paper aims to provide an understanding on the decision making process that guide tourism trips based on the various strategies developed by the airlines. The primary research data was analysed using factor analysis as a pertinent statistical tool for grouping variables in order to understand common consumption behaviours. The results of the study are indicative and suggest that tourists are classified in accordance with 'customer service' that include ground and in-flight service. Then, the second factor is 'price sensitive and Internet', which refers to dimensions such as the airline ticket and the frequency of trips. Finally, 'selection in travel behaviour' is associated with the choice based on the operation of the airlines, for instance the airports.
Editorial

This issue of the Journal of Air Transport Studies includes five papers.

In the first paper, Ong Su-Wuen, Robert Y. Cavana and Mondher Sahli focus on airline safety management using a systems thinking approach applied in the context of New Zealand. Their study is based on causal loop modelling; this may prove a promising tool with important implications for all stakeholders involved in the airline industry. The second paper by Jin-Long Lu investigates issues of passenger perceived value from full service carriers vis-à-vis low fare airlines. A suitable theoretical framework is applied in the context of Taiwanese travellers and the various research hypotheses are tested using among others regression analysis.

Doron Levy, Yvonne Ziegler and Susanne Koch discuss a risk assessment profiling procedure for air cargo in the third paper. Appropriate combinations of human and technological resources may substantially enhance the screening process resulting in higher efficiency and/or lower cost for the industry. In the fourth contribution, James Higgins, Kent Lovelace, Elizabeth Bjerke, Nick Lounsberry, Rebecca Lutte, Daniel Friedenzohn, Sam Pavel, Bruce Chase and Paul Craig examine issues related to airline pilot labour supply to conclude that a significant shortage of pilots is expected to emerge within the next twenty years; as a result, suitable policies should be introduced to deal with this problem. Finally, in the fifth paper, Sotiroula Liasidou highlights a number of important pillars related to holiday trips and associated consumer behaviour. Using factor analysis the author stresses the role of customer service, price sensitivity and choice and shows their implications for airline strategies.

May we take this opportunity to thank all our authors and referees for their support in publishing this tenth issue of the Journal. Our continuing partnership with Air Transport News and our new collaboration with the Laboratory for Tourism Research and Studies of the University of the Aegean, Greece facilitate the open access character of the Journal aiming at ensuring that JATS can get a significant exposure to the academic and business audience and raise its profile accordingly. Enjoy reading!

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