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*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:

- Airbus (2003), *Global Market Forecasts 2003-2022*, Toulouse: Airbus.
- Fragoudaki, A., Keramianakis, M. and Jancovich, S. (2005) The Greek PSO Experience. *4<sup>th</sup> International Forum on Air Transport in Remoter Regions*. Stockholm, May 24-26.
- Forsyth P. (2002a), 'Privatization and Regulation of Australian and New Zealand Airports', *Journal of Air Transport Management*, 8, 19-28.
- Papatheodorou, A. (2008) The Impact of Civil Aviation Regimes on Leisure Market. In Graham, A., Papatheodorou, A. and Forsyth, P. (ed) *Aviation and Tourism: Implications for Leisure Travel*, Aldershot: Ashgate, 49-57.
- Skycontrol (2007) *easyJet welcomes European Commission's decision to limit PSO abuse in Italy*. 23<sup>rd</sup> April. Available from: <http://www.skycontrol.net/airlines/easyjet-welcomes-european-commissions-decision-to-limit-pso-abuse-in-italy/> (accessed on 22/08/2008).

*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.

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*Marcia Urban, Annika Paul and Mara Cole*

The growing demand for mobility in general and for air transport in particular puts increasing pressure on today's transportation providers. Supplying sufficient capacity, hence alleviating potential congestion of the entire system, and ensuring seamless and efficient operation of the overall transport system are two of the main challenges for the future. The integration of transport modes along the entire passenger journey can help to streamline the current system and thus increase existing capacities as well as passenger comfort level. Today, there are already some approaches in place that interlink different transport modes by providing single ticketing, or specially dedicated interchange platforms. Four such intermodal transport models are assessed within this paper. For this purpose, a set of key performance indicators is developed and applied to evaluate the intermodal transport performance of each concept. Aspects such as journey time and costs as well as baggage through-handling are considered and data for each concept acquired. Based on the evaluation, the AIRail concept is ranked highest since it best meets the criteria of a seamless passenger journey. However, the results show that there is potential for improvement within each investigated concept.

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*Sumana Chaudhuri and Ranjan Chaudhuri*

One of the central tenets of the cost benefit analysis (CBA) literature is the divergence between a project's financial returns and social evaluation of what is desirable from the larger economic priorities and social goals of development. This article focuses on building a base of CBA for Delhi International Airport Limited (DIAL) as a case for Brownfield PPP Airport Project in India. The process of evaluation of the relative merits of the project in terms of the accrued benefits and costs, serves as a template for future frame of reference in similar PPP airport projects.

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*Florian Piekert, Nils Carstengerdes, Sebastian Schier, Reiner Suikat and Alan Marsden*

Europe's SESAR Program develops a wide range of solutions to increase the performance of the Air Traffic System. At airport level, the Airport Operations Center (APOC) is expected to provide the most benefit in adverse weather conditions, being the ultimate communication platform to pursue the Total Airport Management (TAM) Collaborative Decision Making Process. It will increase mutual and common situation awareness and allows the joint definition and implementation of the operational strategy. The assessment of APOC benefits in a live airport environment is rather limited and requires implementation and "right" weather and traffic situations. This work argues for validation trials in high fidelity artificial airport environments as a more reliable and less costly alternative which allows comparison between operations before and after implementation of new solutions. Based on requirements provided by SESAR concept documentation and from live operations this work presents an approach for such a high fidelity artificial environment.

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Qualitative research methods based on literature review or expert judgement have been used to find core issues, analyze emerging trends and discover promising areas for the future. Deriving results from large amounts of information under this approach is both costly and time consuming. Besides, there is a risk that the results may be influenced by the subjective opinion of experts. In order to make up for such weaknesses, the analysis paradigm for choosing future emerging trend is undergoing a shift toward implementing qualitative research methods along with quantitative research methods like text mining in a mutually complementary manner. The change used to implement recent studies is being witnessed in various areas such as the steel industry, the information and communications technology industry, the construction industry in architectural engineering and so on. This study focused on retrieving aviation-related core issues and the promising areas for the future from research papers pertaining to overall aviation areas through text mining method, which is one of the big data analysis techniques. This study has limitations in that its analysis for retrieving the aviation-related core issues and promising fields was restricted to research papers containing the keyword "aviation." However, it has significance in that it prepared a quantitative analysis model for continuously monitoring the derived core issues and emerging trends regarding the promising areas for the future in the aviation industry through the application of a big data-based descriptive approach.

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*Lu Yang*

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*Wali Mughni*

Pakistan is an emerging economy where the aviation policy, promulgated in April 2015, was designed to dramatically boost aviation activities, which in turn was expected to enhance the country's economy. Ownership and market access liberalization, stringent adherence to international standards, subsidies, taxes and duty exemptions/reduction, emphasis on education, investor friendly environment, greater safety and security assurance, and above all, travel and business friendly culture was the strategic direction that Pakistan's forward looking National Aviation Policy anticipated to achieve. Well after a year of promulgation, poor internal and external stakeholder buy-in of the policy continues to mar expectations of the industry's stability, growth and prosperity. This paper critically looks at stakeholder apprehensions and suggests possible remedial measures that may be adopted for a course correction.

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*Nur Khairiel Anuar, Romano Pagliari and Richard Moxon*

The purpose of this study was to investigate the impact of different wayfinding provision on senior driving behaviour and road safety. A car driving simulator was used to model scenarios of differing wayfinding complexity and road design. Three scenario types were designed consisting of 3.8 miles of airport road. Wayfinding complexity varied due to differing levels of road-side furniture. Experienced car drivers were asked to drive simulated routes. Forty drivers in the age ranges: 50 to 54, 55 to 59 and those aged over 60 were selected to perform the study. Participants drove for approximately 20 minutes to complete the simulated driving. The driver performance was compared between age groups. Results were analysed by Mean, Standard Deviation and ANOVA Test, and discussed with reference to the use of the driving simulator. The ANOVA confirmed that age group has a correlation between road design complexity, driving behaviour and driving errors.

8. THE CUSTOMERS' EXPECTATIONS AS A GUIDE TO SERVICE INNOVATION IN THE AIRLINE INDUSTRY .....130-143

*Luciana Padovez, Max Well Elias and Mauro Caetano*

According to the strategic innovation paradigm, service companies have their innovative efforts guided by market needs, so customer demand is crucial to successful innovation. However, the service literature about air transportation has been focusing on the evaluation of service quality delivered instead of the identification of market demands. This study applied the Hierarchical Model of air transportation service quality evaluation adapted to identify customer' expectations in a Brazilian domestic airport. The results indicate that customers have higher expectations regarding airline employees' conduct and expertise, which suggests areas where investments should be prioritized in order to optimize efforts on service innovation.

## EDITORIAL

### SELECTED PAPERS FROM THE 19<sup>TH</sup> AIR TRANSPORT RESEARCH SOCIETY WORLD CONFERENCE, SINGAPORE, 2015

The 19th Air Transport Research Society World Conference (ATRS) was held in Singapore, from July 2<sup>nd</sup> to July 5<sup>th</sup>, 2015 and attracted almost 200 papers. This special issue of the Journal of Air Transport Studies collects eight selected papers covering a wide range of topics presented and discussed at the conference.

In the first paper, **Marcia Urban, Annika Paul and Mara Cole** introduce and apply a quantitative assessment approach to a set of existing intermodal approaches. The paper presents guidance in identifying potential improvements in intermodal connections. The comparison identified the Frankfurt airport high-speed rail and airport (AIRail) connection as the best performing approach.

**Sumana Chaudhuri and Ranjan Chaudhuri** presents in the second paper a cost benefit analysis for the modernization of the Delhi Airport project. Delhi airport will be capable to cope with the demand for the next few years, when a shortage of capacity may occur. In the analysis provided by the authors the Delhi Airport project has positive net present values as well as greater than the unity benefit-cost ratios.

European SESAR program is the topic of the paper authored by **Florian Piekert, Nils Carstengerdes, Sebastian Schier, Reiner Suikat and Alan Marsden**. The work suggests that the benefits of using an airport operation center are better assessed in a high fidelity artificial airport rather than in a live airport environment. The research concludes by proposing an approach to set a high fidelity artificial environment.

**Hyun-jung Kim, Nam-ok Jo, Kyung-shik Shin, Jin-seo Park, Ga-ram Sim and Je-chul Kim** make use of big data methodologies in order to establish trending topics in the aviation sector. By establishing a quantitative research approach, the authors extract and monitor the current core areas of aviation research.

The impact of policy over airport efficiency and productivity is evaluated in the work by **Lu Yang**. The effect of the three link agreement between China and Taiwan over the efficiency of Taiwanese airports is estimated applying a two stages DEA approach. The author finds a positive impact of the policy over the productivity of the airports. Moreover, the work shows that the efficiency gap between big and small Taiwanese airports is also increasing.

**Wali Mugnhi** critically discusses the effects of the Pakistan's national aviation policy. One of the main aims of the aviation policy was to develop an efficient transportation structure to foster economic activity through different strategic measures. Despite this, the Pakistani aviation sector is currently presenting different levels of criticality. In this light, the author presents a set of possible remedial measures to be adopted.

The wayfinding provision is a basic prerequisite on driving behaviours and road safety. In the seventh paper, **Nur Khairiel Anuar, Romano Pagliari and Richard Moxon** study the airport road access wayfinding and the relations between senior driving behaviours and airport road access wayfinding design. The authors find that seniority, complexity of road design and increased traffic congestion distract the drivers and may result in unintentional movements and in exceeding speed limits.

**Luciana Padovez, Max Well Elias and Mauro Caetano** adapt and apply a hierarchical model of air transportation service quality evaluation to identify customer' expectations in a Brazilian domestic airport. The research aims to assist airlines and airport managers in prioritizing actions and investments in order to meet consumer's needs. The results of the application show that consumers have high expectation on airline employees, mostly valuing their conduct and expertise.

We would like to extend our thanks to the authors and the reviewers for their contribution to this ATRS special issue of Journal of Air Transport Studies. We believe that these works are providing a valuable contribution to the aviation practitioners as well as encouraging further research on the respective topics.

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