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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:

- Airbus (2003), *Global Market Forecasts 2003-2022*, Toulouse: Airbus.
- Fragoudaki, A., Keramianakis, M. and Jancovich, S. (2005) The Greek PSO Experience. 4th *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*. 23rd April. Available from: <http://www.skycontrol.net/airlines/easyjet-welcomes-european-commissions-decision-to-limit-pso-abuse-in-italy/> (accessed on 22/08/2008).

Industry Perspectives are usually shorter than full research papers and should 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.

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.

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Gráinne Murphy and Marina Efthymiou

Safety is at the heart of the aviation system, accident rates are on a steady downward trend with 2.1 accidents per million departures in 2016, representing the lowest annual aviation accident rate. It is predicted that globally the airline industry will grow, expecting 7.2 billion passengers to travel in 2035 (IATA, 2016). The airport domain is a complex socio technical environment where an airline receives a range of services and is the focal point for the convergence of ground activities, part of its role is creating the 'safety picture' and a 'safety space' for its industry customers to provide these services to aircraft operators. All operators (excluding ground-handling service providers) at European Union (EU) airports are regulated by European Aviation Safety Agency (EASA) regulations and now all have Safety Management Systems in place. Using Dublin Airport as a case study, the paper explores safety culture and safety challenges amongst operators in the multi stakeholder context of Dublin airport's airside operations. In particular, the paper argues that (i) the attitudes of airport stakeholders on the effectiveness of Safety Management Systems were positive with good indicators of an engaged safety culture, (ii) operators strive for safe airport operations as well as achieving compliance operations and (iii) attitudes towards multi stakeholder safety management depend on the primary relationship held by each party. Finally, the paper recommends strategies to be adopted to enhance and improve multi stakeholder safety culture at Dublin Airport.

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Hossam Samy Ahmed

This paper aims to analyze the key elements influencing the airport passenger experience at Cairo International Airport (CIA). The research confirmed that four main dimensions (the airport's services and facilities, access procedures, environment and personnel) have a significant positive effect on passengers' perception of the overall airport experience. The research proved that the airport's services and facilities is the most influential dimension of the passenger experience. The results also revealed that socio-demographic variables have a significant influence on passengers' impressions towards the overall airport experience. The paper confirmed that the airport customer care, airport ambiance, airport design, dining areas and staff efficiency are the primary elements of the passenger experience. Passengers' ratings of CIA were found to be below average in the most influential areas of the airport experience. The research concluded a number of recommendations that aim to enhance the overall passenger experience at CIA.

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Maria Salamoura, Ioannis Chaniotakis and Constantine Lymperopoulos

The aim of this paper is to investigate the effect of service quality dimensions to overall satisfaction in the Greek airline industry. Data were collected through field research among 300 respondents, who have used a specific airline industry recently. Data analysis using structural equation modelling suggests that the performance of in-flight attendants and ground-service personnel are important factors in determining perceptions of service quality and overall satisfaction, together with reliability and satisfactory pricing arrangements. These "human factors" are shown to play a role both directly and indirectly in determining customer satisfaction in the airline context.

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There is increasing consumer involvement and hence, investor interest in the airlines industry, as far as emerging economies is concerned. A study of the literature by the authors did not produce any research paper on the process drivers of brand equity in the context of airlines. Therefore, the present study makes an attempt to address this gap. The primary research question is: What are the driving factors for building brand equity in the case of airline services? This paper uses a "two-case" multiple-case design employing theoretical replication. The cases are based on two Indian organizations, Indigo Airlines and Go Air. Both these businesses are similar in many aspects but have achieved very contrasting outcomes. The primary research question is broken down into following two secondary research questions. How is Indigo Airlines building its brand? How is Go Air building its brand? Data collection involved use of documents, archives, observations, participant-observations, and surveys. Data analysis involved conducting cross-case analysis. The findings have been used to develop a conceptual framework for building brand equity in airlines.

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Ioulia Poulaki, Andreas Papatheodorou, Eleni Kitrinou and Alexandros Panagiotopoulos

Accessibility is of major importance for tourism and trade development in Eastern Aegean Sea islands, Greece. In particular, the island of Chios is heavily dependent on Athens International Airport for both its inbound and outbound tourism. On the other hand, the International Airport of Izmir in Turkey, located much closer to the island, serves several European destinations. Crossing the borders in an intermodal transport context may lead to a substantial air travel alternative for Chios, thus improving its accessibility and potential for tourism development. A discrete choice analysis, based on primary data research regarding travel scenarios from Chios to ten main European airports-destinations, shows the potential for new traffic flows in addition to the existing ones. Airport utility maximization differences observed among various social groups is also noteworthy.

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Yvonne Ziegler, Jörg Troester and Abdul Mu'ti Sazali

In 2012 IATA has initiated a new communication standard in airline distribution called New Distribution Capability (NDC) that will enable airlines, IT providers, and travel agents to work together to create new capability in the distribution of airline products and services as well as to simplify the business. NDC has been introduced to solve limitations of the existing programs in the distribution system and to represent the modernization of future air travel distribution. NDC standard intends to give a vipotential impact on future airline distribution where airlines will have wider opportunities to directly interact with intermediaries and reduce commission fees to the Global Distribution System (GDS). This study, in particular, confirms that airline distribution specialists firmly believe that NCD constitutes an important development in the airline industry and, while still being in its development stage, it clearly has the potential to address today's market issues and to solve tomorrow's challenges.

Industry Perspectives

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Vaman Bajnath

The worsening state of affairs in the Caribbean Community (Caricom) aviation industry is undeserved. Philosophical blunders perpetuate the foremost regional state air carriers. The Regulatory Authorities lack the leadership zest to drive change. There is urgent need to re-visit the 1996 Multilateral Air Service Agreement (MASA) and re-engage Caricom Governments, State Air Carriers, and Regulatory Aviation Authorities to relight the region's aviation industry vision. Leaders must focus their collective effort towards a viable and dependable air transport industry infrastructure. The leadership miscalculations are causing weighty financial losses while adding to the air network deterioration.

EDITORIAL

This issue of the *Journal of Air Transport Studies* comprises seven papers, i.e. six full research papers and a paper on industry perspectives.

The first paper by **Gráinne Murphy** and **Marina Efthymiou** explores safety culture and safety challenges amongst operators in the multi-stakeholder context of an airport, using Dublin Airport as a case study. Employing both quantitative and qualitative methods with airport stakeholders, the authors provide useful analyses on the effectiveness of safety management systems and identify areas of improvement.

In the second paper, **Hossam Samy Ahmed** also uses a case study approach to examine the airport experience of passengers at Cairo International. Data were collected using a self-administered survey. Study findings identify areas of strength and areas of weakness that require intervention and skill-building. Based on these, the author offers a number of implications to bring about a better airport passenger experience in the future.

Maria Salamoura, Ioannis Chaniotakis and **Constantine Lympelopoulous** investigate the effect of service quality on customer satisfaction in the context of the airline industry. For the purpose of this case, a questionnaire survey was undertaken with a sample of passengers of local Greek flights in Athens International Airport and Chios Airport, Greece. Data analysis, based on Structural Equation Modelling, confirms the importance of flight attendants and ground-service personnel, i.e. the "Human Factor", in producing overall satisfaction in the airline service context.

Again within the context of airline services, the fourth paper by **Kallol Das, Karman Khanna** and **Surankita Ganguly** explores the issue of understanding airline brand equity drivers, with a particular focus in India. The authors use a multi-method and multi-case study approach to arrive in the development of a conceptual model of brand-building in the airline industry that challenges current thinking of airline branding.

In the fifth paper, **Ioulia Poulaki, Andreas Papatheodorou, Eleni Kitrinou** and **Alexandros Panagiotopoulos** focus on the role of intermodality as a means to improve the accessibility of Aegean Sea Islands, Greece. The authors use Discrete Choice Analysis to establish the airport preferences of inhabitants of the island of Chios. Results suggest that by adopting an intermodal transport strategy, an airport may improve its accessibility and attract passengers from other airports of the wider region, even from the other side of its borders.

In the sixth paper of this issue, **Yvonne Ziegler, Jörg Troester** and **Abdul Mu'ti Sazali**, provide a critical analysis of the impact of the "New Distribution Capability" (NDC) standard on the future of airline distribution. Through the use of an online survey with a sample of airline distribution experts, the study confirms that NDC constitutes an important development in the airline industry. Despite its nascent stage of development, having been introduced in 2012 by IATA, it clearly has the potential to address current market issues and tomorrow's challenges.

The final paper by **Vaman Bajnath** provides a perspective on the current state of affairs in the Caribbean Community (Caricom) aviation industry, which currently faces a situation of turmoil and instability. Using regional airline cases and secondary data, the author paints a picture of the factors that have built up to, triggered and maintain the current state of affairs and offers recommendations to improve the situation.

We wish to take the opportunity of this editorial to sincerely thank our authors and reviewers who, through their scholarly work, made possible the publication of the present issue of the Journal. With its open-access character, the Journal aims at the widest possible exposure of its content to the academic and business audience. This is facilitated by our continuing partnership with the University of the Aegean, Greece. We hope you enjoy reading this issue!

Professor Dr Andreas Papatheodorou, Editor-in-Chief
Dr Dimitrios P. Stergiou, Assistant Editor
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