

The *Journal of Air Transport Studies* (JATS – ISSN: 1791-6771) is a peer reviewed journal aiming at publishing high quality research related to air transport. JATS is interested in publishing papers primarily focusing on economics, geography, policymaking, management, marketing, operations, technology, logistics/supply chain management and modelling.

The Journal is published electronically twice a year, i.e. in January and July by the Hellenic Aviation Society ([www.aviationsociety.gr](http://www.aviationsociety.gr)). The Winter issue usually contains papers (subject to changes) originally presented at the Air Transport Research Society ([www.atrsworld.org](http://www.atrsworld.org)) Conference of the previous year(s) whereas the Summer issue may be occasionally dedicated to a special theme. The Journal is accessible online free-of-charge.

Journal of Air Transport Studies (JATS)

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Volume 9, Number 2, Summer 2018, ISSN: 1791-6771.

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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](mailto: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. *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).

*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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*Ayodele Adekunle Faiyetole and Temitope Bashirat Yusuf*

The proliferation of airlines plying the international routes, triggered by the needed deregulation policies, has equally caused prospective air travellers to be constantly faced with critical pre-flight decisions, especially as they regard airline choice making for scheduled and on-demand flights. Considering the international bound passengers for scheduled flights at MMIA, this paper examines seventeen variables, wilfully or unconsciously thought-out by the passengers before choosing the airline to travel with. Factor analysis unveils that there are five components with Eigenvalue higher than the critical (1.000) and with an appreciable cumulative percent of variance (62.336 percent), indicative that there are five latent factors determining international passengers' airline choices from a developing country. The Varimax rotated component matrix placed eleven variables with factor loading (>0.70) on these five factors. The paper concludes that the service quality of the full spectra of the airlines' pre-flight, in-flight and post-flight services could be more carefully considered, maintained and regularly upgraded in order to attract and, or retain passengers.

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*Konstantinos N. Malagas, Nikitas Nikitakos, Ayse Kucuk Yilmaz, Alexandros Argyrokastritis and Ebru Yazgan*

South-Eastern Europe holds a key geopolitical position and has a promising economy and aviation market. Small airlines operating in the region can succeed by taking advantage of the region's characteristics and selecting appropriate strategies. This study's objective is to examine the potentials of the region's small airlines, focusing on their key strategic choices regarding destinations to serve, aircraft types to use, airports to operate from, and whether to operate independently or partner with larger carriers. In-depth interviews were conducted with key aviation experts from across the region, and secondary data were used to provide further insight. The study's main findings show that small airlines may benefit from initially partnering with larger carriers, feeding their networks from secondary airports via regional jets and turboprops. This study adds to the relevant literature and may help managers from the region's smaller and bigger airlines and airports identify new opportunities and develop sustainable strategies.

3. FEASIBILITY OF LISTING INDIAN AIRPORTS ON THE STOCK EXCHANGE: A  
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*Arindam Mallik*

The global air traffic touched a whopping 3.8 billion in 2016 (IATA 2017), forecasted to grow at a CAGR (Compounded Annual Growth Rate) of 3.7% annually by 2035, with India displaying the highest growth rate of 23%, beating China and US who retained the second and third position respectively. IATA (International Air Transport Association) forecasted the flown passengers to be nearly double at 7.2 billion by 2035 and the top driver of this demand would be the developing economies of the Asia-Pacific region. The expected growth in air traffic is bound to put commendable pressure on airports' infrastructure, which is already approaching bottlenecks. ACI benchmarked the top twenty airports listed on stock exchange in Asia-Pacific, Europe and United States, according to their passenger volumes in 2016, among which eight were situated in Asia. Considering ACI's benchmark as a reference point, this paper enables us to grasp the financial health of the private Indian airports. Besides answering the critical questions about a tradeoff between investment towards expansion and economic feasibility, this paper analyzes the unaudited financial reports over a span of five years to study the feasibility of listing these Indian airports on the Indian stock exchange. Thereby, the paper explores stock listing of airports as an alternative mode to finance airport expansion to cater to the exponential growth forecasted in the coming future.

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*Ema Tsvetanova and Neelu Seetaram*

This paper explores British consumers' knowledge, awareness, attitude and reaction to changes in the air passenger duty imposed on outbound air travel from the UK. Survey data were collected using an online survey. The key findings of this paper are that firstly, consumers are not aware of the amount of taxes they pay on air tickets and therefore, this may be limiting the ability for the taxes to influence behaviour. Secondly, increases in this tax will not discourage consumers to travel abroad but rather affect consumers' intention to finance such an increase by either reducing their consumption on tourism related products at the destination or by reducing their consumption of other products in the UK. Thirdly, there is an asymmetry in the response of consumers' reaction to increases in taxes as compared to reduction in taxes. These findings can form the basis for an in-depth study on consumer behaviour in the UK travel industry.

5. THE IMPACT OF AIRPORT DEVELOPMENT ON THE TOURISM IN THE GREEK ISLANDS  
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*Athanasios Ballis, Despoina Tsouka, Tatiana Moschovou and George Kasselouris*

The current work focuses on the islands of the South Aegean and attempts to highlight the importance of airport infrastructure for their tourism development. The impact of other island characteristics (area, shore length, population, number of beds in various classes of accommodation, cost of accommodation, island's attractiveness, distance from Piraeus port, etc.) was also investigated using regression analysis. The results revealed that airports having runways above 1,800m serve direct international flights and have a very significant contribution to the tourism development of the associated islands. On the contrary, islands having airports with short runways are served through Athens International Airport yet, the number of tourist arrivals by air is low, having a minor impact on their tourism product. The characteristics of these islands indicate that they have strong potential for further tourism growth given that their airport infrastructure will be improved overcoming technical and environmental barriers.

## EDITORIAL

This issue of the *Journal of Air Transport Studies* comprises five full research papers.

The first paper by **Ayodele Adekunle Faiyetole** and **Temitope Bashirat Yusuf** explores the relationship between customer choice and service quality in the airline sector using Lagos Airport in Nigeria as a case study. It concludes that pre-flight, in-flight and post-flight services play a major role in attracting and/or retaining passengers and hence should be more carefully considered in the context of a liberalised business environment.

In the second paper, **Konstantinos N. Malagas, Nikitas Nikitakos, Ayse Kucuk Yilmaz, Alexandros Argyrokastritis** and **Ebru Yazgan** examine the sustainability potential of small airlines in South East Europe in the newly evolving geopolitical reality. The authors argue that to prove profitable such small carriers should develop partnerships with larger airlines acting as feeders for the latter.

**Arindam Mallik** authored the third paper which investigates stock exchange listing of five major Indian airports to finance the necessary airport expansion to accommodate the forecasted traffic growth. The paper uses an airport finance perspective extensively relying on financial leverage and profitability ratios to undertake a feasibility study.

The fourth paper by **Emma Tsvetanova** and **Neelu Seetaram** focuses on consumer attitude vis-à-vis the imposition of an air passenger duty in the United Kingdom. Consumers seem to have limited awareness of the imposed tax level and hence react in ways not leading to a more environmentally friendlier behaviour as originally expected.

In the fifth paper, **Athanasios Ballis, Despoina Tsouka, Tatiana Moschovou** and **George Kasselouris** discuss the implications of airport infrastructural developments for tourism growth in the South Aegean Sea islands of Greece. Runway length seems to play a major role in facilitating international flights in this context.

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*

*Dr Marina Efthymiou, Assistant Editor*