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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 via journal's website <https://jats.aviationsociety.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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*Yingigba Chioma Akinyemi (Ph.D)*

This paper examines the determinants of international air passenger travel demand in Nigeria using annual data from 1982 to 2019. Autoregressive distributed lag approach was employed to analyse short- and long-run relationships between the variables while Granger causality test was conducted to determine the direction of causality. Total real trade and economic growth are major factors positively influencing air travel demand in the short- and long-run. Contrary to findings in the literature, foreign direct investment impact air travel negatively in the long-run but has a positive effect in the short-run with 1-3year lag. Real exchange rate is found to reduce air travel demand in the short-run. The results indicate a bidirectional Granger causality between air travel and total real trade, and between air travel and economic growth. Infrastructure that will support increase in demand for international air passenger travel due to economic growth are required.

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*Hamad Al Thani*

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*Ioulia Poulaki, Eirini Vlassi*

The aim of this research note is to investigate the literature on the identification of brand identity elements of tourist destinations in airline magazines distributed in flight. The methodology followed concerns a relevant literature review for the years 2008-2023. Academic journals with a citation score of 1.0 or higher in the field of tourism and marketing were initially selected from the Scopus database. As the effort did not bring results, a search was carried

out in the entire Scopus database, without the above criteria. The keywords used are inflight magazines, in-flight magazines, destination brand, destination branding, destination image, destination identity, however the search resulted in a very small number of articles (27) of which only four (4) were considered as relevant to the subject under consideration. Thus, any criteria that could be used for the review process were re-examined and the search was conducted on a less 'rigorous' basis, Google Scholar, in order to enrich the data and generate a comprehensive discussion of the research question. Finally, only nine (9) articles were collected for analysis (content and textual), while the findings further highlight the research gap that exists in the literature and the need for further research.

4. PRIORITIZING CRISIS MANAGEMENT APPROACHES IN THE AIRLINE INDUSTRY.  
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*Konstantinos Chrysafis, Georgia Papadopoulou*

The global airline industry has faced a considerable downturn, because of the recent COVID-19 pandemic crisis. Numerous measures had to be taken from governments and the airline industry itself in order to survive the pandemic crisis. The Greek airline industry is the main case of this study. The main goal of this study is to prioritize the appropriateness of crisis management approaches in the domestic airline market. To achieve that, Fuzzy MCDM (Multi-Criteria Decision Making) is employed (consequently a set of criteria and their weighting). The criteria are extracted using the thematic analysis and synthesis method gathering data from the international literature and news. The MCDM analysis is implemented in a fuzzy setting due to the inherent uncertainty in the airline market. The results of this study demonstrate that the actions better characterizing the crisis operations of the domestic airline companies fall under the knowledge-based management approach.

## EDITORIAL

This issue collects four papers focusing on a variety of topics related with the contemporary air transport environment.

In the first paper, **Yingigba Chioma Akinyemi** examines the determinants of international air passenger travel demand in Nigeria using the autoregressive distributed lag approach and the Granger causality test. In detail, the author examined the effect of total real trade, economic growth, real exchange rate and foreign direct investment inflows on the demand for international air passenger travel in Nigeria using annual data from 1982 to 2019. The research findings revealed that total real trade and economic growth positively affect short-term and long-term demand for air travel. Concerning direct investment, it seems to have a negative effect on air travel in the long-run but a positive effect in the short-run. Lastly, a bidirectional Granger causality was detected between air travel and total real trade, and between air travel and economic growth. Thus, the author suggests that an increase in international passenger air travel will lead to growth in trade and in turn stimulate the economy. Consequently, the author suggests that infrastructure is needed to support the increased demand for international airline passengers.

**Hamad Al Thani**, in the second paper, conducted a literature review on the development of the aviation industry in Middle East. The author notes that existing research primarily focuses on government subsidies and investments in foreign airlines, with particular attention paid to the three Middle Eastern "super connectors" of Emirates, Qatar, and Etihad Airways. The author draws attention to the limited published literature on the Middle East aviation sector.

The gap in the literature regarding destination branding through in-flight magazines is discussed, in the third paper, which has been written by **Ioulia Poulaki** and **Eirini Vlassi**. The authors argue that although the role of in-flight magazines in tourism destination identity formation is crucial, it has not been extensively examined in the literature. Given that, when using quality criteria, the literature search resulted in 27 papers for the period 2008-2023 and only four (4) were assessed as relevant to the topic, the authors highlight the need for further research in the field.

As the measures taken by governments and airlines during the Covid-19 pandemic revealed the need for crisis management, in the fourth and final paper **Konstantinos Chrysafis** and **Georgia Papadopoulou** used Fuzzy MCDM (Multiple Criteria Decision Making) to prioritize on the suitability of crisis management approaches in the domestic aviation market. The research uses the Greek airline industry as a case study. The literature review revealed a set of criteria and helped the authors apply appropriate weightings. The study's findings showed that the knowledge-based approach to management best describes the tactics that domestic airline firms take during a crisis.

To all the authors and reviewers who contributed to this issue of Journal of Air Transport Studies, we would like to express our gratitude for your efforts. We feel that these publications make a meaningful contribution to aviation practitioners and academia while also promoting further research in relevant subject areas.

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