Contents

List of Acronyms ix
List of Figures xiii
List of Maps xv
List of Tables xvii
List of Editors xix
List of Contributors xxi
Preface xxvii
Acknowledgements xxix

1 Introduction 1
Anne Graham, Andreas Papatheodorou and Peter Forsyth

PART I
LEISURE TRAVEL DEMAND

2 The Nature of Leisure Travel Demand 7
Gang Li

3 Trends and Characteristics of Leisure Travel Demand 21
Anne Graham

4 Aviation Marketing and the Leisure Market 35
Stephen Shaw

PART II
REGULATION AND GOVERNMENT POLICY

5 The Impact of Civil Aviation Regimes on Leisure Travel 49
Andreas Papatheodorou

6 Leisure Travel and Legal Issues in Aviation 59
Anastasia Vasiliadou

7 Tourism and Aviation Policy: Exploring the Links 73
Peter Forsyth
PART III
AIRLINE ISSUES

8   The Future of Charter Operations  
    George Williams  85

9   The Emergence of the Low Cost Carrier Sector  
    Sean Barrett  103

10  From a National Airline to an EU Leisure-based Carrier  
    John Zammit  119

11  Leisure Travel, Network Carriers and Alliances  
    Kostas Iatrou and Elena Tsitsiragou  137

12  Market Power and Vertical (Dis)integration? Airline Networks and Destination Development in the United States and Dubai  
    Keith G. Debbage and Khaula Alkaabi  147

PART IV
IMPLICATIONS FOR AIRPORTS

13  Airport Requirements for Leisure Travellers  
    Nuno Mocica Brilha  167

14  The Impact of Attracting Low Cost Carriers to Airports  
    Rafael Echevarne  177

15  Airport Marketing and Tourism in Remote Destinations: Exploiting the Potential in Europe’s Northern Periphery  
    Nigel Halpern and Jukka Niskala  193

16  Applications and Implications of Information and Communication Technology for Airports and Leisure Travellers  
    Marianna Sigala  209

PART V
ECONOMIC AND ENVIRONMENTAL IMPACTS

17  New Air Services: Tourism and Economic Development  
    Brian Graham  227

18  The Environmental Sustainability of Aviation and Tourism  
    Ben Daley, Dimitrios Dimitriou and Callum Thomas  239
PART VI
DESTINATION CASE STUDIES

19 Brazil
Respicio Espirito Santo Jr
257

20 India
John F. O'Connell
267

21 China
Zheng Lei
279

22 The Middle East
John F. O'Connell
291

23 Africa
Paulos Arvanitis and Petros Zenelis
303

24 Mauritius
Neelu Seetaram
313

25 South Pacific
Semisi Taumoepeau
323

PART VII
CONCLUSIONS

26 Conclusions: Themes and Future Issues
Peter Forsyth, Andreas Papatheodorou and Anne Graham
335

Bibliography
Glossary
Name Index
Subject Index

345
369
371
375