THE UNO AVIATION MONOGRAPH SERIES

UNOAI Report 97-2

The Conference Proceedings of the 1997 Air Transport Research Group (ATRG) of the WCTR Society

Volume 1, Number 1

Editors
Tae Hoon Oum
Brent D. Bowen

September 1997

UNO

Aviation Institute University of Nebraska at Omaha Omaha, NE 68182-0508

University of Nebraska at Omaha Aviation Institute Aviation Monograph Series

Recent monographs in the series include:

- 97-8 The Conference Proceedings of the 1997 Air Transport Research Group (ATRG) of the WCTR Society, Vol. 3, No. 2 97-7 The Conference Proceedings of the 1997 Air Transport Research Group (ATRG) of the WCTR Society, Vol. 3, No. 1 The Conference Proceedings of the 1997 Air Transport Research Group (ATRG) of the WCTR Society, Vol. 2, No. 2 97-6 The Conference Proceedings of the 1997 Air Transport Research Group (ATRG) of the WCTR Society, Vol. 2, No. 1 97-5 97-4 The Conference Proceedings of the 1997 Air Transport Research Group (ATRG) of the WCTR Society, Vol. 1, No. 3 97-3 The Conference Proceedings of the 1997 Air Transport Research Group (ATRG) of the WCTR Society, Vol. 1, No. 2 97-2 The Conference Proceedings of the 1997 Air Transport Research Group (ATRG) of the WCTR Society, Vol. 1, No. 1 97-1 Aviation Institute Self Study Report for the Council on Aviation Accreditation 96-4 The Airline Quality Rating 1996 96-3 NASA and Ethics: An Annotated Bibliography 96-2 The Image of Airport Security: An Annotated Bibliography 96-1 Concentration and Contestability in the Deregulated United States Airline Industry 95-2 The Nebraska Initiative for Aerospace Research and Industrial Development 95-1 Nebraska Space Grant Consortium: 1993-1994 Self Evaluation (no longer available) 94-5 Proceedings of the First Annual Nebraska Aviation Education Association Conference
- 94-4 Training Program for Latvian Public and Aviation Administrators
- 94-3 Samantha Smith Memorial Exchange Between The University of Nebraska at Omaha and Riga Aviation University
- 94-2 Interactive Learning: The Casewriting Method as an Entire Semester Course for Higher Education Teacher's Manual
- 94-1 Interactive Learning: The Casewriting Method as an Entire Semester Course for Higher Education

To Obtain Monographs

Complete this order form and include a check or purchase order made payable to the Aviation Institute for the amount of \$7.50 (U.S.) per monograph to cover the costs of printing, shipping, and handling. Allow 4-6 weeks for delivery. Please forward this request to: *Aviation Institute*, *University of Nebraska at Omaha*, 6001 Dodge Street, Omaha, NE 68182-0406. Phone: 402-554-3424 or 1-800-3 FLY UNO; Fax: 402-554-3781; internet: nasa@unomaha.edu

Name:			
Company:			
Address:			
City:	State:	Zip:	
Phone:	E-mail:		

Quantity	Monograph #	Unit Cost	Total Cost	
		\$7.50	\$	
		\$7.50	\$	
		\$7.50	\$	
		TOTAL ENCLOSED	\$	

ABOUT THE EDITORS

Dr. Tae H.Oum is Van Dusen Foundation Professor of Management, Faculty of Commerce and Business Administration, the University of British Columbia, Vancouver, Canada.. Dr. Oum specializes in policy analysis, demand modeling, cost and productivity analysis, globalization and competitive strategies affecting the transportation and telecommunications industries. He has published and edited over 20 books and numerous papers in international journals and regularly advises Canadian and foreign government agencies, major corporations, and the World Bank on transportation and telecommunications policy and management issues. In particular, he has recently published a major book "WINNING AIRLINES: Productivity and Cost Competitiveness of the World's Major Airlines" (Kluwer Academic Publishers, 1997). Dr. Oum is the President of the Air Transport Research Group (ARTG) and Chair of the Publication Committee of the World Conference on Transport Research (WCTR) Society. He also serves on the editorial boards of the Journal of Transport Economics and Policy, Transport Policy, Journal of Air Transport Management, Transportation Research Series E, and Journal of Air Transportation World Wide. Dr. Oum is the Canadian Advisor for the Transportation Task Force of the Pacific Economic Cooperation Council (PECC).

Dr. Brent D. Bowen is Director and Professor, Aviation Institute, University of Nebraska at Omaha. He has been appointed as a Graduate Faculty Fellow of the University of Nebraska System-wide Graduate College. Bowen attained his Doctorate in Higher Education and Aviation from Oklahoma State University and a Master of Business Administration degree from Oklahoma City University. His Federal Aviation Administration certifications include Airline Transport Pilot, Certified Flight Instructor, Advanced-Instrument Ground Instructor, Aviation Safety Counselor, and Aerospace Education Counselor. Dr. Bowen's research on the development of the national Airline Quality Rating is regularly featured on ABC's Good Morning America, The Cable News Network, USA Today, The Today Show, The Associated Press, the network evening news shows, and in numerous other national and international media, as well as refereed academic publications. Dr. Bowen has in excess of 200 publications, papers, and program appearances to his credit. His research interests focus on aviation applications of public productivity enhancement and marketing in the areas of service quality evaluation, forecasting, and student recruitment in collegiate aviation programs. He is also well published in areas related to effective teaching. His professional affiliations include the University Aviation Association, Council on Aviation Accreditation, World Aerospace Education Association, Alpha Eta Rho International Aviation Fraternity, and the Nebraska Academy of Sciences. Additionally, Dr. Bowen has authored /co-authored numerous successful funding proposals totaling in awards exceeding nine million dollars. He also serves as program director of the National Aeronautics and Space Administration funded Nebraska Space Grant Consortium.

The Conference Proceedings of the 1997 Air Transport Research Group of the WCTR Society

June 25-27, 1997: University of British Columbia, Vancouver, Canada

Published on behalf of the Air Transport Research Group (ATRG)

c/o Dr. Tae H. Oum
Faculty of Commerce and Business Administration
Division of Transportation and Logistics
The University of British Columbia
2053 Main Mall
Vancouver, B.C., V6T 1Z2 Canada

ATRG@commerce.ubc.ca http://www.commerce.ubc.ca/atrg/

NOTES FOR A PRESENTATION

TO

OPENING PLENARY SESSION, ATRG CONFERENCE

VANCOUVER - JUNE 26, 1997

R.R. Mayes Transport Canada

CONTRIBUTING AUTHORS VOLUME 1, NUMBER 1

Plenary Session: Current and Future Issues in International Air Policy

R.R. Mayes Yasuo Sakakibara

Keynote Panel Session 2A: Mid-Term Assessment of the US-Canada Open Skies Air Agreement

Air Canada and the Canada- U.S. Open Skies Agreement of February 24, 1995: —OPET A Good Story

by Yves Dufresne

Keynote Panel Session 3A: Initiatives for Liberalizing Asia-Pacific Aviation: Where Do We Go From Here?

Initiatives for Liberalization Asia-Pacific Aviation

by Koki Nagata

Initiatives for Liberalising Asia-Pacific Aviation: Where Do We Go From Here? – OMIT by Karmjit Singh

Initiatives for Liberalizing Asia-Pacific Aviation: Where Do We Go From Here? - Emil Sy Germal Singh Khera

Session 1C: Globalization and Continentalization

British Airways/USAir Merger: Financial and Traffic Analysis - 2

by Edward Abraham

A Typology of Strategic Alliances in the Airline Industry: Propositions for Stability and - 3 Duration

by Dawna L. Rhoades and Heather Lush

The Effect of Strategic Alliance on Performance: A Study of International Airline Performance — by Namgyoo Park and Dong-Sung Cho

Session 3C: Open Skies Agreements and Airline Competition

Toward an International Open Skies Regime: Advances, Impediments, and Impacts - 5 by Rex S. Toh

Canadian Carrier Strategies and the 1995 Open Skies Agreement — by Raymon J. Kaduck

Modeling Intercontinental Demand: An Integration of Demand Analysis and Trade Theory – Din 17

by David Gillen, Richard Harris, and Tae Oum