THE UNO AVIATION MONOGRAPH SERIES

UNOAI Report 97-3

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

Volume 1, Number 2

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:
97-1  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
94-1  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

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Monograph #</th>
<th>Unit Cost</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$7.50</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$7.50</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$7.50</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>TOTAL ENCLOSED $</td>
</tr>
</tbody>
</table>

This series is co-sponsored by the NASA Nebraska Space Grant Consortium
ATRG Networking Committee

Prof. Tae H. Oum (Chair-person)
University of British Columbia
Vancouver, Canada

Prof. John Black
University of New South Wales
Sydney, Australia

Prof. John Brander
University of New Brunswick
Fredricton, N.B., Canada

Prof. Joseph Berechman
Tel Aviv University
Ramat Aviv, Israel

Prof. Kenneth Button
George Mason University
Fairfax, Virginia, USA

Prof. Anthony Chin
National University of Singapore
Kent Ridge, Singapore

Prof. Martin Dresner
University of Maryland
College Park, Maryland, USA

Prof. Jaap de Wit
Dept. of Civil Aviation
The Hague, Netherlands

Prof. Christopher Findlay
University of Adelaide
Adelaide, Australia

Prof. David W. Gillen
Wilfrid Laurier University
Waterloo, Ontario, Canada

Prof. Mark Hansen
University of Southern California at Berkeley
Berkeley, California, USA

Prof. Paul Hooper
University of Sydney
Sydney, Australia

Mr. Stephen Hunter
Bureau of Transportation
Canberra, Australia

Prof. Steven A. Morrison
Northeastern University
Boston, Massachusetts, USA

Dr. Juergen Mueller
Fachhochschule fuer Wirtschaft Berlin
Berlin, Germany

Dr. Dong-Chun Shin
Civil Aviation Bureau
Korea

Prof. Eiji Shiomi
Chuo University
Hachioji City, Tokyo, Japan

Dr. Michael W. Tretheway
VISTA c/o YVR Marketing
Richmond, B.C., Canada
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 (ATRG) 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/
Session 4C: Effects of Liberalization

Martin Dresner, The Effect of Liberalized Air Transport Bilaterals on Foreign Visitor Volume and Traffic Diversion: The Case of Canada

Tae Oum and Chunyan Yu, Cost Competitiveness of Major Airlines: an International Comparison

Jongseok Kim, An Economic Effect of Duopoly Competition in Domestic Air Transport Markets in Korea

Ray Rohr, Transforming Canada’s Aviation Regulations

Peter Morell, Air Transport Liberalisation in Europe: The Progress So Far

Session 5C: European Union Aviation - I

Fariba Alamdari, Airline Labour Cost in a Liberalised Europe

Giovanni Nero, Partial Versus Complete Liberalisation in the European Airline Industry: Which Scenario is More Likely to Facilitate Noncooperative Collusion

Ofelia Betancor and Javier Campos, European Air Transport Deregulation: A Panel Data Approach

Session 6C: European Union Aviation - II

Georges Trepo, Air France: History of a Turnaround

Trond Randøy and Siri Pettersen Strandenes, The Effect of Public Ownership and Deregulation in the Scandinavian Airline Industry

Peter Uittenbogaart, Airline Competition on the Route between Amsterdam and London

Hans G. Smit, The European Airline Industry: A Banker’s View