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AIRPORT EXPERIENCE

UNIVERSITY OF ALGARVE

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Work Authorship Declaration

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are included in the listing of references.

Shashank Shanker

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Abstract

Airports are the gateway to a destination or region. They are no longer just a place for travelers to get on or off from an airplane. In this context, assessing airport service becomes critical as it gains more significance to a region and its performance requires understanding of all passenger processing and discretionary activities at airport passenger terminals. This paper aims to evaluate overall airport experience based on the passenger journey from departure to arrival.

The main goal was to find the correlation between different domains of an airport and the airport experience which leads to a positive destination image. This research is done to confirm and supports existing studies done in this domain.

The hypothesis was tested by collecting data with online surveys, and using statistical methods of correlation, specifically linear correlation, and Pearsons Correlation coefficients.

The results allow us to show that there is significant correlation between the discretionary processes or activities that a passenger undertakes and the overall experience of the airport. We also find that there is significant, albeit not as much as discretionary activities, positive correlation between obligatory processes a passenger must undertake, as well as a positive correlation to the airport environment, to the overall airport experience.

The limitations in this area of research are those imposed by pandemics such as the current COVID-19, the changes that the industry is undergoing due to the fact, as well as emergence of new regulations during the development of this study.

Keywords: Airport Experience, Servicescape, Air Traveler Satisfaction, Airport Management

Resumo

Os aeroportos são a porta de entrada para um destino ou região, mas não apenas um lugar para os viajantes embarcarem ou desembarcarem de um avião. Nesse contexto, a avaliação do serviço aeroportuário torna-se fundamental, pois ganha mais relevância para uma região e o seu desempenho requer o entendimento de todo o processamento de passageiros e atividades discricionárias nos terminais de passageiros. Este trabalho tem como objetivo avaliar a experiência geral do aeroporto com base na jornada do passageiro desde a partida até a chegada.

O principal objetivo foi encontrar a correlação entre os diferentes domínios de um aeroporto e a experiência aeroportuária que leva a uma imagem positiva do destino. Esta pesquisa é feita para confirmar e apoiar os estudos existentes feitos neste domínio.

A hipótese foi testada através da recolha de dados por via de um questionário on-line e por via do seu tratamento recorrendo ao uso de métodos estatísticos de correlação, especificamente a correlação linear, e coeficientes de correlação de Pearson.

Os resultados permitem mostrar que existe uma correlação significativa entre os processos ou atividades discricionárias que um passageiro realiza e a experiência geral do aeroporto. Foi igualmente aferido que existe uma correlação positiva significativa, embora não tanto quanto as atividades discricionárias, entre os processos obrigatórios que um passageiro deve realizar, bem como uma correlação positiva com toda a envolvente do aeroporto e com a experiência geral no aeroporto.

Ao longo do nosso estudo verificaram-se algumas limitações, que derivam essencialmente das restrições impostas pela pandemia COVID-19, assim como de alterações que têm ocorrido no setor e das novas regulamentações impostas que nos impediram de poder efetuar uma recolha de dados presencial.

Palavras-chave: Experiência Aeroportuária, Servicescape, Satisfação do Viajante Aéreo, Gestão Aeroportuária

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Chapter 1 - Introduction

Airports are major economic drivers often for the whole country which also act as a cultural and symbolic gateway per Lohmann & Duval (2014). Airports form an integral part of the air transport system and for the purpose of air travel (Ashford, Stanton, & Moore, 2006). The UNWTO (2015) reports that the primary mode of transport for international leisure travel is by air, and it has an important influence on destination development. Spasojevic, Lohmann and Scott (2018) stated that the liberalization of airlines led to new strategic partnerships between airline companies and destination management organizations (DMOs). This also created partnerships with other indirect stakeholders like travel agencies, hotels and car rental companies. The development of airports over the years are related to the increase in air travelers, which is seen as the airport industry focused on commercialization because these travelers generate large non-aeronautical revenues and have increased the demand for air services. This started with the deregulation of airlines in the 1970s in the USA and 1990s in the European Union (Brilha, 2008, Graham, 2008, Graham, 2014).

Kirk, Harrison, Popovic, and Kraal (2014) concluded that negative airport experiences influence the air traveler's intention to revisit a destination, and travel plans of future visits. Considering that the airport is the first and last point of contact for a traveler visiting a destination, their work implies association between destination and airports. When it comes to the foundational concept of Airport Experience, there are several existing studies in journals from different domains. For instance, Correia and Wirasinghe, 2007 examined airport efficiency, airport service quality, and passenger satisfaction using service and operational management theory; as did Fodness and Murray, 2007. Losekoot & Wright, 2011 (as cited in Wattanacharoensil, 2017) applied the sociology concept of sense of place to the context of airports to create meanings and enhance one's cultural attachment to a place. Some other studies relevant to airport experience, such as McIntosh et al, 1998 (as cited in Wattanacharoensil, 2017) study on airport anxiety which is considered a psychological concept primarily related to stress levels and frustration of air travelers, and also the study of by Rowley & Slack, 1999 (as cited in Wattanacharoensil, 2017), which examined the effects of airport environment on the psychological aspects of passenger shopping behavior inside the airport.

Airport Service Quality (ASQ) is the optimal measure to understand the key aspects of customer satisfaction and increase related non-aeronautical revenues from an airport according to the Airport Council International (ACI). Airports use key industry measures from the airport service quality (ASQ) surveys and other sources, to help them improve their operations and enhance customer satisfaction (Bezerra and Gomes, 2015; Prentice and Kadan, 2019). To this effect, multiple studies have indicated that there is a direct positive correlation between service quality perception and passenger satisfaction such as ACI, (2016a), Bezerra and Gomes (2015) and Subha and Archana (2013). Two other studies conducted by Kim et al., (2016) and by Park, Robertson & Wu (2004), indicate that passenger satisfaction is critical to favorable behavior intentions. An analysis of the airport journey of Passengers showed that they spend only 20% of the time on mandatory processes, such as security check, check-in, boarding, etc., whereas the remaining 80% of the time is utilized in undertaking discretionary activities such as Dining area, retail area, etc. (Wattanacharoensil, 2015). Following this, Blichfeldt, Pumputis & Ebba (2017) found that any additional time that passengers spent waiting in queues reduces their discretionary activity time and affects their perception of airport service quality, subsequently their intention to reuse that airport.

Airports are no longer just spaces that facilitate air travel, they have become more complex and multidimensional incorporating distinctive attributes and slogans of the city/region in which they are located. Wattanacharoensil et al. (2017) attribute these to the passenger-driven strategies to promote the destination. The competitive environment, encouraged by airline liberalization, airport privatization and a significantly increased role of commercial activities, has made airports adopt a business model approach to ensure healthy financial returns derived from the non-aeronautical revenues, and to place air travelers amongst key revenue sources (Duval, 2020; Graham, 2019; Sarlay and Neuhofer, 2020). It is in the airport terminal to perceive airport service performance and develop their airport experience. Moreover, apart from the role of the servicescape and service quality, an increasing number of airports have been emphasizing the concept of a sense of place in the terminal interior and design to enhance the experiential and emotional connection of air travelers and the airport as stated by Holland, 2017; Kaduoka, 2019; Masjutina, 2017, cited by Wattanacharoensil, Schuckert & Graham (2016) and, as a consequence, to the destination. The other focus for airport managers is to increase the potential benefit from improved operational outcomes

and increasing customer satisfaction as investigated by Fu et al (2020) in service management discipline.

The demand for experiential consumption (Holbrook and Hirschman, 1982) has also been increasing in recent decades. Thus, additional concepts, such as the servicescape, have been considered within the airport context, which highlight the features of airport physical/terminal design (Park & Ryu, 2019). The reason is that research has found that physical/environmental stimuli have powerful impacts on eliciting positive customer emotion and satisfaction (Hyun and Kang, 2014; Jen et al., 2013; Moon et al., 2016). As a consequence, numerous airports have allocated resources to improve their layout and facilities to ensure a positive airport experience for passengers. Destination image has been given much attention in academia, and helped understand tourist behavior. There is general agreement that the cognitive component is an antecedent of the affective component and that consumer evaluate and respond based on their knowledge of the object in question (Anand, Holbrook and Stephens, 1988, Holbrook, 1978, Russel and Pratt, 1980, Stern and Krakover, 1993, as cited by Chen, Lehto & Choi, 2009).

The global consequences of COVID-19 have been severe as we have been involved in one of the greatest health and humanitarian crises witnessed in the last century (OECD, 2020). There has been a serious impact to productivity and thereby not only to the economy but also social repercussions at the global level (Bapuji et al., 2020). Tourism is a sector that is sensitive to natural disasters, changes in political situation, economic crises (Cakar, 2020) as well as epidemics (Chuo, 2014). On average, in OECD countries the Tourism sector accounts for 4.4% of GDP and 21.5% of export of services. In case of Spain, these figures significantly rise to 11.8% of GDP and 52% of the total export of services (OECD, 2020). Due to the global pandemic, there is significant risk involved to travel, not only on grounds of uncertainty but also negative consequences such as further spread of the virus (Chang, 2009). In recent years, travelers' concerns about risks to their health or the possibility of catching an infectious disease have been influencing their behavior and the choice of tourist destination (Chinazzi et al., 2020; Lee et al., 2012). There is not just the risk to the health of the traveler, but also other risks like not deriving the same satisfaction as one would usually, financial risk if the person cannot return, which would also be a waste of time, as well as the attitude of friends and family that may change with regards to the tourist and the choice of traveling under the circumstances (Wen et al., 2021).

The following section presents the relevant literature review that addresses the aims of the study. Post which the research methodology is explained. The next section then elaborates on the data analysis and the results. The final section concludes with a discussion. Discussion of the implications of the research and addressing the limitations of the study conclude this paper.

Chapter 2 - Literature review

2.1 Servicescape

Servicescape, an environment constituted by service firms, represents a manmade or physical environment that has certain impacts on multi-facets of customer experiences (Bitner, 1992; Chang, 2016). Since this is an artificial consumption environment, servicescape has a critical role in creating first impressions and shaping customer attitudes towards service provision of the firms (Park and Park, 2018). Although servicescape has been examined in different areas of hospitality and tourism, the identified servicescape dimensions are diverse. Since a physical experience is created where services are rendered, a customer's value perception, satisfaction and behavioral response to servicescape factors varies across different industries (Chang, 2016). For example, in leisure research, Dong and Siu, (2013) divided the servicescape into two major categories: the physical creations of the service environment and communication. In the hotel context, Li (2021) proposed that the servicescape comprised hotel architecture, atmosphere, facilities, décor, smell and employee communication dimensions. In tourist destination research, Oviedo-García et al. (2019) included services, facilities, and information in the servicescape model to verify their predictive power to tourist satisfaction, value perception and behavioral intentions.

In the airport context, recent research has investigated the servicescape with various variable outcomes to apply this concept to the airport terminal. Bogicevic et al. (2016) examined the effect of the physical environment in the airport terminal on the emotional response of passengers, especially enjoyment and anxiety. The results revealed six important specific attributes (i.e., design, scent, functional organization, air/lighting conditions, seating and cleanliness) in the airport servicescape. Moreover, design and scent are the strongest predictors of travelers' enjoyment, and poor functional organization and inadequate air and lighting conditions are major predictors of travelers' anxiety. Moon et al. (2016) investigated the influence of the airport physical environment on passenger satisfaction by using two emotional stages (pleasure and arousal) as moderating factors. The findings revealed the importance of layout, facility aesthetics and cleanliness on customers' pleasure, which leads to their satisfaction. Jeon and Kim (2012) assessed the effect of various dimensions of the servicescape in the airport on customers' emotion and behavioral intention. The results showed that the functional factor, aesthetic factor, safety factor, and social factor influence

customers' positive emotions, whereas the ambient factor and social factor affect customers' negative emotions, and only positive emotions have an impact on behavioral intention. Park and Ryu (2019) extended the servicescape concept from the physical environment to the social environment and tested the effect of both aspects on traveler behavioral intention by using 'gender' as a moderator. The results showed that only physical servicescape has a significant impact on cognitive and affective satisfaction, and there is a gender difference between the physical servicescape and cognitive satisfaction, meaning that the male group accepted the service environment and service quality of the airport more rationally than the female group.

In the meantime, service quality research has always been abundant in the airport context, and most research has used context-based data for analysis. Apart from adapting the dimensions of SERVQUAL suggested by Parasuraman et al. (1985) into the airport context or airport specific dimensions proposed by Fodness and Murray (2007), the 34-attribute ASQ- ACI is often used for the service quality measures and investigated in airport research. Studies have chosen the singular dimensions, ASQ attributes, or a combination of both to investigate service quality from various service performance perspectives, such as importance–performance analysis (Tsai et al., 2011), its influence on passenger satisfaction (Bezerra and Gomes, 2016; Bogicevic et al., 2013) or its influence on destination choice (Prentice and Kadan, 2019). Recently, Trischler and Lohmann (2018) specifically assessed the data collected by the Australian Competition and Consumer Commission to provide in-depth analysis of the service quality methodology. Given factors that constitute ASQ and airport servicescape are diverse depending on the specific research, this current study attempts to integrate attributes of ASQ, airport service quality and airport servicescape, and establish a comprehensive multidimensional airportscape construct. The foregoing theoretical insights of the airport literature suggested the following potential dimensions: airport information/signage/layout, terminal ambience, flight information screens, check-in, security, basic facilities, immigration, gate area, baggage, and leisure/ entertainment (Bezerra and Gomes, 2016; Brida et al. 2016; Prentice and Kadan, 2019; Trischler and Lohmann, 2018).

2.2 Airport Image

The airport image is regarded as the holistic perception of an individual user of an airport (Nghiem-Phu and Suter, 2018) and can serve as an attribute indicator that influences airport satisfaction and consequent behavior (Bogicevic et al., 2016). The airport image has become an important facet for airport branding. Similar to the country or place image, the airport image comprises two dimensions, namely, affective and cognitive images (Elliot et al., 2011). Affective image involves feelings (e.g., boredom, enjoyment and anxiety) that airport users feel when experiencing the airport, whilst cognitive image involves the perception of airport's physical attributes (e.g., servicescape, airport facilities, airport apps) and psychological attributes (e.g., courtesy, security, efficiency) of the airport environment (Baker, 1986; Florido-Benítez, 2016; Nghiem-Phu and Suter, 2018).

Although individual perception can be influenced by many factors such as gender, nationality, experience and type of service, an individual's perceived image of a place can influence the perception of a person towards the brand. In the current airport context, many airports have started to alter their image and want to be recognized as entities moving away from just providing the infrastructure that enables connectivity, to the place that creates an emotional connection in the minds of travelers (MacKenzie, 2019). Ariffin and Yahaya (2013) found the importance of incorporating national identity into the airport image, which leads to passenger enjoyment. Meanwhile, Nghiem-Phu and Suter (2018) found that passengers' affective image of the airport is attached to the host or nearby city. Moreover, Masjutina (2017) and McKenzie (2019) suggested that a sense of place helps create an identity and positive image of the airport.

The corporate image reflects perceptions of the organization held by different publics. These perceptions form a representation of an organization's past actions and their future behavior (Andreassen & Lindestad, 1998; Balmer, 2012; Gray & Balmer, 1998). As such, corporate image is very important in the overall evaluation of the service and the organization (Abratt & Mingione, 2017). In the airport context, there is scarce evidence of the effects of airport image on passengers´ perceptions and attitudes (Ali et al., 2016; Nesset & Helgesen, 2014; Pantouvakis & Renzi, 2016). These effects can also have short- and long-term implications for the tourism destination (Pizam, 2017; Voltes-Dorta et al., 2017)

2.3 Airport and Destination Images

In destination research, image is a complex amalgam of tourist activities, destination products and attributes that contributes to the tourist's overall impression (Whang et al. 2016). Travelers generally gain impressions about tourist destinations through a selection process based on their past experiences and perceived information about the destination (Fakfare and Lee, 2019).

According to Wattanacharoensil et al. (2017), the airport is a place where travelers form mental perception of characteristics of a destination. Park and Park (2018) also affirm that the airport servicescape and airport service quality are vital elements influencing the change in image formation and destination choices of travelers. Therefore, airports with modern facilities, well-equipped technology, and functional services and operations can possibly fulfil the traveler's desires and expectation, and foster favorable images of a destination where the airport is located (Florido-Benítez, 2016; Wattanacharoensil et al., 2017).

Previous studies have explored the relationship of an airport to a destination and so this research also tests the effect of airport image on destination image. Kirk et al. (2014) revealed that a negative experience at the airport can influence travel plans for future visits to a destination. Meanwhile, Hong et al. (2020) found that airport service quality is significantly related to airport reuse and destination revisits.

According to Wattanacharoensil et al. (2017), an airport is a representative of a destination and exhibits the positive characteristics of such a place. Prentice and Kadan (2019) found that overall airport service quality is significantly related to airport reuse and destination revisit. Understanding this influence is important, especially when traveler perceptions of the airport is claimed to be an initial indicator of the destination/city's 'quality' or attractiveness (De Nicola et al., 2013). The notion that the airport image incorporates the destination attributes within it, was also found by Nghiem-Phu and Suter (2018), who suggested and confirmed that an airport has an active role in the creation of a visitor's first and last impressions of its host city.

These studies imply that there is an association between a destination/city and the nearby airport, and suggest that air travelers can perceive the image of a destination based on their experience of the airport attributes. The more positive perceptions that air travelers acquire concerning the airport's sense of place and image, the more favorable the image they may

perceive about the destination. Thus, the research investigates the influence of sense of place and holistic airport image, which are derived from the perceived cognitive and affective images, towards a destination image.

2.4 Service Quality and Customer Satisfaction

Customer satisfaction as defined by Falk et al., 2010; Oliver, 2015; Wilson et al., 2012, as an evaluation after consumption of a product, service or firm. There are two key facets to this concept, namely the perceived performance and the expectancy-disconfirmation (Oliver, 2015). According to this, it is assumed that a customer experiences higher satisfaction just by way of his perception of a high service performance. On the other hand, satisfaction is also dependent on the customer pre-purchase expectations regarding the service experience. A key determinant of the customers behavior towards the product, service or firm is the level of satisfaction (Baumann et al., 2017). With time, an increase in interaction between theoretical concepts and hypothesis resulted in the development of customer satisfaction (Morgeson, 2012).

Initially, customer satisfaction models focused on customer expectations and perceived performance as antecedents of satisfaction (Oliver, 2015; Zeithaml et al., 1990 as cited in Bezerra and Gomes, 2020). Then, other critical issues such as complaints, word-of-mouth, and repurchase intension were emphasized, for business organizations, as a direct consequence of satisfaction (Lovelock and Wirtz, 2007 as cited in Bezerra and Gomes, 2020). According to Johnson et al. (2001), the development of the national customer satisfaction index models, such as the Swedish (Fornell, 1992 as cited in Bezerra and Gomes, 2020), the American (Fornell et al., 1996 as cited in Bezerra and Gomes, 2020), and the Norwegian (Andreassen and Lindestad, 1998 as cited in Bezerra and Gomes, 2020), has given to customer satisfaction global significance.

Based on the theoretical background of customer satisfaction, the models assume satisfaction as an overall evaluation of the consumption experience as well as examine simultaneously the effects of satisfaction on the post-consumption attitudes. Customer satisfaction, being dependent on the customer expectations and perceptions, and influencing their behavioral attitudes towards the service/product/firm, is the central construct of the consumption experience.

The interest in passenger satisfaction has substantially increased as there were changes within the air transport industry (Bogicevic et al., 2013; Moon, Yoon & Han, 2017). Within this context, the relationships between passenger satisfaction and other relevant aspects of the passenger experience at the airport were emphasized in airport-related literature.

Park and Jung, 2011 as cited in Moon, Yoon & Han, 2015, examined passenger's perceptions of service quality and their influence on value, satisfaction, airport image, and passenger post-consumption behavior. Nesset and Helgesen (2014) used a cause-and-effect model to analyze the effects of different service quality and choice attributes on passenger satisfaction. Chen et al. (2015) examined the determinants of passenger satisfaction with the airport, the nature of the relationship between satisfaction and services value, and the moderating effect of service innovation to enhance value.

Moon et al. (2016) investigated the relationships among the variables of airport physical environment, customer emotions (pleasure and arousal), and satisfaction, including the mediating role of emotions between physical environment and satisfaction. Moon and Yoon (2016) extended their research to include the relationships among the physical environment, perception of airport safety, satisfaction, and behavioral intentions.

Based on the literature reviewed, the service quality-satisfaction relationship has been emphasized, with authors using different approaches to measure service quality, passenger satisfaction, and their behavioral attitudes. Overall, previous research is grounded on different theoretical models, but only a few investigations were based on a more comprehensive approach to the relationships among the various aspects related to the passenger satisfaction with the airport. Particularly, there is a gap of knowledge on the effects of passenger expectations on their perceptions of service quality, service value, and satisfaction in the airport context. Furthermore, how likely are satisfied passengers to remain loyal to an airport competing for catchment area is still under-researched.

The association between satisfaction and loyalty has long been investigated in several service contexts, including the tourism industry (Chen et al., 2017; Deng, Yeh, & Sung, 2013; Han & Hyun, 2018). Concerning airports, over recent decades the interest in passenger satisfaction has substantially increased (Ali et al., 2016; Bezerra & Gomes, 2015; Bogicevic, Bujisic, Bilgihan, Yang, & Cobanoglu, 2017; Bogicevic, Yang, Bilgihan, & Bujisic, 2013; Moon, Yoon, & Han, 2016). Some comprehensive approaches can be found in the airport-related literature. For instance, Chang, Liu, Wen, and Lin (2008) explored relationships between social justice, service quality, satisfaction, and complaints. They found social justice and service quality positively affects passenger satisfaction, while satisfaction has a negative effect on passenger complaint intention.

Park and Jung (2011) examined passenger's perceptions of service quality and their influence on service value, satisfaction, image, and post-consumption behavior. Their findings suggested that positive service quality had a positive effect on satisfaction, service value, and image, while a positive service value, image, and satisfaction in turn affected the passengers' reuse intentions and their intention to recommend the airport to other passengers.

Nesset and Helgesen (2014) analysed the effects of different aspects related to passenger satisfaction, and they concluded that service quality was the most important driver of passenger loyalty towards the airport. The findings of Chen et al. (2015) show that perceived value was influenced by passenger satisfaction and service innovation, with security check being the most important for passengers.

Moon et al. (2016) investigated the relationships between the airport physical environments, emotions, and satisfaction, including the mediating role of emotion in the relationship between physical environment and satisfaction. According to their findings, three components of airport physical environments had direct effects on passenger pleasure (layout accessibility, facility aesthetics, and cleanliness), while most of those components are insignificant on passenger arousal. The authors concluded that arousal was an invalid dimension on passenger satisfaction with the airport, not mediating the effects of attributes of the airport environment on their level of satisfaction.

More recently, Moon, Yoon & Han (2017) examined the relationships between the airport physical environment, the perception of airport safety, passenger satisfaction, and passenger behavioral intentions. In this work, facility aesthetics appeared as the strongest component of the physical surroundings in eliciting satisfaction.

Moreover, satisfaction had a strong impact on passenger intentions to spend more money in the airport and reusing the airport. However, the moderated effect of perceived safety was not significant. In light of this recent literature and aiming to contribute to fulfil the current gap on the relationships between different aspects of the customer experience at the airport, as well as their effects on customer attitudes towards the airport and the tourist destination, in this paper, satisfaction mediates passenger expectations and perceptions about the experience and their post-purchase behavior. Chang et al. (2008) state, as long as the passengers are satisfied with the airport experience, they are less likely to have any intention to complain.

Table 2.1 Important variables of an airport used in this research

CATEGORY	VARIABLE
Terminal Building Experience	Terminal amenities
	Terminal Cleanliness
	Ease of navigation
Obligatory Activities	Check-in
	Security screening
	Immigration and Customs
	Final boarding
	Disembarking
	Baggage claim
Discretionary Activities	Terminal seating
	Restrooms
	Passenger lounge
	Airport Wifi
	Customer care
	Retail area
	Dining area

Source: Widarsyah, R. (2013)

In service marketing literature, service quality often reflects customers' perceptions and value-judgment of a product or service (Jingxue and SooCheong, 2008). At its core, it captures the meaning of excellence (Hennig-Thurau et al., 2002; Saleem et al., 2017), coincides to specifications and meets or exceeds expectations. Backed by many studies (Alexandris et al., 2002; Parasuraman et al., 1995; Prentice, 2013; Shi et al., 2014) a significant way to achieve competitive advantage, and a driver for profitability is an organization's ability to have a positive service quality.

Customer satisfaction is defined as an overall feeling of pleasure (or disappointment) that emerges from comparing perceived performance of a service or product, with pre- service expectations (Oliver, 1980).

Service quality perceptions are cognitive reactions to the experience, whereas customer satisfaction is the affective reaction to that experience (Tosun et al., 2015). Researchers generally agree that service quality is an antecedent to customer satisfaction which in turn

leads to customer loyalty (Alegre and Cladera, 2009). With regards to the aviation industry, there is a positive direct effect on traveler satisfaction of airline service quality including terminal amenities as Farooq et al. (2018) reported. In the airport literature, Bezerra and Gomes (2015) found significant influence on passenger satisfaction by some aspects of airport service including check-in and security. Moon et al. (2015) further concluded that passenger satisfaction is impacted by the airport's layout accessibility, facility aesthetics and cleanliness. Ku and Chen (2013) found that an airport having a self-service check-in kiosk improved boarding process, which allows the passenger more time to spend on discretionary activities.

Thus, from the literature we find the attributes of an airport or variables that are to be used in this research, compiled in Table 2.1, based on which the following hypothesis are formulated:

H0 – There is no correlation between Obligatory activities, Discretionary activities, Airport environment and the overall impression of the airport experience.

H1 - There is a positive relationship between passengers' perception of Obligatory Activities and the overall impression of the airport experience.

H2 - There is a positive relationship between passengers' perception of Discretionary Activities and the overall impression of the airport experience.

H3 - There is a positive relationship between passengers' perception of the Airport environment and the overall impression of the airport experience

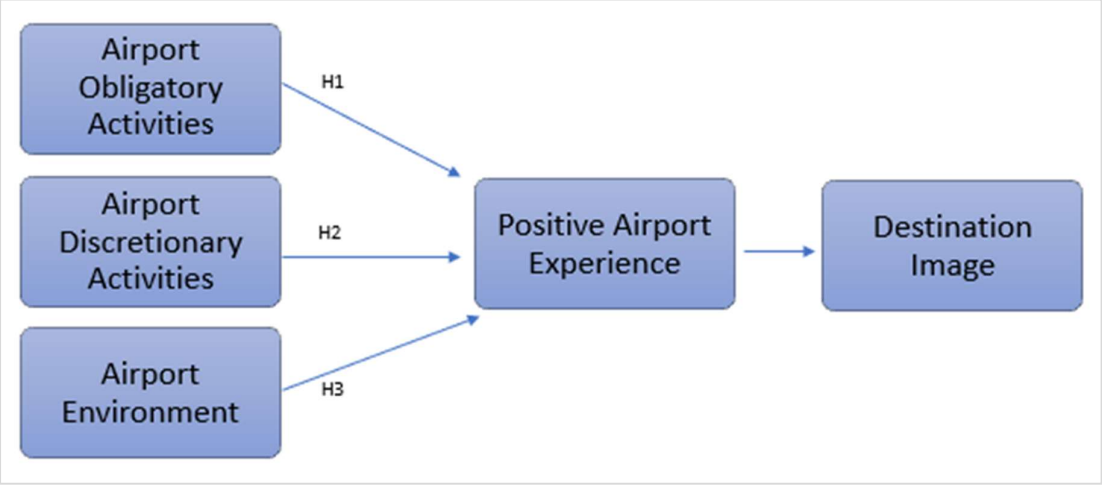


Figure 2.1 Framework

Chapter 3 - Methodology

Due to security restrictions due to the COVID-19 pandemic that prevented from accessing participants in airport terminals, online social networking platforms (e.g., Facebook; Reddit, WhatsApp) were used to reach potential respondents. Online survey was opted because it was cost-effective, easy to complete, and can encompass a wide range of questions (Brickman Bhutta, 2012; Fowler, 2009). To reduce the non-completion rate, the survey was designed to prevent previewing and skipping questions (Baltar and Brunet, 2012). Departure passengers were the focus of this study as they experience all processing and discretionary activities in the airport terminal because of the long waiting time required before their flight. Also, examining departures allowed the inclusion of domestic and international travelers collectively.

The survey questionnaire is Quantitative, with a few open-ended questions. A 10-point Likert scale was used for the following benefits (Wittink & Bayer, 2003):

1) Offers more variance than a smaller Likert scale

2) Offers higher degree of measurement precision

3) Provide better opportunity detect changes and more power to explain a point of view

The data collection was done via an online survey, which was circulated in two stages. First, it was sent to the authors social networks. These social connections of the author were then asked to distribute the survey amongst their associates and friends. Second, a Facebook post was created and shared amongst targeted groups. These pages or forums were moderated by a group of administrators and only after the questionnaire was reviewed and accepted that it was published to the members.

The survey questionnaire was first prepared in Microsoft Word and upon the approval of the supervisor, was put on Google Forms for distribution. Ethical requirements were met and clearance was granted by the ethics committee. The Google Form contained a brief description of the project, and emphasised on anonymity. Google Forms is a fixed URL link, to the set of questions, that enabled the dissemination of the survey through different channels. This user-friendly feature assisted in accessing a wide response pool. Moreover, utilising platforms such as Google Forms presented readily analysable data compatible with

advanced statistical software. The survey's links were promoted between June 1st and June 26th of 2021. Overall, 249 usable responses were received. Participants were informed the completion of the questionnaire was taken as implied consent. Participants remained anonymous and the data was kept de-identifiable. For analysing the results, the statistical tools of Microsoft Excel, IBM SPSS and JASP were used.

Once the survey was closed, the results were reviewed. Out of 250 responses, 249 were considered valid for this study. 1 response was invalid and removed. The survey questionnaire can be found in its entirety in the Appendix section, at the end of this paper.

In context of the open-ended questions in the survey questionnaire, the author coded the individual responses to the various variables that can be categorised under Airport environment, Obligatory activities, and Discretionary activities.

In Table 3.1 we present a resume of all the questions, with the main objectives and references.

Table 3.1 Survey Questionnaire and Objectives

QUESTION	OBJECTIVE	REFERENCES
1. What is your age?	To collect demographic data	Widarsyah, Redha, 2013
2. What is your gender?	To collect demographic data	Widarsyah, Redha, 2013
3. What is your occupation?	To collect demographic data	Widarsyah, Redha, 2013
4. Before COVID-19 and ensuing restrictions, how many times were you traveling per year?	To measure count of travel	Widarsyah, Redha, 2013
5. When was the last time you travelled by an aeroplane to an international destination?	To measure the semester/year of travel	Widarsyah, Redha, 2013
6. Which airport did you use in your last travel?	To check the spread of airports used (by region)	Widarsyah, Redha, 2013
7. What was the purpose of your travel on this last trip?	To measure count of travel	Widarsyah, Redha, 2013
8. The airport design (terminal building infrastructure)	To measure airport experience variables	Widarsyah, Redha, 2013
9. The terminal's ambience (air quality, temperature, music, noise, aroma)	To measure airport experience variables	Widarsyah, Redha, 2013
10. The amenities in the airport (free Wi-Fi, restrooms, vending machines/food and coffee shops, etc)	To measure airport experience variables	Widarsyah, Redha, 2013
11. The cleanliness of the Airport Terminal	To measure airport experience variables	Widarsyah, Redha, 2013
12. Ease of navigation/access Flight and Passenger Information throughout the airport?	To measure airport experience variables	Widarsyah, Redha, 2013
13. The Check-in process	To measure obligatory activity variables	Widarsyah, Redha, 2013
14. The Security Screening process	To measure obligatory activity variables	Widarsyah, Redha, 2013
15. The Immigration and Customs process	To measure obligatory activity variables	Widarsyah, Redha, 2013
16. The final Boarding process	To measure obligatory activity variables	Widarsyah, Redha, 2013
17. Disembarking the aeroplane	To measure obligatory activity variables	Widarsyah, Redha, 2013
18. Baggage Claim	To measure obligatory activity variables	Widarsyah, Redha, 2013
19. Terminal Seating	To measure discretionary activity variables	Widarsyah, Redha, 2013
20. Restrooms	To measure discretionary activity variables	Widarsyah, Redha, 2013
21. Passenger Lounge	To measure discretionary activity variables	Widarsyah, Redha, 2013

QUESTION	OBJECTIVE	REFERENCES
22. Airport Wi-F	To measure discretionary activity variables	Widarsyah, Redha, 2013
23. Customer Care	To measure discretionary activity variables	Widarsyah, Redha, 2013
24. Retail Area	To measure discretionary activity variables	Widarsyah, Redha, 2013
25. Dining Area	To measure discretionary activity variables	Widarsyah, Redha, 2013
26. Was there sufficient hand-disinfectant (sanitizers) made available throughout the airport?	To measure the increase in health safety due to the Coronavirus pandemic	Airport Council International, 2020
27. Regular cleaning and disinfection of surfaces should be performed using standard detergents with particular care paid to frequently touched surfaces (e.g. door handles, banister rails, buttons, wash rooms, buses etc.). Did you find the airport being regularly cleaned?	To measure the increase in health safety due to the Coronavirus pandemic	Airport Council International, 2020
28. Airport/aircraft operator staff who interact with passengers from a fixed location, such as check-in counters, ticketing, passport control, and information desks should be behind protective screens. Were protective screens NOT installed in any location?	To measure the increase in health safety due to the Coronavirus pandemic	Airport Council International, 2020
29. Airport operators should identify the best location for the thermal screening, ideally before check-in and baggage drop-off. If thermal screening was available, was it located near the terminal entrance?	To measure the increase in health safety due to the Coronavirus pandemic	Airport Council International, 2020
30. Staff members who interact with passengers directly (e.g. security check agents, assistants for passengers with reduced mobility, cleaning staff, etc.) should wear a face mask, disposable gloves and their uniforms should be changed daily. Were these personnel wearing face masks and disposable gloves?	To measure the increase in health safety due to the Coronavirus pandemic	Airport Council International, 2020
31. Aircraft operators and Airport operators should also consider making face masks available. Were these available either via vending machines at the airport or on-request?	To measure the increase in health safety due to the Coronavirus pandemic	Airport Council International, 2020
32. Aircraft operators, in coordination with airport operators, should put measures in place to assist passengers in using Airport Council International, 2020-check-in procedures. At minimum, were automatic boarding pass scanners available for use?	To measure the increase in health safety due to the Coronavirus pandemic	Airport Council International, 2020
33. Airport operators should cooperate to ensure that physical distancing is observed, wherever feasible, especially during check-in, security checks, pre-boarding and boarding. Were there clearly marked indicators on the floor to maintain physical distance?	To measure the increase in health safety due to the Coronavirus pandemic	Airport Council International, 2020
34. Is there any source of dissatisfaction that you can identify?	To find the variable of most dissatisfaction	Wiredja et al., 2015
35. What single improvement you would like to see at the airport?	To find the variable that needs most improvement	Wiredja et al., 2015
36. What single process did you enjoy at the airport?	To find the process most enjoyed	Wiredja et al., 2015
37. According to you what should be the maximum reasonable time for queueing at security screening?	To find the average reasonable time	Wiredja et al., 2015

QUESTION	OBJECTIVE	REFERENCES
38. According to you what should be the maximum reasonable time for queueing at Immigration and Customs?	To find the average reasonable time	Wiredja et al., 2015
39. According to you what should be the maximum reasonable time for queueing at Baggage Claim?	To find the average reasonable time	Wiredja et al., 2015
40. Would you consider using the airport again?	Related to the overall experience	Widarsyah, Redha, 2013
41. Why would you not consider using the airport again?	Related to the overall experience	Widarsyah, Redha, 2013

Source: Widarsyah, Redha (2013); Airport Council International (2020)

Chapter 4 - Results

The Socio-democratic characteristics of the surveyed respondents is seen in Table 4.1. The majority respondents were males (55.2 %), and most respondents were aged between 25-34 (28.8%). Almost 68% of the respondents travelled 1-3 times a year.

Table 4.1 Socio-Democratic Characteristics of Respondents

ATTRIBUTE	SCALE	%
Gender	Male	55.20
	Female	44.80
Age	Less than 18	0.40
	18-24	12.80
	25-34	28.80
	35-44	20.80
	45-54	17.20
	55 and above	20.00
Frequency of Travel	1-3	67.87
	4-6	17.67
	7-10	6.02
	10 +	8.44

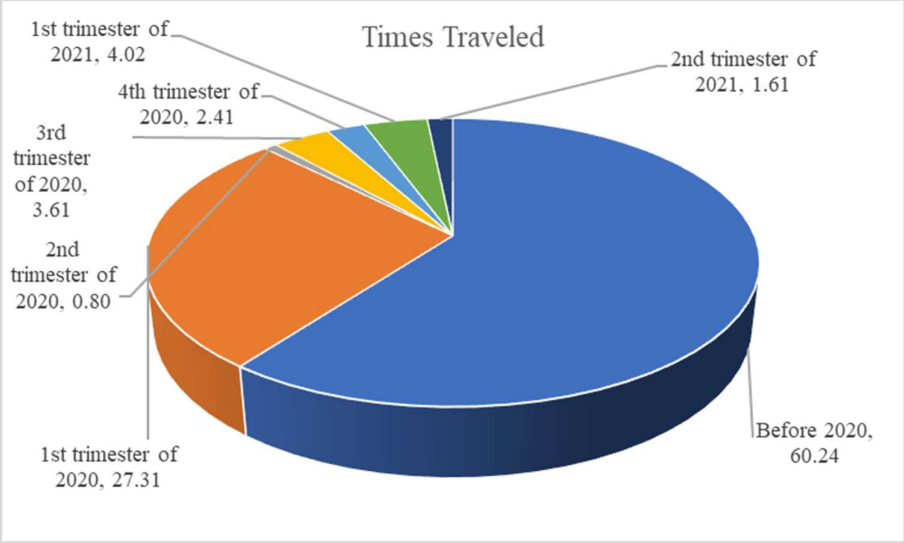
The ratio of males to females in the online survey is surprisingly good, as we have 45% female respondents to 55% male respondents.

The overwhelming majority of travel was befo re the lockdown in March 2020. This can be attributed to the coronavirus pandemic that restricted air travel internationally, and in the beginning even domestically. Before 2020, air travel was undertaken by 150 out of 249 respondents, and a further 68 respondents travelled in the 1st trimester of 2020. Most countries 'locked down' their airspace by March 2020, and we can see that the subsequent travel frequencies dropped to significantly to 2 in the 2nd trimester of 2020, 9 in the 3rd trimester of 2020, 6 in the final trimester of 2020, with 10 and 4 being the travel frequencies of the first two trimesters of 2021. In Table 4.2., we can also further see the frequency of travel broken down for each semester.

Table 4.2 Frequencies of Travel

Year/Trimester	Times Travele
Before 2020	150
1st trimester of 2020	68
2nd trimester of 2020	2
3rd trimester of 2020	9
4th trimester of 2020	6
1st trimester of 2021	10
2nd trimester of 2021	4

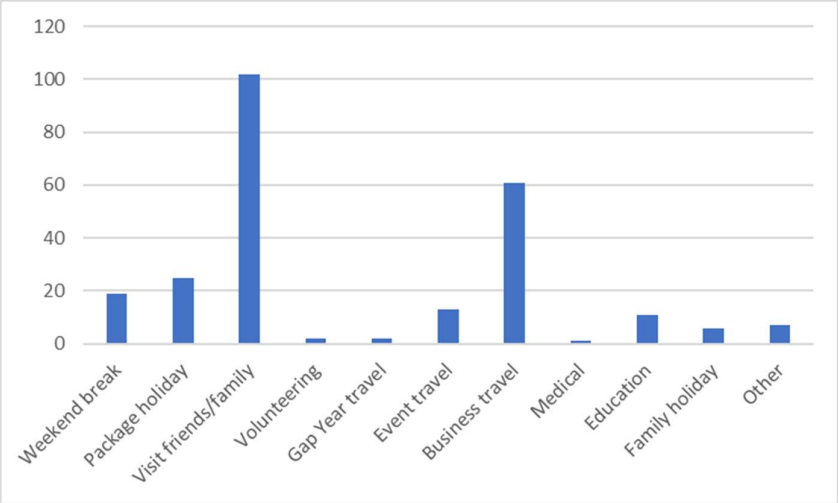
Figure 4.1 Frequency of travel in %



From the table above we can see that there only 31 respondents travelled after the Coronavirus related lockdown in March, 2020, i.e., 2nd trimester of 2020, 3rd trimester of 2020, 4th trimester of 2020, 1st trimester of 2021 and 2nd trimester of 2021. This has an implication towards this research that 8 questions (Q. 27 to Q. 34) in the survey questionnaire related to the public health safety measures at airports is considered irrelevant.

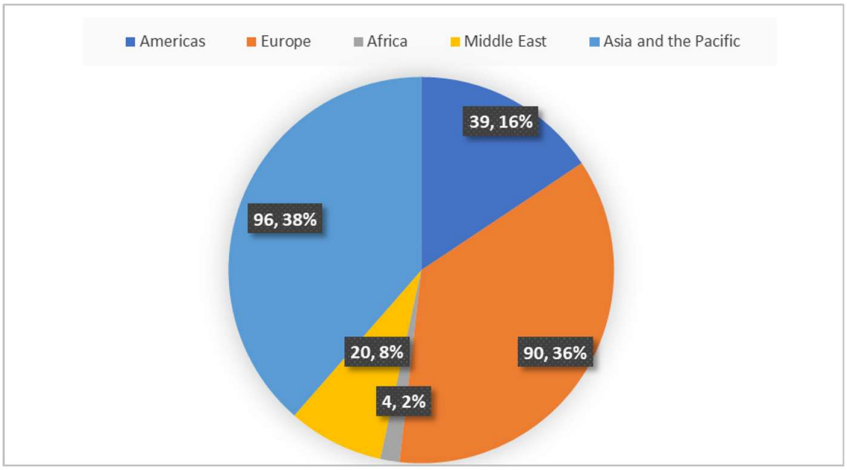
Related to the purpose of their travel, 39.6% of respondents were traveling to visit family/friends, followed by 23.2% of respondents who were traveling for business. We can see in Figure 4.2. that these two were the overwhelming majority for the purpose of travel for the respondents.

Figure 4.2 Purpose of Air Travel



Furthermore, we have respondents traveling to countries all over the world, a total of 36 different countries, with the majority in India, followed by the USA and the UK. A region-wise breakup of the respondents can be seen in Figure 4.3.

Figure 4.3 Region-wise mix of respondents



As can be seen below in Table 4.3, it shows the mean value of all attributes or process that a passenger experienced during their airport experience. This value 8.23 is the overall impression of the airport experience of 249 respondents from the survey conducted. We can see that the highest mean score is for the Boarding process – 8.64, contrary to the existing literature, followed by Cleanliness – 8.60, and Disembarking process with 8.60. the lowest scores fall predominantly to attributes in the Discretionary Activities category, with the third lowest mean score of 7.91 is Customer care, followed by Dining Area – 7.80 and the lowest score going to Airport Wi-Fi with 7.51.

Table 4.3 Mean and Standard Deviation of Airport Experience

Attribute	Mean	Std. Deviation
The airport design (terminal infrastructure)	8.39	1.59
The terminal's ambience	8.16	1.73
The amenities in the airport	8.01	1.95
The cleanliness of the Airport Terminal	8.59	1.51
Ease of navigation/Passenger Information	8.43	1.55
The Check-in process	8.45	1.51
The Security Screening process	8.42	1.59
The Immigration and Customs process	8.48	1.56
The final Boarding process	8.64	1.37
Disembarking the aeroplane	8.57	1.39
Baggage Claim	8.37	1.62
Terminal Seating	8.20	1.70
Restrooms	8.21	1.75
Passenger Lounge	8.04	1.82
Airport Wi-Fi	7.51	2.20
Customer Care	7.91	1.84
Retail Area	7.98	1.90
Dining Area	7.80	2.01
Overall impression of the airport experience	8.23	1.70

Rating Scale (1=Bad; 10=Good)

A multiple regression analysis was also used to test the effect of the three airport touchpoints, i.e., the Airport terminal building, the Obligatory activities, and the Discretionary activities of the traveller, on their overall impression towards the airport experience. The following table and figures show the results of the multiple regression analysis.

Table 4.4 Descriptive Statistics

Attribute Group	Valid	Mean	Std. Deviation	Minimum	Maximum
Mean_Resp	249	8.232	1.337	3.944	10
Airport Environment	249	8.318	1.447	2.8	10
Obligatory Activities	249	8.489	1.242	4.667	10
Discretionary Activities	249	7.95	1.619	1.857	10

The following figures show the linear relationship between the Overall experience of the airport and the three groups of activities or touchpoints of the traveller. In figure 4.4 above, we can see that there is a strong positive linear correlation between Airport Environment and the overall airport experience. In figure 4.5 above, we can see that there is a strong positive linear correlation between the Obligatory activities and the overall airport experience. And in figure 4.6 above, we see there is a strong positive linear correlation between Discretionary

activities and the overall airport experience. In these cases, the relationship is positive because as one variable increases, the other variable also increases.

Figure 4.4 Mean of Responses vs Airport Environment

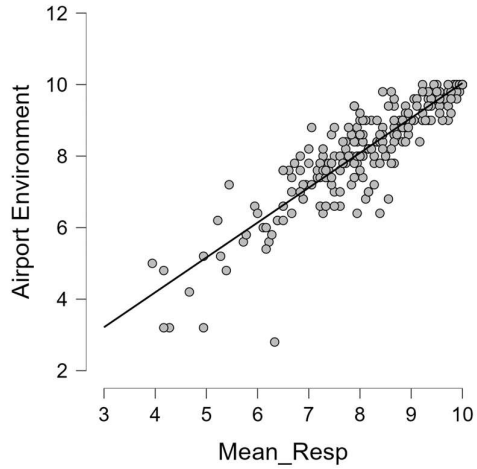


Figure 4.5 Mean of Responses vs Obligatory Activities

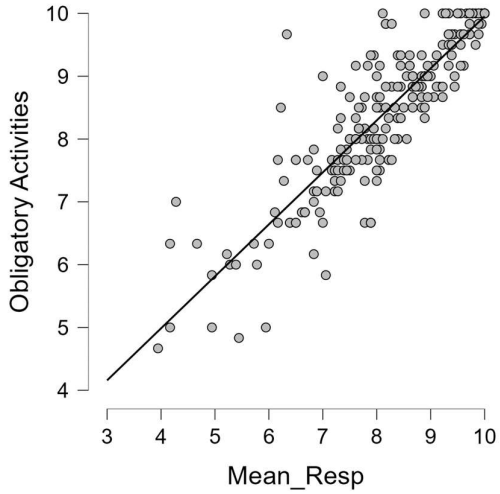
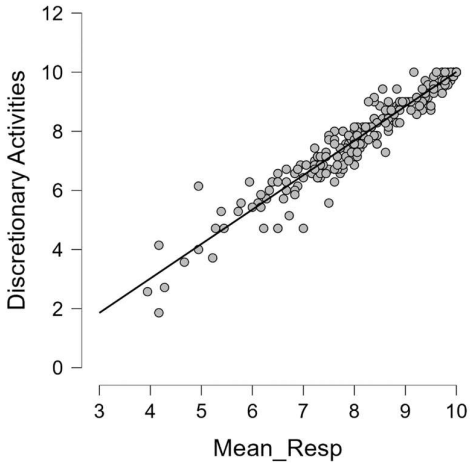


Figure 4.6 Mean of Responses vs Discretionary Activities



Pearson's correlation coefficient, denoted by *r* in Table 4.5, measures the strength of the linear relationship between two variables. The value lies between negative 1 (-1) and positive 1 (+1), with a value of -1 implying a total negative linear correlation, a value of 0 implying no correlation, and + 1 meaning a total positive correlation.

Table 4.5 Correlation Coefficients

Correlation Coefficients	Pearson	
	r	p
Mean_Resp-Airport Environment	0.901	< .001
Mean_Resp-Obligatory Activities	0.891	< .001
Mean_Resp-Discretionary Activities	0.962	< .001

Hence, we can conclude our hypothesis as:

Hypothesis 0: Rejected

The results confirm that there is a strong positive correlation between Obligatory activities, Discretionary activities, Airport environment and the overall impression of the airport experience. Therefore, the Null Hypothesis is rejected.

Hypothesis 1: Supported

The results confirm that the Obligatory activities have a significantly strong positive correlation with overall impression of airport experience elements ($r = 0.891$, $p<0.001$). Therefore, the H1 is supported.

Hypothesis 2: Supported

The results confirm that the Discretionary activities have a significantly strong positive correlation with overall impression of airport experience elements ($r = 0.962$, $p<0.001$). Therefore, the H2 is supported.

Hypothesis 3: Supported

The results confirm that the Airport environment has a significantly strong positive correlation with overall impression of airport experience elements ($r = 0.901$, $p<0.001$). Therefore, the H3 is supported.

Furthermore, respondents were asked regarding their experience during COVID-19 pandemic. 65.17% of the valid responses were satisfied with the availability of hand sanitizers throughout the airport. The aspect of cleanliness (and regular cleaning) during this time was further confirmed by 85.71% of the respondents. This shows that there is a good effort from airport management towards ensuring the safety of the travellers.

There were a few shortcomings on part of the airport management, as only 33.33% of travellers reported that there were sufficient protective screens installed in point of contact places such as check-in counter, information kiosk, passport control, amongst others.73.45% passengers reported that there was thermal checking at the entrance to the terminal.

Another crucial measure adopted by all airports to protect the passengers as well as the staff is to ensure the staff was wearing face masks and hand gloves. 59.09% of the respondents reported that this was true. Majority also reported that safe distancing (84.87%) and automatic boarding pass scanner (82.57%) measures were implemented and followed. These results although a part of the responses cannot be considered as there were only 31 participants who could give valid response, as they travelled during the pandemic. It is certainly an area for future research.

The results of the open-ended questions show that the average reasonable time for queueing at Security Screening should be 18 minutes. The average reasonable time for queueing at Immigration and Customs should be 20 minutes, and the average reasonable time for queueing at Baggage Claim should be 16 minutes. The research also finds the single most area contributing towards passenger dissatisfaction is social distancing, followed by the dining area and the waiting area, as can be seen in Table 4.6. It must be noted that 165 out

of 249 respondents said that they were not dissatisfied with process. Since the number of valid responses is too low, this result is not significant. This result is for question 35 from the questionnaire.

Table 4.6 Count of Dissatisfaction (Q.35)

Source of Dissatisfaction	Count of variable
Ambience	1
Baggage Claim	6
Check In	4
Customer Service	5
Dining Area	11
Immigration and Customs	4
Invalid	6
No Dissatisfaction	165
Not Disability Friendly	1
Operations	1
Passenger Information	8
Restrooms	2
Retail Stores	1
Security Check	3
Smoking Room	1
Social Distancing	12
Terminal Building	6
Waiting Area	11
Wi-Fi	2
Grand Total	**249**

Table 4.7 Count of Single Improvement (Q.36)

Single Improvement needed	Count of variable
Amenities	4
Baggage Claim	6
Boarding	6
Check In	8
Cleanliness	3
Customer Service	15
Dining Area	20
Disability Friendly	1
Immigration and Customs	5
Invalid	10
No improvement given	81
Operations	5
Passenger Information	15
Restrooms	6
Retail Stores	4
Security Check	6
Social Distancing	11
Terminal Building	10
Waiting Area	30
Wi-Fi	4
Grand Total	**249**

The areas that the respondents want to see improving are shown in Table 4.7. There were 10 invalid responses and 81 responses didn't provide a improvement area. Nonetheless, we can see that the waiting area has the most counts at 30, followed by the dining area with 20 and with 15 counts each we have passenger information and customer service.

We can see in the table 4.8 below, the process that was most enjoyed by the respondents. 41 respondents enjoyed the check-in process, contrary to multiple other reports. This was followed by Retail area with 29 and the Dining area getting 19 counts.

Table 4.8 Most Enjoyed Process (Q.37)

Most enjoyed process	Count of variable
Ambience	9
Amenities	2
Baggage Claim	5
Boarding	12
Check In	41
Cleanliness	8
Customer Service	11
Deboarding	2
Dining Area	19
Immigration and Customs	9
Invalid	30
Nothing specific	22
Operations	4
Passenger Information	4
Restrooms	2
Retail Stores	29
Security Check	14
Social Distancing	3
Terminal Building	6
Waiting Area	15
Wi-Fi	3
Grand Total	**249**

Chapter 5 - Conclusion

The purpose of the study was to investigate the collinearity of different airport components on overall passenger evaluations of the airport experience. Seventeen variables, comprised of five airport terminal dimensions (design, ambience, amenities, cleanliness, and ease of navigation/flight information), six of Obligatory activities (check-in, security check, immigration and customs, final boarding, disembarking and baggage claim) and seven of Discretionary activities (terminal seating, restrooms, passenger lounge, airport wi-fi, customer care, retail area and dining area) were selected for this study. Overall Evaluation indicates the level of passengers' experiences and impressions of overall airport service quality.

The research confirmed that discretionary activities undertaken by the passenger is the most significant dimension of the airport experience ($r = 0.962$), followed by Airport Environment ($r = 0.901$) and Obligatory Activities ($r = 0.891$). It is important to note that dimensions and elements can varying importance among different airports and various survey groups. Many of the areas in need of further improvement are linked to Obligatory procedures, especially that of Security Check and Baggage Claim. These two processes are heavily reliant on human input. The irregularity linked to these processes regarding the movement of passengers, especially when there are prolonged queuing times can be considered managerial issues related to the airport staff performance. Customer care has become the cornerstone of any differentiation strategy, given the homogeneity of the air transport industry. The results also shed some light on the importance of airport ambience, which can certainly be improved, and should be another focus for airport operations over many other access and service-related elements. An airport that not only provides a positive characteristic by way of design, but also for other sense such as warmth or comfort and excitement, plus an efficient process for managing passengers and a friendly staff will create a highly positive passenger experience.

Chapter 6 – Limitations and Recommendations

Airport Operations and Managers should try to create a positive passenger experience by focusing on the main airport dimensions (services and facilities, access procedures, environment, personnel). Before the pandemic, there was years of unprecedented growth in air traffic and due to many global events or political events, there are stricter immigration and security procedures that have been implemented across the industry. This creates an opportunity for airport operations to make the terminal a sense of place, a place which delights the passenger in an already stressful environment due to overcrowding, by means of exceptional customer service, clean facilities, and optimum comfort.

There are several limitations of this study. First, the results are limited to the airport service dimensions included in the study. Second, the data collection was in the June, 2021 which was more than a year in to the lockdown imposed by most, if not all, countries towards air travel. Many respondents travelled over a year before taking the survey, this could cause deficiency in recollection of exact experiences. Third, due to the coronavirus pandemic the survey was distributed online. Results would be more accurate if collected from the passengers at the airport. Because of these limitations, the generalisability of the findings is cautioned.

It is recommended that future research should focus on airports by groups or similar attributes, unlike this research which had its limitations due to the Covid'19 pandemic. More research is needed with the aim to understand from a psychological point of view the factors that influence airport experience, and explore the cultural uniqueness of passenger impressions, the role of modern airports with the use of better technology (ICT) and the characteristics of various successful innovations in many dimensions of the airport experience. Additional research on the interaction between passengers and the airport environment will be beneficial in giving empirical support for this finding, but most importantly it will help airport administrators to understand the passengers' thought process with regard how they perceive their overall airport environment.

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Chapter 8 – Appendix

8.1 Frequency of Travel by Semester in detail

Year/Trimester	Times Traveled	Frequency	Percent
Before 2020	1-3 times	106	70.667
	4-6 times	23	15.333
	7-10 times	12	8
	More than 10 times	9	6
	Missing	0	0
	Total	150	100
1st trimester of 2020	1-3 times	42	61.765
	4-6 times	14	20.588
	7-10 times	2	2.941
	More than 10 times	10	14.706
	Missing	0	0
	Total	68	100
2nd trimester of 2020	1-3 times	2	100
	4-6 times	0	0
	7-10 times	0	0
	More than 10 times	0	0
	Missing	0	0
	Total	2	100
3rd trimester of 2020	1-3 times	7	77.778
	4-6 times	1	11.111
	7-10 times	0	0
	More than 10 times	1	11.111
	Missing	0	0
	Total	9	100
4th trimester of 2020	1-3 times	5	83.333
	4-6 times	1	16.667
	7-10 times	0	0
	More than 10 times	0	0
	Missing	0	0
	Total	6	100
1st trimester of 2021	1-3 times	6	60
	4-6 times	2	20
	7-10 times	1	10
	More than 10 times	1	10
	Missing	0	0
	Total	10	100
2nd trimester of 2021	1-3 times	1	25
	4-6 times	3	75
	7-10 times	0	0
	More than 10 times	0	0
	Missing	0	0
	Total	4	100

8.2 Survey Questionnaire

Airport Experience Survey

All Information given in this survey is solely intended for research purpose only by Shashank Shanker, Master in Management (Tourism), Faculty of Economics University of Algarve, Portugal.

* Required

1. 1. What is your age? *

Check all that apply.

- [ ] Less than 18
- [ ] 18-24
- [ ] 25-34
- [ ] 35-44
- [ ] 45-54
- [ ] 55 and up

2. 2. What is your gender? *

Check all that apply.

- [ ] Male
- [ ] Female
- [ ] Other

3. 3. What is your occupation? *

Check all that apply.

- [ ] Chief Executives, Senior Officials and Legislators
- [ ] Administrative and Commercial Managers
- [ ] Information and Communication Technology Professional
- [ ] Health Service occupations
- [ ] Engineering occupations
- [ ] Self employed
- [ ] Home maker
- [ ] Retired/Not Employed
- [ ] Other: _____

4. 5. Before COVID-19 and ensuing restrictions, how many times were you traveling per year? *

Check all that apply.

- [ ] 1-3 times
- [ ] 4-6 times
- [ ] 7-10 times
- [ ] More than 10 times

5. 6. When was the last time you travelled by an aeroplane to an international destination? *

Month and Year required

_____

6. 7. Which airport did you use in your last travel? *

eg. Berlin-Tegel or Berlin Schoenefeld

_____

7. 8. What was the purpose of your travel on this last trip? *

Check all that apply.

- [ ] Weekend break
- [ ] Package holiday
- [ ] Visit friends/family
- [ ] Volunteering
- [ ] Gap Year travel
- [ ] Event travel
- [ ] Business travel
- [ ] Medical
- [ ] Other: _____

Skip to question 8

Terminal Building

Bearing in mind your experience of the airport (in Q.7) mentioned by you, please rate the different aspects of the terminal building

8. 9. The airport design (terminal building infrastructure) *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

9. 10. The terminal's ambience (air quality, temperature, music, noise, aroma) *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

10. 11. The amenities in the airport (free Wi-Fi, restrooms, vending machines/food and coffee shops, etc) *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

11. 12. The cleanliness of the Airport Terminal *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

12. 13. Ease of navigation/access Flight and Passenger Information throughout the airport? *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Difficult	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Easy

Skip to question 13

Check-in and Boarding Activities

Bearing in mind your experience of the airport (in Q.7) mentioned by you, please rate the different aspects that are required to be completed by every passenger/tourist

13. 14. The Check-in process *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

14. 15. The Security Screening process *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

15. 16. The Immigration and Customs process *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

16. 17. The final Boarding process *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

17. 18. Disembarking the aeroplane *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

18. 19. Baggage Claim *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

Skip to question 19

Discretionary Activities

Bearing in mind your experience of the airport (in Q.7) mentioned by you, please rate the different aspects that are done at the discretion of the passenger/tourist

19. 20. Terminal Seating *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

20. 21. Restrooms *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	Good

21. 22. Passenger Lounge *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	Good

22. 23. Airport Wi-Fi *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	Good

23. 24. Customer Care *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	Good

24. 25. Retail Area *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

25. 26. Dining Area *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Bad	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Good

Skip to question 26

COVID-19 Procedures

Airport operators should enhance the cleaning of public areas in terms of depth and frequency, subject to flight schedules. Per ECDC (European Centre for Disease Prevention and Control), airport operators should put a procedure in place to ensure that cleaning and disinfection is performed in a consistent manner and following the principles and the ECDC guidance Bearing in mind your experience of the airport (in Q.7) mentioned by you, please answer the below questions about the COVID-19 protocols followed by the Airport and related authorities.
** If your travel was before COVID-19, please select 'No'/'Not Applicable' **

26. 27. Was there sufficient hand-disinfectant (sanitizers) made available throughout the airport? *

Check all that apply.

- [ ] Yes, plenty
- [ ] Yes, mostly empty
- [ ] No
- [ ] I did not use/Not applicable

27. 28. Regular cleaning and disinfection of surfaces should be performed using standard detergents with particular care paid to frequently touched surfaces (e.g. door handles, banister rails, buttons, wash rooms, buses etc.). Did you find the airport being regularly cleaned? *

Check all that apply.

- [ ] Yes
- [ ] No
- [ ] I did not see/notice

28. 29. Airport/aircraft operator staff who interact with passengers from a fixed location, such as check-in counters, ticketing, passport control, and information desks should be behind protective screens. Were protective screens NOT installed in any location? *

Check all that apply.

- [ ] Check-in counters
- [ ] Ticketing
- [ ] Passport control
- [ ] Information desk
- [ ] No, there was sufficient installations of protective screens
- [ ] Not Applicable

29. 30. Airport operators should identify the best location for the thermal screening, ideally before check-in and baggage drop-off. If thermal screening was available, was it located near the terminal entrance? *

Check all that apply.

- [ ] Yes
- [ ] No
- [ ] Not Applicable

30. 31. Staff members who interact with passengers directly (e.g. security check agents, assistants for passengers with reduced mobility, cleaning staff, etc.) should wear a face mask, disposable gloves and their uniforms should be changed daily. Were these personnel wearing face masks and disposable gloves? *

select all that apply

Check all that apply.

- [ ] Yes, only security check agents
- [ ] Yes, only Passenger assisters
- [ ] Yes, only cleaning staff
- [ ] All personnel were adequately protected
- [ ] Not Applicable

31. 32. Aircraft operators and Airport operators should also consider making face masks available. Were these available either via vending machines at the airport or on-request? *

Check all that apply.

- [ ] In vending machines
- [ ] On-request
- [ ] Did not ask/notice
- [ ] Not Applicable

32. 33. Aircraft operators, in coordination with airport operators, should put measures in place to assist passengers in using self-check-in procedures. At minimum, were automatic boarding pass scanners available for use? *

Check all that apply.

- [ ] Yes
- [ ] No
- [ ] Not Applicable

33. 34. Airport operators should cooperate to ensure that physical distancing is observed, wherever feasible, especially during check-in, security checks, pre-boarding and boarding. Were there clearly marked indicators on the floor to maintain physical distance? *

Check all that apply.

- [ ] Yes
- [ ] No
- [ ] Not Applicable

Skip to question 34

Personal Preferences

Bearing in mind your experience of the airport (in Q.7) mentioned by you, please provide your personal preferences for the following questions.

34. 35. Is there any source of dissatisfaction that you can identify? *

_____

35. 36. What single improvement you would like to see at the airport? *

_____

36. 37. What single process did you enjoy at the airport? *

_____

37. 38. According to you what should be the maximum reasonable time for queueing at security screening? *

_____

Example: 4:03:32 (4 hours, 3 minutes, 32 seconds)

38. 39. According to you what should be the maximum reasonable time for queueing at Immigration and Customs? *

_____

Example: 4:03:32 (4 hours, 3 minutes, 32 seconds)

39. 40. According to you what should be the maximum reasonable time for queueing at Baggage Claim? *

_____

Example: 4:03:32 (4 hours, 3 minutes, 32 seconds)

40. 41. Would you consider using the airport again? *

Mark only one oval.

- ◯ Yes
- ◯ No

41. Why would you not consider using the airport again? *

Check all that apply.

- ☐ You are not satisfied with your experience
- ☐ You prefer another nearby airport
- ☐ You prefer another mode of transport such as train/bus/car etc
- ☐ Other: _____