

BETEK SALLY ENOW DIFFANG

THE IMPACT OF LOW-COST AIRLINES ON SHORT BREAKS

- THE CASE OF FARO AIRPORT, PORTUGAL



UNIVERSITY OF ALGARVE

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- THE CASE OF FARO AIRPORT, PORTUGAL**

Master's in management (Tourism)

Dissertation under the supervision of,

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UNIVERSITY OF ALGARVE

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Authorship Statement

**THE IMPACT OF LOW-COST AIRLINES ON SHORT BREAKS
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Statement of authorship of the work

"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."

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RESUMO

As companhias aéreas de baixo custo originaram grandes alterações no mercado do transporte aéreo nas últimas duas décadas, originando uma quebra na procura nas companhias aéreas charter e nas companhias regulares tradicionais, tornando o mercado mais competitivo, principalmente na Europa. A companhia aérea Ryanair tem assumido um papel de destaque na Europa, sendo mesmo considerada a companhia aérea com mais rotas aéreas e com a maior frota de aeronaves. O modelo de negócio destas companhias aéreas tem sido alvo de diversos estudos académicos, dada a sua diferença e acima de tudo inovação que trouxe ao setor do transporte aéreo, com impactos diretos na forma como as pessoas se movimentam um pouco por toda a Europa, com consequências diretas no aumento de férias de curta duração ao longo de todo o ano.

A presente investigação teve como principal foco a análise do impacto que as companhias aéreas de baixo custo têm nas denominadas férias de curta duração, principalmente para passageiros que saem a partir do Aeroporto de Faro. Para isso foi realizada uma recolha de dados primários junto de 384 passageiros, a quem foi aplicado um questionário que pretendia compreender os seus hábitos de viagem, perfil de consumo e ainda outras informações relativas ao Aeroporto de Faro.

Por via dos dados recolhidos foi possível verificar que os inquiridos valorizam com 4,1 valores a importância de poder aceder aos serviços através de uma compra online e com 3,9 valores os menores custos de viagem nas suas deslocações e a utilização de bons serviços. Por outro lado, foi atribuída a valorização de 3,66 pontos aos descontos das companhias aéreas e com 3,73 as tarifas aplicadas. Foi ainda enaltecida a importância dos serviços de assistência a passageiros com mobilidade reduzida no Aeroporto de Faro, assim como aos diferentes colaboradores de distintas empresas de serviços turísticos, como por exemplo táxis, check-in e lounge VIP. Os respondentes referiram ainda que o Aeroporto de Faro tem algumas debilidades em termos de lojas e restauração, tanto em termos de diversidade como de preço, quando comparado com outros aeroportos nacionais, sendo sugerido que sejam adotadas medidas de melhoria destes mesmos serviços por forma a cativar mais os passageiros.

De uma forma geral os resultados demonstram que a presença das companhias aéreas de baixo custo teve e tem um impacto positivo em toda a operação do Aeroporto de Faro e acima de tudo

para a mobilidade dos passageiros, por via dos voos diretos oferecidos para diferentes cidades europeias, permitindo uma deslocação rápida e ao longo de todo o ano.

ABSTRACT

The term short break (SB) is often used when individuals or group of people decide to cut off from their daily routine. During this time many people travel to places they have always wanted to or visit family, friends or loved ones. Some individuals also travel to attend cultural events or festivals.

Most often we tend to look for the cheapest means possible during these short breaks and low-cost carriers (LCC) have been a great asset to enable such movements. The presence of LCC over the years have increased rapidly and many individuals see the need for a short break (holiday).

The study examined the impact low-cost airlines (carriers) have over short breaks within Faro airport and specifically assessed how low-cost airlines have created a new market to short breaks and the advantages Faro airport has over other airports in Portugal with regards to using low-cost airlines for short breaks.

A qualitative as well as quantitative research approach was used to gather information from travelers/ passengers using questionnaires with a sample size of 500 persons. Simple random sampling was used in selecting these participants giving us a total of 384 respondents for the study. The questionnaires were administered to these travelers/ passengers with their consent. Descriptive statistics and Regression analysis were employed to analyze the information extracted from the travelers/ passengers using Faro airport.

The results showed that presence of LCC in Faro had a positive effect on short breaks and the services offered by the management of Faro airport makes it stand out amongst other airports in Portugal. There is also a tradeoff between patronizing LCC and the comfort of tourists since most LCC are narrow body airlines.

The researcher made some recommendations on how to improve on the management of Faro airport. The management of LCC should reduce fares and treat passengers with utmost priority

thereby increasing their demand for their services. Also, the CIP lounge could be made more attractive thereby boosting sales and generating more revenue for the airport.

Keywords: Tourism, Travelers, Short breaks, Low-cost carriers.

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ABBREVIATION LIST

ATM – Automated Teller Machine
CIP - Commercial Important Person
C2C - Consumer-to-Consumer
CR - Corporate Reputation
DEA - Data Envelop Analysis
EU - European Union
LCA – Low-Cost Airline
LCCs - Low-Cost Carriers
MCDA - Multi-Criteria Decision Analysis
PRM - Passenger Relationship Management
TPB - Theory of Planned Behavior
WOM - Word of Mouth

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Low-cost airlines have had a widely publicized and dramatic impact on air transport markets but to date the nature and extent of this ‘revolution’ has been regionalized with operations being influenced by a variety of divergent international contexts. The low-cost revolution had its origins in the US and the concept has proved to be financially and operationally robust for a number of short haul airline operations around the world (Francis *et al.*, 2006).

In the last two decades, low-cost carriers (LCCs) have grown in popularity as a cost-effective option for price-conscious passengers. Between 2003 and 2015, the share of passengers carried by network carriers fell from 62.0 percent to 50.2 percent, while the share of passengers carried by LCCs increased. This change in demand to LCCs has been evident even in Europe, where low-cost flights surged by 61 percent between 2007 and 2016, while traditional airlines' flights decreased by 10% (Atallah *et al.*, 2018).

Lately, the section of minimal expense transporters has completely changed the air traveler transport industry. The minimal expense plan of action was presented by Southwest in the US toward the start of the 1970s. Nonetheless, it was uniquely during the 1990s that the peculiarity spread around the world. Ryanair was one of the main aircrafts in Europe to take on the minimal expense model in 1992. EasyJet, Ryanair's principle minimal expense contender, was established in 1995. Albeit the peculiarity is moderately later, the dazzling outcomes acquired by minimal expense transporters ask scholastics to read up the purposes behind their prosperity. The reduction of costs lies at the core of the low-cost business model, which aims to offer lower fares, eliminating some comfort and services that were traditionally guaranteed (hence the definition of ‘no frills’, often employed to refer to low-cost flights). The use of an on-line booking system, the inability to provide services such as food, beverages on board, the use of secondary airports connected through a point to-point network, and the use of homogeneous fleets are only a part of the innovative choices made by low-cost airlines (Malighetti, Palesi and Redondi, 2009).

Low-cost carriers offer low fares by using a range of broad differentiation strategies. These strategies both remove some elements of cost from their production functions and reduce the levels of many of the remaining costs. In doing so, they offer more limited services and, in some cases, charge separately for the attributes they do offer, which vary among low-cost airlines (Button, 2012).

Low-cost carriers have reshaped the competitive environment within liberalized markets and have made significant impacts in the world's domestic passenger markets, which had previously been largely controlled by full-service network carriers. In Europe, 14% of available seat miles are now provided by low-cost airlines, with the two largest players easyJet and Ryanair accounting for nearly 9%. These carriers have pursued simplicity, efficiency, productivity, and high utilization of assets to offer low fares (O'Connell and Williams, 2005). The low-cost airline model (often called the "no-frills" model in Europe because airlines offer only basic services to their customers) has been the subject of intense interest and study. The "southwest effect" basically the drop in fares that occurs when a low-fare airline begins serving an airport that had previously had no low-fare carriers, has become part of the vocabulary of air transportation (Button, 2012).

1.2 Problem Statement

There is no common agreement on how to define a short-break holiday. Not surprisingly with a new research area, "short-term visitors have not been studied adequately in (the) travel and tourism literature" and this has led to a variety of descriptors (Murphy, 2014). Short-break holidays are a developing feature of tourism, but small research has examined their significance to country tourism (Murphy, 2014). Short break is to stay away from your normal routine by travelling to destination to visit family, friends or for relaxation purposes just for a few days. In Europe and more precisely the Mediterranean Europe, Portugal has been recognized as a tourist destination (Moreira, 2018). Faro airport is in the Algarve region of Portugal and this region is known for its good weather, presence of clean and beautiful beaches, its rich culture and other good touristic sites which makes it more attractive for visitors every year, especially during the spring and summer. The lack of a universal definition is amplified by the fact that the topic can be viewed from either a demand or supply standpoint. Most references focus on consumer demand, describing short-break vacations as one to six nights in length, with a motivating emphasis on a "brief break

from normal routine." Longer vacations, on the other hand, are regarded as classic vacations, with a larger emphasis on "rest and relaxation" and a slower pace. According to the conclusions of a recent Australian study, the supply side of the tourism company has a stricter definition of one to four nights. However, many people are unsure where short-break vacationers belong in because they are perceived as being different from "overnight" or "in-transit" guests, and they do not behave like traditional long-term vacationers (Murphy, 2014). Despite being a relatively new market segment, short-break tourists exhibit a diverse set of travel motivations, with several authors identifying two main goals: temporary rest and relaxation and/or relatively intense activity associated with a specific focus, such as sport, culture, heritage, or an event. Furthermore, these two quite distinct interests can be blended if the short-break vacation includes a visit with friends and relatives (Murphy, 2014). A destination should offer enough variety to meet an individual's personal preferences or a family group's various preferences, since the ideal short-break trip should blend rest and pampering with specific special interest activities.

This paper seeks to know the impact low-cost airlines (carriers) has over short breaks with Faro airport as our main point of study. Low-cost airlines would appear to have been shielded from the full impact of systematic and asymmetrical shocks in the airline industry and have grown while traditional airlines have experienced a declining market (Francis *et al.*, 2006).

1.3 Research Objectives

The use of low-cost airlines among European cities has been on the rise over the last decade. Since the inception of Europe's open skies policies in 1997, there has been an increase in trips in several European airports due to cheaper flights thus a great growth of low-cost airline travel. Those who benefit more from these are tourists and the cities they visit because flights became cheaper and access to their destinations became easy. Cities too have benefited from these changes and a lot of investments were put in place to attract tourists especially those who come for city breaks or short holidays (Valls *et al.*, 2014). Although attractive from natural and socio-economic perspectives, coastal areas are rough places to live in, due to their susceptibility to a myriad of coastal hazards. However, population growth in coastal regions and urbanization of coastlines have been increasing worldwide (Domingues *et al.*, 2019).

The chief difference between low-cost carriers and traditional airlines falls into three groups: service savings, operational savings, and overhead savings. Low-cost airlines tend to focus on short haul routes (of generally less than 1,500 km). To achieve the low operating costs per passenger required, this type of carrier needs to have as many seats on board its aircraft as possible, to fill them as much as possible, and to fly the aircraft as often as possible. Competitive advantage derived from greater aircraft productivity is of paramount importance and is achieved by a combination of using uncongested secondary airports and not offering anything other than point-to-point services, like interlining¹. Secondary airports have two main advantages over larger airports: they tend to charge airlines less for using their services; and, as they are less busy, delays due to congestion are less. In addition, low-cost airlines operate a single type of fleet. By having only one aircraft type, pilots and cabin crew can operate on any aircraft in the fleet. Another key area where a low-cost airline can gain a cost advantage over network carriers is in distribution. Significant cost savings can be made by selling directly to customers via the Internet and call centers and by using electronic ticketing. By not selling via travel agents, low-cost airlines avoid travel agency commissions and avoid computer reservation system fees. Lastly, the area of cost savings that is perhaps most apparent to passengers of low-cost airlines is in the on-board service (Williams, 2018). This study will be narrowed to the Faro airport and has the following objectives:

1. To assess how low-cost airlines have created a new market to short breaks,
2. To assess the advantages Faro airport has over other airports in Portugal with regards to using low-cost airlines for short breaks.

1.4 Research Questions

1. How did low-cost airlines create a new market to short breaks?
2. What are the advantages Faro airport has over other airports in Portugal with regards to using low-cost airlines for short breaks?

¹ Interlining is a relationship between airlines which allows one airline to sell services to a customer from another airline

1.5 Significance of the Study

The findings of the study will highlight the most effective strategies low-cost airlines have used to establish new markets by utilizing short breaks. This will assist the aviation sector, and in particular low-cost carriers, in rethinking their strategy to entering new markets and expanding their customer base.

Aside from that, the outcome will disclose the advantages that Faro Airport has over its competitors in Portugal that use low-cost aircraft. This will assist the Faro airport administration in capitalizing on their advantages to attract more customers for short vacations and, as a result, increase their customer base and profitability.

Finally, it will serve as a point of reference for researchers who wish to conduct a similar study in the future.

1.6 Organization of the Study

This study has six chapters. Chapter one covered the introduction of the study, which included the background of the study, problem statement, research questions, research objectives, significance of the study and the organization of the study.

Chapter two talked about the literature review which presented the main subject in analysis by capturing discussions, contributions, and some findings in this research area.

Chapter three presented the methodology to be used for the study. It covered the research design, research population, sample size calculation and sampling technique, data collection and instrumentation and data analysis.

Chapter four presented the results from the information extracted from the respondents.

Chapter five covered the discussion of the findings.

Chapter six covered the conclusion of the study.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter reviews past literature and it covers the overview of short breaks, operation and importance of low-cost-airline, low-cost airlines and tourist/ passengers' short breaks, theory of planned behavior, and travelers/ passengers experience at Portugal's airport.

2.2 Overview of Short Breaks

The regular and persistent demands of life and work can take a toll on our well-being by depleting our physical resources and cognitive capacity, resulting in emotional distress, poor performance, and other adverse outcomes for both individuals and societies. The provision of vacation time is one way that society has responded to this problem. Many workers fail to use their annual leave entitlements, and those who do may not fully disengage from work while on vacation. Although it is a commonly held belief that short breaks and vacations help people recover from the stresses and strains of everyday life and work (Packer, 2021),

For most individuals, employment represents a significant portion of their lives. Consequently, it is preferable that people love working, feel excited, and have a feeling of purpose while doing so. Work involvement, as a psychological condition, has earned increasing attention in recent years, particularly as it relates to the workplace environment (Bakker, 2014; Sonnentag et al., 2010). As a result, our well-being can be compromised by the regular and persistent demands of life and work that deplete our physical resources and cognitive capacity, resulting in emotional distress, poor performance, and other adverse outcomes for both individuals and societies as a result (Hartig et al., 2013).

Employees' daily work engagement was the focus of a study conducted by Kühnel et al., (2017), which investigated the benefits of a good night's sleep and short work breaks. According to the hypothesis, sleep and self-initiated short breaks assist in the restoration of energetic and self-regulatory resources, allowing employees to report high levels of job engagement. According to multilevel regression studies, sleep quality and short breaks were shown to be good for employees'

daily job engagement. Employees reported increased levels of job engagement during the day after getting better sleep the previous night. Furthermore, taking self-initiated short breaks from work in the afternoon increased daily work engagement, whereas taking short breaks from work in the morning did not predict daily work engagement, as previously reported by researchers. When it came to daily work engagement, taking short breaks did not make up for the lack of sleep.

A short break is defined as a non-business trip lasting between one and three nights away from home. An example of such holidays is the Easter holidays which is a major short-break holiday in Spain. This holiday is a moveable feast. In some years, it falls entirely in March; in others, it falls in April; and in others, it straddles the two months, Bigné et al., (2019).

Zirulia (2016) conducted research to analyze the decisions made by visitors and a monopolist enterprise and he discovered that tourists could look at weather forecasts before deciding whether to go on vacation, but only after the company has decided and posted its price. Zirulia also found out that the price chosen by a firm and the resulting equilibrium profit both decrease in direct proportion to the accuracy of weather predictions. When weather forecasts are more accurate than ever before, consumers benefit rather than lose out.

Every national tourism body in the world wishes it could encourage its tourists, both international and domestic, to stay longer and to move beyond their busy tourist icon destinations to experience the "real" body and soul of their national character. A classic example is in the state of Victoria, Australia, where the gateway city of Melbourne dominates both the international and domestic markets despite its innovative "jigsaw" campaign, which encourages all visitors to experience every bit of the state (Murphy, 2014).

To investigate the restorative advantages of short breaks and holidays among Australian university faculty, Packer (2021) utilized Attention Restoration Theory in the research. Objective (physiological and cognitive) and subjective (self-reported) measures were used to compare the three groups (Vacation, Short Break, and No Break). It was realized that breaking up for a while helps to improve the ability to concentrate and restore restorative well-being as measured by cognitive and self-reported measures. Using physiological measures, no consistent effects were

found. It is possible that the characteristics of the environment and the activities in which visitors participate explain why short vacations outperform longer vacations in some measures. For restorative effects to be realized, it is critical to be separated from one's work.

Brief getaways provide much-needed breathing room for caregivers by allowing them to redefine their connection with the supported person, their caring position, and their accomplishments (Roberts and Struckmeyer 2018). Carriers claim that they have gained fresh energy and devotion to their caring responsibilities after taking a vacation from their caregiving obligations. Similar outcomes are reported by parents who provide care for children. As noted by Collins et al. (2014), taking a short break can make the difference between parents feeling able to cope and continue in their caring role, as well as allow them to care for their other children. In a similar vein, Robertson et al., (2010) point out that short breaks help families get along better and relieve stress within the family. McConkey (2011) found that taking a brief vacation helped family members perform better and cope better. When brief breaks are seen by the caretaker as a good experience for the supported person, research has shown that they have stronger physical, psychological, and psychosocial benefits (O'Shea et al., 2017).

2.3 Operation of Low-Cost Airlines in a Market

The London airports, especially Gatwick, Luton, and Stansted, have been the birth of Europe's low-cost carriers. Low-cost carriers have yet to arrive at Heathrow's capacity-constrained hub airport. The number of routes served by no-frills operators from these airports has grown from 17 to 74 since 1997, with nearly 15 new destinations launched each year. The increased number of routes covered from these London airports is mostly due to no-frills airlines; low-cost carriers now account for nearly a quarter of total seat capacity ex-London, with Ryanair coming in second after British Airways. Only a few of the low-cost sector's target locations have since been abandoned. In contrast to the rapid growth in the number of flights and seats supplied by the low-cost carriers, the output of full-service providers has either stagnated or contracted. The main carriers therefore find themselves in somewhat less dominant market positions in their home market. Customers have not lost out in terms of the routes served or the flights offered, but the incumbents have marginally reduced in importance in these markets. However, relatively few of the short haul

markets served from London by the major carriers have experienced a reduction in capacity, which is most likely due to the need for these carriers to feed passengers into their long-haul network. This would seem to suggest that in the principal short haul markets, low-cost developments have not forced network carriers to retrench. It is in the smaller markets that incumbents are more likely to reduce capacity in the face of increased competition (Williams, 2018).

Initial findings from Barr et al, suggested that there was a major gap between what individuals were willing to do at home and what was acceptable and desirable to undertake on vacation. Indeed, as one specific example, individuals stated that they were very unwilling to give up their use of low-cost flights (a high-profile contributor to climate change) and often contested the science behind climate change. Empirical and theoretical research methods were used, and this research was carried out with about 202 participants with results gathered in clusters (Pels et al., 2009). Cluster groups were used to create focus groups at Exeter University. Barr et al., (2010) had findings with qualitative and quantitative results based on the clusters. Thus, those who are very committed find it very difficult to transfer their behaviors into more problematic contexts. Also, the issue of flying is perceived to be one where there is both scientific contestation and an underlying political agenda to raise taxes in ways which are less transparent (Barr et al., 2010). However, those who are more conscious about their environment accept that flying is contributing to climate change thus willing to accept taxes but do not intend to reduce their flying habits.

Findings reveal that Air Malta's response to LCC competition had been to target the market with frequency, good lead-in prices, and better advertising. Also, it has brought together younger, more affluent, and independent tourist which is consistent with other less specific research which has concluded that LCCs passengers have different profiles from charter package tour traffic (Graham and Dennis, 2010).

That the low-cost airline model was initially successful for several airlines is obvious. The expansion of the intrastate carrier, Air Southwest out of Texas to become Southwest Airlines in the United States, the rapid growth of Ryanair and easyJet in Europe, and the emergence of carriers such as Gol and Tiger in emerging BRIC (Brazil, Russia, India, and China) markets attest to the impact of the low-cost airline model. It is also clear that low-cost airlines have been instrumental

on pushing down airfares, opening new markets, and allowing people who could not do so before to travel by air. However, success for a few firms is not the same thing as a successful long-term business model; the achievement needs to be wider spread. Also, the generation of social welfare through lowering travel costs does not establish a successful business if the full commercial costs of the system are not borne by its users, but rather by its investors (Button, 2012).

Müller et al., (2012) study the creation of a low-cost airline network by examining JetBlue Airways' entrance decisions into non-stop domestic US airport-pair markets. Using duration models, it was discovered that JetBlue consistently avoided densely populated airports and pursued densely populated routes; network economies also had a beneficial impact on entrance. According to the study's findings, the carrier concentrated on thicker routes and secondary airports to get non-stop access to routes that had not previously been served directly. On the other hand, non-stop entrance into existing non-stop markets revealed that JetBlue focused on longer-haul markets and avoided routes already served by other low-cost carriers or network carriers in bankruptcy protection.

Hüschelrath and Müller (2013) used two different approaches: a descriptive approach, in which they looked at the effects of all entry events in the TOP 500 non-stop US airline markets; and an econometric approach, in which they looked at the effects of entry into existing non-stop markets for selected LCCs and NWCs separately, using logarithmic fixed effects regressions to investigate the effects of entry into existing non-stop markets for selected LCCs and NWCs. It was discovered that the entrance activities of low-cost airlines not only resulted in considerable absolute growth, but also resulted in significant fare decreases. Because route entry by network airlines did not have a comparable impact, the existence and expansion of low-cost carriers must be seen as the primary drivers of pricing competition in the domestic US airline sector.

According to Hofer et al., (2008), a time series analysis of pricing premiums in the United States airline business was provided in 2008. Empirical investigation into the differential impact of these price premium determinants has revealed that the most significant components of price premiums are those resulting from airport market share and concentration. According to this research, the influence of low-cost carrier competition on the amount and content of price premiums is of special

importance. It seems from the findings that low-cost carriers do not impose price premiums, and that high-cost carriers' price premiums are often smaller when low-cost carriers are competing with them. As low-cost carrier traffic has grown in importance in the United States, the proportion of passengers subject to price premiums has declined, even though the absolute value of price premiums has remained relatively constant throughout the 1992–2002 period.

Dobruszkes and Mondou conclude that charter airlines are not able to resist to competition from the LCCs on liberalized, short, or medium-haul markets. Morocco had nearly reached its tourist arrival objective of 10 million in 2010 though foreign length of stay reduced. LCC influenced the changes, but their exact impact remains poorly understood because data on international tourists were not available. Moroccan immigrants took advantage of cheaper services to increase visits to their home and country via air other than other transport modes (Dobruszkes and Mondou, 2013).

A study on ‘where next for low-cost airlines, a spatial and temporal comparative study’ by Francis et al, traced the development life cycle of low-cost airline markets, a developed topology of different low-cost carriers, identified some factors which have contributed or prevented the growth of low-cost airlines and to speculate the future of international trends, the effects on the aviation industry and its stakeholders. This article sought to investigate why low-cost airlines have established themselves in certain geographical localities and it was concluded that temporal spread of low-cost airlines varies between geographical localities, but it is also linked to the airline market which gives low-cost airlines opportunity to better expand and develop their markets (Francis *et al.*, 2006).

Button et al in their article titled ‘A note on the effect of number of low-cost airlines on small tourist’s airport efficiencies’ tried to determine how secondary and regional airports have varied efficiencies based on the number of low-cost airlines operating with them. Their research question was to establish the extent to which the presence of LCCs can bring about increased efficiency to airports. Methodology used was the data envelop analysis (DEA) which was used to assess the efficiency of each airport over time and the amount of LCC presence on each airport using a Tobit regression and it was concluded that ‘the presence of multiple LCCs can lead to additional long-term reductions in overall air travel costs (Button *et al.*, 2018).

2.4 Low-Cost Airline and Tourist/ Passengers Short Breaks

The introduction of low-cost airlines/services has provided the flexibility for short breaks cultural tourism to develop (Graham and Dennis, 2010). LCCs enhance social inclusion by giving more air travel access to people with low income or from less advantaged areas (Carriers et al., 2003).

Rosa et al focused their studies on identifying possible impacts the LCCs has on tourism over a seven-year period by accessing the performances of airports via self-benchmark with MCDA (Multi-Criteria Decision Analysis) methodology, comparing its results using some tourism indicators in the Portuguese airports. The partial benchmarking was to assess and compare functions, holistic services, and individual processes. It also creates an orderly (systematic) approach to define and assess critical group of processes, services, and functions which when put together shows a relative performance of the organization (Rosa et al., 2017). There are basically two types of low-cost business models in Europe: that of EasyJet, on the one hand, and Ryanair on the other.

Ryanair serves secondary airports at relatively low frequencies and focuses on new leisure markets with no direct competition. The Ryanair model focuses on costs rather than on markets, which includes strongly persuading suppliers and airports to reduce charges. EasyJet serves primary - high costs airports at high frequencies and focuses on existing, business and leisure, markets, and new markets, accepting competition from incumbent carriers. The other low-cost carriers try to follow one or other of these models, although they tend to be offshoots of major carriers, so lack the cost advantages of EasyJet and Ryanair (Williams, 2018). These two models have helped other low-cost carriers to improve on their business and market penetration.

LCC have a smaller positive effect on tourism demand for business purpose compared to the effects of the specific characteristics of Brussels as a destination. The presence of European institutions complements the higher availability of low air fares (Santos and Cincera, 2018).

The flow of tourism to a region is highly dependent on its accessibility and the cost of travel represents the main economic factor explaining tourism demand. The arrival of low-cost carriers

(LCC), with cheaper air fares, greatly leveraged the tourist flow around the world (Santos and Cincera, 2018). Frederic and Veronique (2013) tried to analyze how the open sky agreement which was signed between the EU and Morocco affected them due to the provision of air service and leisure travel in a paper titled: "Aviation liberalization as a means to promote international tourism The EU - Morocco case". Dobruszkes and Mondou, (2013) contributed to the Moroccan tourist master planned to attract 10 million tourists. Their research give room for distinction between immigrants and tourists thus avoiding confusion between international arrival and international tourism. This paper focused on how to liberalize the air market in both developed and developing countries. It also showed some trends in the charter airline business using qualitative data from the airport's database (Davison and Ryley, 2010).

Furthermore, Stefan et al. (2019) in "Can we fly less" explained to us how the economic value of air transport and moral concern are interrelated, and if flights were necessary or desirable as often indicated by airlines and aviation organizations. Their research question was "if all air travel is perceived to be of equal importance, to ascertain the types of flight that might be more easily reduced "(Gössling *et al.*, 2019). A mixed-method approach was used to examine perceptions of the importance of travel using both qualitative and quantitative analysis or air travel patterns were used to discover that some destination homes will become less important once visited.

Keith et al., (2007) decided to identify trends in the European air transport sector for over 10 – 15years in their paper titled "EU network carriers, low-cost carriers and consumer behavior: A Delphi study of future trends". Economic growth, business confidence, people's desire to travel and price are the key drivers of demand for air travel. The increase in globalization and freedom of movement of people and goods within and between regions, are positive factors affecting demand. It appears that leisure travel is growing faster than business travel (Mason and Alamdari, 2007). Tourism destination preferences of low-cost airline users in the East Midlands, a paper written by Davison et al., (2010) tried to examine the demand for low-cost air travel from the East Midlands, concentrating on leisure travel to a range of European tourist destinations.

Students travelled for a wide range of reasons such as Leisure, education, work, visits home, observe or partake in sports events, etc (Gössling et al., 2019). Davison et al., (2010) found a high

demand for low-cost flights from regional airports. There was also a greater desire for cultural tourism-based destinations (Davison et al., 2010). Airlines must continuously innovate and provide tourism destinations that require to maintain customer interest. However, Davison et al., (2010) faced some difficulties with postal questionnaire surveys in obtaining representative samples due to low response rates.

Anna (2012) determined the influence of low-fare airlines on vacation choices of students with results from a stated portfolio choice experiment. They aimed to analyze the factors that influence students' transport mode choice behavior in the context of vacation behavior. Their research questions include to what extent will low-fare airlines compete with regular airlines and other transport modes, to what extent does this competition depend on other choice facets such as duration, destination, travel party, and accommodation, and lastly, the relative importance of context and attributes on portfolio decisions. The theory used was portfolio choice experiment (it is a combination of choice alternatives such as choice of destination, transport mode, travel party, accommodation, and duration of vacation trip). The research was conducted using an internet-based survey. This is dedicated software developed for the research group to administer the survey. Anna et al., (2012) were faced with some limitations. Some parameters were insignificant; therefore, future research should include personal characteristics or allow for heterogeneity. Moreover, some of the non-significant parameters may be simply due to the small sample size. The sample size was restricted by practical circumstances because students recruited were familiar with the regional airport. Their analyses were based on a priori grouping of destinations, and lastly, experiment price attributes were only varied for transport modes (Grigolon, Kemperman and Timmermans, 2012).

Laura Diaconu used Ryanair as a case study to determine the evolution of European low-cost airlines' business model. In the document, she tried to identify some factors that have favored the emergence of low-cost carriers in Europe using some major types of European low-cost airlines. With Ryanair as case study, Diaconu identified the main methods they implemented in their price strategy and to determine if these strategies have been changed with time as well as determining the critical factors enhancing Ryanair's success (Diaconu, 2012).

O'Connell and Williams (2005) analyzed passengers' perception of low-cost airlines and full-service carriers with a case study involving Ryanair, Air Asia, and Malaysia airlines. They aimed at comparing passengers' selection criteria between a full-service and a low-cost carrier in a mature European market and a rapidly growing Asian economy. The methodology used was similar to that adopted by Mason (Mason, 2001). Data were collected in each region from two large groups of passengers, one flying with low-cost carriers and the other an incumbent.

In low-cost travel and tourism expenditure, the authors had as an objective to verify if low-cost travel savings from tourists' place or origin are transferred at least partially to higher tourism expenditures at the destination. A system of simultaneous equations is estimated using the 2SLS method, distinguishing between tourism expenditure at the origin and at the destination. Methods used were descriptive, regression analysis, and simultaneous system of equations. It was concluded that tourists who pay only for their flight and stay in relatives or friends' homes increase the shares of LCCs to 13.77%. Thus, LCC profiles had the highest increase relative to non-LCCs (Eugenio-Martin and Inchausti-Sintes, 2016).

Castillo-Manzano et al, (2017) measured the LCC effect on charter airlines in the Spanish airport system. Their objective was to analyze how much of this fall in charter traffic can be directly attributed to the arrival of the LCCs. Robust transfer function model methodology using qualitative and quantitative variables was used (Castillo-Manzano *et al.*, 2017).

In the factors which try to explain length of stay from the Madeira Island, Almeida et al analyzed what determines tourist length of stay at a given destination. Their study was taken from research which was conducted on how to understand those factors which attract tourists to locations and other relevant issues regarding their stay. Their data was collected using self-administered questionnaires and interviews on tourists at the Madeira Island. The study concluded that the higher the levels of visitors' degree of interest or positive image results in extended stays (Almeida, Machado and Xu, 2021).

Grigolon et al in their document titled 'the influence of low-fare airlines on vacation choices of students: results of a stated portfolio choice experiment' had as a goal to analyze some factors

which influences the choice of transport modes behavior by students while on vacation. They tried to answer the following three questions, ‘the extent to which low-fare airlines and other transport modes compete, the extent to which these competition depend on other choice options such as duration, destination, accommodation and the relative importance of the context and attributes on portfolio decisions’ (Grigolon et al., 2012). ‘The experiment was conducted in March 2010 using an internet-based survey. Dedicated software developed by and for our research group was used for creating and administrating the survey, which included the portfolio choice experiment. A portfolio choice is defined as the choice of a combination of choice alternatives’ (Grigolon et al., 2012).

Chiu et al., (2016) developed and tested a novel perspective for low-cost airline tourists based on an integrated framework of marketing strategy. The perspective explicates the critical attributes of service quality through which corporate reputation (CR) and word of mouth (WOM) are associated with purchase intention. The study also looked at the effect of empathy as a buffer in the decision-making processes of visitors purchasing goods. Research showed that improving service quality was associated with increased purchase intention in a sample of 535 international and domestic tourists. This was demonstrated by increasing tourists' positive evaluations of airlines' corporate reputations as well as positive word of mouth from other tourists. Additionally, the findings revealed a favorable relationship between service quality and word-of-mouth, with the strength of the relationship dependent on the amount of empathy displayed by visitors. They showed that when visitors had a lot of empathy for the low-cost airline, good word-of-mouth (WOM) was linked to more people wanting to buy from the airline.

Because of the intense competition in the transportation business, passenger relationship management (PRM) has emerged as a critical problem for the low-cost airline (LCA) industry. Although important, factors such as service personnel self-efficacy, pricing, service recovery, and passenger trust and satisfaction are often disregarded. As a result, Akamavi, Mohamed, Pellmann, and Xu (2015) investigated the influence of key antecedents on LCA passenger loyalty. As part of the research, 286 LCA passengers who had encountered service failure were polled at two major British airports as part of the research. According to the findings of the study, efficient service professionals not only have a favorable impact on service recovery and pricing, but they also

increase passenger trust. Service employees' belief in their own abilities helps to reduce negative service experiences; yet it is primarily concerned with increasing passenger happiness. Additionally, our findings from structural equation modeling corroborate our hypotheses that service employees' self-efficacy, service recovery, and passenger trust all have a significant influence on customer satisfaction and loyalty. Passenger happiness, not price, is the most important factor in increasing passenger loyalty.

It was determined that the influence of social media as well as offline contexts on tourist online purchase and recommendation behavior of low-cost airline services was examined by Bigne et al., (2018). A study based on the Theory of Reasoned Action (TRA) examined the effect of offline social influences (interpersonal and external influences) on customer attitudes toward online purchases as well as the role of online consumer-to-consumer (C2C) information exchanges as a driver of customer attitude toward online purchases. According to the findings of the study, these elements increase online repurchase intentions as well as positive word-of-mouth communication (WOM and e-WOM) in low-cost environments. The conceptual model was evaluated with a sample of 441 Spanish Internet buyers of low-cost airline services using structural equation modeling. Interpersonal offline factors (e.g., friends, relatives, and family) had a considerable impact on online repurchase intentions and WOM but had no effect on e-WOM. External offline influences (such as the media and experts) had no effect on online repurchase intentions or word-of-mouth (WOM) but were solely influenced by customer intents to promote future purchases of low-cost airline services on social networking travel sites. Using online C2C information exchanges has an impact on attitude, which in turn has a big impact on how likely people are to buy again and how likely they are to spread word of mouth.

In another study, Han, and Hwang (2017) investigated the relationships between overall service quality, customer satisfaction, and behavioral intentions in the low-cost airline industry while considering the moderating impact of in-flight ambient conditions (air quality, temperature, odour, and noise). A survey was carried out on overseas flights. Using a sample of 402 passengers, the researchers discovered that quality and satisfaction are important determinants of intentions, and that satisfaction also serves as a substantial mediator of intentions. In addition, findings from the tests for metric invariance show that the effect of satisfaction on intentions was stronger for the

high air quality groups than for the low groups. The effect of satisfaction on intentions was also stronger in groups with high air quality, temperature, odour, and noise than in groups with low air quality. This shows that ambience has a role in intention formation.

LCCs can provide considerable airfare reductions because of their increased efficiency and improved fleet utilization, which, along with their lower operating expenses, allows them to do so. In today's competitive environment, airline ticket cost is the single most important consideration. Most consumers want to get to their destinations as fast and inexpensively as possible, and they are ready to forego in-flight food and entertainment to achieve this goal. In addition to leisure tourists, corporate travelers are being pressured to save money as corporations tighten their belts on travel expenditures (Picardo, 2022).

2.5 Theory of Planned Behavior

A key theoretical framework for forecasting human behavior is the theory of planned behavior, which is one of the most significant in the field (Ajzen, 2002). According to the TPB model, three components directly impact behavioral intention: attitudes, subjective norms, and perceived behavioral control (PBC) (Ajzen, 1991). While the three components can provide useful predictions of intention and behavior, the model is open to the addition of additional predictors "if it can be demonstrated that they capture a significant proportion of the variance in intention or behavior after the theory's current variables have been taken into account" (Ajzen, 1991, p. 199). Because of the model's flexibility and openness, it is a valuable conceptual framework for evaluating intents and actions in a variety of areas, including transportation.

Airlines have responded to increased competition in the air transportation business by working to improve flight conditions, and premium economy class has emerged as one of those attempts. According to Hugon-Duprat and O'Connell (2015), premium economy class is a step up from ordinary economy class and has rapidly gained popularity because of increased passenger demand. Flights are seen as an integral component of the travel experience, and passengers prefer pleasant flights as part of that experience; as a result, premium economy class is becoming increasingly popular (Hugon-Duprat and O'Connell, 2015).

A study model derived from the theory of planned behavior was used to investigate the link between psychological characteristics, perceived price, perceived service quality, perceived value, and repurchase intention (TPB). The findings indicate that passengers repurchase intentions are impacted by their attitude, perceived behavioral control, and perceived value resulting from pricing and service quality; however, repurchase intentions are not influenced by the subjective norm (Kim and Lee 2019). Perceived value is the consumer's total estimate of monetary and non-monetary consideration for a product or service based on perceptions of what is received and what is provided (Iniesta-Bonillo et al., 2016). Perceived value is sometimes defined as "the consumer's total appraisal of the utility of a product based on perceptions of what is received and what is supplied" (Zeithaml, 1988). According to several consumer behavior research, customer perceived value is a major predictor of behavioral intention, as is tourist revisit intention according to tourism studies (Ranjbarian and Pool, 2015; Chang et al., 2014).

The implementation of the TPB will be extremely beneficial to the research since it will demonstrate how low-cost airlines have opened new markets for short breaks. The airline's behavior will influence whether they are able to establish a new market and whether they are able to get additional passengers. The TPB also provides information on how tourists and travelers view using the Faro airport when they fly with low-cost carriers.

2.6 Travelers/ Passengers Experience at Portugal's Airport

2.6.1 Faro Airport

The frequent out-of-service escalators and the length of walks, combined with the stair climbing, make traveling through the airport extremely difficult for disabled and elderly passengers. Apart from that, I did not always see lifts when they were needed. While I am aware that assistance may be sought in some cases, sometimes all that is required is a straight-forward walk (Gleave, 2021). Faro airport is the price you must pay if you want Portugal to provide you with an unforgettable vacation. Even though COVID and airlines encourage you to "arrive in plenty of time," checkouts

are still only available two hours before the flight. After security, there will be an additional passport check, so make sure you have your passport with you. (Hayter, 2021).

According to Fehsenfeld (2021), he had never had a check-in that was so sluggish and unprofessional in all his years of travel. It might take up to 30 minutes for a member of the staff to check in a single consumer. Even though the line was becoming longer and not moving, their speed remained constant. There is certainly a deficiency in training. It's very humiliating, frankly. When traveling from London, every check-in is so quick and efficient that I believe the employees may have used some further training. When one of our employees was having difficulty with anything, he had three additional aides assist him. This isn't rocket science, especially considering that most passengers already had a boarding card and only needed to check in their bags. It was a painful experience. I'd give it a 1 out of 10. Improve your performance. Faro is a Portuguese word that means "farewell" (Fehsenfeld, 2021).

The Faro Airport Private Taxi service, MacPherson (2022) discovered that after two years of traffic restrictions and roadblocks, was, without exception, the most efficient and enjoyable experience the service business has to offer. From the moment they met the driver upon their arrival in Faro in January, to the quick and safe transportation to their apartment in Seville, to the return trip to the Faro airport to get the required antigen testing to return to Canada ten weeks later, they were more than pleased with the courteous service they received from everyone with whom they came into contact during their stay (MacPherson, 2022).

I travel pretty frequently across the world, and I have visited many airports throughout the world. It is disturbing to hear someone describe their vacation as "horror and chaos". In the last three years, I've been through Faro International Airport more than 50 times. On arrival, you may have to wait 15 to 20 minutes at immigration, although this is standard practice across the world. It's possible that you'll have to wait through security for 10–15 minutes, but that's nothing out of the ordinary at any other airport. When compared to other airports such as LHR, DUB, LGW, AMS, and others, I find it to be rather speedy. The security personnel are there to ensure that you travel safely, just as they would be at any other airport. Do not be offended if they are not present to "kiss your feet." Faro airport is a tiny airport with high summer traffic volumes, but it is a well-run

airport where the workers are rather pleasant, provided you behave properly as a passenger (Johnson, 2019).

Departure was a joy, as it usually is, thanks to the kind and helpful nature of all the employees—MyWay, check-in, security, and emigration. The experience on the way back was quite different. Five wheelchair customers were transported to the terminal in record time by a lift that arrived on time. Staff from MyWay pushed through two people, and the remaining three, including an elderly woman in her 90s who was alone, were promised that "someone would be coming in a moment for you." It took us 25 minutes to get the attention of an employee who came to our rescue, only to discover that our luggage had not been placed on the conveyor belt in the first place. After that, we went to the Ryanair office, where they located our case and delivered it to us. In all, it took 1.5 hours after arriving on an aircraft that was on schedule. Considering my recent analysis of Birmingham International Airport, it would appear that an "anti-travel virus" was in the air on April 2nd! (Roy, 2019).

I consider myself fortunate to have Faro as my home base since the people there are always cheery and friendly. As a "special assistance" traveler, I am hurried through security and emigration/immigration, where I am greeted with a "Bom Dia" and assisted with my bags, even in these notoriously difficult locations. It is only now that we must travel upstairs to check-in at the gate and then downstairs again to get on the aircraft—clearly this step might be eliminated in order to streamline the "MyWay" staff's responsibilities? Yes, food and drinks are pricey, but they are no more expensive than at any other airport to which I have traveled, and the restrooms, in my experience, are always clean and well-maintained, regardless of the season (Roy, 2018).

Now that the terminal restoration has been completed, it appears to be in excellent condition and to be working properly. Special assistance is usually good, with friendly personnel who appear and sound as though they love their jobs—this is very crucial for someone who would prefer not to be confined to a wheelchair! Even the security personnel are nice and helpful (especially when compared to accounts from other airports). On departure, I was dropped off near a refreshment area, which was reasonably priced in comparison to Basel (see my report)—until boarding, when a lift whisked me away to the aircraft in plenty of time. The assistance insisted on driving me all the

way to the car park and waited for the courtesy bus to come when I returned to the air bridge after a flight. excellent service, and I consider myself fortunate to have such a high level of service at my local airport (Roy, 2018).

The baggage check-in workers were very nice, and the staff at the airport lounge were also quite friendly and kind. Unfortunately, this was not the case when I entered the duty-free shop through the security checkpoint. While searching among perfumes that I was interested in purchasing, I snapped a photo of the bottle to give to a friend who lives in another country. In addition to being told that I was not permitted to take photographs and that I should have read the signs before entering, a miserable-looking lady proceeded to allow every staff member surrounding her (a total of 6-7 in total) to 'keep an eye' on me, which made me feel extremely uncomfortable and as if I had no choice but to leave, which I did. Because of this discomfort, I did not proceed with the purchase of the perfume and was unable to make any further purchases from the duty-free shop as a result. I am quite dissatisfied and, to be honest, ashamed of my treatment (Adams, 2018).

The Algarve is in the midst of its peak season, and departures at Faro International Airport are improving slowly but steadily. The security is still a touch sluggish, but it is comprehensive, and they have made improvements to the departures area by adding additional pubs and businesses to the area. A new shared airline lounge has also opened, which is considerably better, lighter, and airier, albeit not entirely devoid of personality. Although convenient for a quick bite and drink, the selection is limited. The most pressing issue is that they require more security personnel to keep up with the influx of people during peak demand. Arrivals are very sluggish, and despite the installation of multiple computerized passport gates, none of them appears to be functioning effectively. One has the impression of a work in progress (Bond, 2018).

We were apprehensive about utilizing this airport after reading some of the reports, but we were proven completely incorrect. I requested and received "Level 1" assistance, and when I arrived, the provider, "My Way," was waiting at the gate. I made quick progress through passport control (there did not appear to be any delays), and I was able to retrieve my luggage. On the way back, the terminal (in the afternoon on a Tuesday) did not appear to be very crowded; there were plenty of seats, etc. Again, help was supplied immediately, and cheerfully-the only little snag was that

we were escorted to the top level via the elevator and then learned that there was an escalator down to the departure gate, which seemed strange at the time but was handled professionally by the employees. Overall, it was a fantastic experience (Hill, 2018).

Faro Airport does not have a smoking area, even though it advertises that it does on its website. 1) Ensure that the website is current and accurate; and 2) provide a smoking area. It is extremely stressful for smokers to be stranded in an airport, especially if their flight is delayed, as mine was. Being unable to smoke makes the situation worse. Because of the lack of this space, individuals are more likely to wait until the last minute to get through security, which is counterproductive because most of us want to reduce the stress of catching a flight by getting to the departure lounge in plenty of time. Apart from that, the airport is easy to traverse and appears to be a well-designed structure, but the lack of a smoking area added a significant amount of stress to what would otherwise have been a perfectly pleasant flying experience (Baker 2022).

Robinson (2020) indicated that the drivers who greeted him at the airport and Umberto, who picked him up for his return trip, were both kind and competent. He highly recommends them. Their command of the English language was exceptional, which came as a pleasant surprise to him. It is undeniable that the Portuguese inhabitants of the Algarve place a high value on the visitors that come to their country to visit. He has been extensively around Europe and will never forget his first and last impressions of the Algarve (Robinson, 2020).

“We've had some poor encounters with Faro International Airport in the past, particularly when it was undergoing renovations. Now that the improvements and adjustments have been finished, we had a very positive experience this time around in all regards as well. We made use of the special support team at the airport, which behaved wonderfully in all aspects during our arrival and departure. We were really pleased with our experience. Making the entire occasion, which may be a stressful experience, as enjoyable as possible is our goal” (Mcelwee, 2019).

“On Sunday, September 10th, when we arrived late in the morning, there was a line of approximately 5 minutes for passport control, followed by a wait of no more than ten minutes for our two bags to show. To make our afternoon flight to Gatwick from Faro airport on the 24th, we

arrived at the airport three hours before our departure time. Although our check-in had not yet opened, there were plenty of seats available, so we chose to sit and read while we waited. When we finally realized that they had opened, we walked over to the short boarding line and were taken care of very quickly. After arriving at the security checking area, we entered the somewhat complex line that had been marked with tape and followed the directions that were provided to us by the kind workers. Getting through security and into the departures area took no more than ten minutes. Although there were a lot of people in the departure area, there were plenty of seats. Because there was a large line at the coffee shop, we decided not to go there and instead purchased beverages from one of the other stores. When our departure gate was announced, we just followed the indications and sat in the designated area until it was our turn to board the plane. From my own perspective, there was really nothing to be disappointed with” (Parsons, 2017).

“We had not experienced any difficulties throughout our 12 visits to Faro in the previous three years, but we decided to be cautious owing to the number of concerns I had read. Consequently, we arrived at 9.30am for a 12.00 departure, only to discover that our flight had been delayed and had been rescheduled for 14.00 hours later. The Flyer check-in process went well and took about 10 minutes. Then I was sent upstairs to security, where I breezed past the checkpoint and then down the stairs to X-ray security, where I breezed through once again without a hitch. All of the Portuguese staff members were really polite and helpful. Although the airport is still undergoing substantial renovations, I believe it is in a better state than it was previously, and the temporary portions are being managed effectively. The dining area was quite crowded initially, and there was only a limited amount of seating available, but this is due to the continuing construction. As soon as they identified our departure gate, we proceeded to the departures area. There was plenty of seating, and the room was well-ventilated and heated. Granted, it was a Thursday, so I expect the weekend to be busier, but the 5 hours I spent there today were not unbearably difficult to take. When the renovations are completed, I believe the space will be beautiful, but I also believe patience and understanding will be required. For now, it might be best to stay away from the food outlets until after security has been done” (Bradbury, 2017).

Although the airport is still being renovated, I have never experienced a speedier passage through it in the eight years that I have been flying. Checking in took only a couple of minutes. Security is

limited to a maximum of ten minutes. Passport verification takes two minutes. Okay, there weren't enough seats the first time I went, but perhaps by the time I go again the following summer, this won't be an issue (Risle, 2017).

Jones (2017) revealed that there were only a few people in line for everything, and they were done in about 45 minute's total. The staffs were courteous and happy, and there were a large number of them around to organize the fastest lanes.

I can't believe how outrageously expensive everything is at this airport! €3.65 for a bottle of coke is more expensive than €3 for a can of sprite or water, and €7 for a mediocre sandwich is more expensive. I'm traveling with my spouse, my 11-year-old son, and my 14-month-old infant, and I've already spent more than €40 on beverages and mediocre sandwiches on this trip. What a surprise! I wish I had reviewed the ratings on this site before leaving the country. I would have packed refreshments for myself and my family if I had been able to. This is an experience that I will remember for a long time! (Kerr, 2017).

Check-in was the slowest I'd ever seen! Once the check-in counter was visible on the display board, I proceeded to it and found myself about in the center of the line. I boarded the plane at 20:06, and the flight was scheduled to depart at 20:10. We had to wait until everyone had checked in and been assigned a seat, which was a pain. EasyJet had absolutely nothing to do with the delay. There was a complete absence of employees at the Faro check-in. It's quite stressful (White, 2021).

2.6.2 Lisbon Airport

Balkanski (2022) revealed that he had been to more than 50 airports on four different continents. This has been by far the most unpleasant experience he has ever had. He highly encourages travellers to stay away from Lisbon airport and, if possible, stay away from the entire nation. He further revealed that the cost of meals inside is significantly higher, to the point of being absurd and the employees are obnoxious. Overall, it was an unsatisfactory experience (Balkanski, 2022).

The worst airport experience I've ever had, and I have been to a lot of them. There was a crowded waiting area when I arrived at the Lisbon airport on April 2, 2022. At the very least, more than

1,000 individuals were waiting in line to get through customs and immigration. Because I had a connecting flight from Lisbon to Porto, I approached a few members of the airport personnel to see if they could assist me in getting through customs as quickly as possible. I was concerned that I might miss my next scheduled flight if I waited in a line with so many people in front of me. However, the employees at the airport were useless, and they claimed that I should wait in line. I was advised by a member of the staff that I would have to wait in line if I missed my next flight, but that I could buy a new ticket for the following trip if I did. What a dreadful experience I had at Lisbon International Airport! (Fengqun, 2022).

My complaint is not with Lisbon Airport, which I found to be efficient, clean, and the airport staff courteous and friendly, but rather with the taxis that service the airport's perimeter. My husband and I had the misfortune of taking a taxi from the airport to our hotel and were charged 37.35 euros. Not realizing that we were being ripped off, we paid him 40 euros for a trip that should have cost us 12-15 euros, but instead we were charged 40 euros. We want to draw attention to this to perhaps prevent future travelers from having the same experience, and we are requesting that the Lisbon Airport authorities attempt to supervise the taxi firms that provide transfers to passengers arriving at the airport. We have never used or will ever use another cab in Portugal, which is a disservice to the other honest taxi drivers in the country (McMorrow, 2022).

I will never use this airport again. It is the worst I have ever experienced. Sorry, Lisbon, you're a beautiful place, but your airport and employees are the worst I've ever had the displeasure of dealing with, and I'm a man who takes four vacations a year. When it came to the person who examined my passport, he would not be hired in a jail since he was aggressively unpleasant and had a tremendous chip on his shoulder. It was heartbreaking to witness (Murphy, 2021).

People working here frequently confront you with that peculiar resting look, as if they are so displeased to see you but at the same time are powerless to do anything about it, so they are forced to comply but would want you to know how much they don't care by letting you see it for yourself. These people mistreat passengers and lack capable superiors with true leadership qualities and professional skills to ensure that the attitude reflects what you would expect from airport personnel in general, and especially those who deal with people. These individuals must be thoroughly

investigated. Just to name a few examples, I witnessed security check personnel make audible remarks about a passenger's sexual orientation while assuming the passenger does not speak Portuguese; I experienced overcrowded floors on check in that make this airport look like an African bazaar; and finally, my experience with the newest trick from the flag carrier TAP, which requires passengers to pay for their "change" of seats on the website's check in and when boarding, you may be met with a rather unpleasant individual (Freitas, 2021).

The worst airport departure handling I've ever experienced Extremely lengthy lines for check-in followed by a system/baggage chain failure that prevented luggage check-in, resulting in a long line to approach the terminal boarding area while displaying boarding cards and all bags. Cross that bridge and you'll be confronted with an enormous security queue that is nonsensical in that it allows all large check-in bags while arbitrarily selecting luggage and tossing away pricey liquid things. Long lines at passport control with insufficient employees, followed by another long line at the boarding desk, followed by a bus ride to the final airplane boarding location (Arulanantham, 2021).

The security check crew on the bus that took us to Gates 40-47 was incredibly unprofessional. It was a terrible thing to behold, and it painted a horrible picture of Portugal in the minds of overseas travelers in transit. Aside from the terrible service, the food at the two food establishments that were accessible throughout the transit to and from Brazil was pricey. On the plus side, the airport was clean and provided reliable internet access (Jardaun, 2019).

2.6.3 Porto Airport

I used Porto Airport as a connecting point between two Easyjet flights between France and the island of Madeira. This airport is marketed as a "self-connecting friendly airport," according to its website. If you need to connect between two low-cost planes, retrieve your bags there, and then re-register for the connecting trip, they will make things easy for you. This was the case for me. It was, to put it mildly, a failure. Both for the journey and the return. Each time, we were given 2 hours to collect our bags, check them in at the counter, go through security again, and go to the gate. We had assumed we would have enough time to stop for lunch, but we were mistaken. It serves as an Easyjet hub in Portugal, but the airline only has about four counters for customers to

register for all their flights. The queue was lengthy, and we just made it in time to take our next flight. It was far worse in return. Because of a brownout, the registration counter could not be used. It's possible, after all. However, there is no information from the airport employees for an hour and a half, there is no aid to get through security in express, and you are left to your own devices to make it to your flight on time. Of course, there's no time for another lunch break. Both times, it was a horrific experience for me. Aside from that, it's clean and contemporary. There was not a lot of waiting time for the bags. There is no bridge for boarding and disembarking (Corr, 2021).

It was a pleasant experience dealing with the Porto Airport. The terminal indications were clear and simple to comprehend. It was quite easy to go through the lines because they were so short. The lounges were well-kept, and the seats were supportive. The Duty Free (also known as "The Store Arrivals") was extremely handy. The airport personnel were kind and accommodating. The Wi-Fi was fast and completely free. I would strongly recommend this airport to anyone (Dawson, 2017).

What a shambles. The personnel were extremely sluggish and ineffective, and there was insufficient security, which made the situation worse. When I arrived at the airport two hours before departure time, they were unable to regulate the situation, and I nearly missed my flight due to this mismanagement. After coming out of the airport without any control or supervision, the queue for security check was arriving outside of the airport itself. It was a complete mess, and the employees weren't even pleasant, which was surprising considering the amount of stress we were under (Aubert, 2021).

The worst airport cuisine in Europe is also the most expensive. The 'card' form of the Irish passport is not recognized by the passport electronic control system (departure) at the airport. The structure itself is magnificent, with lots of seats and helpful employees to answer questions. The airport's Metro system is excellent, and there are attendants on hand to explain the various fare alternatives. Aside from the food complaints, this airport is light years ahead of Lisbon (Pluck, 2019).

CHAPTER THREE: METHODOLOGY

3.1 Introduction

Methodology is a set of processes, methods and tools by which research is been carried out or conducted. This chapter presented the overall methods used in gathering the data needed for the study. It also emphasizes on the research design and approach, sample population, techniques, approach, source of data and the instruments used during the data collection process.

3.2 Research Approach

Scientific research studies are based on finding a solution to a given problem which has been identified. Different methods exist for formulating research design for a given study. This research used both qualitative and quantitative research methods approach to collect data for analysis from 2010 to 2022. Qualitative research focuses in understanding a research query as a humanistic or idealistic approach. Though quantitative approach is a more reliable method as it is based upon numeric and methods that can be made objectively and propagated by other researchers. Qualitative method is used to understand people's beliefs, experiences, attitudes, behavior, and interactions. It generates non-numerical data. The integration of qualitative research into intervention studies is a research strategy that is gaining increased attention across disciplines. Although once viewed as philosophically incongruent with experimental research, qualitative research is now recognized for its ability to add a new dimension to interventional studies that cannot be obtained through measurement of variables alone. Qualitative research was initially used in psychological studies when researchers found it tedious to evaluate human behavior in numeric. Since then, qualitative research is used in other research fields as well (Babu *et al.*, 2013)

In the most basic terms, quantitative research methods are concerned with collecting and analyzing data that is structured and can be represented numerically. One of the central goals is to build accurate and reliable measurements that allow for statistical analysis. Because quantitative research focuses on data that can be measured, it is very effective at answering the “what” or “how” of a given situation. Questions are direct, quantifiable, and often contain phrases such as what percentage? what proportion? to what extent? how many? how much? Quantitative research allows

librarians to learn more about the demographics of a population, measure how many patrons use a service or product, examine attitudes and behaviors, document trends, or explain what is known anecdotally. Measurements like frequencies (i.e., counts), percentages, proportions, and relationships provide means to quantify and provide evidence for the variables listed above. Findings generated from quantitative research uncover behaviors and trends. However, it is important to note that they do not provide insight into why people think, feel, or act in certain ways. In other words, quantitative research highlights trends across data sets or study groups, but not the motivation behind observed behaviors (Goertzen, 2017). In this study, a quantitative research approach was used to gather information. It helped the researcher to quantitatively measure opinions, attitudes, and the behaviors of the travelers or passengers and thus helped to assess how low-cost airlines are creating new markets to short breaks and what advantages does Faro airport have over other airport in Portugal.

3.3 Population

Chaudhury (2010) defined population as an entire group about which some information is required to be ascertained. Portugal’s national airport authority reported a record total of just over nine million passengers travelling through Faro Airport in 2019 (Leonard, 2020). The sample population for the study was 500 passengers.

3.4 Sample size and Sampling Technique

The sample size will be calculated using the formula.

$$n = N * \frac{\frac{Z^2 * p * (1 - p)}{e^2}}{[N - 1 + \frac{Z^2 * p * (1 - p)}{e^2}]}$$

Where,

N = Population size,

Z = Critical value of the normal distribution at the required confidence level. Using 95% confidence level is 1.96.

p = Sample proportion, Using 0.5 as the sample population

e = Margin of error, using 5% or 0.05

$$n = 9000000 * \frac{\frac{1.96^2 * 0.5 * (1 - 0.5)}{0.05^2}}{[9000000 - 1 + \frac{1.96^2 * 0.5 * (1 - 0.5)}{0.05^2}]}$$

$$n = 384.1436457$$

Therefore, the study used a sample size of 384 respondents for the study.

Three hundred and eighty-four passengers were chosen for the study by using simple random sampling, according to the study. Statistical judgments about a population are made possible by simple random sampling, according to Lauren (2020). It contributes to high internal validity since randomization is the most effective means of reducing the impact of potential confounding variables, and it assisted the researcher in selecting the passengers at random from many prospective candidates.

3.5 Data Collection

In this case primary data was viewed as an appropriate source for data collection. Primary data was collected using structured questionnaires which was designed and administered to respondents to extract the necessary information for the study.

3.6 Instrumentation

Instrumentation is the method involved with developing research instruments that could be utilized suitably in gathering data for a given study. The questionnaire, observation and interview are commonly used tools in gathering data for research purposes. The researcher used questionnaires as her data collecting instrument to administer this question to participants and it was confidential.

A questionnaire can be described as a set of questions which have been carefully prepared in an orderly manner to respond to specific questions in each study. Webster Dictionary defines the word “questionnaire” as a list of questions to be answered by a group of people especially designed to get facts or information. Questionnaires can be designed using two types of question formats; Open-ended questions, which allows the respondent to freely express themselves on the subject in question. For example: ‘How satisfied are you with the weather of Faro?’ ‘And Closed-ended questions, which provides a list of choices for the respondent to select their answers. For example, ‘How satisfied are you with the cost of living of hotels in Faro?’ 5 Extremely Satisfied 4 Very Satisfied 3 Satisfied 2 Dissatisfied 1 Extremely Dissatisfied. Closed-ended questionnaires are more preferred because most participants questions which are straight to the point thus requiring less writing. Also, it helped the researcher to get a quicker, higher and a more accurate response rate while analyzing the data statistically. Closed questionnaires were appropriate for the study.

Questionnaires used for this research work will be designed in English and will be based on the objectives and research questions of this study. The questionnaires will be created using Google Forms and given will be given to respondents at the airport. Data collection using Web-based sources generally improves data quality. Experience shows that Web-based sources are returned more rapidly than postal questionnaires, with most respondents completing the questionnaire within a few days (Van Gelder et al., 2010)

Several authors were analyzed during the questionnaire creation, summarized In Table 1

Table 1 – Sample questionnaires and references

Main topics of the questionnaires	Reference
Spending less and enjoying good services	Akamavi et al., (2015); Kim and Lee (2011)
Respond to the determinants of online purchase intention	Lin and Huang (2015)
Offering airfare discount	Picardo, 2022
Low-cost carriers do not charge price premiums	Hofer, Windle and Dresner, (2008)
Consistently avoided densely populated airports	Müller, Hüschelrath, and Bilotkach (2012)

Limitations to the served routes/destinations	Graham and Shaw (2008)
The LCA's employees give individual attention and prompt response	Netemeyer and Maxham III (2007)
Mobility assistance for passengers with special needs, using the MyWay assistance service.	www.portugalvisitor.com
Wi-Fi, free and unlimited, using the "VINCI Airports Wi-Fi" network.	www.portugalvisitor.com
Stores and restaurants, including a duty-free store.	www.portugalvisitor.com
Airport staff	www.airlinequality.com
First aid station and ambulance	www.portugalvisitor.com
Check in	www.airlinequality.com
Currency exchange and ATM	www.portugalvisitor.com
Taxi services	taxi4youtransfers.com
CIP Lounge	www.portugalvisitor.com
Smoking area	www.portugalvisitor.com

3.7 Data analysis

After data have been collected, it was coded using Statistical Package for Social Science (SPSS) to group the responses. The data was organized and analyzed using descriptive statistical computations the frequency table. Regression was employed and a model was developed to analyse the data. Descriptive statistics was used to assess how low-cost airlines have created a new market to short breaks and the regression analysis was used to assess the advantages Faro airport has over other airports in Portugal with regards to using low-cost airlines for short breaks.

Low-cost-airline (LCA) was used as the dependent variable while the independent variable included the Wi-Fi free and unlimited, mobility assistance, first aid station and ambulance, airport staff, stores, and restaurants, checks in, currency exchange and ATM, taxi services, CIP lounge, smoking area and finally the cost of hotel in faro airport.

Table 2 - Independents variables and their representation

Independent Variable	Representation
Wi-Fi, free and unlimited	X1
Mobility assistance	X2
First aid station and ambulance	X3
Airport staff	X4
Stores and restaurants	X5
Check in	X6
Currency exchange and ATM	X7
Taxi services	X8
CIP Lounge	X9
Smoking area	X10
The cost of Hotel in Faro	X11

Model Specification: In assessing the advantages Faro airport has over other airports in Portugal with regards to using low-cost airlines for short breaks, a regression analysis model was developed. The model was expressed as:

$$LCA = \beta_0 + \beta_1 X1_{it} + \beta_2 X2_{it} + \beta_3 X3_{it} + \dots + \beta_{11} X11_{it} + \epsilon_{it} \dots \dots \dots \text{eqn1}$$

Where;

LCA Low-cost airlines

β_0 Constant

$\beta_1 - \beta_{11}$ Partial regression coefficient

ϵ Error term

3.8 Overview of Faro Airport

Faro International Airport is the sole international airport servicing the Algarve region of southern Portugal and the southwest coast of Spain. Faro International Airport, with a capacity of 10 million passengers per year, presents itself as a fully equipped and modern international airport, providing passengers with a comprehensive network of destinations throughout Europe and the rest of the

world, as well as new and exclusive international brands and services. Faro International Airport is in Faro, Portugal.

Since its inception in July 1965, Faro International Airport has grown to become one of the most important leisure airports in Portugal, handling more than 9 million passengers in 2019 from more than 70 destinations around Europe. Faro Airport, which is well-known for giving access to the Algarve, is the most important gateway for travelers seeking to reach the Algarve and Huelva (Spain) areas.

With a diverse scenery, miles of gorgeous sandy beaches, a dynamic nightlife, and award-winning European golf courses, the Algarve is one of Europe's most popular tourist destinations. Golfers from all over the globe flock to the Algarve for its award-winning European golf courses. The Algarve's distinctive traditional gastronomy, which is influenced by the Mediterranean diet, is one of the region's most enticing cultural traditions. Because of its pleasant year-round temperature and good environmental, social, and cultural circumstances, the Algarve is a favorite second home for many tourists and retirees who come here on a regular basis. There is also a large range of 4- and 5-star hotels, spas and wellness facilities, sports training institutes, and sophisticated conference halls available in the Algarve. The Algarve, with its moderate temperature and geographical position throughout the year, provides the greatest conditions for all active activities, including cycling and walking, surfing, and nautical sports, as well as birdwatching.

Because the Algarve is surrounded by the Atlantic Ocean, surfing and other nautical and energetic sports are among the most popular reasons for our guests to travel to the region. With a very diverse ecosystem and several prime locations for birdwatching, the Algarve is a very appreciated destination for more than 100 million estimated birdwatchers around the world. The Algarve has more than 300 different species, some of which are very rare (around 50), and others which are common (around 300). The Algarve is quickly becoming a popular location for business gatherings, thanks to the development of sophisticated multi-purpose facilities (www.routesonline.com). The airport is home to more than a dozen vehicle rental companies. The airport is also adjacent to the A22 toll-free motorway, which provides access to the whole Algarve as well as direct links to Lisbon and Spain (www.airports-worldwide.com).

The Faro Airport lounge provides business and leisure passengers with a designated comfort zone where they may work or relax in luxurious surroundings while waiting for flights. Regardless of whether they are traveling in business or economy class, all travelers are encouraged to take advantage of the calm and quiet of the Faro Airport lounge. In addition to hot and cold beverages, as well as complimentary beers and wines, hotel guests are encouraged to assist themselves to a well-stocked complimentary bar. Light snacks are also available for you to enjoy while you are catching up on the news, watching television, or reading the newspapers and publications that are available. Business travelers may catch up on emails while relaxing in the calm of the airport lounge, which offers complimentary internet access. Passengers from both Schengen and non-Schengen countries are welcome to use the lounge (lounge Review, 2016). There is free wireless internet access available, as well as a limited variety of newspapers and periodicals. The nearest bathrooms are located immediately outside the front door of the building. There are no showers accessible (MorePremium.com, 2019) Apart from that, visitors to the Non-Schengen CIP Lounge may help themselves to a range of gratis food and drink, both alcoholic and non-alcoholic, while connecting to the fast and free Wi-Fi to browse the internet. The Non-Schengen CIP Lounge at Faro International Airport is the ideal spot to begin your adventure, whether you want to work or simply rest and unwind after a long flight.

CHAPTER FOUR: RESULTS

4.1 Introduction

This present chapter capitalized on the demographic profile of respondents, the descriptive statistics, and the regression analysis.

4.2 Demographic Profile of Respondents

Table 3 provides demographic information about the respondents to determine their gender, age, educational, occupation, like using Faro Airport, satisfied with the weather of Faro Airport, and like going on short breaks. This information is important as it determines the number of respondents that were represented in each of the demographics.

Table 3 - Respondents Demographic Profile

		Frequency	Percent
Gender	Male	178	46.4
	Female	206	53.6
Age	Below 18 years	54	14.1
	18 – 25 years	174	45.3
	26 – 33 years	106	27.6
	34 years and above	50	13.0
Education	1st to 3rd Cycle Primary Education	74	19.3
	Secondary Education	220	57.3
	1st Degree and Above	90	23.4
Occupation	Working in Government institution	51	13.3
	Working in a Private Institution	231	60.2
	Self-Employed	75	19.5
	Schooling	27	7.0
Like using Faro Airport	Yes	309	80.5

	No	75	19.5
Satisfied with the weather of	Yes	275	71.6
Faro Airport	No	109	28.4
Like going on short breaks	Yes	308	80.2
	No	76	19.8

Source: Survey Data, 2022

Table 3 shows that 53.6% of the respondents who participated in the study were females while 46.4% were males. The result shows that females were represented mostly, and they were the majority.

In relation to age as indicated in table 3 above, 45.3% representing majority of the respondents who participated in the study were in the age group of 18-25 years, while 13.0% representing minority were in the age group of 34 years and above.

In terms of respondent's educational level and presented in table 3 above, 57.3% of the respondents representing majority have secondary education certificates, while 19.3% representing minority have 1st to 3rd Cycle Primary Education certificates.

The study sought to find out whether the respondents like using Faro Airport. Approximately 80.5 percent of the respondents said they like using Faro Airport while 19.5% said they do not like using Faro Airport (see table 3).

The respondents were also asked whether they are satisfied with the weather at the Faro Airport. A vast majority (71.6%) said they were whereas 28.4% of the minority they are not satisfied with the weather there.

In relation to respondents going on short breaks, majority (80.2%) of the respondents said they like going on breaks while minority (19.8%) of the respondents said they do not like going on short breaks.

4.3 Descriptive Statistics

The descriptive statistics indicated how low-cost airlines created new market to short holiday. The highest mean with its closest standard deviation was the best option. In this study three ways or strategies were chosen for the discussion

Table 4 - Descriptive Statistics of Low-Cost Airlines

Ways/ Strategies	Mean	Std. Deviation
Spending less and enjoying good services	3.90	1.158
Respond to the determinants of online purchase intention	4.10	1.027
Offering airfare discount	3.66	1.138
Low-cost carriers do not charge price premiums	3.73	1.348
Consistently avoided densely populated airports	2.73	1.436
Limitations to the served routes/destinations	3.80	1.245

Source: Survey Data, 2022

According to table 4, spending less and enjoying good services had a mean value of 3.90 and corresponding standard deviation of 1.158. Respond to the determinants of online purchase intention had a mean value of 4.10 and a standard deviation of 1.027, the mean value of offering airfare discount was 3.66 with a standard deviation of 1.138, low-cost carriers do not charge price premiums had a mean value of 3.73 and a standard deviation of 1.348. Consistently avoided densely populated airports had a mean value of 2.73 and a standard deviation of 1.436. Limitations to the served routes/destinations had a mean value of 3.80 and a standard deviation of 1.245. From the findings, it can be deduced that respond to the determinants of online purchase intention; spending less and enjoying good services; limitations to the served routes/destinations; and low-cost carriers do not charge price premiums are the ways low-cost airline create new markets to short breaks.

4.4 Regression Analysis

Regression analysis was used to assess the advantages Faro airport has over other airports in Portugal with regards to using low-cost airlines for short breaks

Table 5 - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 ^a	.662	.652	.51764

Source: Survey Data, 2022

The model summary in Table 5 above summarizes the regression model. It displays R, R – Square, Adjusted R – Square, and Standard Error of Estimation values. The correlation coefficient is denoted by R. It quantifies the strength of the linear relationship between predictor variables (Wi-Fi free and unlimited, mobility assistance, first aid station and ambulance, lockers and luggage storage, stores, and restaurants, checks in, currency exchange and ATM, taxi services, CIP lounge, smoking area and finally the cost of hotel in Faro airport) and response variable (Low-cost airline). As shown in Table 5, the value of R is 0.813, indicating a very strong relationship between the predictors and the response variable. The Adjusted R – Square value represents the fraction of variance in the response variable that can be explained by the predictor variables. According to the table, the adjusted R-square value is 0.652 indicating that the predictors account for 65.2 percent of the variance in the response variable.

Table 6 - ANOVA

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	192.809	11	17.528	65.416	.000 ^b
	Residual	98.604	368	.268		
	Total	291.413	379			

Source: Survey Data, 2022

From table 6 (ANOVA) indicates that, the significant value is 0.000 which is less than 0.05 which implies that the model used for the study is fit and statistically significant in assessing the advantages Faro airport has over other airports in Portugal with regards to using low-cost airlines for short breaks.

Table 7 - Coefficient of Variables

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		

(Constant)	1.411	.144		9.834	.000
Wi-Fi, free and unlimited	-.004	.027	-.005	-.141	.888
Mobility assistance	.335	.026	.508	12.737	.000
First aid station and ambulance	-.030	.030	-.041	-1.008	.314
Airport staff	.155	.038	.218	4.088	.000
Stores and restaurants	-.076	.028	-.114	-2.703	.007
Checks in	.120	.027	.196	4.474	.000
Currency exchange and ATM	.032	.022	.050	1.474	.141
Baby changing facilities	.070	.023	.104	3.007	.003
CIP Lounge	.112	.031	.160	3.636	.000
Smoking area	.045	.039	.057	1.157	.248
The cost of Hotel in Faro	-.044	.034	-.055	-1.307	.192

Dependent Variable: LCA

Source: Survey Data, 2022

Free and unlimited Wi-Fi had a coefficient beta value of $-.005$, a t-value of $-.141$ and a p-value of 0.888 . This means that free and unlimited Wi-Fi had a bad relationship with low-cost airlines. However, its p-value is greater than 0.05 , which means that Wi-Fi, free and unlimited, is statistically insignificant and does not give Faro Airport an advantage over the other airports in Portugal.

Mobility assistance had a coefficient beta value of 0.508 and a t-value of 12.737 , signifying that mobility assistance has a positive connection with low-cost airlines. A p-value of 0.000 , which is less than 0.05 , means that mobility assistance is statistically significant and implies that Faro Airport mobility assistance gives Faro Airport an upper hand over other airports in Portugal.

From Table 7, first aid stations and ambulances provided a negative and insignificant relationship (coeff $=-0.041$; t $=-1.008$; p-value $= 0.314$) with low-cost airlines. In summary, a 1% variation or change in first aid station and ambulance will not make Faro Airport, using low-cost airlines, the most sought-after airport in Portugal.

Airport staff had a coefficient beta value of 0.218, a t-value of 4.088, and a p-value of 0.000. This means that Airport staff had a positive relationship with low-cost airlines. Its p-value is less than 0.05, which means that Airport staffs are statistically significant and have given Faro Airport an advantage over other airports in Portugal.

Stores and restaurants had a coefficient beta value of -0.114 and a t-value of -2.703, signifying those stores and restaurant had a negative connection with low-cost airlines. A p-value of 0.000, which is less than 0.05, means that stores and restaurants are statistically significant, and it implies that Faro Airport stores and restaurants are a disadvantage to the progress of Faro Airport and does not make them a standard in Portugal.

Checks in provided a positive and statistically significant relationship (coeff = 0.196; t = 4.474; p-value = 0.000) with low-cost airlines. This means that a change in check-in at Faro Airport will lead to an improvement in low-cost airlines' operations at Faro Airport, making Faro Airport have a competitive advantage over other airports in Portugal.

A positive and statistically insignificant link was found between currency exchange and ATM and low-cost airlines (coeff = 0.050; t = 1.474; p-value = 0.141). The change in currency exchange and ATM procedures at Faro Airport will not result in an improvement in the operation of low-cost airlines at Faro Airport, thereby making Faro Airport gain a competitive edge over the other airports in Portugal.

Taxi services had a coefficient beta value of 0.104 and a t-value of 3.007, which indicates that tax services at Faro Airport had a positive link with low-cost airlines. A p-value of 0.003 less than 0.05 suggests that Faro Airport tax services are a significant predictor of Faro Airport's having an upper hand over the other airports in Portugal using low-cost airlines.

There was a positive correlation between Faro Airport's CIP Lounge and low-cost airlines, as indicated by a coefficient beta value of 0.160 and a t-value of 3.636. More than one airport in Portugal uses low-cost flights, but Faro Airport has an advantage over the other because of its tax CIP Lounge according to a 0.000 p-value less than 0.05.

With a beta value of 0.057, the smoking area was found to be statistically insignificant (p-value = 0.248). This suggests that low-cost airlines have a positive relationship with the smoking area but does not give Faro Airport an edge over any other airport in Portugal using low-cost airlines, as the p-value is greater than 0.05.

The cost of the hotel in Faro was found to be statistically insignificant (p-value = 0.192) with a beta value of -0.055 and a t-value of -1.307. This shows that low-cost airlines have a negative association with the cost of hotels in Faro, but it does not suggest that Faro Airport has a competitive advantage or not over any other airport in Portugal that uses low-cost carriers because the p-value is greater than 0.05.

CHAPTER FIVE: DISCUSSION

5.1 Assessing how low-cost airlines have created a new market to short breaks

Responding to the determinants of online purchase intention with a mean value of 4.10 indicates that customers are more likely to make an online purchase when low-cost airlines' customer service personnel pay attention to passengers and when low-cost airlines' websites are well-designed to allow customers to use the online purchasing platform. As a result of this, customers or travelers will be more likely to offer a favorable review of the low-cost airline's services, helping it to enter new markets for short breaks. Chiu, Liu, and Tu (2016) developed and tested a novel perspective for low-cost airline tourists based on an integrated framework of marketing strategy. Research showed that improving service quality was associated with increased purchase intention in a sample of 535 international and domestic tourists. This was demonstrated by increasing tourists' positive evaluations of airlines' corporate reputations as well as positive word of mouth from other tourists. Additionally, the findings revealed a favorable relationship between service quality and word-of-mouth, with the strength of the relationship dependent on the amount of empathy displayed by visitors. They showed that when visitors had a lot of empathy for the low-cost airline, good word-of-mouth (WOM) was linked to more people wanting to buy from the airline which is in line with the study findings.

Spending less and enjoying good services had a mean value of 3.9, indicating that low-cost airlines cut their fees to allow customers or travelers to pay less and get better service. The more low-cost airlines do this, the more they will be able to establish new markets for short breaks. Passengers or travelers will be eager to take a short journey on a low-cost airline since the rates are reasonable and economical. LCCs can provide considerable airfare reductions because of their increased efficiency and improved fleet utilization, which, along with their lower operating expenses, allows them to do so. In today's competitive environment, airline ticket cost is the single most important consideration. Most consumers want to get to their destinations as fast and inexpensively as possible, and they are ready to forego in-flight food and entertainment to achieve this goal. In addition to leisure tourists, corporate travelers are being pressured to save money as corporations tighten their belts on travel expenditures (Picardo, 2022). Hüscherlath and Müller (2013) discovered that the entrance activities of low-cost airlines not only resulted in considerable

absolute growth, but also resulted in significant fare decreases. Because route entry by network airlines did not have a comparable impact, the existence and expansion of low-cost carriers must be seen as the primary drivers of pricing competition in the domestic U.S. airline sector. Therefore, Picardo (2022); and Hüscherlath and Müller (2013) findings are consistent with the study empirical result.

Limitations to the served routes/destinations with a mean value of 3.80 indicates that when low-cost airlines continue to fly passengers to their served route or destination without stopping at several other destinations on the way, it helps the low-cost airline gain some reputation, which in turn aids them in developing new markets for short-term vacations. Thus, the low-cost airline will have many clients to service through short flights as long as they concentrate on one destination and ensure that passengers arrive on time. Müller et al., (2012) discovered that JetBlue consistently avoided densely populated airports and pursued densely populated routes; network economies also had a beneficial impact on entrance. They further revealed that the carrier concentrated on thicker routes and secondary airports to get non-stop access to routes that had not previously been served directly. On the other hand, non-stop entrance into existing non-stop markets revealed that JetBlue focused on longer-haul markets and avoided routes already served by other low-cost carriers or network carriers in bankruptcy protection which is consistent with the study findings.

Low-cost carriers do not charge price premiums had a mean value of 3.73 which means without low-cost airlines charging passengers or travelers a premium, low-cost airlines attract many people and thereby establish new markets for short trips. Increasing this service increases the number of passengers for low-cost airlines. According to Hofer et al., (2008), the influence of low-cost carrier competition on the amount and content of price premiums is of special importance. It seems from the findings that low-cost carriers do not impose price premiums, and that high-cost carriers' price premiums are often smaller when low-cost carriers are competing with them. As low-cost carrier traffic has grown in importance in the United States, the proportion of passengers subject to price premiums has declined, even though the absolute value of price premiums has remained relatively constant throughout the 1992–2002 period which is in line with the study finding.

5.2 Assessing the advantages Faro airport has over other airports in Portugal with regards to using low-cost airlines for short breaks.

Mobility assistance is statistically significant and implies that Faro Airport mobility assistance gives Faro Airport an upper hand over other airports in Portugal. This means that an improvement in the mobility assistance Faro airport offer to its passengers or travelers results in meeting the demands of the travelers or passengers thus make Faro airport have a positive review. At Faro Airport, Roy (2019) indicated that his departure was a joy, and thanks to the kind and helpful nature of all the employees - MyWay, check-in, security, and emigration. The experience on the way back was quite different. Five wheelchair customers were transported to the terminal in record time by a lift that arrived on time. Staff from MyWay pushed through two people, and the remaining three, including an elderly woman in her 90s who was alone, were promised that "someone would be coming in a moment for you." It took us 25 minutes to get the attention of an employee who came to our rescue, only to discover that our luggage had not been placed on the conveyor belt in the first place. After that, we went to the Ryanair office, where they located our case and delivered it to us. In all, it took 1.5 hours after arriving on an aircraft that was on schedule. Considering my recent analysis of Birmingham International Airport, it would appear that an "anti-travel virus" was in the air on April 2nd! (Roy, 2019). However, Fengqun (2022) revealed that the worst airport experience he has ever had. According to him, there was a crowded waiting area when he arrived at the Lisbon airport on April 2, 2022. At the very least, more than 1,000 individuals were waiting in line to get through customs and immigration. Because he had a connecting flight from Lisbon to Porto, he approached a few members of the airport personnel to see if they could assist him in getting through customs as quickly as possible. However, the employees at the airport were useless, and they claimed that he should wait in line. He was advised by a member of the staff that he would have to wait in line if he missed his next flight, but that he could buy a new ticket for the following trip if he did. This means that passengers or travelers are able to get assistance at Faro airport while at Lisbon passengers are not.

Airport staff had a positive relationship with low-cost airlines and was statistically significant which means that Faro Airport has an advantage over other airports in Portugal using the low-cost airlines. This implies that, as more professional the Faro airport staff becomes, the more travelers using the low-cost airline becomes loyal to Faro airport. Jones (2017) revealed that there were only

a few people in line for everything, and they were done in about 45 minute's total. The staffs were courteous and happy, and there were many of them around to organize the fastest lanes. All the Portuguese staff members were polite and helpful (Bradbury, 2017). However, Murphy (2021) revealed that Lisbon is a beautiful place, but their airport and employees are the worst that he has ever had. He further revealed that, the person who examined his passport was aggressively unpleasant and had a tremendous chip on his shoulder. Also, Aubert (2021) revealed that, the queue at Porto airport for security check was outside of the airport which was a complete mess, and the employees were not even pleasant, which was surprising considering the amount of stress they were under. This is in line with the study findings.

Checks in provided a positive and statistically significant relationship with low-cost airlines. This means that a change in check-in at Faro Airport will lead to an improvement in low-cost airlines' operations at Faro Airport, making Faro Airport have a competitive advantage over other airports in Portugal. According to Adams (2018), the baggage check-in workers were very nice, and the staffs at the airport lounge were also quite friendly and kind. Risle (2017) revealed that checking in at Faro airport took only a couple of minutes. Security was limited to a maximum of ten minutes and passport verification took two minutes. However, the story was not the same at Lisbon airport, Freitas (2021) revealed that security check personnel made audible remarks about a passenger's sexual orientation while assuming the passenger does not speak Portuguese and experienced overcrowded floors on check in that makes this airport look like an African bazaar. This implies that Faro airport has an upper hand over other airport in Portugal.

Taxi services at Faro Airport had a positive link with low-cost airlines which suggests that Faro Airport tax services are a significant predictor of Faro Airport's having an upper hand over the other airports in Portugal using low-cost airlines. This means that when passengers using low-cost airlines at Faro airport are well served by the taxi services at the airport, they will always want to patronize that service anytime they are at Faro airport. The Faro Airport Private Taxi service, MacPherson (2022) discovered that after two years of traffic restrictions and roadblocks, was, without exception, the most efficient and enjoyable experience the service business has to offer. From the moment they met the driver upon their arrival in Faro in January, to the quick and safe transportation to their apartment in Seville, to the return trip to the Faro airport to get the required

antigen testing to return to Canada ten weeks later, they were more than pleased with the courteous service they received from everyone with whom they came into contact during their stay (MacPherson, 2022). McMorrow (2022) revealed that her complaint is not with Lisbon Airport, which she found to be efficient, clean, and the airport staff courteous and friendly, but rather with the taxis that service the airport's perimeter. They had the misfortune of taking a taxi from the airport to their hotel and were charged 37.35 euros. Not realizing that they were being ripped off, they paid him 40 euros for a trip that should have cost them 12-15 euros, but instead they were charged 40 euros. This is a clear indication that Faro airport taxi services offer good and better services to their clients as compared to Lisbon and other airports in Portugal.

There was a positive correlation between Faro Airport's CIP Lounge and low-cost airlines, and this means that a well-designed and structured CIP lounge at Faro airport will catch the attention of travelers and passengers using low-cost airlines to short breaks. This will help Faro airport always have an upper hand over the other airports in Portugal. Adams (2018) revealed that the baggage check-in workers were very nice, and the staff at the airport lounge were also quite friendly and kind. The Algarve is in the midst of its peak season, and departures at Faro International Airport are improving slowly but steadily. A new shared airline lounge has also opened, which is considerably better, lighter, and airier, albeit not entirely devoid of personality according to Bond (2018).

Stores and restaurants had a negative connection with low-cost airlines which means that stores and restaurants are statistically significant, and it implies that Faro Airport stores and restaurants are a disadvantage to the progress of Faro Airport and do not make them a standard in Portugal. In the words of Kerr (2017) at Faro airport, "I can't believe how outrageously expensive everything is at this airport! €3.65 for a bottle of coke is more expensive than €3 for a can of sprite or water, and €7 for a mediocre sandwich is more expensive. I'm traveling with my spouse, my 11-year-old son, and my 14-month-old infant, and I've already spent more than €40 on beverages and mediocre sandwiches on this trip. At Lisbon Airport, Balkanski (2022) revealed that he had been to more than 50 airports on four different continents. This has been by far the most unpleasant experience he has ever had. He highly encourages travelers to stay away from Lisbon airport and, if possible, stay away from the entire nation. He further revealed that the cost of meals inside is significantly

greater, to the point of being absurd and the employees are obnoxious. Overall, it was an unsatisfactory experience (Balkanski, 2022) and this is consistent with the study findings.

CHAPTER SIX: CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

Low-cost airlines have had a widely publicized and dramatic impact on air transport markets. Between 2003 and 2015, the share of passengers carried by network carriers fell from 62.0 percent to 50.2 percent. Ryanair was one of the main aircrafts in Europe to take on the minimal expense model in 1992. Low-cost carriers have reshaped the competitive environment within liberalized markets. The low-cost airline model (often called the "no-frills" model in Europe) has been the subject of intense interest and study. The "southwest effect" has become part of the vocabulary of air transportation. There is no universal agreement on how to define a short-break holiday. Short break is to stay away from your normal routine by visiting family or friends for a few days. Longer vacations are regarded as classic vacations, with a larger emphasis on rest and relaxation.

Many workers fail to use their annual leave entitlements, and those who do may not fully disengage from work while on vacation. Short breaks have been shown to improve the ability to concentrate and restore restorative well-being. Low-cost airlines have been instrumental on pushing down airfares and opening new markets. Low-cost carriers (LCC) greatly leveraged the tourist flow around the world. LCCs enhance social inclusion by giving more air travel access to people with low income or from less advantaged areas. The East Midlands have a high demand for low-cost flights. Passenger relationship management (PRM) has emerged as a critical problem for the low-cost airline industry. Passenger happiness, not price, is the most important factor in increasing passenger loyalty. LCCs can provide considerable airfare reductions because of their increased efficiency and improved fleet utilization. The study assessed how low-cost airlines have created new market to short breaks and the advantages Faro airport has over other airports in Portugal with regards to using low-cost airlines for short breaks.

The study established that low-cost airline responding to the determinants of online purchase intention, making passengers or travelers to spend less and enjoy good services, limit flight to the served routes/destinations and does not charge price premiums helps them to create new markets to short breaks. Faro airports have several advantages over its competitors in Portugal. The study conducted that Faro airport mobility assistance, staff, checks in, taxi services, and its CIP lounge

are superb and have helped Faro airport to gain supremacy over another airport in Portugal. Passengers or travelers will always have a great time whenever they are on a short break using the low-cost airline while enjoying these services at Faro airport. However, the Stores and restaurants are not of it best and it a disadvantage to the progress of Faro Airport. First aid stations and ambulances, smoking area, cost of the hotel in Faro, Free and unlimited Wi-Fi and currency exchange and ATM were neither an advantage nor a disadvantage of Faro airport over other airport in Portugal using low-cost airlines.

6.2 Limitations

This study had several limitations despite the study's contributions. First and foremost, the researcher is inexperienced with limited resources. Secondly, limitations in drawing conclusions because the researcher used a few airports. Thus, future research should cover all airports in Portugal such as Madeira including the distribution of questionnaires for better analysis of the results.

A future research opportunity could be improving the artificial intelligence system of the airport so that guests are able to perform self-checking of luggage's of up to 20kg as well as printing out their boarding passes thereby reducing the queue at the check in desk.

6.3 Recommendations

Management of low-cost airlines must always reduce their fares and most importantly treat the passengers or travelers well thus making sure they enjoy good services. This will help low-cost airlines to keep on attracting more individuals to board their flight to short breaks and thus open new avenues for them to create a new market.

Management of Faro airport should make the CIP lounge more attractive and the checks-in on time to passengers and travelers. This will help Passengers and travelers recommend Faro airport to others. Also, the staff and the mobility assistance must always do their possible best to act professional and make sure not to create any negative impression on the mind of the travelers and passengers coming through Faro airport using the low-cost airlines. The good treatment passengers will receive at Faro airport will increase the number of passengers coming through Faro airport.

In addition, Faro airport must see to its stores and restaurant and reduce the prices of items at the stores. This initiative when implemented will help Faro airport attract additional travelers using low-cost airline to Faro airport. People will also refrain from bringing their own food to the airport and thus purchase something at the stores or restaurant.

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APPENDIX

RESEARCH QUESTIONNAIRE

THE IMPACT OF LOW-COST AIRLINES ON SHORT BREAKS- THE CASE OF FARO AIRPORT, PORTUGAL

SECTION 1 - DEMOGRAPHIC PROFILE OF RESPONDENTS

Please mark your response with the checkmark [√]

1. Gender.

Male Female

2. Age .

Below 18 years 18 – 25 years 26 – 33 years

34 years and above

3. Education.

1st to 3rd Cycle Primary Education Secondary Education

1st Degree and Above

4. Occupation.

Working in Government institution Working in a Private Institution

Self-Employed Schooling

5. Do you like using Faro Airport

Yes No

6. Are you satisfied with the weather of Faro Airport

Yes No

7. Do you like going on short breaks

[] Yes [] No

SECTION 2 - LOW-COST AIRLINES IN CREATIONG NEW MARKETS

Please mark your response with the checkmark [√] using

1—Strongly Agree 2—Agree 3—Neutral 4—Disagree 5—Strongly Disagree

	1	2	3	4	5
8. Spending less and enjoying good services					
9. Respond to the determinants of online purchase intention					
10. Offering airfare discount					
11. Low-cost carriers do not charge price premiums					
12. Consistently avoided densely populated airports					
13. Limitations to the served routes/destinations					

SECTION 3 - FARO AIRPORT ADVANTAGES

Please mark your response with the checkmark [√] using

5-- Extremely Satisfied 4-- Very Satisfied 3-- Satisfied 2-- Dissatisfied 1-- Extremely Dissatisfied.

14. Mobility assistance for passengers with special needs, using the MyWay assistance service.					
15. Wi-Fi, free and unlimited, using the "VINCI Airports Wi-Fi" network.					
16. Stores and restaurants, including a duty-free store.					
17. Checks-in					
18. First aid station and ambulance					
19. Airport staff					
20. Currency exchange and ATM					
21. Taxi services					
22. CIP Lounge					
23. Smoking area					
24. The cost of Hotel in Faro					