



EXPLORING BUSINESS TRAVELERS' PERSPECTIVES OF AIRLINES SERVICING REGIONAL AIRPORTS: A CASE OF THE SOUTH WEST, UK

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ABSTRACT:

Most studies of traveller's perspectives and motivations have been conducted from the perspective of the leisure tourist. This paper sets to identify the above patterns from a business tourist perspective. An extensive literature review was carried out prior to the formulation of the questionnaire. Factors found to be critical in previous literatures and questions developed from the research's conceptual framework were included in the questionnaire. Primary data was collected via a judgement sample, using self completion questionnaires at a South West regional airport in the UK. The data was analysed using SPSS. A literature search revealed that key literature concentrated heavily upon long-haul travel markets without the consideration of a business traveller's motivations and perspectives. Although, the results from this research identified that service quality has been to enhance service loyalty, small scale airports have been found to cater to business travellers needs. The results of the study provide greater depth and a basis for future study so as to advance the investigation of business travel in relation to small scale and low cost carriers.

KEYWORDS: Business travellers; regional airports; travel motivations

INTRODUCTION

Business tourism is generally a lesser developed subject matter than the typical forms of tourist activity (Davidson, 1994; McNicoll, 2004); concentrating mainly on the perspectives of travellers travelling from larger scale airports on an international scale. For this paper, business travel is characterised by people travelling for the purposes related to their work, including all activities, same-day travel and staying overnight, for which the principal reason for being away from the 'normal environment' is business (Wootton & Stevens, 1995; Davidson, 1994; Davidson & Cope, 2003; Hankinson, 2005). Swarbrooke and Horner (2002) and Doganis

(1991) on the other hand argued that the types of business travel should include conference and meetings, exhibitions, incentive travel, product launches and training courses. Definitions may therefore vary and adapt to examine distinguishable situations or events.

Differing classifications of business travel are marketed and purchased in a distinguishable way, differentiating them from that of a leisure trip (Swarbrooke & Horner, 2002). This specific market segment is often made up of non-routine travel, meaning that flights/hotels are booked at short notice. The business travel industry therefore exhibits great resilience due to the nature of its demand and buying powers. Although business travel is driven by derived demand and not commonly purchased for pleasure, those who pay for the business trips may be regarded as a vital part of their business expenditure (Davidson & Cope, 2003).

Despite downturns in the economy, business travel has remained strong while adverse effects are experienced in the leisure industry. Worldwide business travel expenditure has been seen to be increasing and reaching US\$489 billion in 2003 (Doganis, 1991). Although the CEO of Air Partner, Davis Saville (Bray, 2002) suggests that the economic cycles have had an impact on business travellers, it is however not to the same degree as the leisure market.

While there is much literature analysing business travellers' perceptions and motivations, the objective of this paper sets out to bridge the gap between the current published data and the specific link to provincial airports. With lower costs and ease of access, smaller regional airports have been seen to meet the amenities and needs of the corporate side of travel and tourism. These changes happened particularly intensively throughout the period of the 1990s affecting the dynamics of the market. The introduction of such competitive pressures in the marketplace were attributed to the liberalisation of many markets, has lead airlines to attempt to increase market share and network coverage while trying to reduce their costs (Mason, 2002).

Literature findings have suggested that there is an ever growing need to examine business travellers' procurement patterns, motivations and needs in relation to provincial airports. The sample population for this exploratory study will be obtained from a South West UK Airport. The objectives of this paper are therefore, firstly to ascertain who and how business travel is purchased; secondly if the frequency of business travel is associated with Frequent Flyer Programs (FFPs) membership. Finally, the study will

highlight the factors listed by business travellers as important, while they are travelling to and from provincial airports.

UK Business Travellers

With over 7 million visits made to the UK each year for business purposes (Business Tourism Partnership, 2005), the economic benefits of business tourism total over £20bn annually. Although business visitors on average spend a shorter period in destinations, their daily spend is more than double (Business Tourism Partnership, 2006) that of a leisure traveller. Furthermore the Business Tourism Partnership (2005) recognised that there was a 53% growth rate for business trips between 1995 and 2005, exceeding the overall tourism growth rate. In 2006 alone, business travel within the UK was estimated to be worth £7 billion; generating nearly 30% of all Britain's earnings from tourism (2006), allowing business tourism to be the most valuable sector in terms of expenditure (2005).

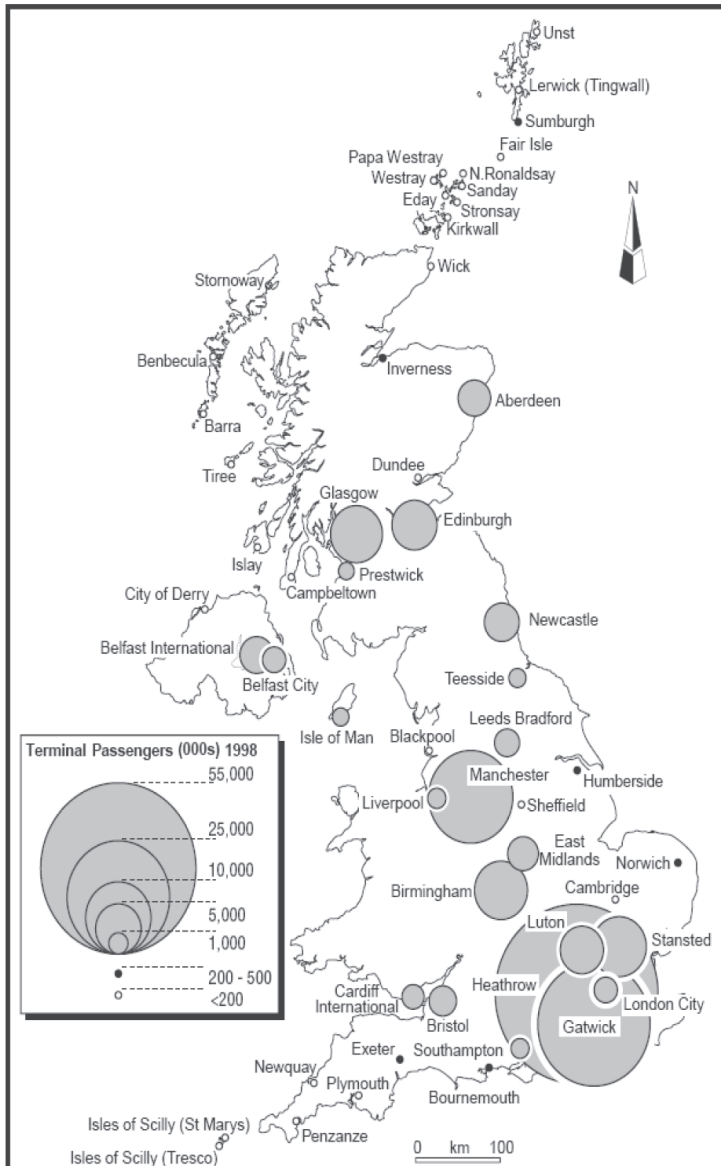
These findings run parallel to many academic researches about the value of business travel into the UK, such authors include Wootton and Stevens (1995) who found that 52% of hoteliers felt that conference and business meetings were more important than the holiday tourist trade. Similar results were found by Whitfield (2007) whose respondents predicted an increase in competition in the business events trade.

Interestingly, the business and leisure travel markets are very closely related (Davidson & Cope, 2003) relying on the same or similar infrastructure (Rogers 1998), but there are many differentiating factors that differs the two types of travel. The business travellers' destination is often chosen by means of differentiating amenities, functionality, rather than ambience attributes (Hankinson, 2005). While leisure travellers decide on the trip's destination before any other decisions are undertaken (Patkose, Stokes & Cook, 2005).

A 2006 study investigating the worth of business travel within London revealed that business visitors spend an average of £218 per day, where 75% of them including some aspect of leisure time during their visit (Business Tourism Partnership, 2006). The degree of price elasticity in terms of business and leisure travel depends on the purchaser, but business travel is fairly price inelastic as it is a necessary function of the organisation, resulting in a fairly stable business travel market (Davidson & Cope, 2003).

When considering the business travel sector in terms of the South West region of the UK, the expenditure of all business trips taken in 2005 was

£459.01 million (SW Tourist, 2005) representing a key source of financial income for the South West. This figure could be due to the expansion of secondary airports and the increased popularity of low cost carriers within Europe (Barrett, 2004). Figure 1 provides an illustration of UK airports with scheduled passenger services.



Source: CAA, UK Airports, cited in Graham and Guyer (2000)

Figure 1 UK Airports with Scheduled Passenger Services

Motivators and Service Loyalty

Business travel has often been examined in relation to business travelers motivation to travel, and has been a key topic of tourism study (Pearce, 2005). Motivation is the need that drives an individual to act in a certain way to achieve the desired satisfaction (Beerli & Martin, 2004). Within tourism research, the motivation concept can be adapted into two forces, indicating that people travel because they are either pushed or pulled by 'some forces' or factors (Dann, 1977; 1981; Yoon & Uysal, 2005).

Figure 2 demonstrates that a push motivation (internal forces), along with a pull motivation (external forces) leads to a traveller being satisfied; thus allowing for brand repetition and destination/brand loyalty (Alegre & Juaneda, 2006). By initiating price promotions and strategic marketing actions (Rust, Lemon & Zeithaml, 2004), travellers are then motivated to possess a greater degree of brand and service loyalty, thus avoiding brand switching to competing brands (Barrett, 2004).

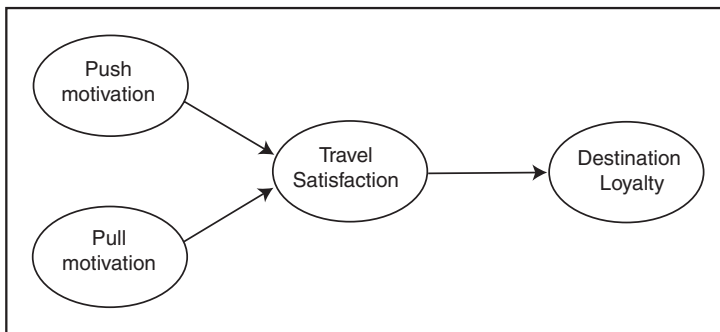


Figure 2 Push and Pull Factors for Business Travel (Dann, 1977)

Interestingly, there is a general agreement throughout literature that if a firm were to improve its products and services to fulfil important customer needs, that firm would enhance its customers' satisfaction and its future profits (Rust, Zahorik & Keiningham, 1995; Zeithaml, Parasuraman & Berry, 1990; Simester, Hauser, Wernerfelt & Rust, 2000; Rust, Inman, Jia & Zahorik, 1999). Caruana (2002) suggested that customer satisfaction does play a mediating role in the effects of service quality on service loyalty. Similar results were found by (Bloemer, de Ruyter & Wetzels, 1999) who conducted an empirical study of a large sample of customers from four different service industries. Results suggest that four dimensions of service loyalty can be identified: purchase intentions, word-of-mouth communication; price sensitivity; and complaining behaviour. Gremler and

Brown (1996) suggest that the consumer’s disposition to re-buy is an essential element of loyalty, as loyalty is “a feeling of attachment” (Jones & sasser, 1995). Jacoby and Chestnut (1978) observed that patterns of repeat purchasing are primarily a manifestation of loyalty.

Azjen and Fishbein (1980) have however suggested that attitude denotes the degree to which a consumer’s disposition towards a service is favourably inclined. Finding a positive relationship between service quality and repurchase intentions and willingness to recommend (Cronin & Taylor, 1992) becomes necessary. Figure 3 shows the mediating effect with customer loyalty, by providing three steps, suggesting that the provision of service quality will lead to customer satisfaction thus leading to service loyalty, increasing repeat visitation or repeat usage of products/services (Baron & Kenny, 1986). Almost all conceptualisations of brand equity and service loyalty focus on the value added to a product by consumers’ associations and perceptions of a brand (Aakerm 1996; Baldinger & Rubinson, 1996; Dyson, Farr & Hollis, 1996; Keller, 1993; Park & Srinivasan, 1994). Therefore service quality attributes can also create a favourable image in the minds of potential tourists (Bonn, Joseph & Dai, 2005; Niininen, Szivas & Riley, 2004).

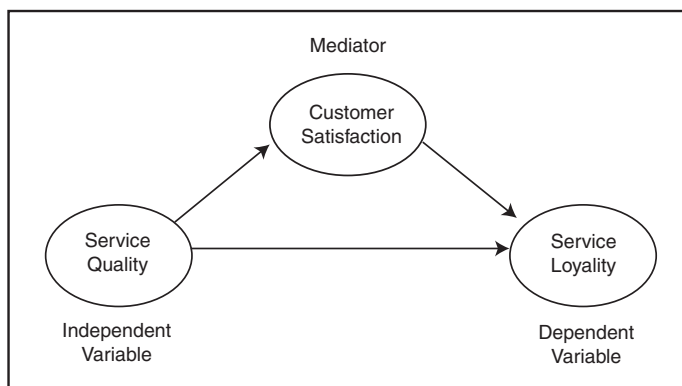


Figure 3 Model of Service Loyalty (Gremler & Brown, 1996)

Loyalty programmes

Frequent Flyer Programs (FFP) and incentives offered by airlines are key motivators for business travellers when choosing their transport, but stakeholders within organisations may have a difference of opinion when it comes to the booking of particular brands and the perceived gain of that purchase (Mason & Gray, 1999). The goal of service development is to

attract and keep customers who are satisfied, loyal and speak well of the company (Gustafsson, Ekdahl & Edvardsson, 1999). Starik (1994) highlighted a number of approaches that can be used to consider stakeholder claims in a decision. These include stakeholder co-operation with the organisation, competition between stakeholders, the power each stakeholder has and the legitimacy of the claim by the stakeholder. Individual business travellers may have objectives that are similar to those of the organisation (co-operation) thereby creating competition between the traveller wishing to earn frequent flyer points and the travel organiser wanting to purchase the cheapest flight.

According to Yoon & Uysal (2005) FFPs increase customer loyalty and are the most common air passenger loyalty scheme (Dowling & Uncles, 1997). Loyalty however could be measured in one of the following ways: (1) the behavioural approach, (2) the attitudinal approach, and (3) the composite approach (Ajzen & Fishbein, 1980). Literature for each of these approaches is cited in Table 1. Dowling and Uncles (1997) suggest that a loyalty program must enhance the overall value-proposition of the product or service in order to gain repeat usage patterns, which in turn encourages customer loyalty.

Table 1 Theoretical Loyalty Measurements

Approach	Characteristics
The behavioural approach	Is related to consumers' brand loyalty and relates to a sequence purchase, or probability of purchase (Starik, 1994). This loyalty measurement does not explain factors that affect customer loyalty, why are they willing to revisit? Thus, making it difficult for brand marketers to promote a destination towards repeat visitors (Yoon & Uysal, 2005).
The attitudinal approach	The attitudinal approach- largely based on consumer brand preferences or intention to buy, to go beyond overt behaviour and express their loyalty in terms of psychological commitment, having a favourable towards a particular product, thus, loyalty is measured on a consumers' strength of affection toward a brand or product (Dowling & Uncles, 1997)

The composite approach	The composite approach is an integration of the behavioural and attitudinal approaches (Ajzen & Fishbein, 1980), customers who purchase and have loyalty to particular brands must have a positive attitude toward those brands, thus, an understanding of loyalty need to consider both motivation and satisfaction constructs simultaneously (Dowling & Uncles, 1997).
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METHODOLOGY

Business travellers at a South West provincial airport were selected as the sample population due to its rapid growth as a regional airport. Two pilot surveys were conducted in the process of developing the questionnaire, where questions were tested in order to evaluate all potential difficult or leading questions (Oppenheim, 1993). The final survey comprised of self-completion questionnaires by business travellers at the selected airport. This method of data collection was selected as access to passengers at the airport coincided with time constraints of passengers boarding and leaving their scheduled flights.

Data was collected via a judgement sample, which allowed the researcher to obtain results according to the discretion of someone who is familiar with the relevant characteristics of the population (Fridah, 2008; Diamantopoulos & Schiegmilch, 1997). Over a three day period, 172 business travellers who attended the airport at peak periods (flights before 7am) responded by completing the questionnaire. The data was analysed using SPSS.

FINDINGS AND DISCUSSIONS

Demographic and Trip Characteristics- 172 respondents were recorded; there were 23 female respondents and 149 male. 40% of respondents stated to be travelling to or from a conference and 65.1% of respondents stated that they travel on average between 1-10 times per year.

Travel procurers

While only 25% of respondents' made their own travel arrangements, 62% have their travel reservations were made by the secretaries. Rather similarly, Mason and Gray's (1999) study found that only 20% of their respondents booked their own flights, providing further evidence that there

is growing corporate involvement in business travel decision making.

Interestingly, 70% of the study's respondents are members of at least a frequent flyer loyalty program. This bears resemblance to a survey conducted by American Express (2005) where 63% of respondents were members of a FFP. This could imply that frequent flyer schemes continue to have an influence on business passengers' choice and mode of travel (Mason, 2002).

Table 2 Member of Existing FFP

Member of an FFP		On Average How Many Times per Year do you Travel for Business?			Total
		1-10	11-20	21 and above	
Yes	Count	80	24	16	120
	%	66.7%	20.0%	13.3%	100.0%
No	Count	32	10	10	52
	%	61.5%	19.2%	19.2%	100.0%
Total	Count	112	34	26	172
	%	65.1%	19.8%	15.1%	100.0%
Pearson Chi-Square		Value		df	Asymp. Sig. (2-sided)
		.992(a)		2	.609

(a 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.86.)

However, this study has shown that there is no correlation between the frequency of travel and respondents being a member of a loyalty programme. This quandary has been evaluated by Lansing and Goldman (1996) who suggest that employers who are often the purchaser do not feel that they personally benefit from such loyalty programmes, so are therefore not likely to choose an airline based on any loyalty programmes. Mason and Gray (1999) therefore suggested that there is an opportunity for airlines to develop corporate loyalty programmes that reward the purchasing organisation rather than the traveller.

The supply approach appears to be a more rounded mode of analysis as it considers more than just the traveller; it also encourages the analyst to give greater consideration to the 'who pay' issues (2004). Similarly, Starik (1994) argued that conflicts often arise between the traveller wishing to earn frequent flyer points and the travel organiser wanting to purchase

the cheapest flight.

Frequent flyer loyalty schemes should ultimately allow customers to feel good about the brand and feel they have a say in the delivery of the brand experience become advocates for the brand (Duffy, 1998). Yang and Liu (2003) suggest that without a FFP airlines are inferior to competitors or rival airlines. Results taken from a survey by Accenture, found that 54% of business travellers were 'influenced' and 38% were 'greatly influenced' by the promotions of FFP, when selecting an airline (Travel Mole, 2005).

Examining the findings via the composite approach appear to suggest that customers who purchase and are loyal to particular brands, have a positive attitude towards those brands. Findings in from this study suggest that when the marketing objectives are achieved, customer satisfaction is created (Gale & Chapman, 1994) building brand equity and creating and maintaining relationships (Jones & Sasser, 1995).

By acknowledging that a large percentage of travellers perceive smaller scale airports to cater to the needs of business travellers, employers may adapt their business related travel to include a larger degree of provincial airport carriers and regional airports where possible. This in turn may lead to an increase in service loyalty of provincial airport carriers.

Service provisions and Motivations

Table 3 suggests that most respondents rated the service provision at the provincial airport as 'above average'. The composite approach to motivation suggests that a positive attitude to brands must be present in order for repeat purchase to take place. Similarly, Alegre and Juaneda (2006) suggest that good quality services and satisfaction make re-visitation to destinations or reuse of airlines more likely (Appiah-Adu, Fyall & Singh, 2000). This repeat usage of small regional carriers may be mirrored by research conducted by Mason (2002) who suggested that of the 67.5% of respondents who had tried a low cost carrier, 93.1% indicated that they would use these services for business trips. These figures suggest that a substantial amount of business travellers are using low cost carriers and find the service sufficiently suited to their business needs to use the services for future business trips.

It has been suggested that the provision of service quality will lead to customer satisfaction thus leading to service loyalty, increasing repeat visitation or repeat usage of products/services (Gremler & Brown, 1996).

Previous research has also documented the influence of the physical environment on service quality perceptions in retail stores⁹⁰, and a variety of other service businesses (Brady & Cronin, 2001). While airports require the passengers' physical presence and often a significant amount of time spent in the airport, the physical environment of the airport has been found to influence perceptions of the overall quality of the service encounter (Fodness & Murray, 2007). If an airline is perceived by the customer to offer 'above average' service, it may be cited as an important factor which provides for a higher level of satisfaction (Gilbert & Morris, 1995).

Table 3 Rating of Service Offered by provincial airport studied

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above Average	96	55.8	55.8	55.8
	Average	49	28.5	28.5	84.3
	Below Average	27	15.7	15.7	100.0
	Total	172	100.0	100.0	

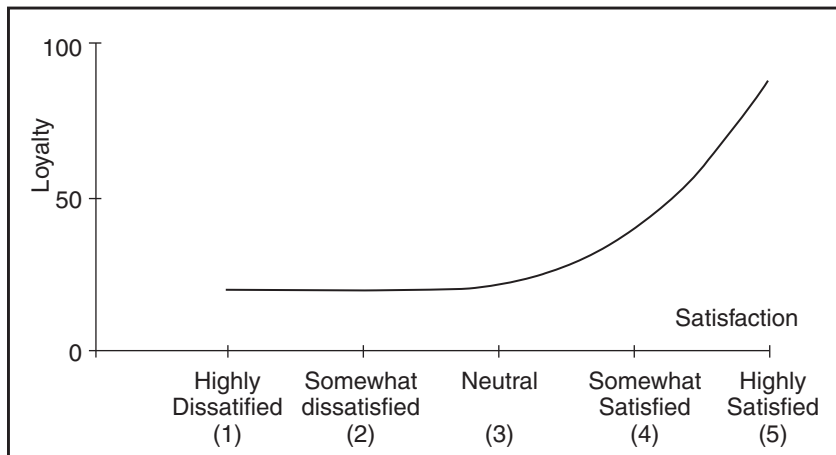
Other interesting facts were discovered in the course of the study. One of which can be found in Table 4, which showed that 1 in 4 females rated the service as 'below average'; compared to only 1.5 in 10 male respondents who felt that the service was 'below average'. This appears to suggest that the females questioned were far less satisfied with the services offered by the airport studied; these figures could also indicate that female travellers felt that they required more and better amenities. Although the majority (86.6%) of respondents were male in this study, both male and female business traveller stated the importance of service quality which included 'friendliness' and quality of ground service (Keller, 1993). Similar results were found by Caruana (2002) suggesting that customer satisfaction does indeed play a mediating role in the effects of service quality and service loyalty.

The relationship between perceived quality (customer satisfaction) and customer loyalty has been examined by many authors. Reichheld (1996) proposed a model demonstrating that the higher the satisfaction that is felt by the customer, the greater degree of loyalty they will show to that destination/brand (Soderlund & Vilgon, 1999). This relationship is illustrated in Figure 4.

Table 4 Perceived Service Quality at Plymouth Airport

			Rating the service offered by Plymouth airport			Total
			Good	Ok	Poor	
What is your gender?	Male	Count	89	39	21	149
		%	59.7%	26.2%	14.1%	100.0%
	Female	Count	7	10	6	23
		%	30.4%	43.5%	26.1%	100.0%
Total		Count	96	49	27	172
		%	55.8%	28.5%	15.7%	100.0%
Pearson Chi-Square			Value	df	Asymp. Sig. (2-sided)	
			6.984(a)	2	.030	

(a 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.61).



Source: Reichheld (1996, cited in Tepeci 1999).

Figure 4 Customer Satisfaction/Loyalty

81% of respondents felt that small scale airports do cater for business passengers, with the majority 56% of respondents stating that the service offered at the studied airport being 'above average'. This result corresponds with Keller (1993) who suggests that a consumer's overall evaluation of a brand is closely linked to the perceived quality. Page and Connell (2006) argued that using Maslow's hierarchy of needs may determine the source of satisfaction leading to a purchase of a good or service; where the satisfaction may be derived from the perceived service quality (Schiffman

& Kanuk, 1997). As shown in Table 5, while 80% of the study's respondents felt that small scale airports do cater to business travelers, only about 50% of them thought that the level of service provided was good.

Table 5 Service Quality Offered by Small Scale Airports

			Rate of service			Total
			Good	Ok	Poor	
Do small airports cater for business travellers?	Yes	Count	79	36	24	139
		%	82.3%	73.5%	88.9%	80.8%
	No	Count	16	11	3	30
		%	16.7%	22.4%	11.1%	17.4%
		Count	1	2	0	3
		%	1.0%	4.1%	.0%	1.7%
Total		Count	96	49	27	172
		%	100.0%	100.0%	100.0%	100.0%

Whilst experiencing service quality may be an important component of a business trip, the desirability or attractiveness of a destination is sometimes viewed as an opportunity for business travellers to add a leisure component to their trip. Results from an American Express (2005) survey found that business travellers have the occasional opportunity to partake in leisure travel too. The Business Travellers' Survey in 2004 confirmed this phenomenon as its study found that 62% of business travellers do add a leisure component to their business trip. Interestingly however, this study revealed that an overwhelming majority of travellers surveyed (63%) had no intention of combining their business trip with leisure on that occasion, although the findings also revealed that conference participants were the most likely to combine leisure in their trip. This finding is significant as it could imply that the image and branding of the destination (studied) may not be attractive enough for the travellers' polled. Future studies could examine the reasons why business travellers passing through the SW provincial airport, tend not to include a leisure component to their business trip.

Other significant factors noted

73% of the study's respondents felt that speed of getting from one destination to another was the most important factor when travelling on a business trip. Research conducted by Avis had also showed that 81% of

respondents believed speed to be an important factor (Avis, 2007). Price was found to be the second most important factor. This is not surprising as Mason and Gray (1999) have similarly found that if the cost of air travel represents a large outlay to a company, shareholders will be interested in the cost of travel taken by employees since as it directly affects the profitability of the company.

The provincial airport examined caters to the short haul markets, thus the majority of travellers are domestic. This may indicate why the respondents stated price as a central part of their travel interests. Similar to this study, Mason and Gray's (1999) survey of short haul business travellers suggested that comfort and the cost of air travel were high on the needs of the business travellers. The sixth American Express Corporate Travel Barometer had also found that 45% of respondents claimed that cost was the most important determining factor when selecting a flight.

Findings revealed in Table 6 suggest that business travellers are rather price sensitive. This may be because the ticket's flexibility and the speed of travel if often more important than the cost for business travellers (1993). This result may be due in part, to the relatively large number of business travellers surveyed stating that they purchase their own tickets, which may also suggest that they work for smaller organisations with smaller travel budgets. Similarly, Mason (2002) found that travellers working for small organisations are more willing to trade in-flight service, frequency and loyalty points for lower fares than those working for larger companies.

Table 6 Important Factors When Travelling for Business Purposes

Important factors when traveling on business	Yes Frequency	Percentages	Importance
Speed	124	72.9%	Most important (1)
Price	77	44.8%	(2)
Comfort	72	41.9%	(3)
Check in times	46	26.7%	
Destination itself	40	23.3%	(3)
Internet	13	7.6%	(2)
Customer service	12	7%	Least important (1)

Davies (2008) survey suggested that the two most important factors when choosing an airline for business travel revolve around the speed of services. Results from the National Survey of International Travellers based on the South West Region of England, suggested that quicker check in, security queues and general improvements on speed would enhance respondents' trips.

Comfort was found to be the third most important factor with price being the next most important and the destination itself proved to be one of the least important. This is contrary to Dann's motivation theory for travellers, which suggested that the nature or destination of the trip could to be a motivating factor for travellers.

Some of these findings appear to correspond with the results of American Express (2005) who conducted a survey analysing business traveller's preferences; the findings suggested that, when selecting an airline for long haul flights, the comfort prevails as the most important factor. Rather similar findings were found in Mason's (2002) study, price was shown to be the most important purchase factor followed by in-flight comfort.

CONCLUSIONS

This paper has investigated the perceptions and motivations of UK business travellers. Data was collected from business travellers flying to and from a UK South West provincial airport. While there is a large amount of literature analysing business travellers' motivations and perceptions, the objective for this paper is met as the study has bridged the gap between fast developing regional and provincial airport and business travellers.

The key findings of this paper have established that a large number of respondents were found to have made their own travel arrangements. Future studies could further ascertain the size of the organisation with whom the respondents work for, as this would help to establish if employees of smaller organisations do indeed make their own business travel arrangements. It also appears that smaller provincial airports do attract employees from smaller organisations. Travellers' price sensitivity was found to be inconclusive in relation to business travellers perceptions; as price was seen to be one of the most important factors when booking a business trip, this finding does not bear semblance to past studies. Exceptions to this argument were made by Mason and Gray (1999) who confirmed that travellers using short haul EU flights were concerned with the price.

With respondents placing a higher importance upon their pricing expenditures, this may suggest that there is a greater demand upon services to provide better value for money. Although the service at the examined airport was rated highly, the results also show that service quality was deemed to be the least important factor for business travellers. These results have contradicted past literature but findings may also suggest that as respondents are on short haul trips, the customer service offered is an insignificant consideration for short haul travellers.

As business air travel matures, alternative modes of business travel are getting a smaller slice of the market, although there is an increasing awareness of costs (Lian & Denstadli, 2004). Whilst businesses may still be prepared to send employees on domestic business flights, such expenditures may decline in light of the volatile economy. This could create undue pressure on small scale provincial airports to remain in service, with competition from larger national airports.

The application of consumer motivation is a critical variable (Kay, 2003) in the tourist decision-making process. Although there has been considerable research undertaken on the impact of personal values on tourist motivation, consumption and travel behaviour (Pizam & Calantone, 1987), there is a lack of literature that have investigated the motivation of business travellers in relation to air transportation services at provincial airports. This paper's investigation could therefore be adapted for future studies where motivational theories could be further developed in relation to business travellers. Future studies may also wish to assess the perceived quality of provincial airports by travellers whilst examining their loyalty to small scale airports.

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