

Aviation Rankings' Misjudgment: Inspiration of Egypt Air and Cairo International Airport Cases

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Abstract

This study aims to make a comprehensive assessment of the three most popular aviation rankings; Skytrax, AirHelp and TripAdvisor from a critical perspective supported by a global field study conducted in the same methodology as these three rankings have been done. This study is based on the descriptive statistics to analyze field data gathered about EgyptAir and other airlines, Cairo International Airport and other airports and comparing these results with what is published in these three rankings in 2018. The current study reveals that the results of these three global rankings are characterized by shortcomings and lack of value and unfairness. Finally, the study suggests a model for fairness and equity in the rankings of airlines and airports.

Keywords: Air Rankings, Egypt Air, Cairo International Airport, Equity.

1- Introduction

Through scanning the international airlines and airports rankings for the recent five years from 2013 to 2018, it is found that no understandable and embarrassing absence for Egypt Air (MS) and Cairo International Airport (CAI). However, Arabic airlines and Airports such as Qatar Airways, Emirates Airways, Oman Air, Etihad Airways, Saudia Airlines, Royal Jordanian and Air Maroc, Hamad International Airport and Queen Alia International Airport have occupied different ranks through these years. Their ranks may be one of the top 10 airline and airport positions, while others occupy one of the top 100 airlines and airports in the world.

In this respect, the current study aims to:

- Display criteria of evaluation for the most popular three worldwide aviation rankings (Skytrax, AirHelp Score and TripAdvisor).
- Explore and review of the procedures and results of conducting these three world-class aviation rankings in 2018 by the personal critical method adopted by the author.
- Evaluate MS and CAI comparing to the 10-best airlines and airports according to the joint standards of Skytrax, AirHelp Score and TripAdvisor in light of reviews by frequent passengers using multiple international research engines.

2- Review of Literature

2-1 World Airline and Airport Star Rating (Skytrax)

2-1-1 History World Airline and Airport Awards

The World Airline Awards began in 1999. Skytrax is a UK-based company which conducts research for airlines worldwide, with ratings out of five across the following categories: airport service, airline lounge, aircraft seats, inflight meals, entertainment, cabin staff, and comfort, as well as a number of further subcategories. When Skytrax started its first global, annual airline customer satisfaction survey in 2000, the survey attracted a worldwide completion of 2.2 million entries, with the latest 2017-2018 survey achieving 20.36 million completed, eligible entries. The mandate for the Skytrax survey from the outset was to deliver a survey and airline awards process that is independent, impartial and global. There are no survey entry fees, no payment to attend the awards event, and no charges for any use of the award logos and results by winning airlines (Worldairlineawards, 2018). This world-class ranking is based on the passenger's choice and winning airlines are balloted for by travellers, however some award winning airlines may not be the favorite of everyone. A key directive of the survey is for customers to make their own, personal choices as to which airlines they consider to be the best, underlining the brand as the Passenger's Choice Awards (Skytrax Ratings, 2018).

According to (Skytrax Ratings, 2018) there are three airline rating types:

Full Service Airline compilation: Every airline is rated on the basis of its front-line product and service quality across the onboard and airport environments. A core assessment within star rating is the reality of “delivered” product and service supplied to customers. Airport rating is applied to prevailing standards at an airline’s “home base” operating airport.

Low-Cost Airline compilation: It is a specific system for grading these airline types. If a low-cost airline delivers very high standards of service, core low-cost product and quality consistency to customers, there is nothing to prevent it from achieving 5-Star Low-Cost Airline status. Rating topics for low-cost assessment take full account of different price levels, optional / extra items and relative value analysis of these.

Leisure airline compilation: assesses all aspects of front-line product and service quality across the onboard and airport environments. Some variation applies to distinguish specific product inclusion that might apply only to leisure airlines.

2-1-2 Best 10 Airlines and Airports in Skytrax and Survey Methodology

Table (1): Top 10 Airlines and Airports in 2018 with the Prior Agreement of Skytrax

| Airlines | | | | Airports | | | |
|----------|------------------------|-----|------------------------|----------|------------------|-----|-----------------|
| No. | Airline | No. | Airline | No. | Airport | No. | Airport |
| 1 | Singapore Airlines | 2 | Qatar Airways | 1 | Singapore Changi | 2 | Incheon |
| 3 | ANA All Nippon Airways | 4 | Emirates | 3 | Tokyo Haneda | 4 | Hong Kong |
| 5 | EVA Air | 6 | Cathay Pacific Airways | 5 | Doha Hamad | 6 | Munich |
| 7 | Lufthansa | 8 | Hainan Airlines | 7 | Centrair Nagoya | 8 | London Heathrow |
| 9 | Garuda Indonesia | 10 | Thai Airways | 9 | Zurich | 10 | Frankfurt |

Source: (Airlinееquality, 2018).

As the world’s largest, annual airline passenger satisfaction survey, it is not restricted to member airlines or a pre-selected choice of airline and any airline in the world can be nominated. The focus of the survey is for passengers to make their personal choices as to which airline they consider to be the best, underlining the brand as the *Passenger's Choice Awards* and some more details are (Worldairlineawards, 2018):

- Respondent numbers:

20.36 million eligible survey entries counted in the final results. *This large number of respondents does not have any declared classification in terms of names of countries and cities and places.*

-Respondent nationalities

Over 100 customer nationalities participated in the survey. *However, there is no announced definition of the names of these nationalities. Are they nationalities concentrated on one continent or distributed in a logical manner on the continents of the world.*

- Survey languages

Customer surveys were provided in English, French, Spanish, Chinese, Russian and Japanese. *However, the questionnaire was not distributed in Arabic, leading to the exclusion of large segments of Arab travelers.*

- Survey hosting

The online survey was hosted at www.worldairlinesurvey.com. *Depending on a single site to obtain traveler's answers reduces the chance of obtaining the greatest possible number of various responses and trends that may be obtained in case of relying on more than one site.*

- Airlines covered

335 airlines are included in the survey results. *The names of the first 100 companies were announced only. So, we cannot easily know the rank of the rest airlines such as Egypt Air.*

- The 2018 World Airport Awards are based on 13.73 million questionnaires achieved by over 100 different nationalities of airline customers during the survey period which operated from August 2017 to February 2018. The Survey was available in English, Spanish and Chinese language options. The survey covered more than 550 airports worldwide and evaluates traveller experiences across different airport service and product key performance indicators - from check-in, arrivals, transfers, shopping, security and immigration through to departure at the gate. *The same previous comments on the methodology used in the assessment of best airlines can be repeated with regard to general observations regarding the classification of airports.*

Table (2): Topic Survey Aspects by Skytrax for Travelers Satisfaction 2018

| Airlines | | |
|------------------------------------|-----------------|--------------------|
| Cabin Service | Ground/Airport | Onboard Product |
| Boarding assistance | Airline website | Seat comfort |
| Service friendliness / hospitality | Online booking | Cabin cleanliness |
| Service attentiveness / efficiency | Online Check-in | Toilet cleanliness |

| | | |
|---|---|--|
| Staff language skills | Baggage / Carry-on policy | Cabin lighting / ambience |
| Meal service efficiency | Airport ticketing | Cabin temperatures |
| Cabin presence through flight | Check-in: waiting times | Cabin comfort & amenities |
| Cabin PA announcements | Check-in : service standards | Reading materials |
| Cockpit PA information | Self-Check-in | Airline magazine |
| Assisting families | Pre-boarding procedures | IFE screen & interface |
| Problem solving skills | Boarding efficiency | Choice of AV programming |
| Staff attitudes | Airport staff: friendliness | On demand AV options |
| Staff service consistency | Airport staff: efficiency | Cabin WiFi & connectivity |
| Staff Grooming | Airline Lounge : product facilities | Quality of meals |
| | Airline Lounge : staff efficiency | Quantity of food |
| | Airline Lounge : staff hospitality | Selection of meals |
| | Transfer services | Standard / choice of beverages |
| | Arrival services | Selection of buy-onboard F&B |
| | Baggage delivery | Prices of buy-onboard F&B |
| Airports | | |
| Getting to and from the Airport, Ease of Access | Public transport options, efficiency and prices | Taxi availability and prices |
| Availability of luggage trolleys (airside & landside) | Terminal comfort, ambience and design | Terminal cleanliness, floors, seating and public areas |
| Seating facilities throughout terminals | Immigration - queuing times / system | Immigration - staff attitude |
| Waiting times at Security screening | Courtesy and Attitude of Security staff | Check-In facilities, queuing systems and seating |
| Wayfinding and Terminal signage | Clarity of Boarding Calls and Airport PA's | Flight Info Screens - clarity / quality of information |
| Friendliness of Airport Staff | Language skills for Airport Staff | Ease of Transit through Airport |
| Children's play area and facilities provided | Choice of Shopping - tax free and other outlets | Prices charged in retail outlets |
| Choice of bars, cafes and restaurants | Prices charged in bars, cafes and restaurants | WiFi service |
| Power charging facilities | Telephone and fax locations | Bureau de change facilities |
| ATM facilities | Smoking policy / Smoking lounges | Standards of disabled user access and facilities |
| Baggage Delivery times | Priority Baggage Delivery efficiency | Lost luggage services |
| Perception of security and safety standards | Location of Airline Lounges | Washroom and Shower facilities in terminal |
| Quiet areas, Day rooms, Hotel facility, rest areas | Cleanliness of Washroom facilities | TV and Entertainment facilities |

Source: (Worldairlineawards, 2018).

The table (2) shows that travellers specified their preferable airline or that they deemed to be best, and assorted their contentment (1 to 5 scale) for aspects of the travel experience, across both the airport and onboard environments. *Clearly, there is no interest or absence of medical standards from the assessment methodology that airlines and airports must adhere to for travelers in ticklish condition or with special medical needs.* The medical air transport moves patients in climacteric condition to and from health facilities through long haul distances, when time is of the substance. It is a good option for passengers, or for people who live in outlying or hard-to-access regions. It can also be a premium idea for patients who may need to reach special medical facilities readily in case of emergency (Medical Air, 2018).

Passengers who need special assistance can be summarized as follows (EVA Air , 2018); (Egypt Air, 2018); (Qatar Airways, 2018); (Emirates, 2018);

- Disability assistance.
- Complaint Resolution Officials (CRO) for passengers with disabilities.
- Seating accommodations.
- Wheelchair and other mobility aid assistance at airports.
- Personal wheelchairs and other assistive devices.
- Visually impaired passengers and assistance dogs.
- Hearing impaired passengers.
- Assistance during the flight.
- Unaccompanied minors.
- Travelling with infant and small children.
- Pregnant passengers.
- Stretchers assistance.
- On board medical oxygen.
- Portable oxygen concentrators.
- Additional useful information.

2-2 AirHelp Score - The World's Definitive Airline Ranking

The AirHelp Company was instituted in 2013 by Henrik Zillmer, Nicolas Michaelsen and Greg Roodt. AirHelp develops the annual report to combine expert knowledge and industry expertise to give air passengers the information they need to make better-informed decisions when booking flights (AirHelper, 2018).

2-2-1 AirHelp Airline Score Methodology

To assess airlines, AirHelp examines and factors data in delayed and canceled flights, quality of service rankings and customer service analysis. More details are as follows (AirHelp Score, 2018)

- On Time Performance

AirHelp collects data from multiple commercial vendors in order to create the most reliable and accurate collection of flight data in the world. Minimal delays of less than 15 minutes are interpreted as being on-time. To measure airline on-time performance, AirHelp calculates how many flights in the whole examined period arrived on time. This is expressed in percentages (for example score 8.5 means 85% of flights arrived on time), with a higher percentage meaning more flights are on time.

- Quality and Service

AirHelp uses Skytrax Airline Star Rating, which is a professional quality benchmarking system classifying airlines based on the quality of product and customer service experience provided to travellers.

- Customer Processing Efficiency

Customer processing efficiency consists of the following three categories: how responsive an airline is, how good its internal claim handling procedures are and how quickly it pays out for valid claims.

- Claim handling: takes into consideration the number of times an airline wrongfully rejected or ignored a claim, in relation to the total number of claims submitted in a given season.
- Claim turnaround: calculates the total time the airline takes to acknowledge and process a valid claim.
- Claim payout: takes into consideration how long it takes for an airline to pay out the money owed on a valid claim.

2-2-2 AirHelp Airport Score Methodology (AirHelp Score, 2018)

- On-time Performance – 45%

AirHelp collects data from multiple commercial vendors in order to create the most reliable and accurate collection of flight data in the world. To measure airport on-time performance, It is first calculated daily on-time percentages of non-disrupted flights out of all flights departing that day from an airport. Given the daily punctuality rates, a median is computed for the whole analysis period.

- Quality and Service – 45%

AirHelp uses Skytrax Airport Star Rating, which is a professional quality benchmarking system classifying airports based on the quality of product and customer experience provided to travellers. Skytrax surveys the experience of international travelers at a given airport, providing scores out of five under the following criteria: process efficiency, terminal comfort and cleanliness, passenger facilities and staff service (both official airport staff and customer service staff).

- Social Media Sentiment – 10%

We analyzed Twitter to gain deeper an understanding of how passengers feel about airports. In total, 136,644 English-language tweets were collected. Using machine learning and natural language processing techniques, we have developed a statistical model that estimates the odds of a tweet being positive. If the odds are high (80% and higher), we interpret the tweet as positive. If the odds of a tweet being positive are low (39% and lower), we assume the sentiment is negative. The middle values (40-60%) can be interpreted as neutral.

The 2018 AirHelp Score marks the company’s sixth report since 2015, and data-driven analysis of airlines and airports allows passengers to see who’s who when it comes to ranking and why (Pawelek Danette, 2018). AirHelp Score compares each airline with three different criteria to inform us about how they perform against their competition. It provides statistics on the quality of amenities, on-time arrivals, and how well airlines resolve flight delay compensation (AirHelper, 2018).

Table (3): Top 10 Airlines in AirHelp Score Airline Ranking 2018

| No. | Airline | Location | On-Time Performance | Quality of Service | Claim Processing | Score |
|-----|--------------------|----------------------|---------------------|--------------------|------------------|-------|
| 1 | Qatar Airways | Qatar | 8.9 | 9.5 | 8.9 | 9.08 |
| 2 | Lufthansa | Germany | 7.6 | 9.5 | 8.6 | 8.57 |
| 3 | Etihad Airways | United Arab Emirates | 8.6 | 9.3 | 7.5 | 8.43 |
| 4 | Singapore Airlines | Singapore | 8.5 | 9.8 | 6.8 | 8.33 |

| | | | | | | |
|----|-----------------------------------|----------------|-----|-----|-----|------|
| 5 | South African Airways | South Africa | 8.5 | 7.8 | 8.7 | 8.31 |
| 6 | Austrian Airlines AG dba Austrian | Austria | 8.0 | 8.0 | 8.9 | 8.29 |
| 7 | Aegean Airlines | Greece | 9.0 | 8.3 | 7.4 | 8.19 |
| 8 | Qantas | Australia | 8.9 | 8.0 | 7.5 | 8.12 |
| 9 | Air Malta | Malta | 8.6 | 6.5 | 9.1 | 8.09 |
| 10 | Virgin Atlantic | United Kingdom | 8.2 | 8.0 | 7.9 | 8.04 |

Source: (AirHelp Score, 2018).

Table (4): Top 10 Airports in AirHelp Score Airport Ranking 2018

| No. | Airport | Location | On-Time Performance | Quality of Service | Passenger Sentiment | Score |
|-----|---|-----------------------|---------------------|--------------------|---------------------|-------|
| 1 | Hamad International Airport | Doha, Qatar | 9.1 | 8.8 | 7.3 | 8.77 |
| 2 | Athens International Airport | Athens, Greece | 9.3 | 8.6 | 6.4 | 8.69 |
| 3 | Haneda Airport | Tokyo, Japan | 9.0 | 8.8 | 6.1 | 8.63 |
| 4 | Cologne Bonn Airport | Cologne/Bonn, Germany | 9.5 | 7.8 | 8.2 | 8.61 |
| 5 | Singapore Changi Airport | Singapore, Singapore | 8.5 | 9.2 | 5.1 | 8.48 |
| 6 | Chubu Centrair International Airport | Nagoya, Japan | 9.0 | 8.6 | 4.9 | 8.43 |
| 7 | Viracopos International Airport | Campinas, Brazil | 9.0 | 8.4 | 5.7 | 8.39 |
| 8 | Amman Queen Alia International Airport | Amman, Jordan | 8.6 | 8.4 | 6.6 | 8.33 |
| 9 | Recife/Guararapes-Gilberto Freyre International Airport | Recife, Brazil | 8.5 | 8.6 | 6.0 | 8.30 |
| 10 | Mariscal Sucre International Airport | Quito, Ecuador | 8.4 | 8.4 | 7.5 | 8.29 |

(AirHelp Score, 2018)

Based on the tables (3) and (4), the sixth annual study by AirHelp turns up multiplicity of eye-openers as follows ((Nikki, 2018).

- *Most airlines and airports that came down in the AirHelp ranking the year 2018 did so because the marketplace is becoming more competitive, not because their individual performance is inclining.*
- *There are examples of astonished reviewing in AirHelp ranking: Iberia- which ranked among the best airlines on the report of 2017 that was configured purely according to on-time performance— appears in the AirHelp's worst airlines list, a reflection of its poor claim processing score which made it in order 65. In additions, KLM and Emirates, airlines with passionate fan bases, ranked in 11th and 16th, respectively, just outside the top 10 worldwide.*

- Again, in Air Help ranking it is obviously that there is no regard or obscurity of medical standards from the rating methodology which airlines and airports must abide for travelers in sensitive condition or with special medical requirements.

2-3 TripAdvisor Ranking

TripAdvisor, the world's largest travel site, enables travelers to unleash the full potential of every trip. With approximately 661 million reviews and opinions covering the world's largest selection of travel listings worldwide – covering approximately 7.7 million accommodations, airlines, experiences, and restaurants (TripAdvisor, 2017). For airlines to be mentioned and listed on TripAdvisor, they have to be fit with the following criteria (Tripadvisor Support, 2018):

- Operate a scheduled service under their own brand.
- Publish fares or schedules to the public.
- Operate a service that transports a passenger from one point to another.
- Has been in commercial operation for a minimum of 60 days.

Table (5): Top 10 Airlines in TripAdvisor Ranking 2018

| No. | Top Airlines-Worldwide | Top Airlines-Countries | Top Airlines-Regions | | Top Airlines-Class of Service | |
|-----|------------------------|-----------------------------|-------------------------------|--------------------------|-------------------------------|-------------------------------------|
| 1 | Singapore Airlines | Australia-Qantas | Africa & Indian Ocean Winners | FlySafair - Best Airline | First Class Winner | Emirates - Best First Class |
| 2 | Air New Zealand | Brazil-Azul | | Air Austral | Business Class Winners | Qatar Airways - Best Business Class |
| 3 | Emirates | Canada-WestJet | | RwandAir | | Emirates |
| 4 | Japan Airlines | Germany-Germania Airlines | Emirates - Best Airline | Etihad Airways | | |
| 5 | EVA Air | India-Vistara | Middle East Airlines | El Al Israel Airlines | | |
| 6 | Southwest Airlines | Indonesia-Garuda Indonesia | Middle East Winners | Qatar Airways | | Oman Air |
| 7 | Jet2.com | Japan-Japan Airlines | | | | Saudia Airlines |
| 8 | Qatar Airways | Russia-Aeroflot | | | | Emirates - Best Economy Class |
| 9 | Azul | Spain-Binter Canarias | | | Middle East Airlines | |
| 10 | Korean Air | Thailand-THAI Smile Airways | | | Economy Class Winners | Qatar Airways |

Source: (TripAdvisor, 2018)

From the table above, it is important to shed light on the following obvious outlines:

First: Critical explanation for one example of the top airlines regions (FlySafair as the best airline in Africa & Indian Ocean)

- When filtering reviews by familiar destinations by scanning the TripAdvisor Ranking site, It is clear that the survey was distributed within the following origins: Johannesburg (South Africa), Cape Town Central (South Africa), Durban (South Africa), Port Elizabeth(South Africa), George (South Africa), Lanseria (South Africa), East London(South Africa), Houston (United States of America), Skukuza (South Africa).

The assessment is clearly conducted in cities and places in South Africa and Houston, Texas state in the United States of America. This is contrary to the geographic space of the assessment, which is supposed to include all airlines in all African countries and not one country.

- For the language of the respondents it was as follows: English (488), Spanish (5), French (3), German (3), Italian (3), Dutch (2), Portuguese (2), Arabic (1), and Chinese (1). *In terms of the language in which the evaluation forms were written, it is also clear that the share of Arabic was almost nonexistent and that English was the main language of evaluation. This also confirms the bias in the language and there was no balance when conducting this assessment both at the country level as well as the language used in the evaluation.*
- FlySafair is a low-cost airline based in Johannesburg, South Africa. It is a wholly owned subsidiary of Safair (Wikipedia, 2018) . The airline was established in August 2013 and was granted approval by the South African Air Service Licensing Council to launch operations with ten daily services between Johannesburg's OR Tambo International Airport and Cape Town International Airport (Ch-Aviation, 2014). FlySafair serves the following domestic destinations only (FlySafir, 2017):
 - Cape Town – Cape Town International Airport
 - Durban – King Shaka International Airport.
 - East London – East London Airport.
 - George – George Airport.
 - Johannesburg – OR Tambo International Airport.
 - Johannesburg – Lanseria International Airport.
 - Port Elizabeth – Port Elizabeth Airport.

There is a third reservation to this assessment, since it is clear that a company is a low cost airline with only seven domestic destinations in South Africa and has no flights to regional or international destinations within the African continent. And here is the question of how to get first place compared to regular companies such as EgyptAir, which has multiple flights within Egypt, Africa and the world.

Second: Critical explanation for one example of the top airlines regions (Emirates as the best airline in Middle East)

- By refinement check outs by famous destinations included in TripAdvisor Ranking site, It is evident that the survey was distributed within the following origins: Dubai (United Arab Emirates), Bangkok (Thailand), London (United Kingdom), Milan (Italy), Sydney (Australia), Manchester (United Kingdom), New York (United States of America), Paris (France), Singapore (Singapore), Auckland (New Zealand), Brisbane (Australia), Melbourne (Australia), Rome (Italy), Birmingham (United Kingdom). *The estimate is plainly managed in incorrect way. The evaluation was not distributed in any other city in the Middle East except Dubai. Moreover, the assessment was focused on more than one city in Australia and did not include as many countries as possible.*

Also, the proportion of reviewers who are not Arabic speakers is small (192 respondents) compared to other languages such as English (26146 respondents).

3- Material and Methodology

This study depends on the descriptive analysis approach. Critical review by the author and new testimonies of 1500-frequent air travellers around the world are conducted through the period from August 2018 to January 2019. And the number of respondents to the questionnaire was 1000 people counting the percentage 67% of the convenience sample. The researcher uses the questionnaire as a tool to collect the primary data of the respondents. The questionnaire form includes four sections. The first section contains general information about respondents. The second encompasses standards and criteria of Skytrax Ranking. The third includes standards and criteria of AirHelp Score. The fourth one is related to the standards of TripAdvisor Ranking. These ratings are chosen as their popularity and prestige worldwide. The questionnaire forms were sent to respondents via the researcher's e-mails; and the researcher's accounts on Facebook and LinkedIn engines. Social internet engines such as Instagram and Twitter were applied as well.

The questionnaire items have five levels; 1 %, 25 %, 50 %, 75%, or 100 %. A pilot detailed form was used and modifications were made in accordance with the preliminary views of the respondents. These percentages were then adjusted to Likert Scale using the numbers 1 through 5 with the addition of number 6 to indicate the choice of the traveler that he or she did not travel on airlines flights or through these airports mentioned in the current study, in accordance with the views of some of respondents. One of the most prominent comments is what has been reported by Dr. Vicky Katsoni from Greece who remarked with this message "*Dear Dr Farouk Attaalla, congratulations on your effort; I do answer the questionnaire and attach it soon. However, please specify what to do when we do not have experience on all the attributes on your questionnaire. Furthermore, instead of having percentages like 25% etc. of satisfaction, I think it is better to use Likert scale with 1, 2, 3 etc.*". The primary data were analyzed by the SPSS program and statistical indicators including Frequency, Mean, Std. Error of Mean, and Std. Deviation are extracted.

4- Internet Survey Results and Discussion

Table (6): General

| Item | Frequency | Mean | Std.Error of Mean | Std. Deviation |
|-----------------------------------|-------------|------|-------------------|----------------|
| Nationality | | | | |
| Egyptian | 550 (55.0%) | 1.76 | 0.063 | 0.894 |
| Arabic | 145 (14.5%) | | | |
| Foreigners | 305 (30.5%) | | | |
| Source of information | | | | |
| Facebook | 530 (53.0%) | 1.85 | 0.091 | 1.280 |
| LinkedIn | 345(34.5%) | | | |
| Email | 125 (12.5%) | | | |
| Hearing about air rankings | | | | |
| Yes | 675(67.5%) | 1.32 | 0.033 | 0.468 |
| No | 325 (32.5%) | | | |

| Participation in Air Rankings | | | | |
|-------------------------------|-------------|------|-------|-------|
| Skytrax | 105(10.5%) | 3.89 | 0.098 | 1.388 |
| AirHelp | 30 (3.0%) | | | |
| TripAdvisor | 300 (30.0%) | | | |
| Null | 565 (56.5%) | | | |

From table 6, it is clear that the percentage of Egyptians in answering the questionnaire was slightly more than half, and foreigners ranked second, while Arabs came in third order. Most Egyptian respondents are Academics specializing in tourism and hospitality education. The Arabic respondents are Jordanian and Kuwaiti citizens. The Foreigners' nationalities are Australian, Chinese, Indian, Bangladesh, Nigerian, French, Greek, and Spanish.

With regard to the source of their knowledge of the current study, search engine Facebook came in the lead by just over half and then LinkedIn search engine and finally e-mail. Given their background on flight ratings, nearly two-thirds are aware of them, while a third of the respondents have not heard about these air rankings. Asking about the respondents' participation in global rankings, it was found that merely above half of them did not participate, while the ranking of TripAdvisor was the highest percentage of participants, followed by the classification of Skytrax and finally the classification of AirHelp. The values of Mean support these results and those of Std.Error of Mean emphasizes that the values of the sample mean and the average of the society are not deviated. However, the values of the standard deviation confirm the fluctuation of the views of the respondents and deviate from the average of the sample.

Table (7): MS* and CAI versus the top 10 airlines and airports in 2018 (Skytrax)**

| Item | Frequency | ❖ • Mean <i>Equivalent Mean</i> | Std.Error of Mean | Std. Deviation |
|-------------------------|----------------|------------------------------------|----------------------|-------------------|
| Egypt Air | | | | |
| 25% | 25 (2.5%) | 4.85 <u>9.70</u> | 0.089 | 1.259 |
| 50% | 150 (15.0%) | | | |
| 75% | 275 (27.5%) | | | |
| 100% | 50 (5.0%) | | | |
| Others | 500 (50.0%) | | | |
| Thai Airways | | | | |
| 75% | 25 (2.5%) | 5.95 | 0.022 | 0.313 |
| others | 975 (97.5%) | | | |
| Garuda Indonesia | | | | |
| 75% | 25 (2.5%) | 5.95 | 0.022 | 0.313 |
| Others | 975 (97.5%) | | | |
| Hainan Airlines | | | | |
| 75% | 25 (2.5%) | 5.95 | 0.022 | 0.313 |
| Others | 975 (97.5%) | | | |

| Lufthansa | | | | |
|------------------------------------|------------------|---------------------|-------|-------|
| 75% | 100 (10.0%) | 5.75 | 0.044 | 0.644 |
| 100% | 50 (5.0%) | | | |
| Others | 850 (85.0%) | | | |
| Cathay Pacific Airways | | | | |
| Others | 1000 (100.0%) | 6.00 | 0.000 | 0.000 |
| EVA Air | | | | |
| Others | 1000 (100.0%) | 6.00 | 0.000 | 0.000 |
| Emirates | | | | |
| 75% | 100 (10.0%) | 5.75 | 0.044 | 0.624 |
| 100% | 50 (5.0%) | | | |
| Others | 850 (85.0%) | | | |
| ANA All Nippon Airways | | | | |
| Others | 1000 (100.0%) | 6.00 | 0.000 | 0.000 |
| Qatar Airways | | | | |
| 100% | 50 (5.0%) | 5.95 | 0.015 | 0.218 |
| Others | 950 (95.0%) | | | |
| Singapore Airlines | | | | |
| 100% | 25 (2.5%) | 5.98 | 0.011 | 0.157 |
| Others | 975 (97.5%) | | | |
| Cairo International Airport | | | | |
| 50% | 225 (22.5%) | 4.63 <u>9.26</u> | 0.085 | 1.201 |
| 75% | 300 (30.0%) | | | |
| 100% | 100 (10.0%) | | | |
| Others | 375 (37.5%) | | | |
| Frankfurt Airport | | | | |
| 100% | 100 (10.0%) | 5.90 | 0.021 | 0.301 |
| Others | 900 (90.0%) | | | |
| Zurich Airport | | | | |
| Others | 1000 (100.0%) | 6.00 | 0.000 | 0.000 |
| London Heathrow Airport | | | | |
| 75% | 50 (5.0%) | 5.85 | 0.034 | 0.478 |
| 100% | 50 (5.0%) | | | |
| Others | 900 (90.0%) | | | |
| Centrair Nagoya Airport | | | | |
| Others | 1000 (100.0%) | 6.00 | 0.000 | 0.000 |
| Munich Airport | | | | |
| Others | 1000 (100.0%) | 6.00 | 0.000 | 0.000 |

| Doha Hamad Airport | | | | |
|--------------------------|-------------|------|-------|-------|
| 100% | 50 (5.0%) | 5.95 | 0.015 | 0.218 |
| Others | 950 (95.0%) | | | |
| Hong Kong Airport | | | | |
| 75% | 25 (2.5%) | 5.95 | 0.022 | 0.313 |
| Others | 975 (97.5%) | | | |
| Tokyo Haneda Airport | | | | |
| 100% | 25 (2.5%) | 5.98 | 0.011 | 0.157 |
| Others | 975(97.5%) | | | |
| Incheon Airport | | | | |
| 100% | 25 (2.5%) | 5.98 | 0.011 | 0.157 |
| Others | 975 (97.5%) | | | |
| Singapore Changi Airport | | | | |
| 50% | 25 (2.5%) | 5.90 | 0.035 | 0.491 |
| 100% | 25 (2.5%) | | | |
| Others | 950 (95.0%) | | | |

MS*: Egypt Air CAI**: Cairo International Airport

- Mean value is based on Likert Scale;1 to 5 and 6 for not used

$$\diamond \text{ Equivalent Mean} = \text{Normal Mean} \times 2$$

Table 7 shows that Egypt Air ranked first in terms of travel of the study's sample on its flights. The same is true of Cairo International Airport compared to the rest of the airports with regard to the travel of the respondents through these airports. Hence, the researcher would like to draw from the current study, as a miniature model of what is done in the international air rankings, that we should have reservations on the results of these ratings.

The current study excluded any person refused to answer the questionnaire or who cannot benefit the current study for any reason. Examples include: *Trinidad Cortes Puya from Spain "Dear Farouk, Nice to meet you. I'm afraid I won't be able to help you. I've never been in Egypt or its International Airport. I wish I could. I'll forward your message to those who have had that experience. Warm regards from Madrid. Trini"*.

Sharif Hosen Ph.D at Universiti Putra Malaysia, in Malaysia "Dear Dr, Hope to you are doing well. I didn't travel by those carriers in my life. I think, this data will not be reliable. If you say, I will fill up and send it to you. Thanks".

Raed Al-Ramahi Instructor at The University of Jordan, in Jordan "I traveled on Saudi Airline, but it is not available in the form".

Ishtiyag Awan Assistant professor School of hospitality and tourism management BGSBU, Jammu University, Jammu & Kashmir, India "Sorry Sir I have not travelled in these airlines".

Table (8): Performance provided by MS* and CAI in 2018 (AirHelp)**

| Performance Indicators | Item | Frequency | • Mean ❖ <i>Equivalent Mean</i> | Std. Error of Mean | Std. Deviation |
|------------------------------------|--------|-------------|------------------------------------|--------------------|----------------|
| Egypt Air | | | | | |
| On-Time Performance | 25% | 25 (2.5%) | 5.00 <u>10.00</u> | 0.082 | 1.165 |
| | 50% | 100 (10.0%) | | | |
| | 75% | 225 (22.5%) | | | |
| | 100% | 150 (15.0%) | | | |
| | Others | 500 (50.0%) | | | |
| Quality of Service | 25% | 25 (2.5%) | 4.88 <u>9.76</u> | 0.083 | 1.169 |
| | 50% | 75 (7.5%) | | | |
| | 75% | 375 (37.5%) | | | |
| | 100% | 50 (5.0%) | | | |
| | Others | 475 (47.5%) | | | |
| Claim Processing | 50% | 75 (7.5%) | 5.00 <u>10.00</u> | 0.078 | 1.098 |
| | 75% | 375 (37.5%) | | | |
| | 100% | 25 (2.5%) | | | |
| | Others | 525 (52.5%) | | | |
| Cairo International Airport | | | | | |
| On-Time Performance | 25% | 25 (2.5%) | 4.90 <u>9.80</u> | 0.077 | 1.094 |
| | 50% | 50 (5.0%) | | | |
| | 75% | 350 (35.0%) | | | |
| | 100% | 150 (15.0%) | | | |
| | Others | 425 (42.5%) | | | |
| Quality of Service | 50% | 150 (15.0%) | 4.75 <u>9.50</u> | 0.084 | 1.181 |
| | 75% | 400 (40.0%) | | | |
| | Others | 450 (45.0%) | | | |
| On-Time Performance | 25% | 50 (5.0%) | 4.68 <u>9.36</u> | 0.092 | 1.295 |
| | 50% | 125 (12.5%) | | | |
| | 75% | 375 (37.5%) | | | |
| | 100% | 150 (15.0%) | | | |
| | Others | 450 (45.0%) | | | |

Source: SPSS; Author own elaboration.

- MS*: Egypt Air CAI**: Cairo International Airport
- Mean value is based on Likert Scale; 1 to 5 and 6 for not used
 - ❖ *Equivalent Mean* = Normal Mean × 2

Table (9): Performance provided by Egypt Air in 2018 (TripAdvisor)

| Performance Indicators | Item | Frequency | • Mean ❖ <i>Equivalent Mean</i> | Std.Error of Mean | Std. Deviation |
|--------------------------------|--------|-------------|------------------------------------|-------------------|----------------|
| Top Airline at Worldwide Level | 25% | 75 (7.5%) | 4.70 <u>9.40</u> | 0.107 | 1.507 |
| | 50% | 250 (25.0%) | | | |
| | 75% | 125 (12.5%) | | | |
| | Others | 550 (55.0%) | | | |
| Top Airline at Country Level | 50% | 75 (7.5%) | 4.93 <u>9.86</u> | 0.068 | 0.956 |
| | 75% | 150 (15.0%) | | | |
| | 100% | 275 (27.5%) | | | |
| | Others | 500 (50.0%) | | | |
| Top Airline at Regional Level | 25% | 25 (2.5%) | 5.20 | 0.092 | 1.295 |
| | 50% | 175 (17.5%) | | | |
| | 75% | 200 (20.0%) | | | |
| | 100% | 50 (5.0%) | | | |
| | Others | 550 (55.0%) | | | |
| Top First Class | 25% | 25 (2.5%) | 5.55 | 0.067 | 0.950 |
| | 75% | 175 (17.5%) | | | |
| | Others | 800 (80.0%) | | | |
| Top Business Class | 25% | 25 (2.5%) | 5.48 | 0.071 | 1.002 |
| | 50% | 25 (2.5%) | | | |
| | 75% | 150 (15.0%) | | | |
| | 100% | 50 (5.0%) | | | |
| | Others | 750 (75.0%) | | | |
| Top Economy Class | 25% | 50 (5.0%) | 4.85 <u>9.70</u> | 0.096 | 1.355 |
| | 50% | 175(17.5%) | | | |
| | 75% | 175 (17.5%) | | | |
| | 100% | 75(7.5%) | | | |
| | Others | 525(52.5%) | | | |

Source: SPSS; Author own elaboration.

- Mean value is based on Likert Scale;1 to 5 and 6 for not used
- ❖ *Equivalent Mean = Normal Mean × 2*

The modified average scores in Tables 7, 8 and 9 of the SPSS's outcomes related to Skytrax, AirHelp and TripAdvisor rankings criteria show us that EgyptAir and Cairo International Airport deserve a special ranking within the top ten if the results of the two tables are compared to those mentioned in tables 3, 4 and 5. This again confirms the bias of the results of the international air ratings mentioned in the current study, and the consequent misjudgment of the value and reputation of both EgyptAir and Cairo International Airport.

Despite the fact that EgyptAir has been successful, there is an excluding for its regional ranking and its service of the first and business classes. The values of Mean boost these above findings and those of Std.Error of Mean emphasizes that the values of the sample mean and the average of the society are not swerve. However, the values of the standard deviation confirm the fluctuation of the views of the respondents and deviate from the average of the sample.

5- Conclusion and Recommendations

The present study aimed to conduct a comprehensive assessment of the three most important international rankings in aviation and tourism. The evaluation was based on a comparison of the latest results of these global rankings for 2018 and the data obtained from a sample of global travelers of different nationalities. The study was motivated by the remarkable absence of Egypt Air and Cairo International Airport in these three categories despite their pioneering history in the Middle East, Africa and the world since 1932. The results of the study show that there are some shortcomings in the evaluation procedures for these international rankings, which resulted in unfair and underestimation for the value of some airlines and international airports, including Egypt Air and Cairo International Airport.

So this study proposes the new concept *ARNK3Es* for airlines and airports rankings. This new concept of ranking justice includes four types of equity: the equity of the *voters*, the equity of the *place*, and equity of the *language*. The first type requires that the voter has traveled on all airlines and through all airports under evaluation. The second type requests the fairness of the distribution of the survey forms of the air rankings in terms of passengers' numbers and their distribution on the five continents of the world. The third type includes the equal share of the official languages in the world in the distribution of questionnaire forms worldwide. We can conclude the equation $ARNK3Es = \sum_{el}^{ep} ev$ since:

ARNK3Es = Total Air Ranking Equities.

EP = Equity of Place.

EV = Equity of Voters.

EL = Equity of Language.

The idea of the *ARNK3Es* model came from the transaction code and entry *SIARNK*, which should be introduced during the booking of passengers in any global aviation systems such as Amadeus, Galileo and Sabre to overcome a problem of discontinuity of the itinerary and the follow of flights. As shown in the following proposed form of a Passenger Name Record (PNR):

RP/CAI1A0980 FA/SU 22NOV16/1200Z 7DQ85Q

RF FAROUK

1. ATTAALLAH/KHALED MR 2. ZAHER/NORHAN MRS

3. ATTAALLAH/HANY MSTR(CHD/15DEC15)

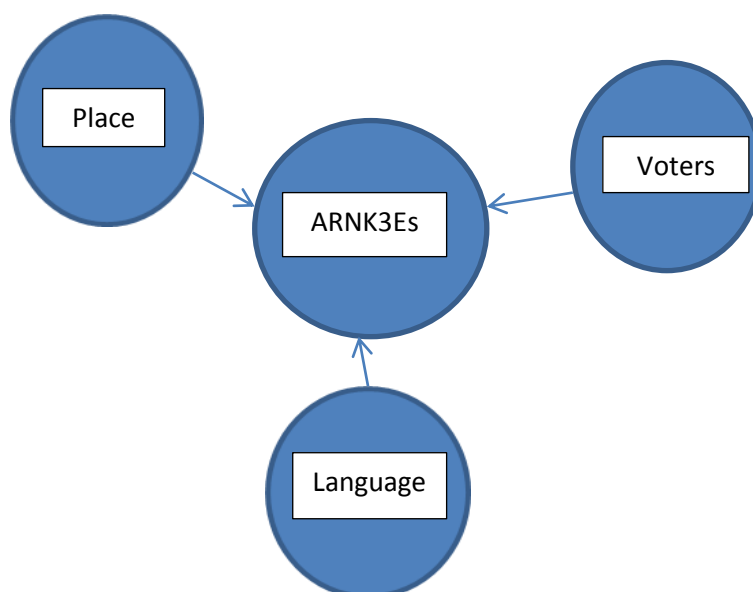
4 MS 304 B 30JAN 6 CAIPAR HK3 0240 0310 0615 *1A/E*

5 SI ARNK

6 MS 306 M 10FEB 4 FRACAI HK3 0320 0530 0710 *1A/E*

7 AP CAI +202345678-H
9 TK OK22NOV/0800/CAI1A0980

So, the ARNK3Es as a proposed new model aims at mitigating or eliminating any deficiencies that may occur during the classification process and thus achieving quality and fair evaluation. The following figure below illustrates the model in a visual way.



Source: Own Author Elaboration

Figure (1): The Proposed ARNK3Es Model

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سوء التقدير فى تصنيفات الطيران العالمية: مصر للطيران ومطار القاهرة الدولي كدراسات حالة

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الملخص العربي

تهدف هذه الدراسة إلى إجراء تقييم شامل لتصنيفات الطيران الثلاثة الأكثر إنتشاراً؛ Skytrax و AirHelp و TripAdvisor من منظور نقدى تدعمه دراسة ميدانية عالمية أجريت بنفس المنهجية التى تتبعها هذه التصنيفات الثلاثة. وتعتمد هذه الدراسة على الإحصاء الوصفى لتحليل البيانات الميدانية التى تم جمعها حول مصر للطيران وشركات الطيران الأخرى ومطار القاهرة الدولي والمطارات الأخرى ومقارنة هذه النتائج مع ما تم نشره فى هذه التصنيفات الثلاث فى عام ٢٠١٨. وكشفت الدراسة الحالية عن أن نتائج هذه التصنيفات العالمية الثلاثة يشوبها بعض أوجه القصور وسوء التقدير وعدم الحيادية. وتقترح الدراسة نموذجاً للتغلب على مشكلة عدم الدقة فى تصنيفات شركات الطيران والمطارات.

الكلمات الدالة: تصنيفات الطيران، مصر للطيران، مطار القاهرة الدولي، العدالة.