

Contents

List of contributors	xi
Acknowledgment	xvii
1 Introduction—Low-cost aviation: society, culture, and environment	1
<i>Weiqliang Lin and Jean-Baptiste Frétiqny</i>	
Low-cost aviation: observations and general directions	2
The social and cultural dynamics of “flying on the cheap”	4
Structure of the book	8
Conclusions	11
Acknowledgements	12
References	12
Part One Low-cost carriers’ strategies of expansion: challenging dynamics for society and place	17
2 Between unsupported assertions and black boxes: highlighting gaps in knowledge on low-cost air travel	19
<i>Frédéric Dobruszkes</i>	
Introduction	19
A range of low-cost airline models	20
Linking low-cost airline networks and places	21
Airlines—airports—places relationships	23
Traffic volatility	24
Social and economic matters	25
Political matters and public expenditures	27
Adverse environmental impacts	28
A new post-COVID equilibrium?	30
Conclusions	31
References	31

3	Ultra-low-cost carrier network volatility in Europe: unlocking and disconnecting regions	35
	<i>Joost Zuidberg</i>	
	Introduction	35
	Theoretic framework	36
	Hypotheses	38
	Data and research method	39
	ULCC network development	39
	Concluding remarks and further research	47
	References	48
4	Low-cost aviation in China: its history and its changing context	51
	<i>Zhuo Chen, Yanhua Li and Xiaoting Shi</i>	
	Introduction	51
	Early history of low-cost aviation in China	52
	Literature review on the specificities of Chinese low-cost aviation	53
	Current performance and early take-off signs of China's low-cost aviation	58
	Novel coronavirus pandemic and China's low-cost aviation	63
	Conclusions and forecast	65
	References	65
	Part Two Changing landscapes, discourses, and experiences of low-cost air travel	69
5	The development of Southeast Asia's low-cost aviation industry	71
	<i>Max Hirsh</i>	
	The budget airport hub: Kuala Lumpur's low-cost carrier terminal	75
	Conclusion	79
	References	81
	Further reading	82
6	Cultures of flying and low-cost carriers in Southern Africa: accessible air travel for all?	83
	<i>Bradley Rink</i>	
	Introduction: cultures of flying	83
	VFR tourism and cultures of mobility	87
	Flying for the people	88
	Conclusion: cultures of flying and LCCs in Southern Africa	94
	References	95
	Further reading	97

7	Cheap flights from major hubs: aeromobile experiences of in-betweenness	99
	<i>Jean-Baptiste Frétiigny</i>	
	Introduction	99
	The social and cultural significance of aeromobile in-betweenness	100
	The investigation of low-cost experiences of main airports	103
	Low-cost aeromobilities in the mobile segregation of airport hubs	104
	The (in)visibility of main-hubbed low-cost passengers' practices	110
	Conclusion	114
	References	115
Part Three Low-fare passengers' identities and diversities		119
8	Staying connected: low-cost airlines in the lives of Polish migrants	121
	<i>Matt Badcock and Kathy Burrell</i>	
	Introduction	121
	Air connectivity between Poland and the UK	122
	The experience of flying for migration between Poland and the UK	126
	Final thoughts: Brexit, COVID-19, and the future of low-cost aeromobilities for migration	130
	References	131
9	High class, low fares: diplomatic aeromobility and low-cost carriers	135
	<i>Timo Sysiö</i>	
	Introduction	135
	Low-cost carriers and business travel	136
	Toward diplomatic aeromobility	137
	A methodology under a restricted sphere of activity	138
	Diplomatic aeromobility and LCCs: a case study	139
	Conclusion	143
	References	144
Part Four Airborne sensibilities of low-cost air travel		149
10	Disruptive passenger behavior onboard low-cost carrier aircraft: the issue of air rage	151
	<i>Andrew Timmis, Lucy Budd and Stephen Ison</i>	
	Introduction	151
	Disruptive passenger behavior	152
	Causes of disruptive behavior	154
	Prevalence of disruptive behavior	157
	Low-cost carrier operations	160

Conclusion	163
References	163
11 Meaningful routes: how low-cost flying affects our being in place	167
<i>Arnold Wilts</i>	
Introduction	167
Low-cost air travel	168
Meaningful routes	169
Customization of air travel	171
Being in place	173
Conclusion	174
Acknowledgment	175
References	175
Part Five The ecological disjunctures of flying on the cheap	179
12 Environmental sustainability challenges to low-cost aeromobilities	181
<i>Tim Ryley and Stefan Baumeister</i>	
Introduction	181
The environmental context for aviation	182
Low-cost carriers and environmental implications	182
Measures to mitigate climate change	184
Surface transport and other alternatives to low-cost air travel	188
Discussion on current and future low-cost model developments and environmental implications	189
Conclusions	190
References	191
13 Calibrating consumption: flyers' dilemmas in the age of the low-cost carrier	195
<i>Tina Harris and Katie Daniels</i>	
Introduction: "Just like waiting for a bus"	195
"... Even the greenest people fly": the home versus away distinction, overconsumption, and the role of the individual	196
Methodology	199
"Making conscious choices every day": sustainability as a balancing act	201
Consuming flight as a career "necessity"	204
Temporal deferral and other debts into the future	206
Conclusion: "I want to do more"	207
Acknowledgments	208
References	208
Further reading	210

14	“Getting the summer you deserve”: locking-in flying to the tourist experience	213
	<i>Stewart Barr and Gareth Shaw</i>	
	Introduction: “Flying to the sun”	213
	“Because everyone does it”: applying social practice theory to holidays by air	215
	Flying south to the sun: the evolution and innovation of air travel for tourism	218
	Innovating for low-carbon mobility practices	224
	Conclusion: what flying can tell us about the future	226
	References	227
15	Epilogue: whither low-cost aviation	233
	<i>Weiqiang Lin and Jean-Baptiste Frétigny</i>	
	Endless journeys	233
	More detours	235
	Looking beyond	238
	References	239
	Index	243