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The Editor's Forum

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THE EDITOR'S FORUM

Welcome to another year of the "Journal of Aviation and Aerospace Education and Research" and a new academic year. As we begin again we have an opportunity to pontificate a couple interesting forum articles in this Fall's edition.

A piece from Michael Ferguson and Jeffrey Johnson addresses the age old question of cost versus perceived value in the mind of the buyer, in our case prospective aviation students. In their manuscript "Cost and Perceived Value in Obtaining a Bachelor's Degree in Aviation Professional Flight : Will Collegiate Aviation Price Themselves Out of the Market with Technologically Advanced Aircraft?" they express concern over the attractiveness of a career as a professional pilot in a volatile economic market that may portray such a career as challenging to be financially successful within.

The authors take this concern to the next level whereas if the industry is not attractive to potential pilots where does that leave the educational institutions that train them? Mentioned also is the increased expenses associated with professional flight training. From an increased price of insurance and fuel issues to the increasing cost of high tech training aircraft, all factors can certainly deter prospective students from entering the professional aviation educational market. I am sure you will understand the authors' points in their forum in this issue of the JAAER.

We also have a manuscript from Dr. Richard Fanjoy and Yi Gao. This piece discusses the aviation industry growth problem in China as the exploding aviation market has developed a shortfall in many areas including pilot shortages, as well as support personnel and an aviation infrastructure that can not keep up with the growth potential. China is looking to collegiate aviation training programs to meet the new needs. Western industry has turned their attention to China to help. Assistance is also coming in the form of cooperative educational programs from outside the country. This issue will also require an increase in the general aviation industry in China as well. I see a great deal of potential opportunities in this eastern aviation market.

Aviation is truly an international industry. Be it feast or famine, it seems that aviation continues to present great opportunities while dealing with potential detrimental effects. I am sure our readers may have some great ideas on how to deal with both ends of this spectrum. You are invited to share your ideas and theories through the forum section of the "Journal of Aviation and Aerospace Education and Research."

Fly Safe

William Kohlruss
Editor

