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AIRLINE AND TRAVEL MANAGEMENT
UNIT I THE TRANSPORTATION INDUSTRY and MARKET FOR AIR
TRANSPORTATION Air Transportation Industry - Land Transportation Industry -Sea
Transportation Industry - Multi-modal Transportation - Marketing and Marketing mix –
Application of Marketing Principles to Airline management-Airline Business and its
Customers –
Market segmentation -PESTE Analysis

UNIT II – INTERNATIONAL TRAVEL DOCUMENTATION & PRODUCT

ANALYSIS Passport – VISAs - Airlines Ticket or Authorization - Health Documents - Michel Porter's Five Factors and their Application to Airline – Cost leadership – Focus strategies- Airline Business and Market Strategies – Common Mistake-Concept of Product and

Relation to Airline – Fleet and schedules Related Product Features-Customer Service and Controlling Product Quality-Air Freight Product

UNIT III – TRAVEL INFORMATION MANUAL AND OFFICIAL AIRLINES GUIDE

Referring the TIM - Passport Requirements: Different Nations - VISA Requirements: Different

Nations - Tax, Currency, Customs, Immigration requirements - Referring the OAG - Aircraft

Types and Codes - World Terminals -Calculation of Flying time, Ground Time and Elapsed

Time.

UNIT IV – AIRPORT PLANNING

Introduction – Growth of air transport, Airport organization and associations, Classification

of airports airfield components, Air traffic Zones and approach areas. Context of Airport system planning – Development of Airport Planning process – Ultimate consumers – Airline

decision – Other Airport operations

UNIT V - AIRLINES-REVENUE MANAGEMENT AND DISTRIBUTION AND

PROMOTION Building Block in Airline Pricing Policy-Uniform and Differential PricingThe Structure of Air Freight Policy- Distribution Channel Strategies-Travel Agency

Distribution System- Selling & Distribution Channel in Air Freight Market- Brand Building

Strategies in Airline Industry- Relationship Marketing and Components of Marketing

Strategies - Frequent Flyer Programme- Anatomy of Sale and Planning-Marketing

Communication Technique-Airline Advertising - Air Freight Market- Future of Airline Marke

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