

Airline & Travel Operations

Course Title	Airline & Travel Operations							
Course Code	TTOU-104							
Course Type	This course serves as both Elective and Requirement, according to the program.							
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Requirement</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Requirement	All Programs	General Elective		
Hospitality Bachelor	Requirement							
All Programs	General Elective							
Level	Bachelor (1 st Cycle)							
Year / Semester	Year 2, A' Semester							
Teacher's Name	Dr. Kyrillos Nikolaou							
ECTS	6	Lectures / week	3	Laboratories / week				
Course Purpose and Objectives	The global air transportation industry changes on a daily basis and it is important to understand this change must be examined on a regional basis more so than a global basis. The student will be provided with a solid foundation of air transportation industry, traffic regulations and passenger travel arrangements, travel guides and reservations; and a greater appreciation of the major management functions within an airline.							
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Discuss the characteristics and role of airline transportation to the economy. 2. Illustrate a clear understanding of the structure and economics of the airlines and the marketing techniques. 3. List the IATA and ICAO international regulations and explain their role. 4. Identify the principles of airline scheduling, pricing and fleet planning. 5. Analyze the airport structure and organization and identify passenger services. 							
Prerequisites	TTOU – 100 Introduction to Travel & Tourism			Required				
Course Content	<ol style="list-style-type: none"> 1. Characteristics, scope and economic significance of airline transportation 2. Historical perspective of international aviation; airline deregulation act, changes in the structure of airline industry 3. Regulators and associations: role of IATA and ICAO 4. Structure and economics of the airlines: the role of regional carriers, new types of airlines, the current trends 5. Airline passenger marketing: the marketing mix, marketing strategies, development of 							

	<p>new target markets</p> <ol style="list-style-type: none"> 6. Pricing and demand in airline industry 7. Principles of airline scheduling: types of schedules 8. Airport organization and departments 9. Airport passenger facilities and services 10. Baggage handling 11. Reservation, ticketing and fares, 12. Travel formalities – aircraft and in-flight services; passport, health certificates; taxes, customs, currency and travel insurance. 13. Sales techniques 								
Teaching Methodology	The course is delivered through lectures, group discussions and group activities.								
Mode of delivery	Face to face.								
Bibliography	<p>Required</p> <ol style="list-style-type: none"> 1. Wensen, J., <i>Air Transportation- A management perspective</i>, 6th ed., Ashgate Publisher Ltd, Surrey, England, 2010. 2. Semer-Purzycki, J., Delmar, A., <i>A practical Guide to fares and ticketing</i>, 3rd ed., Thomson Learning, 2001. <p>Recommended</p> <ol style="list-style-type: none"> 1. Doganis, R., <i>The Airline Business in the 21st century</i>, Routledge, 2001. 2. Traveller's Magazine, Travel Chronicles, Official Airline Guide. 								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">30 – 50 %</td> <td style="text-align: center;">Final Exam</td> </tr> <tr> <td style="text-align: center;">20 – 40 %</td> <td style="text-align: center;">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td style="text-align: center;">10 – 30 %</td> <td style="text-align: center;">Assignments / Projects</td> </tr> <tr> <td style="text-align: center;">0 – 10 %</td> <td style="text-align: center;">Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
30 – 50 %	Final Exam								
20 – 40 %	Mid –Term / Tests / Quizzes								
10 – 30 %	Assignments / Projects								
0 – 10 %	Class Attendance & Participation								
Language	English								