A STUDY ON BACHELOR OF BUSINESS ADMINSTRATION IN AVIATION OPERATION

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TO WHOMSOEVER IT MAY CONCERN

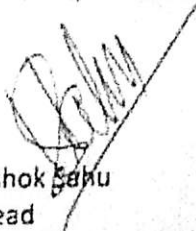Reg: Internship for BBA Student

This is to certify that **SAP-ID 500064048, Ms. Aastha Sharma** is a bonafide student of Semester V, BBA Aviation Operations in the University of Petroleum & Energy Studies, Dehradun, India.

Towards partial fulfillment of the requirements of the above program, during Semester VI, starting from January 2020, **Ms. Aastha Sharma** is required to complete Internship program of minimum of 4 months from an aviation industry.

I request you and your esteemed organization to kindly extend all the support and cooperation to **Ms. Aastha Sharma** within the timelines specified. It may become necessary to provide **Ms. Aastha Sharma** opportunity and permissions to undergo Internship/Industrial visits / Project Work for the successful completion of her internship.

The University of Petroleum & Energy Studies values the encouragement and support provided to its students and looks forward to further strengthening of the Industry Academia interface and takes this opportunity to once thank you for the same.

Please ensure that the above requirement is fulfilled and the certificate of successful completion of the internship is submitted to the University latest by 15th May. 2020.

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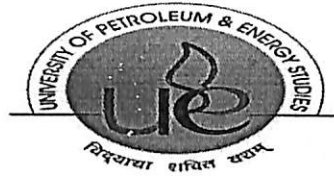
Dissertation for the Degree of: - **BBA in Aviation Operation**

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ABSTRACT

The study for the establishment of a complete flight information system that provide Airport Management authorities as passengers aboard the aircraft before departure and after the arrival of the various kinds of information, In order to after the arrival of the aircraft to help passengers get instant information, Flight Management has been capture by the Aeronautical Information Services system and real-time rendering, to filter out the relevant Flight information, And then import the system database, providing immediate treatment after working platform to operate. With Aeronautical Information Services system and self-development of the clearing subsystem to do,

therefore in order to obtain information process posted on terminal display device. System user interface is designed for easy-of-use and grab efficient flight management system database, The Flight Management System

Also allows users to obtain authorized, For the purpose of setting automatic reception or modification of aircraft taking off and landing before the return flight by a human way of information, Finally, all kind of publish messages in the terminal display on billboards. In the study, coupled with the servo system Linux Sever platform My SQL database of library materials through the exchange of operational mechanism, and by filtering the required data stored on the database, and the use of advanced backstage management and front display, Hence construction of the complete flight management system.

CHAPTER-1 (INTRODUCTION)

1.1 BACKGROUND OF THE STUDY

Airport are essentials to transport the passenger and cargo from one point to another point and also a catalyst in the development of economic growth of the country.

You have two major countries china and India Which have developed their aviation industry and are poised to overtake the entire world including country like USA/Japan. Though the aviation industry cannot survive with the support of government, still majority of the major airports and airlines of the world are privately owned and many are doing well.

Airlines that service the busiest hubs tend to be the most successful. So, investors should look favour upon companies with a major presence in hubs. Some examples of good hubs are Chicago, Atlanta and Memphis again they are centrally located to a variety of destinations. Airports provide all the infrastructure needed to enable passengers and freight to transfer from surface to air modes of transport and to allow airlines to take off and land. The basic airport infrastructure

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consists of runways, taxiway, apron space gates, passenger and freight terminals, and ground transport.

1.2 PROBLEM STATEMENT

- Safety. Flying today is extremely safe.................
- Passenger experience. I hope that I have conveyed to you the deep sense of responsibility and commitment that aviation industry has towards safety ....
- Sustainability.............
- Environment...................
- Profitability.....................

1.3 NEED FOR THE RESEARCH

To ensure your protection and airlines services in India's proprietary database and frameworks, you need not to share any of your information, for example, Flying Returns number or secret key, with any unapproved individuals or third-party information aggregators that would permit them access to your sensitive record information. You need to research likewise find a way to secure your mobile device. Airlines service providers in India accepts no accountability for the loss of information related with security disturbing technologies, including however not constrained to figuring out of mobile device applications or malware, that bargain the Airline India mobile applications because of owner or third-party started changes to the mobile device. The security of that mobile

device is the responsibility of owner, not Airlines service providers in India.

1.4 OBJECTIVES OF THE STUDY

- To investigate the objectives of Airlines service providers in India complying about their airport.
- To find the information of airlines they are using in reasonable assessment affecting the life and security of an individual
- To find the data collected from airline is connected for investigation in suspicion or fraudulent activities or any law

1.5 AIRPOTRT SERVICES

Airport services commenced its activities, pledging for growth based on service quality, security and innovation in its handling processes.

Provides services designed to meet the individual need of airlines throughout its whole network. Its indipence with respect to the airport in which it operates and to the airport in which it operates and to the airport in which it operates and to the airport in which operates and to the predominant airline at such airport, allows Airport Services to enjoy great flexibility when adapting to the needs of any airline, enabling it to conserve significant guidance regarding its special requirement.

Airport services Activities And Important

- **PASSENGERS SERVICES:** - passenger attention and assistance at the airport:
  Passenger check-in, flight connection assistance, passenger embarkation, Passenger assistance in the event of flight problems, special passenger assistance, computerized check-in systems, Information desks, Excess luggage search services, Flight editing, Document verification, Overbooking resolution.

- **LOADING OPERATIONS AND SHEETS:** -Assistance during the entire change-over of the aircraft by a specialized agent:
  Communication between the cabin and the ground.
  Assistance during the engine start-up.

  Crew assistance, RAMP coordination (ramp agent)

  Crew Briefing, Ground-to-air communication (VHF)

  Load planning, control of ULDs, Service coordination

  And Supervision, Preparation of loading sheet.

- **RAMP:** - provision of services required by aircraft during their change-overs at airports:
  Loading and unloading of suitcase and freight.
  Dragging and thrusting of aircraft.
  Drinking and wastewater services.
  Cleaning of passengers and crew cabins.

Auxiliary equipment, tyre, electrical and air conditioning groups, Transportation of passengers and crew between aircraft and terminals.

Transportation of suitcase and freight, Handling of ULDS.

- **GENEREL AVIATION:** - Full assistance service to private aero-planes and their passengers:

  Flight assistance, Passenger Services, Catering requests, hotel reservation and transportation for passengers and crew, Loading and unloading of suitcases.

  Auxiliary flight terms, Coordination of payments and airports taxes, Cabin cleaning, Flight plans and meteorological information.

- **FREIGHT:** - Safekeeping, handling and delivery of freight at the freight terminal:

  Documentation management (importation/Exportation) Special load handling, storage service, mail handling, Load acceptance and consolidation, ULD loading and unloading (freight units), Inventory Control, Loading and Unloading of lorries, Rapid delivery services, Handling of Hazardous goods.

- **AIRPORT TICKET SALES:** - Reservation and sale of tickets for customer airlines:

  Ticket desk

  Charging of complementary services (excess luggage, special services, etc.)

- **HANDLING PMR: -** Attention and assistance services to passengers with reduced mobility:
  Facilitate the embarkation and disembarkation of passengers with reduce mobility through qualified people and specific teams.
- **DE-ICING SERVICES: -** Aircraft de-icing service.
- **GANGWAYS: -** Positioning of telescopic gangways enabling passenger embarkation and disembarkation.
- **HANDLING AT NON-AIRPORT FACILITIES: -** Check -in of passengers and luggage at:
  Hotels, Maritime terminals (cruises)

1.17 AIRPORT SERVICES FREAMWORK

By integrating the perspectives of sociological, psychological, and service marketing and management, all of which affect the passenger experience, perpo theoretical framework for the creation of the airport experience in relation to tourism. This research responds to the current phenomenon in which airport are offering other types of experiences within the airport terminal, expanding the role of an airport from being a utility for transportation into place where various and different values can be offered This research explore the current airport experience by clarifying ten key component necessary for airport passenger experience proposition based on existing research, the current industry phenomena, and the empirical study.

2.1 AIR TRANSPORTTATION SYSTUM

Air transport has contributed to expansion of the global
economy, leisure activities, and influenced governments
and industries to diversify. The portrayal of aviation has
impacted our society on three stages: socially politically
and economically. Leonardo da Vinci had begun drawing
blueprints of a flying machine in the 15th century. At the
time, human flight had never been completed, beyond a
dream. Practicality worked against Leonardo; however, his
thoughts were quite contemporary by today standards
seeing how his drawings resemble those of modern
aircraft. The first flight took place on December 17, 1903,
in Kill Devil Hills near Kitty Hawk, North Carolina.

A system is a group of components that's work together as
a unified whole. If one component changes so that the
system continues to function effectively. If anyone
component fails to work properly, the whole system will
be affected.

The components that make up the air transportation
system are:

AIRLINES are those companies which operates vehicles for
transportation of passengers and cargo through air.

AIRPORTS provide a place for air-plans to land, load and
unload passengers and cargo, and take- off for other

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destination. The term airport is commonly used for large airport used by airlines.

AIR NAVIGATION SERVICES are those services which monitor and control the movement of aircrafts from one place to another by managing the air traffic.

CIVIL AVIATION AUTHORITIEES is a body that develop and enforce regulation for aviation industry within respective countries.

2.2 AIRLINES INDUSTRY

An airline's basic function is to transport people and goods from one location to another using the airways. The airline industry consists of organization providing the service for passengers and /or cargo. An airlines company owns or leases large planes generally referred to as commercial transport planes to supply this service. Most of these planes are designed specifically to carry passengers and some cargo. The scale and scope of airline companies thus range from those with a single airplane carrying cargo, through full-service international airline operating hundreds of air planes in their fleet.

Air transport provides the only global transportation network for passengers and cargo, making it essential for global business operations and for personal travel and tourism. It provides substantial economic benefits by connecting people and businesses around the globe. It also Provides significant social benefits by facilitating great

communication between different parts of the world and by providing greater access to remote areas.

Scope of Airlines Industry: - The airline industry itself part of another larger industry, the aviation industry, which refers to the range of activities involved the building and flying aircraft. These including aircraft manufacturing, airport operation and aviation support industries. Aircraft manufactures produce commercial transport planes, the smallest of which carry from 20 to 100 passengers and the largest of which the carry several hundred. Most of these planes are jet planes with two, three, or four engines. Manufacturers also produce general aviation planes, which are smallest airplanes with one or two engines. Although some of these smaller plans have jet engines, must are popular drive. These light planes are used for a variety of general aviation activities, such as flight instruction, inspection of telephone lines, spraying field crops or air taxi services. The letter serve small communities and provide connecting flight to large airports.

The two main type of airline service are scheduled flight and non-scheduled flights. Scheduled flight take place using predetermined routes according to a planned timetable. Non-scheduled flight are typically charter flights are travelers who want to hire a plane to fly to a specific place at a specific time.

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The airline that provide scheduled flight service can be categorized as major airlines, low cost carriers or regional airlines. Major airlines are usually those large-airline that connect the major city of the world. Low cost carries usually provide point- to -point with no additional amenities. Regional airlines, on the other hand, represent a type of airline service that is intended to feed the major airline.

There are essentially two main types of air travelers, those who travel for business and those who travel for pleasure the leisure market.

2.3 AIRPORT

Airport are point of arrival and departure for all airlines. The facilities they provide are crucial to the smooth functioning of the air transportation system. They must consider the requirement of airlines and also meet the needs of passengers and cargo shippers. There are small local airports, with very little traffic, which may serve only non-commercial aviation.

On one side of an airport are the aprons where airplanes are parked and runways from which airplanes are loaded or unloaded, and passengers transfer from the terminal building to the airplane via boarding gates. buses or even By walking to the airplane boarding ramp. The ramp where airplanes are parked is buys with various ground vehicles and moving airplanes. Staff must be trained to understand how to comply with all the rules applying to apron traffic.

Functions of Airport: -

Airport functional activities can be classified into three different groups, viz.

1. Essential operational services and facilities,
2. Ground handling services, and
3. Commercial services.

Economic impact of Airport Privatisation

The airport industry is going through an exceptional transformation that has driven the market towards increasing levels of competition. Additionally, major investment programs are required to meet the expected growth in air travel demand (particularly in some emerging regions, such has Asia).

Nevertheless, government and city airport authorities are becoming more reluctant to airport projects, since they have major budgetary canstraints.

Effect of Globalization: -

Although globalization has had little effect besides increasing the traffic flows, a handful of global airport operators could managing most of the world's airports within the foreseeable future. Major airport operators may propose to expand their business to other location and other countries in response to calls for tenders from governments wishing to involve the private sector in ownership, management and operations of airports.

Issues

The major issues that airport operators must deal with today are capacity facilitation, security, and safety.

Capacity

Capacity is the flow of passengers and airplanes that any particular airport can accommodate without significant delays, inconvenience, safety or security problems. If aircrafts movements at an airport exceed it' runway capacity, restriction in arrivals a departures will be imposed which will affect other components of the air transport system.

Facilitation

Aspects to be considered in preventing undue delays to passengers are:

- Verification of travel documents and visas.
- Customer clearance of passengers and cargo Air terminal
- Signage.
- Baggage handling facilities.
- Access for disabled persons.
- Contagious diseases (such as SARS).

Security

Aviation security is defined by ICAO in Annex 171 as a combination of security for human and material resources intended to safeguard international civil aviation against acts of unlawful interference.

A State's security obligations are derived from Annex 17 (security) and international conventions and are backed by the national regulations. ICAO annex 17 specific addresses the aviation security programme required by ICAO.

Safety

Safety is a condition that is free of risk. ICAO has established a certification program to ensure that minimum safety standerds are met at airports. Responsibility for enforcing these standards belong to regulatory authorities within each nation. ICAO has also specified time lines for meeting certification requirements. In the future, airlines may refuse to fly into uncertified airports. This could have disastrous effect on the economy of a nation because it will interfere with foreign trade and tourism.

2.4 AIRLINES MANEGMENT

The above airport functional activities are managed by various management to cater to the needs of airport users (passengers, airlines, Exporters, Importers, visitors, concessionaires and other agencies operating in the airport). Airport management functions are: -

Airside Management: -Airside management overviews the functions of runways, Apron and Taxiway, Gate Management Vehicular discipline and allocation of bays for aircraft in the terminal.

Terminal Management: - Terminal management overviews the functions of terminal facilities (flight information system, closed circuit TV, Airport house-keeping, city side management, Trolley Retrieval signage posting, Lost and found, Protocol with airline, concessionaires and other regulatory non-regulatory agencies for the month functioning of the terminal).

Cargo Management: - Cargo management looks after the processing of Export and Import and Trans-shipment goods at the cargo terminal. Further, it also overviews the fast clearance of goods.

Technical Management: - Technical Management overviews the Air Traffic Services (communication and Air Navigational Facilities) to track aircraft for safety landing at airport.

Safety and Security Management: -Safety Management function under the country's civil Aviation Authority. It Oversees the stringent regulations in aircraft operations, Licensing of Personnel, Airworthiness of Aircraft, Licensing of Aerodromes, Certification of indigenous Aircraft, Inquiry of accidents and Drafting of Aviation Regulations time to time. Security Management is under the Bureau of civil Aviation Security (Issuing of PIC), State police and other agencies such as anti-terrorist commando squads in order to provide Safety and security to the airport users.

Airport Information Technology Management: - Airport IT Management co-ordinates for the development of

automated system in facilitation of traffic, Passengers processing and security. The importance of automation can contribute to the optimal use of airport capacity and enhanced levels of airport and airline service to passengers.

Airline Management: - Airport, Government, Alliances, Suppliers, Unions, Competitors, Customer.

Interacting Layers of Decisions: -

Like many other businesses, airline management faces three levels of interacting decisions. These levels as shown in figure 7.2, include strategic, planning, and operations decisions.

Airline Planning and Operation: -

Planning starts by recording the anticipated demand and supply available airline resources next a set of interrelated planning processes considered, including schedule planning, time banking, fleet assignment, air craft routing, crew scheduling, airport facility planning, airport staff scheduling, pricing and seat inventory control and sales and marketing initiatives.

The airline services are categorized as intercontinental, continental, regional, or domestic, and may be operate as scheduled service or charters. In terms of the size, airline differ from those with a single airplane carrying mail or cargo, through full-service international airlines operating many hundreds of airplane. Several strategies have been

developed and used for improved plan and manage airlines. The decisions of airline management are extremely affected by these other players. Planning decisions are within a few months horizon, and can be defined as the process of efficiently using airline available resources to maximize its revenue.

The hub-and spoke network structure is one in which the airline considers one or more stations in the network to be its hub. Accordingly, any flight that is operated by this airline either stars, or terminates at one of those hubs. The point-to-point airlines can also adjust arrivals and departures at one or more of their stations to allow for a few possibilities of profitably connecting itineraries for the passengers.

Lower Airfares: - As a consequence of technical improvement growing demands and competition, airfares have been reduced considerably, making air transportation affordable to the general public. This in turn trigged additional passengers and airfreight demands.

Concept of Airline Management: -

A major competitor in the air transportation industry is the "airline". The current records show that there are more than 900 commercial airline around the world, with a total fleet of almost 22,000 aircraft (ICAO 2006). Commercial airlines serve almost 1,670 airport throughout a route network of several million kilometers. These airlines transport about to 2 billion passengers yearly and 40

percent of Interregional exports of goods (by value). Also, of 2.1 million people are employed by airline or handling agents. Like, as flight crew, checking-staff and maintenance- crew (ICAO.2006).

2.5 CARGO TRANSPORT

Air Cargo: -

More than 40 million tons of air cargo (or air freight) is moved on a yearly basis. Almost anything can be shipped by air, including letters, packages, cars, horses, and construction equipment.

Air cargo can be transported in a variety of ways, including within passenger airline space. It is a major user of free "belly space", that is the portion of the aircraft that is not being occupied for passengers or their luggage. Just about every passenger flight carries some freight along with the passengers and their baggage. Commercial airlines can make from 5 to 10 percent of their revenue from hauling freight.

Cargo Handling Operations: -

Cargo handling operations at airport involve the preparation of cargo shipments, the loading and unloading of the aircraft, and the transfer of cargo between the storage facilities and land transport.

Documentation and Control: -

Since cargo cannot move without documentation, the rapid movement of large volumes of cargo requires the rapid processing of large amount of documentation with a

high level of accuracy and reliability. In addition, the documentation must be available to a large number of person who are separated in the system, both spatially and temporally.

Apron Cargo Handling: -

Unlike the passenger apron, where the passenger payload can move itself, the cargo apron must be highly mechanized to carry out the transfer of the freight from the terminal to the aircraft. Since short aircraft turnaround time is essential to profitability, apron cargo handling systems, should be capable of rapid unloading and loading while achieving high payload densities. The type of equipment used depends on the exact nature of the cargo.

The planning of a high volume special-purpose air cargo terminals is a complex procedure. Because such facilities are often owned and operated by individual airline, the design of these terminals may well be carried out internally within the airline organization. The most accurate design procedure is likely to be derived from a simulation based on knowledge of the mix and flow characteristics of the cargo the predicted aircraft fleet mix, handling practice, and surface transport characteristics.

Palletized units comprise the most common cargo form, After the pallets have been assembled and sent to the preflight holding area in the terminal, they must be

transferred across the apron. Out of gauge and non-poll cargo can be handled in this way, but this can become uneconomic in large volumes due to poor aircraft turnaround time at the cargo apron.

2.6 DEALING WITH COMPLANINNG

Passenger Handling refers to the airline employees who deal directly with customer (passengers) at the airport. Ticket/check-in desk agents, gate agents, red coats, customer service desk reps, etc. are said to work in passenger Handling.

- Listen and understand. First, always listen to the customer.
- Empathize....
- Offer a Solution ...
- Execute the solution ....
- Follow-up ...
- Stay calm. When a customer presents you with a complaint, keep in mind that the issue is not personal; he or she is not attacking you directly but rather the situation at hand......

All in all, complaints management truly is an essential component of customer service and business success. Not only is it the means to gather valuable customer insight, it also helps your company progress to

improvements that lead to reduced costs, increased profitability and increased customer satisfaction.

- Respect. The idea behind respect is that you treat others the way you would like to be treated ...
- Patience. Customer with problems are going .....

3.1 INTERNATINOL CIVIL AVIATION ORGANIZATION (ACIO)

Constantly seeking to foster and support the sustainable growth of air transport, the International Civil Aviation Organization service as the global from for its 191 member states. ICAO is a specialized branch of united nations(un). It is based in mon and has regional offices in Paris Dakar, Cairo, Nairobi, Bangkok, Mexico-city Lima currently its membership consists of 190 nations.

The charter of the International civil Aviation Organization was drafted in Chicago in 1944 at what is commonly referred to as the "Chicago convention".

ICAO was created in1947 to develop these standards and oversee their application. Contracting nations are legally bound to respect the standards.

Contracting nations are legally bound to respect the standards. The primary goal of ICAO is to ensure the safety of anyone affected by aviation whether they are passenge.s, employees, or simply people who live ne.. aviation rules.

Safety: - Aviation Safety is at the core of ICAO's fundamental objectives. The Organization is constantly striving, in close collaboration with the entire air transport community, to further improve aviation's successful safety performance while maintaining a high level of efficiency. This is achieved through.

The development of global aviation safety plan and the Global Air Navigation Plan.

Security: -

With the collaboration of member states, ICAO plays an essential leadership role in the field of aviation security with the ultimate goal of enhancing civil aviation security worldwide to this end, its efforts are focused primarily on developing and coordinating an effective global policy and legal framework in response to the evolving threat to civil aviation, conducting audits that identity aviation security short comings, and assisting states in implementing security standards and resolving deficiencies.

A number of international Organization have been created to encourage cooperation among nations and establish world standards for the aviation industry. The International civil Aviation Organization (ICAO) is a specialized branch of the united nations (UN) It is based in Montreal, and has regional offices in Paris, Dakar, Caro, Bangkok, Mexico-city and Lima.

Currently its membership consists of 190 nations. Aviation safety is at the core of ICAO's fundamental objectives. ICAO's

Activities in the environment field are primarily focused on those problems that benefit most from a common co-ordinate approach, on world-wide basis, namely aircraft noise and the impact of aircraft engine emission.

Environment: - The surrounding of a physical system that my interact with the system by exchanging mass energy, or other properties.

Policy: - A policy is a principle or rule to guide decisions and achieve rational outcomes.

Aviation: - Aviation is the design, development, production operation, and use of aircraft, especially heavier than air-craft.

ICAO's aims and objectives, as stated in the Chicago Convention, are to foster the planning and development of international air transport so as to ensure the safe and orderly growth of international civil aviation throughout the world; encourage the arts of aircraft design and operation for peaceful purposes; encourage the development of airways, airport, and air-navigation facilities for international civil aviation; meet the needs of the peoples of the world for safe, regular, efficient, and economic waste caused by unreasonable competition; ensure that the rights of contracting states are fully respected and that every contracting state has a fair opportunity to operate international airline; avoid discrimination between contracting states; promote safety of flight in international air navigation; and promote generally the development of all aspects of international civil aeronautics.

ICAO's primary role is to provide a set of standards which will help regulate aviation across the world. It classifies the principles and techniques of international air navigation, as well as the planning and development of international air transport to ensure safety and security.

The air Navigation commission (ANC) is the technical body within ICAO. The Commissioners, nominated by the ICAO's contracting states and appointed by the ICAO council. Commissioners serve as independent experts, who although nominated by their states, do not serve as state or political representatives. International Standards and Recommended Practices are developed under the direction of the ANC through the formal process of ICAO panels. Once approved by the commission, standards are sent to the council, the political body of ICAO, for consultation and coordination with the Member States before Final adoption.

The 9th edition of the Convention on International Civil Aviation includes modifications from years 1948 up to 2006. ICAO refers to its current edition of the convention as the statute and designates it as ICAO Document 7300/9. The convention has 19 Annexes that are listed by title in the article Convention on International civil Aviation.

3.2 AVIATION ORGNISATION

IATA (International Air Transport Association)

The international Air Transport Association (IATA) is an international industry trade group of airlines headquartered in Montreal, Quebec, Canada, where the International Civil Aviation Organization is also headquartered. The executive offices are at the Geneva Airport in Switzerland.

IATA's mission is to represent, lead, and serve the airline industry. IATA represents some 240 airlines comprising 84% of scheduled international air traffic. The Director General and chief Executive officer is Tony Tyler. Currently, IATA is present in over 150 countries covered through 101 offices around the globe.

The International Air Transport Association (IATA) Brings together approximately all airlines from around the world. Flights by these airlines comprise more than 98 percent of all international scheduled air traffic. The mission of IATA is to "represent, lead serve the airline industry. IATA has its headquarters in Montreal, an executive office in Geneva and regional offices in Miami and Singapore.

IATA ensure that people, freight and mail can move around the vast global airline network as easily as if they were on a single airline in a single country. In addition, IATA helps to ensure that

Members' airplanes can operate safely, securely, efficiently and economic under clearly defined rules.

IATA provides a useful means or government to work with airlines and draw on their experience and expertise. Working standards for the aviation industry are developed within IATA. In fostering safe and efficient air transport, IATA serves the stated policies of most of the world's government.

Airport Council International (ACI): -

The airport council International (ACI) is the International association of the world airports. It is a non-profit organization, the prime purpose of which is to advance interests of airport and to promote professional excellence in airport management operations.

Airports council International (ACI) is a non- profit global trade organization of the world's airport, consisting of 580 members operating 1,650 airports in 179 countries and territories. ACI primarily represents member airport's interest and the promote professional standards in airport management and operations. It aims to provide the public with a safe, secure, efficient and environmentally responsible air transport system.

It is governed by the ACI Governing Board ACI world Headquarters was based in Geneva Board. ACI world Headquarters was based in Geneva, Switzerland but subsequently moved to Montreal, Canada, after the 2010 General assembly. It incorporates the International Civil

Aviation Organization (ICAO) Bureau and is a member of the Air Transport Action Group (ATAG).

CANSO: -

Many governments have transferred the responsibility for providing air navigation services from civil services departments to organization with varying degree of independence from the government. The degree of independence from direct government control varies from a state enterprise with a board of Directors reporting to the government, to a partly or completely privatized entry with shareholders.

The new organization have greater freedom to manage their businesses in a way that will result in efficient and safe air navigation services. These organization have established the civil Air Navigation services Organization (CANSO) as their trade association, however any organization provided to furnish civil air navigation services may join CANSO. CANSO headquarters are in (Netherlands) with a regional office in Brussels.

CANSO is the global voice of the companies that provide air traffic control, and represent the interests of Air Navigation Service Providers worldwide. CANSO member are responsible for supporting 85% of world air traffic, and through our workgroups, Members share information and develop new policies, with the ultimate aim of improving navigation in the air and on the ground.

3.3 AIRPORT SERVICES' USERS

Airport is a self-contained town in a city. It has its own administration and specific rules for its user and the visitors. Airport is basically meant for the use by passengers, visitors and the consignor/consignees and hence they are the main users.

Airport authorities have to provide various facilities for them and which various agencies are working:

- Police or other security forces for the safety and security of the installations and other vital equipment,
- Airlines and their offices for providing aviation facilities too the passenger,
- Handling agents to provide assistance to airlines for handling of the flight,
- Oil companies to provide aviation fuel to the aircraft,
- Engineering companies to provide maintenance of the aircraft,
- Cleaning and maintenance service of the terminal building for the upkeep
- Restaurant for the meal and snack requirement of the passengers/airline.
- Lounges and other waiting areas for the passengers,
- Custom offices for the international passenger and cargo,

- Immigration or the passport control offices both in the arrival and departure areas of the international terminals, and
- Provision to provide emergency service like fire-fighting.

USERS OF AIRPORT SERVICES

After going through the above, now we can analyze the following are airport users:

1. Airlines and their employees
2. Restaurant and Lounges
3. Agents
4. Banks
5. Custom
6. Immigration or the passport control officer
7. Oil Companies
8. Security agencies
9. Airport authorities
10. Metrological Office
11. ATC officer
12. Medical unit
13. Tourism Offices
14. Taxi Service Providers
15. Hotel Representative
16. Terminal for rail or buses

17.Left luggage Areas

18Law enforcing agencies

For the airport, it is important that all its customers are given proper attention and their needs are met before it is asked. The airport authorities are responsible to provide the service to its user.

Airlines & their Employees

The main service providers are the airline and their employees. These business entities own the aircraft and carry the passengers on their flight and also bring them from various parts of the world.

They have their own set up at the airport. Their set up is basically of two types.

- Counter
- Back up and Main office at the airport

Counter

Counter means check in counter, Facilitation counter, ticketing counter, excess baggage charge counter etc. are those-counter which are visible to the passenger and visitor.

Back Up and Main Office

Back up office is the office of the airline which is a control room also for the handling of the flight. The main job of this back

office to keep up-to-date information of the flight (delay ETA etc.) and keep the passengers informed.

ATC Office

The full form of ATC is Air Traffic Control. This is generally a vertical, tall and round building very near to the runway so as to give it the clear picture of the runway. All aircraft have to take persimmons from ATC to land or to take off. This is a very sophisticated service which is performed by experienced controller. The job is more difficult at the major airport where the flying is quite high.

At the major airports, there is more than one runway and hence the job of coordinating the arrival and departure of the aircraft requires sophistication. This has become somewhat easier with the use of IT where the computer tracks the movement and takes corrective measure in case of any emergency.

Medical Unit

As per ICAO all airport should have a qualified medical officer round the clock. There should also be a clinic to take-care of the medical emergencies of the passengers. The medical officer and medical units are provided by the airport authorities.

Generally the location is accessible to all passengers from inside the terminal and also from the landside.

The airport clinics are equipped with the basic medical facilities and in case of emergency or serious nature sickness, passengers are immediately taken to the near-by hospital in the ambulances which area available at the airports.

Tourism Offices

International Airports are the entry points for tourist. Each country has to provide a place inside the arrival and departure hall of the terminal building for providing the useful information about the Tourists who depends upon then for all type of solution in case of need of the information.

These offices are quite equipped with the literature of the various tourist interesting place. They are the good guide to the incoming tourists who depends upon them for all types of solution in case of need of the information.

Taxi Service Providers

At each terminals, both arrival and departure, particular in arrival a counter is provided to the taxi operators to provide taxies to the arriving passengers.

Generally they of two type of government controlled or privately owned, They are essential for the development of tourism and also for the benefits of the arrival passengers.

Airport Customer Service: -

Customer service is a concept in which the service providers ensure the facilities are provided to its customer to the entire

satisfaction. In case there is a complaint, they have a grievance officer to address the complaint and also take further action to ensure its improvement.

Having known the customer service and the user of the airport, it is very easy for the student to understand the need for the airport customer service.

To provide the customer service the airport must provide the following facilities:

In Passenger Terminal: -

- Information counters properly manned.
- Sufficient telephone lines in case passenger wants to find the flight information.
- Display board for the arrival and department of the flight.
- Proper signage,
- Trolleys for the passenger to carry luggage from curb side to the terminal building and vice versa,
- Toilet facilities for ladies/gents and also for the physically challenged person,
- Escalators and lift for going up and down,
- Facilities for the wheel chair passenger/stretcher passengers,
- Proper entry and exit gate with signage as per ICAO standard,
- Snack Bar/restaurant.

In Cargo Terminal: -

- Place to park vehicle to load and unload cargo
- Information counters
- Proper access to the air cargo carrier's office
- Snack bar/Restaurant
- Ensure security of the goods once entered in the cargo area.

Passengers: -

The most important person at the airport is a "passenger" or a "visitor". All airlines and airport exist because of passenger. If the passengers are not there, then no airline will operate and no requirement of the airport and entire huge infrastructure. The passenger is the main user of the facilities of the airport. The airport deign starts from the passengers and ends with the passenger.

The passengers require a place to sit before the security is announced and once inside the security area also need a place to relax, have a coffee or watch a TV or listen to news.

The present airport are designed in such a way that at every stage the passengers does not feel lost and is always get what are his basic needs.

Passengers does not want to spend time which is unwanted He wants to spend the minimum time waiting for the departure of the flight.

In these days the activities at the airport have multiplied. Airport in the world are competing each other In terms of facilities to the airline. Passengers and concessionaries attract more and more airline. The ultimate aim is to provide the maximum facilities with minimum hassle to the ultimate users i.e. passengers. In turn the airline and the concessionaire are also in great completion to provide the services from an airport which has more and more.

An Agent is one who acts for, or in the place of, another, by authority from him, one entrusted with the business of another.

Customs is an authority or agency in a country responsible for collecting and safeguarding customs duties and for controlling, the flow of goods including animals, transport, personal effects and hazardous items in and out of a country.

Immigration is the movement of people into a country or region to which they are not native in order to settle here.

Conventionally, it was believed that an airport travel agent (TA) is not creating a need but only fulfilling an existing need. But it is now a reality that a number of airports TA's not only created the need to travel to destination but give business to hotels, carriers and lots of the traveler and the rest. How some airport travel agencies have grown and benefited from the marketing approach, is being discussed in this unit.

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3.3 <u>AIRPORT SERVICE MARKETING</u>

The quality, reach and ultimate success of the marketing activity in an air travel agency depends on how clearly the marketer has understood the service levels his firm can deliver, and how accurately he assesses the factors which make his firm stand out from the competition. To arrive at such level of clarity and accuracy he will have to measure his firm's potential and performance against the generic and specific factors which contributed to the success of a travel services operation.

Whilst a distinction has been made between the generic and the specific, it must understood that the factors are not insular, that there is both an overlapping and an interlocking into one another. Moreover, there are some functional relationships between them, particularly in terms of cause and effect. The generic factors assumes importance at a particular point in time or amidst a specific scenario. However, everything should finally progress into credibility and confidence.

Seven C's of Airport Services Marketing

Following are the 7C's of marketing for airport services:

- Credibility
- Confidence
- Competence

- Clout
- Consistency
- Customisation
- Care

Credibility and Confidence

These are the strongest allies a travel agent services is a complex business, not only due to convoluted fare structures, a lot of regulation to be complied with, involve itinerary planning and so forth, but to great extent due to the fact that the agent has little control over the end product his offers. A aircraft many get delayed, or not take off at all , leading to a missed connection; a visa or passport may be refused and there is almost nothing you can do about it in a hurry; a hired car may to turn up, or a hired coach may break down miles from anywhere.

Consistency

This is another important factor which the marketers must exploit to the firm's advantage. It is far easier to maintain consistency of quality in the case of sale of goods which can be produced to DIN or BS or ISI specification than when you are selling services which do not conform to tangible parameters and have a perceptual bias

As a matter of fact, it is this bias which determines the vital Decision Variable which was discussed earlier. Consistency, however, is a easy to comprehend, but not as easy to sustain

particularly, "When you are marching in some one else's parade". The travel service marketer in view of competitive pressures tends.

Customisation and Care

If an agency is still arguing about what has been discussed, remember that the negative fall out of saying 'no' to a client can be neutralized if, as the marketer, one is prepared to approach each client as someone who has special needs, even if they are not obvious.

The travel service marketer is rarely selling a branded product. There are no airlines that everyone always likes or dislike; there is no best airport in the world where your client wants to get stuck in for hours; there is no ideal stopover or routing. Each client has a special perspective, and he wants a travel agency to tell him that it understand this well.

Small and medium sized agencies have gainfully employed this factor in their selling and servicing, perhaps due to advantages of low volumes which can foster a one-to-one relationship with their clients. It's the larger travel agencies which have suffered in comparison.

Other Marketing Challenges

There are a number of specific factors which can be used to a great advantage in marketing of an air travel service within the distinctive scenario that exist in India. These factors are:

1. Low general awareness,

2. Intense Competition,
3. Poor infrastructure, and
4. Lack of control

Low General Awareness

The Indian traveler, having truly come of age in the last decade or so, is ironically, by and large still ignorant of all that a travel agency can do for him in terms of servicing, obtaining the best deals for him from the airlines and hotels. The various meet and assist services, which are available at airport in India and aboard the most inexpensive methods of transportation, time saving and so on.

Intense Competition

On the other hand the market is intensively competitive, with an increasing number of player, running after the same client groups. Even if 0.0 of our 880 million travel, (at 800000 travellers), Our counter has immense potential. It is reasonable to estimate that just about 10 of this potential tapped.

Poor Infrastructure

The tools that travel agent has to work with are at best, primitive and at worst, non-existent. In house computerization levels in the trade are very low, because given the abysmal margins available to the agent, he flight shy of all investment that cannot guarantee instant returns. Additionally the agent is familiar with mega reservation system only through the pages of foreign trade journals.

Look of control

Finally, as explained earlier, the travel trade in india is not regulated by charter or by a strict ethical code. IATA norms, save for financial guarantees, are loosely operated both in terms of licensing and monitoring. The premiter travel trade-body, the Travel agents Association of India is constituted by preference, and has no statutory control over its member which constituted by preference, and has no statutory control over its members which constitute about half of all IATA recognized agents in the country.

The purpose of marketing is create a customer. To do this, you have to know who your customer is and can be. The customer perceives a value to be received for his money, and this perception determines his 'decision variable'. The travel trade in India over the last sixty years or so has grown fast, but in an unregulated manner. Consequently, a confusing admixture of players exist on the scene; the IATA Agent, the Non-IATA Agent, the GSAs and PSAs.

The qualitative success of the marketing effort depends on how clearly the marketer understands the service levels his agency can deliver, and the factors which make it distinct from its competitors, such factors are both generic as well as specific. The generic factors are the seven cs; competence, credibility, consistency, customization, care and clout. The specific factors

are more clearly identifiable by both the marketer and the person he or she is trying to convince.

The successful air travel service marketer is, therefore, a professional who recognizes the compulsions of the trade and is able to convince the potential client as to why that client should not do its own travel management, but use an air travel agency instead.

3.4OVERVIEW OF AVIATIOINDUSTRY

In the simplest of terms, the airline industry is a system of transportation. It is part of a much larger transportation industry, which focuses on moving people and goods from One place to another. A comparison of the most important modes of transport shows us that, globally, the most important modes of transport shows us that, globally, the most widely used modes of passenger transport are: the automobile, followed by buses, air, and railways. On the other hand, the most widely used modes of freight transport, for moving good or cargo are sea, followed by road, railways, oil pipeline, inland navigation and air freight.

Modes of transportation have common feature. For example, they each require an infrastructure, including transport networks and nodes or terminals; vehicles as the means of transportation; and operations to control the transportation system. In the case of airline, we refer to the transport networks as the airways, and the terminal as airport. Air traffic

control refers to the operations used to control air transportation. You, will learn more about these specific terms later in the course.

An airline's basic function is to transport people and good from one location to another using the airways. The airline industry consists of organization providing this service for passengers and/or cargo. An airline company owns or leases large planes generally referred to as commercial transport planes are designed to carry only cargo. The scale and scope of airline companies thus range from those with a single airplane caring cargo, through full-service international airlines operating hundreds of airplanes in their fleet.

Air transport provide the only global transportation network for passengers and cargo, making it essential for global business operations and for personal travel and tourism. It provides substantial economic benefits by connecting people and businesses around the globe. It also provides significant social benefits by facilities great communication between different parts of the world and by providing greater access to remote areas.

Scope of Airline

The airline industry itself is also part of another larger industry, the aviation industry, which refers to the range of activities involved in building and flying aircraft. These include aircraft manufacturing, airport operations and aviation support industries.

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Aircraft manufacture produce commercial transport planes, the smallest of which carry from 20 to 100 passengers and the largest of which can carry several hundred. Most of these planes are jet planes with two, three, or four engines. Manufacturers also produce general aviation plans, which are small airplanes with one or two engines. Although some of these smaller planes have jet engines more popular driven. These light planies are used for a variety of general aviation activities, such as flight instruction, inspection of telephone lines, spraying field crops or air taxi service. The latter serve small communities and provide connecting flight to larger airports.

Sometimes these are referred to as commuter airplanes. Light planes are also used by business to fly their employees to out-of-town meetings. Manufacturers also produce military planes, which include bombers, Manufactures also produce military planes, which include bombers, fighters and military transport owned by governments of countries.

3.4 IMPACT OF FRONT-LINE STAFF

Frontline employees are employee who directly interact with customers. This is typically contrasted with back office employees who may never meet a customer. It is important that frontline is trained, developed and upskilled continuously. Management should ensure that employees are engaged and motivated to bring their passion and creativity to work on a

daily basis, which in turn will motivate them to take good care of your customer.

Sales or service personnel, or other employees who deal directly with customers and act as a communication medium between them and the firm.

Frontline employees' contributions and role in service innovation the purpose is to create an understanding of employee contributions in the development and implementation of service. A bridge between organization have long focused on the customer's role in service innovation.

In the subscription economy, increasing customer retention is the sure shot means to grow sales and profitability. One of the best means to retain existing customers is successful customer service. A successful customer service is the one that helps improves brand loyalty.

A service, such as the education or health system, that is run by the government to provide services directly to members of the public: Local government wants to improve frontline services for children and old folk.

Ticket agent work at an airline's ticket or baggage counter. They greet customer when they arrive at the airport. They check in luggage and make seat assignment.... Some aviation attorneys work for FAA, while others may be on staff or on retainer by large corporations who own aircraft or deal with airline.

The main responsibilities include checking passengers in, weighing and checking in baggage, issuing boarding passes and luggage labels, allocating seat numbers, asking security ques

3.5 <u>CUSTOMER SERVICE</u>

Customer Service reps are responsible for greeting passengers, guiding them to the proper terminal, explaining airport regulations, and asking for volunteers to take a later flight when one has been overbooked.

Airline Customer Service is providing customer support to customer before, during, and after a flight.

An airline customer service agent works in an airport or a call center, providing information and assistance to the flying public. In a call center, an airline customer service agent helps customers with flight reservation, itinerary changes, baggage concerns and questions about customer loyalty programs.

Provide Value – Great Customer Service programs should focus on treating customer well, answering Questions, and exceeding their expectations. This approach helps businesses engage customer and build strong relationships. Retains customer Keeping loyal customer is way lass expensive than getting new ones.

To provide all necessary help and support to passengers as required by our customer airlines which may include check in baggage processing, reservations and ticketing, boarding of flights, air-bridge operation, greeting arriving passengers,

handling of VIPs, provide special passenger assistance, handle customer...

Customer Service representatives help customers with complaints and questions, give customers information about products and services, take orders, and process returns. By helping customer understand the product and answering questions about their reservations, they are sometimes seen as having a role in sales.

Some ground staff is responsible for inspecting, storing and transporting luggage, while others stock the aircraft with food and beverage items that are distributed during flight.

Airline or airport customer service involves providing support to airline/airport customer before a flight, during a flight, and after a flight. Typical duties can involve assistance with booking/reservation, processing boarding passes, and managing check-ins.

The Golden Rule Of customer Service... or, To paraphrase several philosopher, do unto your customer as you want to be treated when you're a customer. This principle is all you need when designing your customer service policies and procedures.

A passenger service agent, sometimes referred to as flight customer service agent, is responsible for the administrative and customer service of travelers. Like flight attendants, passengers service agents are responsible for meeting the

needs and safety requirements of passengers and airport personnel.

3.6 Customer Relationship Management

CRM consists of three discrete components:

Customer Relationship and Management CRM tries to achieve a single integrated view to customer and a customer center approach by judiciously blending these three factors.

Customer: - The customer is only source of the company's present profit and future growth. However, a good customer, who provides more profit with less resources, is always scarce because customers are knowledgeable and the competition is fierce. CRM can be thought of as a marketing approach that is based on customer information.

Relationship: - The relationship between company and its customers involves continuous bi-directional communication and interaction. The relationship can be short-term or long term, continuous or discrete, and repeating or one-time. Relationship can be attitudinal or behavioural. Even though customer have a positive attitude towards the company and its products their buying behavior is highly situational.

Management: - CRM is not an activity only within a marketing department. Rather it involves continuous corporate change In

culture and processes. The customer information collected is transformed into corporate knowledge that leads to activities that take advantage of the information and of market opportunities. CRM requires a comprehensive change in the organization and its people.

CRM is a business strategy that goes beyond increasing transaction volume.

Its objectives are to increase profitability, revenue, and customer satisfaction. To achieve CRM, a company-wide set of tools, technologies, and procedures promote the relationship with the customer to increase sale. Thus, CRM is primarily a strategic business and process issue rather than a technical issue. In this unit, you are going to learn various aspects of CRM of a service firm. In this unit, you will also be introduced to the CRM strategies used by service firms.

The Service-Profit Chain Model

The 'service-profit chain' model is based on the following seven theorems:

1. Profit and growth are liked to customer loyalty.
2. Customer loyalty is linked to customer satisfaction.
3. Customer satisfaction is linked to service value.
4. Service value is linked to employee productivity.
5. Employee productivity is linked to employee loyalty.
6. Employee loyalty is linked to employee satisfaction.

7. Employee satisfaction is linked to internal quality of work life (internalizing the firm's brand)

Airport Excellent Customer Service

Excellent Customer Service has finally become a top priority of airport management today. Evidence of this demonstrated by conferences such as the ACI-NA Customer Service Seminar being held in Denver.

Excellent Customer Service need to be focused on your airport's ability to exceed the needs and expectations of your passengers (or Customer). It is this ability to consistently match its customer's perception that their needs and expectation that will differentiate your airport from the competitors.

Excellent Customer Service is crucial to your ability to target strategic growth opportunities. You'll be able to compete and win beyond price, features and specifications. Further-more it improves your bottom line by reducing west and unnecessary cost when you focus on the actions that generate value of your customers.

Excellent Customer Service is particular challenge for airports. Although airport are responsible for the delivery of service within the entire airport campus, the customer of the holds the airport accountable for the level of service, even though it could be another service provider related issue Recovering this reality, airport must provide an airport-wide approach to

customer service training for all airport employees, as well as for tenants.

Excellent customer service beings with a champion to step back to gain an holistic overview of the airport's organizational processes, and to bridge the silo's and guide stake-holders to the necessary stages to move from being airport centerd to one of being customer-centric

4. RESEARCH METHODOLOGY

4.1 RESEARCH METHOD: -

Airport-related research in the united states covers a wide spectrum of need and topics. At one end of the spectrum, the federal Aviation Administration (FAA), the Transportation Security Administration, the U.S Environ-mental protection Agency, and other federal agencies conduct research to support their own responsibility in managing and overseeing the safety, security, and environmental compatibility of nation aviation system. This research can be characterized as mission- or function-oriented and focused primarily on each agency's particular risponsibilities. At the other end of the spectrum, research is more aptly described as problem- or product based. It is the outcome of the work of thousands of airport opretors, aircraft operators, consultants, and suppliers on site-specific issues, development of project- any products, and practical solutions to everyday problems.

Largely missing from this mix is a middle layer of research that addresses problems shared by many airports, large and small. In particular, federal requirements present the nation's airport with many complex challenges. Examples are the need to find environmentally acceptable but still safe, economical, and fast-aircraft deicing methods and the need to design airport terminals that both expedite passenger traffic and enhance security. Federal agencies conduct research to support 7their own requirements. Airport operators needs research to solve the problems created by the several federal statutes and agencies but also by state and local governments, airlines, and other airport users.

The nation's airport the represent a mostly public resource overseen, managed, and financed by all levels of government. Research that helps find and integrate solutions to shared airport problems can confer large public benefits by allowing more effective responses to government rules and requirements, more productive use of public resource, and better service to airport users.

Commercial-service airports i particular can be large and complicated enterprises. Many employ hundreds or even thousands of personnel; maintain relations with scores of airline, concessionaires, and suppliers of airline passengers and other users on a daily basis. They often have multiyear planning, constructions, and procurement programs for numerous facilities, ranging from access roads and parking

garages to terminals, runways, and storage buildings. Some large airports are communities in their own right. They house or operate numerous parking facilities, public transportation system, warehouses, fueling stations, fire and rescue service, police forces, road networks, medical facilities, restaurants, and hotels. The sheer size and complexity of many airport enterprises present a rich array of problems and research needs.

Operations and Safety

Some large airport handle hundreds of aircraft landings and takeoffs in a single hour. Many different kinds of aircraft operating on multiple runways, taxiway, and parking areas and the movements of hundreds of tugs, baggage and cargo conveyors, passenger bridge and buses, refueling trucks, service vehicles and other ground support equipment and personnel are involved. Thousands of people may pass through a single terminal in an hour as they board and transfer to other flights, wait for arrivals, and are processed by security, customs, and immigration services. The orchestration of these airside and terminal operations, especially during peak periods and adverse weather requires planning and coordination among airline, air traffic control, and airport operators.

Maintenance

Good maintenance is crucial to an airport's ability to provide efficient, safe, and reliable service. It also represents a

significant expense. Maintenance materials, supplies, and services typically account for 20 percent or more of annual operating budgets and are often second only to personnel as the largest single expense item. The neglect or deferral of maintenance can have significant long-run implications: it can present safety hazards that reduce airport capacity and require costly repairs and renovations. Yet federal aid, which can be used for capital improvements, seldom covers expenses associated with routine maintenance.

Design of Infrastructure and Equipment

Various types of airside equipment and infrastructure are eligible for federal funding aid, such as field paving and lighting, security system, snow and ice removal, noise abatement equipment, fire-fighting equipment, and weather monitoring stations. Funding eligibility is more restricted for terminals and other landside features, but federal aid can be used for public facilities that are directly related to the movement and processing of passengers, such as baggage-handling equipment, passenger boarding bridges, central waiting rooms, and security and inspection areas.

Finance and Administration

Modern airport of all sizes must be run by administrators with the variety of skills. The administrators must bee able to maintain relations with workers, users, and suppliers, as well as many elected officials of the communities they serve. They

must be able to manage and account for public funds-even airport derive significant revenues from tenants and concessions are responsible for public funds, and the services that airport provide with these funds are crucial to the community at large. Like executives in other industries, airport managers draw the rules of thumb and conventional wisdom. However, as the airport managers face budgetary constraints and closer public scrutiny, research in support of sound management practices has become increasingly important.

Planning and Environment

Airport are planned with regard to both local needs and their functions within the 1overall aviation system. Because so many elements of an airport are interdependent, a single airport capability-such as limited ground access-can influence an airport's overall capacity. In turn, this can affect the performance of the larger system of airports that serves a metropolitan area, region, or the entire country. Consequently, FAA has long allowed operators to used federal funds for master planning and state and metropolitan planning organization to engage in system-level airport planning. Yet, FAA research in support of it's master planning guidance has tended to be piecemeal. As a practical matter, it is more difficult for the agency to justify significant expenditures on research aimed at improving airport planning capabilities than to justify expenditures on uses on research premising tangible

new products and technologies, such as improved runway marking or fire-extinguishing agents.

Security

Security is a major concern of airport sand the federal government. It pervades all aspects of airport operations, planning, and development. Moreover, a new federal agency, the Transportation security Administration (TSA), has been given primary responsibility for ensuring aviation security. Fast-changing security demands and new institutional arrangements and responsibilities have presented major challenges at airports, where most of the security changes must be implemented. Security is now enmeshed in airport decision making. It must be factored into all airport plans and actions along with economic environmental, safety, and operational effects. Operators must be responsive to the needs and expectations of TSA while also meeting those of FAA, the USA. Environmental protection Agency, Other federal agencies with relevant regulatory responsibility, and state and local government.

4.2 Understanding the Customer

Complaints happen every day. When a customer the complains, it is usually for the good reason or genuine concern. They usually have made a purchase that did not meet their expectations-a product, service; or maybe a combination of the two. In the customer service industry, we cannot avoid

complaints. We must take care of the customer by listening to the complaint, and resolving it, to ensure a happy customer.

Fewer than half of unhappy customers will bring a complaint to your attention. Those who never say anything will tell an average of 11 other people about their bad experience. It is important that we recognize complaints as opportunities, so we can sway these averages, one resolved the complaints at a time.

Customer wants to know someone is listening and they are understood, and they are hoping you are willing to take care of the problem to their satisfaction. No matter what the situation is, when the customer brings a complaint to your attention- even if they do it in a less-than-desirable way-be thankful. As the old saying goes," we can't fix it if we don't know it's broken." Moreover, we must realize that improper handling of a customer complaint can be costly to the business.

Here are five strategies that will help you handle a customer complaint in a smooth and professional manner:

Stay Calm: - when the customer presents you with a complaint, keep in mind that the issue is not personal; he or she is not attacking you directly but rather the situation at hand. "Winning" the confrontation accomplishes nothing. A person who remains in control of his or her emotions deals from a position of strength. While it is perfectly natural to get

defensive when attacked, choose to be the "professional" and keep your cool.

Listen well: - Let the irate customer blow off steam. Respond with phrases such as," Hmm", "I see," and "Tell me more". Do not interrupt. As the customer vent and sees you are not reaching, he or she will begin to calm down. The customer needs to get into a calm frame of mind before he or she can hear your solution-or anything you say, for that matter.

Acknowledge the problem: - Let the customer know you hear what he or she is saying. If you or your company made a mistake, admit it. If you did not make a mistake and it is a misunderstanding, simply explain it to the customer." I can see how that would be incredibly frustrating for you." You are not necessarily agreeing with what the customer is saying, but respecting how h or she perceives and feels about the situation. An excellent phrase for opening up this particular conversation would be, "So, if I understand you correctly..." After the customer respond, follow up with, "so, if I understand you correctly, we were to resolve the problem by noon today. I can see how that must be frustrating for you." Then be quiet. Usually, the customer will respond with "That's right or "Exactly". By repeating to the customer what you think you heard, you lower his or her defenses, and win the right to be heard.

Get the facts: - After listening, take the initiative in the conversation. Now that the customer has calmed down and feels you have heard his or her side, begin asking questions. Be careful not to speak scripted replies, but use this as an opportunity to start a genuine conversation, building a trusting relationship with your customer. To help You understand the situation, get as many details as possible.

Offer a Solution: - This happens only after you have sufficient details. One thing to keep in mind: Know what you can and cannot do within your company's guidelines. Making a promise you cannot commit to will only set you back. Remember, when offering a solution, be courteous and respectful. Let the customer know you are willing to take owner ship of the issue, even if it was out of your control. Take charge of the situation and let the customer know what you are going to do solve the problem.

A Quick follow-up phone call a few days later to make sure everything is ok is icing on the cake. Even a small gesture of apology can turn this interaction from disaster to legendary. The cost could be minimal-maybe a simple upgrade on the customer's next purchase or a small gift certificate. A simple gesture like this could result in a future referral or a positive word-of-mouth marketing recommendation.

When you resolve customer complaints successfully, you will better understand their needs, retain them as loyal customer, and enhance your business.

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4.3 AIRPORT SHOPPIG

Almost all airports provide a number of facilities for its customers. These facilities are provided to customers in order to give them the best experience at airport and welcome them again to book their flights from the same airport. An airport is a first impression of the city you are entering into and thus a customer service executive makes all his effort to provide customer with the best experience.

Airport are not solely geared toward handling passengers and baggage. The non-aviation business-including shopping, dining, parking and advertising-is constantly expanding as a vital source of revenues.

Non-aviation Business

Non-aviation business refers to everything at airport not directly related to air travel, such as retail trade, catering, parking, and advertising. Airports have recognized the opportunity to boost both revenues and profits with the help of the non-aviation sector and, as a result, have significantly

expanded the areas dedicated to retailers and restaurants. Even airport not initially designed or built with retail areas in mind have since managed to developed a retail presence for example, Frankfurt Airport now has 570 square meters of non-aviation area per 1 million passengers, While London Heathrow has 1,050 square meters per 1 million passengers. Both airport plan to expand even more.

Rising Expectations for Shop Owners

Not only has the number of non-aviation areas risen-airports' expectations regarding the professionalism and individuality of shops are also growing. This applies to both retail trade and catering outlets. The following points outline some main expectations for airport retailers and restauranteurs:

Provide Clear and Efficient Routing

Until recently, the most commonly used type of routing for duty-free wait through shops was meandering, allowing passengers to walk through as wide a range of merchandise as possible. Now, however, shop layout the provide clear and functionally efficient routing that ensures optimal orientation with less time delay. This creates a more relaxed environment for stressed passengers, with the added advantage of increasing their willingness to buy products.

Create a Unique profile

For years, successful airports have put their faith in regional-style retail formants and unique offerings. Now, airport also

expect the duty-free shops to contribute to the distinct character of the airport, with best-practice shops adopting regional and local aspects not only in product mix but also store design. Along with traditional duty-free products, there is a sophisticated regional assortment with product lines produced exclusively for duty-free operators. One example is Aldeasa, which opened in 2009 in Terminal 1 of Barcelona EL Part Airport. The design of the store's regional section is based on the architecture of Barcelona's Antonio Gaudi.

Build a strong Brand

Another success factor for duty-free operations is a strong retail brand. Until recently, the retail brands in duty-free shops-in Europe, they are mostly variations of the overarching Travel Value umbrella brand-were not familiar to most customers. Increasingly, shop operators are coming up with their own trade brands to position their shops clearly with their customers. For example, the new Heinemann brand from Gebr.

Get Innovative

Airport are placing ever greater demands on caterers to match their offering to individual airport and customers. Among the ides is allowing passengers to check in to a flight from a restaurant and offering free Internet while they wait. McDonald's at Munich Airport has expanded its previous strategy in this respect (see sidebar: McDonald's Gets Innovative).

Airport Business Model

Airport are often criticized for their interchangeable retail formats, so they are always looking for top notch brands to add to their mix-brand that are either not yet represented at other airports or that underpin the airports are willing to take certain risks; for example, Singapore's Changi Airport created a young fashion and accessories concept together with students from Singapore polytechnic.

Business

What does all of this mean for retailers and manufacture that wish to break into the airport business segment or successfully expand an existing foot-hold? There are three success factors ...

1. **Establish an independent management structure:** Travel retail requires its own independent management, because the business model. Simply copying the high-street model will not work.

2. **Adapt the market entry strategy to travel retail:** The unique features of travel retail require a market-entry strategy with an appropriate format and product mix and a specific business model. Simply copying the high-street model will not work.

3. **Align with a strong partner:** In some cases, travel retail is more successful when run with a strong partner with airport experience. There are usually several established

retailers at each airport that already hold licenses or franchises of various global brands.

Airport: A Profitable Destination

The non-aviation business segment continues to attract a more diverse group of retailers-extending beyond premium and luxury brands to also include mainstream brands. To operate profitably in this environment requires new business models, innovative strategies, and insights into a wide and diverse customer segment. Knowing your customers-their terminals, flight schedules, destinations and preferred products-can prove lucrative. Developing a strong business intelligence function-particularly for duty-free operators-that uses the large amount of detailed information that is gathered is vital for designing merchandise strategies that get the most value from each potential consumer.

Airport are not solely geared toward handling passengers and baggage. The non-aviation business-including shopping, dining, parking, and advertising-is constantly expanding as a vital source of revenues. Airport have recognized the opportunity to boost both revenues and profit with the help of the non-aviation sector and, as a result, have significantly expanded the areas dedicated to retailers and restaurants.

For years, successful airports have put their faith in regional-style retail formats and unique offerings. Now, airports also

expect the duty-free shops to contribute to the distinct character of the airport, with best-practice shops adopting regional and local aspects not only in product mix but also store design. Airports are always looking to add top-notch brands that are either not yet represented at other airport or that underpin their unique profile.

4.4 AIRPORT SECURITY

On March 18, 1972, the first airport security regulations were made effective, later formalized within the FAA as federal aviation Regulations part 107-Airport Security, in 1978. Under this-regulations, airport operators were required to prepare and submit to the FAA a security programs, In writing, containing the following elements:

A listing of each air operations area (AOA), that is, those areas used or intended to be used for landing, takeoff, or surface manoeuvring of aircraft,

Identification of those areas vith little or no protection against unauthorized access because of a lack of adequate fencing, gates, doors with locking means, or vehicular pedestrian controls, and

A plan to upgrade the security of air operations with a time schedule for each improvement project.

Meaning of Airport Security

Airport security refers to the techniques and methods used in protecting passengers, staff and aircraft which use the airports from accidental/malicious harm, crime and other threats.

Large numbers of people pass through airport every-day, this presents potential targets for terrorism and other forms of crime because of the number of people located in a particular location. Similarly, the high death rate with attacks on aircraft, and the ability to use a hijacked airplane as a lethal weapon may provide an alluring target for terrorism, whether or not they succeed due their high-profile nature following the various attacks and attempts around the globe in recent years.

Airport security attempts to prevent any threats or potentially dangerous situations from arising or entering the country. If airport security does succeed in this, then the chances of any dangerous situations, illegal items or threats entering into aircraft, country or airport are greatly reduced. As such, airport security serves several purposes: To reassure the travelling public that they are safe and to protect the country and their people.

Airport security in India

India stepped up its airport security after the 1999 Kandahar hijacking. The Central Industrial Security Force, a paramilitary organization is in charge of airport security under the regulatory frame work of the Bureau of Civil Aviation Security (Ministry of Civil Aviation Security). CISF formed an Airport

Security Group to protect Indian airports. Every airport has now been given an ASU (Airport Security Unit), a trained unit to counter unlawful interference airline has a security group who looks after the aircraft security.

Terrorist threats and narcotics are the main threats In Indian airports. Another problem that some airports face is the proliferation of slums around the airport boundaries in places like Mumbai. Before boarding, additional searching of hand luggage is likely. More-over other than this they the CISF, has to face many other duties in context of face many other duties in context of Aviation Security, they have taken the security of the Cargo in many of the Airports all across India.

Indian Security Check procedures

Airport security checks are essential for the safety of both the passengers and the country. Documents like the passengers' passport, ticket, visa etc. are checked at the boarding counter prior to the passenger boarding the aircraft. If these are found genuine a boarding card is issued to the passenger.

The next step is the immigration check where the biographical data and the passport is screened and detailed fed into the computer which automatically matches the details with the criminal databank to see if there is any illegal doings connected with the passenger. These completed the passengers is allowed to enter the aircraft.

Regulations for Luggage and Safety Measures

During the first leg of the journey passengers are advised not to buy duty free liquor since these will get confiscated at the Brussels airport. Hence it is better to purchase duty free items after the Brussels check in.

The security rules and regulations maintain that:

- Passengers should not agree to carry packets or baggage of unknown people.
- If carrying explosive substances or arms one should declare these at the check in counters as concealing them is an offence.
- The hand luggage should be small and not contain dry cells or battery cells which would be removed while checking and the airport will not be able to return them to the passenger.
- Explosives like compressed gases, fireworks, hand guns, blank cartridges, pistol caps, acids and alkalis or any apparatus containing mercury should not be carried in your baggage.
- Liquids that is highly flammable such as fire or cigarette lighters, paints and thinners, matches, oxidizing material, radioactive material, peroxides or bleaching powders should be avoided.
- Insecticides and poisonous weed killers or live viruses are strictly prohibited.
- Valuable articles like jewels, money, precious metals should not be carried in the baggage.

- Sprays and perfumes should be packed according to the cargo regulations and carried in the baggage.
- Use of cell phone on board the Indian aircraft is prohibited.
- For medical use small oxygen cylinders can be carried and for passengers who require small carbon dioxide gas cylinders to operate mechanical limbs are allowed with prior permission.

Protecting against unknown future threats is an imperfect science, and as such, the future of airport security will always be an unknown entity. Concerns for the safe, secure, and efficient travel of passengers and cargo domestically and internationally will always be a top priority for the civil aviation system, and it can be assured that efforts to make the system as secure as possible will continue to be held in top priority, by all levels of government, as well as airport management.

SUMMARY OF FINDINGS

From the statistical analysis and interpretation made in the previous chapter it is inferred that majority of the respondents agree with the opinion that top management needs to assess regularly the surplus and shortage of human resources considering the need of the ITDS for present and future requirements. Employees are not satisfied with the efforts made by the management to determine levels of future recruitment and selection needs.

The majority of the respondents do not have the same opinion over the issue of determination of future training and management development of ITDC. It is notable that a majority of the respondents are uncertain over the issues and thus they are not satisfied with the provisions of controlling of wage and salary costs.

The majority of the respondents do not agree with the provision related to ensuring optimum utilization of human resources employed considering the ITDC requirements.

Further, majority of the respondents are uncertain regarding provision of a basic for future management development the programs. Thus, they are not satisfied with this issue.

The analysis of the statistical tools also leads to the conclusion that ITDC is lacking in laying emphasis on making efforts to meet the needs of expansion and diversification programs.

The majority of the respondents disagree with the full development of human resource information system of ITDC. AS far as respondents' attitude towards slow growth of productivity in ITDC is concerned, they do agree with the statement. It can also be concluded that unplanned manpower development leads to poor productivity.

The majority of the employee are disagree over the issue that poor planning leads to unencouraging profitability.

Respondents' opinion regarding human resource planning in Air Sahara and Jet Airways have been presented and analyzed and

it is found that majority of the employee agree with the question of the questionnaire that the human resource planning is must for every dynamic tourism organization. They feel that top management do not consider it seriously.

Most of the employees feel that there is need to re-structure the organization of Air Sahara and Jet-Airways and train, plan and develop them according to its pre-determined objectives. They feel that their potentialities are not fully untilized for enhancing productivity of both organization. While HRP has been helping Air Sahara and Jet Airways, the overall performance as regards higher productivity has not been so encouraging. The main reason is the conflict between employees and the management which leads to strike and unrest among them.

Further, any expenditure exercise made in planning and development of manpower increases the cost of manpower and add less to profitability. The airline industry is classified into six segments: Major, flag-carriers, cargo airline, independents, low cost carriers (LCCs), regional, and leisure.

The major are airlines which have annual revenues in excess of $2 billion; flag-carriers are the national airline; regionals are the niche airline limited to certain geographical parts; LCCs are the new breed airlines operating point with lower costs; and leisure are the charter operators.

An analysis of the top 150 airlines reveals that the majors have more than two-third share of the airline business. Their average

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operating margin is negative 3.9 per cent grew In 2003 by only 4.4 per cent while the LCCs expanded by 28 per cent. Thus, the LCCs have grown profitably in 2003, showing way for the majors.

The cost side of the airline business has deteriorated considerably, as carries soak up increased ATF (airline turbine fuel) cost which are indexed to prices of crude oil. In 2004, as crude oil went up from $35 to $55 a barrel, few airlines had hedged against such price rise. As per International Air Transport Association (IATA) forecast, the airline industry losses in 2004 would be $4 billion, in spite of improved traffic, mainly due to rise in ATF costs.

SUMMARY OF CONCLUSION

Tourism is a human experience, a social experience, a geographical phenomenon, a resource value, and a business industry. It is a major social phenomenon of the modern society with enormous economic consequences. Its important as an instrument for economic development and employment generation, particularly in remote and backward areas, has now been well recognized the world over. The industry today is globally recognized as a major economic contributor and employment generator. The investment flows into this field are constantly on the increase.

The developing countries must first develop the human resources in order to develop a tourism institutional structure

in which technological innovation can occur on a large scale. Economic development can succeed only when the environment as a whole is conducive to change and innovation at all levels and on all fronts. This will require educated masses, literate and national masses.

The strategies supported to achieve the goal of human resources development in tourism industry include more open government, more transparent and accountable public administration and development of energetic entrepreneurship in developing countries and further liberalization of markets and goods, capital, technology and tourism products. This would require joint action programe. A new vision for global co-operation for the next century is needed.

It has become imperative that tourism sector should concentrate on HRP system for grooming. HR in such a manner so as to flourish and achieve international competitive in tourism.

The tourism industry is faced with various challenges in the field of human resources. One of the crucial issues in this regard is the quality of manpower. The industry is vitally faced with the demand for qualified quality personnel.

The Government of India has shown some interest, though obviously not enough, in the promotion of tourism sector over the years, the Government has realized the importance of the skilled manpower in the field at different level to plan, train and develop human resources.

Human resource planning is a strategy for the acquisition, utilization, improvement and pressure on manpower resources. Manpower planning is the system which ensures availability of new personnel in terms of quality and quantity as and when they are required. Thus, human resource planning refers to establishing job specification or the qualitative requirement of jobs and determining the number of people required, as per goals and objectives. The role of training and development programe is most essential as it helps not only in 'managing other' but in managing self and it inculcates among participants a feeling to aspire for higher and higher excellence and effectiveness and thereby increased productivity.