Why do a course in International Airline Management & CRS?

The Airline Industry has become extremely competitive and as a result to increase revenues the airlines today are cutting costs. As per a survey conducted by KPMG/IATA, staff related costs account for approximately 30% of the total expenditure. Hence, major international airlines have shifted their operational forces from developed countries to developing countries such as India where labour costs are comparatively lower. The second cost cutting strategy adopted by carriers today is to reduce staff and rely on those who are well versed in both Passenger and Cargo Handling thus ensuring optimum productivity and reduced costs. Hence, training in both areas namely Passenger and Cargo handling will enable airline aspirants to have a competitive edge over those who have attended just a Travel and Tourism or an Air Cargo and Courier Management course. To further enhance, your career prospects, the Airline Management course at IHCTM also includes an international certification in Computerized Reservation System (CRS) from VIASINC, USA as well as a E-Ticketing course from Virgin Atlantic Airways, U.K.

In addition, the course includes Direct Marketing to equip you with Sales and Marketing as there is always great demand for sales personnel in the airline industry. Success Achievement Skills (a module of Diploma in Direct Marketing) comprises of Effective Communication and Self Management ensures that you do well in Group Discussions and Interviews before the final selection.

OPPORTUNITIES GALORE

After attending the AIRLINE MANAGEMENT course:

- You can work as Cargo/Passenger TRAFFIC ASSISTANT at the airport

- You can work as a TICKETING Staff and do Computerized Bookings

- You can work as COUNTER STAFF at the International/Domestic Counter of Airlines / Travel/ Cargo/ Courier Agencies.

- You can work in a CARGO AGENCY and prepare Air Way Bills (AWBs), calculate freight charges of consignments as well as apply rules from TACT for Export/ Import/ Transshipment.

- You can work in a TRAVEL AGENCY and undertake international and domestic bookings, handle passport/ visa/ documentation formalities, do hotel and car rental bookings as well as work as a Tour Coordinator. You could even start your own Travel Agency and organize your own group tours.

TOURISM CONCEPTS & TRAVEL AGENCY MANAGEMENT
(DIAT-01)

UNIT I

- Definition of tourism
- History of tourism
- Nature and importance of tourism
- Components and typology of tourism
- Tourism as an industry
    - Visitor
    - Tourist
    - Excursionist
- Basic travel motivators
- Concept of Domestic and International tourism and recent trends.
- Various travel documents Passport, VISA, Health, Economic etc.

UNIT II

- Tourism Resources
- Growth and development of Tourism in India.

National and International trade Associations & Organisations TAAI, IATO, WTO, PATA, IATA, ASIA, UFTAA, ICAO.

UNIT-III

- Definition and history of travel agency
- Functions and types of travel agency
- Rights and duties of travel agency
- Definition of travel agent: appointment, functions and resources of travel agent
- Process of approval of travel agency in India
- Organisation and working of travel agency

UNIT-IV

- Reservations and bookings.
- Travel retailing and operation.
- Traffic documents
- Travel Agency automation

BOOKS RECOMMENDED:-

1. Negi, Jagmohan Travel Agency and Tour Operation
2. Shakunthala & Jagannathan Plan your Own Holiday
3. Dennis. I. Foster; An Introduction to Travel & Tourism
4. HollowayJ.C ;The Business of Tourism
5. Christie Mill. R; Tourism the International Business
6. Travel & Tourism

INTERNATIONAL AIRLINE TICKETING AND AIR TRAVEL SYSTEM (DIAT-02)

UNIT–I

AIR TRANSPORTATION INDUSTRY

International Organisations- ICAO, IATA, Bi-lateral agreements/freedoms of air, Warsaw Convention, Evolution of Hub & Spokes, Carrier Codes, facilities to the passengers, procedure at airport: - policies, practices and rules.

UNIT–II

AVIATION GEOGRAPHY

Definition, latitude, longitudes, international dateline, time zones, calculation of time, time differences, GMT variations, concepts of elapsed time, flying time, ground time, standard time and summer time (=day light saving time), minimum connecting time, IATA areas, sub areas, sub regions, IATA three letter city and airport codes.

Air Travel Marketing, Human Resource Management in Airline Industry.

UNIT–III

TRAVEL FORMALITIES

Passport, visa, health regulations, airport tax, customs and currencies
Weight concept, piece concept, checked and unchecked baggage allowance and lost and found baggage.
OAG airline schedules, planning air itinerary, reservations.
Reservations: How to take reservations, computerized reservations and booking (an overview) and OAG books, Fare books, TIM, E-Ticketing

UNIT–IV

AIR FARE CALCULATION

a) Mileage Principles, Specified Routing, Extra Mileage Allowance (EMA), Excess Mileage Allowance (EMA), Higher Intermediate Fare, Circle Trip Minimum, One-way Backhaul Rule, Add-on Fares, Mixed Class Journey, Special Fares, Rerouting Fares, Mixed Class Journey, Special Fares, Rerouting.
b) Flight Schedules, Frontier Formalities, Credit Cards, Baggage Rules, Passenger Ticket and Baggage Check, Misc Charges Order, Security and Fraud Prevention.
c) Review of Basic Fare Construction Principles, One-Way Minima Check, Lowest Combination Principles, Round World Fares, Pricing Unit Concept, Special Fares (Individual and Group) Rerouting, Refunds, Re-ticketing, Endorsement Rules, Extension of Ticket Validity Peroration Localised Problem.

RECOMMENDED READINGS:-

1. OAG Guide
2. Travel Information Manual (TIM)

COMPUTER RESERVATION SYSTEM (CRS)
(DIAT-03)

UNIT I

- History,
- Overview and Concepts of Global Distribution System,
- Uses,
- Types

UNIT-II

ABACUS Global Distribution System (CBT)

- Abacus Keyboard, Help
- Calendar, Time Calculation, Weather, Calculator, Rate of Exchange, Minimum Connecting Time, Other Misc. Entries, Schedule, Follow Up Entries, Encoding, Decoding, City Pair Availability, Continuation Entries, Participation Level, Selling Seats A Selling A Seat, PNR Creation, Name Field, Phone Field, Ticketing Field, Received Field, End Transaction, Retrieval Entries, PNR Optional Fields, OSI Information, SSR Information, Remarks Field, Frequent Flyer Number, PNR Email, Itinerary Cancellation, Rearrange Segments, PNR Modifications, Pre Reserved Seats, Divide PNR, Queue Entries, Fare Quote

UNIT III

AMADEUS Global Distribution System (CBT)

- Encoding, Decoding, City Pair Availability, Continuation Entries, Participation Level, Selling Seats A Selling A Seat, PNR Creation, Name Field, Phone Field, Ticketing Field, Received Field, End Transaction, Retrieval Entries, PNR Optional Fields, OSI Information, SSR Information, Remarks Field, Frequent Flyer Number, Itinerary Cancellation, Rearrange Segments, PNR Modifications, Queue Entries, Fare Quote

UNIT IV

GALILEO Global Distribution System (CBT)

- Encoding, Decoding, City Pair Availability, Continuation Entries, Participation Level, Selling Seats A Selling A Seat, PNR Creation, Name Field, Phone Field, Ticketing Field, Received Field, End Transaction, Retrieval Entries, PNR Optional Fields, OSI Information, SSR Information, Remarks Field, Frequent Flyer Number, Itinerary Cancellation, Rearrange Segments, PNR Modifications, Queue Entries,

RECOMMENDED READINGS:-

1. Manual of Abacus GDS
2. Manual of Amadeus GDS
3. Manual of Galileo GDS

BUSINESS COMMUNICATION AND TRAVEL BUSINESS ETIQUETTES (DIAT-04)

Course Objective:
The course aims at sharpening the communication skills of the students. Students are familiarized with the various business settings and taught the best skills to enable them to operate effectively in these situations.

UNIT- I
- Meaning, nature, importance and objectives of communication in business
- Dimensions of communication
- Channels of communication
- Ethics in Business Communication

UNIT-II
- Barriers to communication
- Forms of communication
- Guidelines for effective communication
- Technology enabled Business Communication
- Non-Verbal communication: Kinesics or Body language, Para language or Para linguistics, Proxemics or space language, Time language and surroundings, Sign Language-Visual and Audio elements.

UNIT-III
Verbal or Oral communication:
- Public speaking
- Business Presentation
- Interview- Art of interviewing, structuring interview, preparing for interview and tips for interview.
- Group discussion
- Telephone handling.

UNIT-IV
Written Communication:
- Writing Business Letters
- The importance of sound business letter
- Planning a letter- the seven C's of Business Letter Writing, components of Business letter.
- Kinds of Business letters
- Memoranda, Notices, Circulars and Orders, Agenda and Minutes.
- Business Reports and Proposals.

RECOMMENDED READINGS:-
1. Business Communication: Meenakshi Raman, Prakash Singh.
2. Business Communication: K. K. Sinha.
3. Business Communication: R. K. Madhukar.
4. Business Communication Concepts and Skills: T. N. Chhabra.
5. Business Communication: R. T. Chappeler and W. L. Read.
6. Business Communication: R. Lisiker and John D. Petit.
7. Practical Communication: Francis J. Bergin.
8. Handbook of Practical Communication Skills: Edited by Chrissie Wright.

Hospitality
DIATH & CRS-05

Unit-I
Food and Beverage Service
The Hotel and Catering Industry
Departmental Organization and Staffing
Food and Beverage Area
Food and Beverage Service Equipment
Non-alcoholic/ alcoholic beverage
Meals and Menu Planning
Sale Control system
Preparation for service
Types of food service

Unit-II
Front Office Operation
Introduction to tourism, hospitality and hotel industry
Classification of hotel
Types of rooms
Front office organization
Registration and reservation
Bell desk
Front Office equipment and furniture
Front Office coordination
Arrival and departure

Unit III
Accommodation Operation
Role of house keeping in hospitality operation
Organization chart of the house keeping department
Cleaning organization
Cleaning agents
Composition, Care and cleaning of different surface
Interdepartmental relationship
Room layout and guest supplies
Area cleaning
Routine system and records of house keeping department
Pest control
Keys

Unit IV
Maintenance
Fuel used in catering industry
Gas
Electricity
Water system
Fire prevention and fire fighting system
Waste disposal and pollution control
Safety
Equipment replacement policy
Contract maintenance

BUSINESS COMMUNICATION AND TRAVEL BUSINESS ETIQUETTES (DIAT-04)

Course objective:

The course aims at sharpening the communication skills of the students. Students are familiarized with the various business settings and taught the best skills to enable them to operate effectively in these situations.

UNIT-I
Some concepts in communication:
Introduction: Making your thoughts clear use of English. What is skill? Communication, the code key words, Barriers of communication, forms of communication.

Formal letters
Formal style of communication, Formal and informal letters, Essentials of a formal letter, Mechanics of writing a formal letter, Drafting the letter, Some basic equipment, The format

Letters of Request
Letters of complaint, Replying to letters of complaint, Letter of ordering goods, Letter to Govt. and other organization.

Informal letters
Introduction, Difference between informal and formal letters, layout of informal letters, thank you letters.

UNIT- II
Formal conversation: Face to Face
Introduction, making enquiries and giving information at public offices, conversation at shop, placing orders, offering apologies

Informal conversation
Introduction, Greetings: Enquiries about one's health, everyday situation, other informal situations.

Informal conversation: Face to Face discussion
Introduction, social issues, cultural events and entertainment programmes, economic topics, political issues, educational matters, miscellaneous topics

Telephone conversation
Introduction, face to face and telephonic conversation compared, formal conversations, emergency calls, business calls.

UNIT-III
Memoranda
Introduction, what is memo? Formal and style letters Us Memos:- Some differences, why do we write memos?

Reports
Introduction, Types of report, steps in writing report, method of investigation, sources of information, note taking, outline of the report, characteristics of a good business report, the format of the report, informal report Accident report, Survey report, Tour report.

Interviews
Introduction preparation for an interview, unfolding the personality: specimen interviews

Debates
Introduction, beginning the debate, poise and delivery, fallacies in argument and rebuttal, some don'ts anticipation.

Discussions
Introduction, discussion on educational matters, difference between a debate and a discussion, some pitfalls in discussion.

Speeches
Introduction, welcome, farewell, felicitations, condolence, inauguration, public events.

Seminar Talks
Introduction, inauguration of the seminar, how a seminar is conducted, beginning of seminar talk or paper logical development of the folk or paper concluding the talk, discussin.

Unit-IV

Writing for Newspapers-I
Introduction, type of information in newspaper, news items comment:- the editorial column, letters to the editor (types of letters, examples, points to remember, a comparison.

Writing for Newspapers-II
Introduction, items other than news, article, review, the creative piece, some useful suggestions.
Articles for Journals
Introduction, Journals, How to attempt and Article for a Journal, Example of articles, the usefulness of Journals.

Advertising -I
Introduction, Advertising (what is advertising) Who advertises?, The best medium Types of advertising, Headlines in Advertisements, A specimen Advertisement and Two possible replies, some examples of 'Idea' Advertisements
Advertising-II
Introduction 'Direct Mail' Advertising, Folders and Brochures
Group Discussions/Presentations

Diploma in International Airlines Ticketing and Computer Reservation System

Course:
TOURISM CONCEPTS & TRAVEL AGENCY MANAGEMENT
(DIAT-01)

INTERNATIONAL AIRLINE TICKETING AND AIR TRAVEL SYSTEM

(DIAT-02)

COMPUTER RESERVATION SYSTEM (CRS)
(DIAT-03)

BUSINESS COMMUNICATION AND TRAVEL BUSINESS ETIQUETTES
(DIAT-04)

Hospitality
DIAT -05