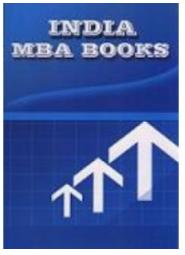
INTRODUCTION TO AIRLINE AND TRAVEL & TOURISM INDUSTRY



Brand: Mehta Solutions

Product Code: INTRODUCTION TO AIRLINE AND TRAVEL & TOURISM

INDUSTRY Weight: 0.00kg

Price: Rs600

Short Description
INTRODUCTION TO AIRLINE AND TRAVEL & TOURISM INDUSTRY notes
papers study material

Description

INTRODUCTION TO AIRLINE AND TRAVEL & TOURISM INDUSTRY SOLVED PAPERS AND GUESS

Product Details: INTRODUCTION TO AIRLINE AND TRAVEL & TOURISM INDUSTRY **SOLVED PAPERS**

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other University book solutions now mehta solutions brings top solutions for INTRODUCTION TO AIRLINE AND TRAVEL & TOURISM INDUSTRY **SOLVED PAPERS book** contains previous year solved papers plus faculty important questions and answers specially for University .questions and answers are specially design specially for University students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

INTRODUCTION TO AIRLINE AND TRAVEL & TOURISM INDUSTRY SYLLABUS
UNIT I

Transportation Industry: Air Transportation Industry – Land Transportation Industry – Sea Transportation

Industry – Multi-modal Transportation.

Market for Air Transportation: Marketing and Marketing mix Application of Marketing Principles to Airline

management – Airline Business and its Customers – Market segmentation – PESTE Analysis.

UNIT II

International Travel Documentation: Passport VISAs – Airlines Ticket or Authorization – Health Documents

 Michel Porter's Five Factors and their Application to Airline – Cost leadership Focus strategies – Airline

Business and Market Strategies Common Mistake.

Product Analysis: Concept of Product and Relation to Airline Fleet and schedules Related Product Features –

Customer Service and Controlling Product Quality – Air Freight Product.

UNIT III

Travel Information Manual: Referring the TIM – Passport Requirements: Different Nations – VISA

Requirements: Different Nations – Tax, Currency, Customs, Immigration requirements.

Official Airlines Guide: Referring the OAG – Aircraft Types and Codes – World Terminals – Calculation of

Flying time, Ground Time and Elapsed Time.

UNIT IV

Airport Planning: Introduction Growth of air transport, Airport organization and associations, Classification of

airports airfield components, Air traffic Zones and approach areas.

Airport Planning Process: Context of Airport system planning, Development of Airport Planning process

Ultimate consumers, Airline decision – Other Airport operations.

UNIT V

Airlines-Revenue Management: Building Block in Airline Pricing Policy – Uniform and Differential Pricing –

The Structure of Air Freight Policy.

Distribution and Promotion: Distribution Channel Strategies – Travel Agency Distribution System – Selling

& Distribution Channel in Air Freight Market – Brand Building Strategies in Airline Industry – Relationship

Marketing and Components of Marketing Strategies – Frequent Flyer Programme – Anatomy of Sale and

Planning – Marketing Communication Technique – Airline Advertising – Air Freight Market- Future of Airline

Market.

Details

- 1. Books by courier
- 2. Delivery in 5-7 days
- 3. Courier india only
- 4. Rating of product: largest selling