

## **Diploma in Air fare & Ticketing**

### **Program Objectives-**

1. To educate and prepare the students from rural, urban area who will be get employment in air transport and travel agencies of air India and related to this area.
2. To provide students with broad theoretical and applied background in all main branches of Aviation field.
3. To provide broad common from work of syllabus to expose our going students to the recent and applied knowledge of related to branches of aviation.
4. To encourage students to conduct various academic activities like midterm test, online test, open book tests, tutorials, surprise test, oral, seminar, assignment and seminar presentation.
5. To give practical training to students for air fare, travel management and ticketing.

### **Program Outcomes-**

1. A student with this diploma in aviation will have a depth and detailed functional knowledge of the fundamental theoretical concepts and experimental methods of air fare.
2. The students will have the skill in examining specific phenomena theoretically and experimentally.
3. The student will have the knowledge of a well defined area within aviation.
4. Student will have the skill in planning and conducting advanced air fare experiments and applying travel management characterization techniques.
5. The student will be able to contribute to the generation of new aviation and air travel insights.



**Objectives-** To impart the knowledge of

1. Travel agencies, tour operators and its functions.
2. Introduction of tour.
3. Customer service.
4. Marketing and sales promotion.
5. International conventions.

**Outcomes-** On completion of this course, the student will be able to understand.

1. Products and services of a travel agency.
2. Introduction of tour, preparing, Itinerary, costing, packaging & promotion.
3. Types of customers, importance of the customer and their needs & expectations master key proposed by WATA.
4. Marketing and sales promotion, market target segmentations and marketing strategy.
5. International conventions on travel contract, Warsaw convention 1924 & Chicago convention 1944, Brussels convention 1961 and Berlin convention of 1961 & 1966, Athens convention 1974 ICAO, IATA.

### **1. Concepts of products**

Definition of travel agents and tour operators and its functions

Principles of present business trends and future prospects

Problems and issues

Products and services of a travel agency



## **2. Introduction of Tour**

Types of tours, items included in a tour brochure

Booking conditions including liabilities and limitation of liabilities

Surface itinerary preparation, important consideration for preparing itinerary

Costing, packaging and promotion

## **3. Customer Service**

Types of customers, importance of the customer and their needs and expectations, creating good customer relations

Master key on customer care and master key proposed by WATA

Handling the complaints of clients

## **4. Marketing and Sales Promotion**

Introduction & different types of sales methods

Market target segmentations and marketing strategy

Sales distribution system and its attributes

Greeting the customer and gathering essential data

## **5. International Conventions**

International convention on travel contract

Warsaw convention 1924 and Chicago convention 1944

Brussels convention 1961 and Berlin Convention 1961 and 1966

Athens Convention 1974 and Brussels 1970

Helsinki accord 1976, ICAO, IATA and IATA general conditions of carriage  
(Passenger and baggage)



**Objectives-** To impart the knowledge of

1. Geography background, aviation geography GMT variation, flying time.
2. Basic fundamental services, airline designated code.
3. Understanding behavior practices, planning itinerary by air.
4. Process of automation, airline reservation system.
5. Additional economic impacts, bank settlement procedure (BSP)

**Outcomes-** On completion of this course, the students will be able to understand.

1. Aviation geography, concept of standard time & day lite saving times, flying time & halting time.
2. Three letters city code & airport code minimum connecting time, global indicator.
3. Planning itinerary by air, introduction, basic planning, passport, visa, currency, regulation.
4. Comprehensive travel agency automation airline reservation system.
5. Validation equipment, ticket imprinter pre-paid ticket advice (PTA)

### **1. Geography Background**

Physical Geography introduction, Asia, Europe, Africa, America, Australia and Pacific.

Aviation Geography: LATA traffic conference areas, sub areas, sub regions

Time calculation: GMT variation, concept of standard time and daylight saving

Time, calculation of total time, flying time and halting time



### **2. Basic fundamental services**

Three letters city code and airport code

Airline designated code, Minimum connecting time Global indicator

Current regulation, NUC conversion factors, general rules.

### 3. Understanding Behavior Practices

Planning itinerary by air: introduction, basic planning, planning program

Attractive Services, Passport Visa currency Regulation

Credit Cards: Concepts, types and benefits, Different types of credit card.

### 4. Travel Agency Function

Process of automation, Comprehensive travel agency automation Airline reservation system, Customer and health regulation and airport tax.

### 5. Additional Economic impacts

Bank settlement procedure (BSP): Concept, operation of BSP and its advantages. Validation equipment, Ticket imprinter, carrier identification place,

Standard traffic document, miscellaneous charges order (MCO), Pre-paid Ticket Advice (PATA)

## Paper-III- International Air Fare Calculation

**Objectives-** To impart the knowledge of

1. Introduction of IATA, UFTAA.
2. Fare construction with extra mileage allowance (EMA)
3. Higher intermediates points (HIP) circle tripe minimum (CTM).
4. General imitation on indirect travel, around the world fares.
5. Other special fares, one way and return (RT) of all types of tickets.

**Outcomes-** On completion of this course, student will be able to understand.

1. Concept of products, services and travel agency.
2. Types of tour, items included in a tour brochure, surface itinerary preparation.
3. Importance of the customer & their needs & expectations, handling the complaints of clients.
4. Introduction and different types of sales methods.
5. International convention on travel contract.



**Unit-1.** Introduction to IATA, UFTAA Fare construction formula Mileage principles

**Unit-2.** Fare construction with extra Mileage Allowance (EMA) Extra Mileage Surcharge (EMS)

**Unit-3.** Higher intermediates Points (HIP), Circle Tripe Minimum (CTM), Backhaul minimum Check (BHC)

**Unit-4.** General Limitation on indirect travel, Mix class Journeys, around the world fares (RTW), Add-ons

**Unit-5.** Other special fares or promotional fares, Practices of Passenger Ticket (with issuance of ticket with itineraries), One Way (OW) and return (RT) of all types of tickets, E- Ticketing.

**Practical+ training+ assignment+ viva-voce = 100 Marks**

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