

COURSE TITLE	ANCILLARY SERVICES IN AVIATION INDUSTRIES
COURSE CODE	04AH0501
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Able to define and explain the various types of ancillary services offered by airlines and airports.
- 2 Evaluate how ancillary services contribute to revenue generation for airlines and airports.
- 3 Evaluate how to market and sell ancillary services effectively through various channels (e.g., digital platforms, onboard sales, at check-in counters).
- 4 Identify the challenges faced by airlines and airports in managing ancillary services, such as customer dissatisfaction, hidden fees, and service transparency issues.
- 5 Identify key revenue streams from ancillary services, such as baggage fees, in-flight services, and loyalty programs.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	25	30	20	25	0

Contents : Unit	Topics	Contact Hours
1	Understanding Ancillary Services in Aviation Definition and importance of ancillary services in the aviation sectors, Types of Ancillary Services, Processing the Evolution of ancillary revenue streams for airlines, Impact of ancillary revenue on airline	15
2	Airline Customer Service Management Introduction of service provider, Importance of customer service in delivering ancillary services, Different platforms of technology in Ancillary Services , Usage of AI and innovations in Customer Service Management	15
3	Airport Ancillary Services and their Regulations and Policies Awareness of services provided by Airports, Marketing and Sales of Ancillary Services, Human recognition towards government regulations related to ancillary services, Understanding of Consumer rights and protection laws in the aviation industry	15

Contents : Unit	Topics	Contact Hours
4	Future Trends and Challenges in Ancillary Services Impact of emerging technologies and sustainability in ancillary services, Customer dissatisfaction with hidden fees and transparency issues, Analysis of successful ancillary service models by various airlines and airports, Challenges as well as solutions for customer services approaches in managing ancillary services	15
Total Hours		60

Textbook :

- 1 Airline Marketing and Management, Stephen Shaw, Routledge, 2017
- 2 The Geography of Air Transport, Graham N. Ballantyne & Peter J. L. Smith, Routledge, 2022
- 3 Airline Ancillary Services and Incompatibilities Within Alliances, Ioannis Maroulas, LAP LAMBERT Academic Publishing, 2023

References:

- 1 Airline Operations and Management: A Management Textbook, Airline Operations and Management: A Management Textbook, Gerard H. O'Neill, Ashgate Publishing, 2017
- 2 Airline Business Diversification: Generating Ancillary Revenues, Airline Business Diversification: Generating Ancillary Revenues, International Air Transport Association (IATA), LIVE Virtual Classroom Course, 2022

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 PPT, Board work, Case study.