

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VII

Subject Name: Aviation and Cruise Line Operation

Subject Code: 173304

Aviation Industry Operation

Sr. No	Course Content	Weightage	Hrs.
1.	Aviation -I : Introduction to Airline Industry Airline Industry Introduction, Structure of the Airline Industry, Major & National Carriers, Regional Carriers, Role of Regional Air Carrier, Airline Statistics. Airline Certification Introduction, Air Operators Requirements to use Indian air Space, Selection of required Aircraft for acquisition, Action to be taken after acquisition of the Aircraft, Issue of Air Operators Permit, Acquisition of Additional Aircraft, Renewal of the permit, continuing surveillance of the operator, Procedural Requirements Safety Regulation and Oversight of Flight Operation Introduction, Safety Regulation of Flight Operations, Flight crew requirements for flight safety, Alternate arrangements by operator, Inflight Monitoring by Operator, Flight operation to a new station, security clearance for foreign pilot and Engineers, Flight safety manual, Safety Audit.	15%	10
2.	Aviation -II : Introduction to Airline Marketing Airline Passenger Marketing Introduction, Development of the Marketing Concept, the marketing mix, the consumer-oriented marketing concept, Market Segmentation, Intensive growth strategies Airline Marketing Strategies Introduction, Marketing Strategies since Deregulation, Computerized Reservation systems Airline Pricing and Demand Introduction, The trend in domestic passenger airfare, Pricing and Demand, No-frills Airfare and survey warfare, types of passenger fares, The pricing process.	15%	10

3.	Aviation -III : Introduction to Flight Operations Elements of Flight Operations Introduction, Date collection by the DGCA, Air Carrier Accounting, Industry Agreements, Identification codes and airline designators, Publishing Schedules, Interline Agreements, Traffic & Financial Highlights Airline Labor Relations Introduction, The Railway Labor Act and the Airlines, The collective bargaining process, Historic overview of Airline Union Activity, Pre Deregulation, Labor-management relation, Labor relations since deregulation HRM in Aviation Introduction, Human Resources in the 21 st Century	20%	10
	TOTAL	50	30

Cruise Line Operation

Sr. No	Course Content	Weightage	Hrs.
4.	Cruise Line - I : Introduction & Overview Objective, Introduction, Origin of Cruise Industry, Present Cruise Industry, Typology of cruises products, Name of International Cruise Liners and their routes	15%	8
5.	Cruise Line – II : Marketing & Pricing of cruise products Overview of cruise market, Physical lay-out of a cruise, Key marketing Techniques for cruise designers and developers, Pricing of cruise product and targeting the market segments, Cruise Along Ganges; A Model Case of Indian Cruise Product	15%	11
6.	Cruise Line - III : Cruise Operation and Management Process SOP for Cruise Liners, Attributes required in crew members, Organization chart , duties and responsibilities, Recruitment Process & Policy, Career in Cruise Liners, Travel Tips for Cruisers	20%	11
	TOTAL	50	30

Text Books:

1. Airline Marketing & Management, Stephen Shaw, 7th Edition
2. Cruise Operation s Management, Philip Gibson, Taylor & Group, 2008

Reference Books:

1. Commercial Aviation Safety, Clarence C Rodrigues & Stephen K Cusick, 8th Edition.
2. Complete Guide to Cruising and Cruise Ships 2002, Douglas Ward, Berlitz, 2002