



**ENL 3816**

**English for Airline Business**

# COURSE DESCRIPTION

- ▶ This course examines the features and forms of English used in airline business; i.e. ticketing, airport checking, boarding, in flight service, etc.

# INSTRUCTOR

- ▶ ANANTACHAI AEKA
- ▶ B.ED. (ENG - LING) -
  - ▶ SWU, PATUMWAN
- ▶ MA. IN ED (ENG) -
  - ▶ WESTERN CAROLINA UNIVERSITY, NC, USA



# INSTRUCTOR

- ▶ CERT. IN HOTEL MANAGEMENT
  - ▶ THAMES VALLEY UNIVERSITY, LONDON, UK.
- ▶ CERT. IN TOURIST GUIDE
  - ▶ THAMMASAT UNIVERSITY



# SCHEDULE

- ▶ **Week I:** Course Introduction & Airlines Industry overall
- ▶ **Week II:** Types of airline
- ▶ **Weeks III - IV:** Airline presentation\*\*

- ▶ Week V: Types of aircraft / carrier; Layout; Specifications
- ▶ Week VI: Carrier presentation\*\*
- ▶ Week VII: Airline ticketing and reservation; Booking with conditions

- ▶ Week VIII: Airline ticketing and reservation dialogue\*
- ▶ Week IX: Checking in
- ▶ Week X: Checking in dialogue\*
- ▶ Week XI: Being a flight attendant
- ▶ Weeks XII - XIII: Airport announcement\*; Boarding announcement\*

- ▶ Weeks XIV - XV: In-flight announcement\*; Landing announcement\*
- ▶ Week XVI: In-flight services\*
- ▶ Week XVII: Final

# EVALUATION

▶ Assignments \*(7)  
70%

▶ Group presentations \*\* (2)  
20%

▶ Final  
10%

▶ \* Class attendance and participation will be considered for grading

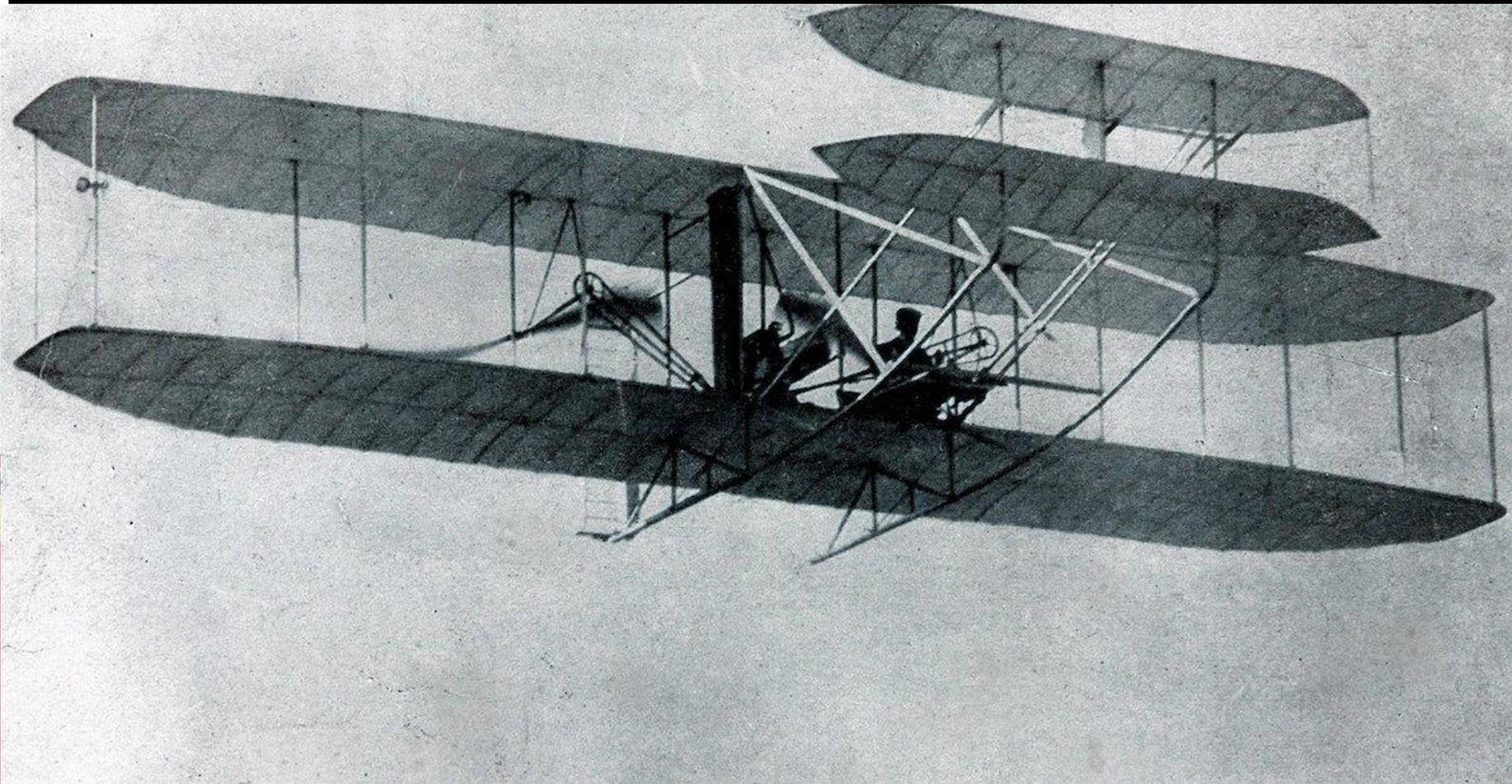
# Airlines Industry Overall

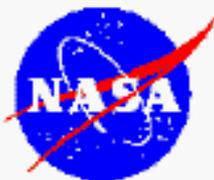


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- Since the birth of flight in 1903, air travel has emerged as a crucial means of transportation for people and products.
  - The hundred-plus years following the invention of the first aircraft have brought about a revolution in the way people travel.

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- The airline business is a major industry, relied upon by millions not only for transportation but also as a way of making a living.
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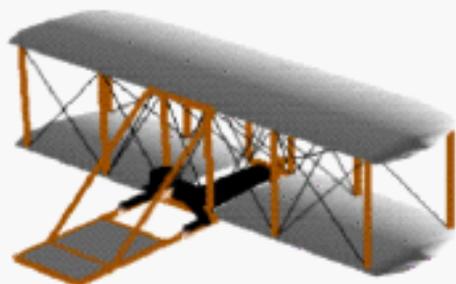
# Wright Brothers' aircraft



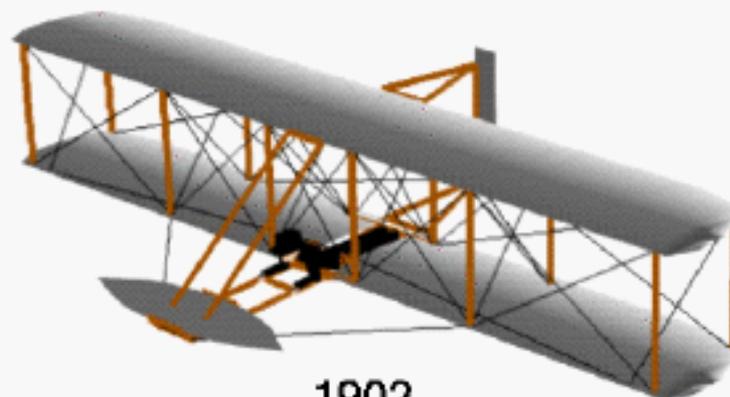


# Wright Brothers' Aircraft

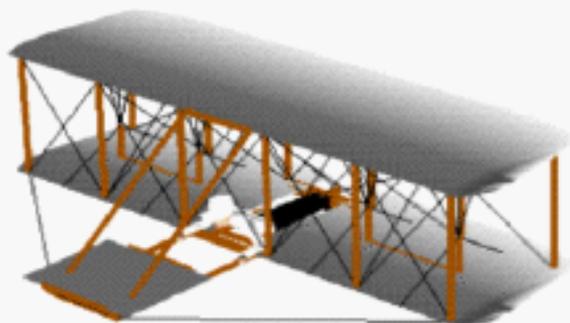
Glenn  
Research  
Center



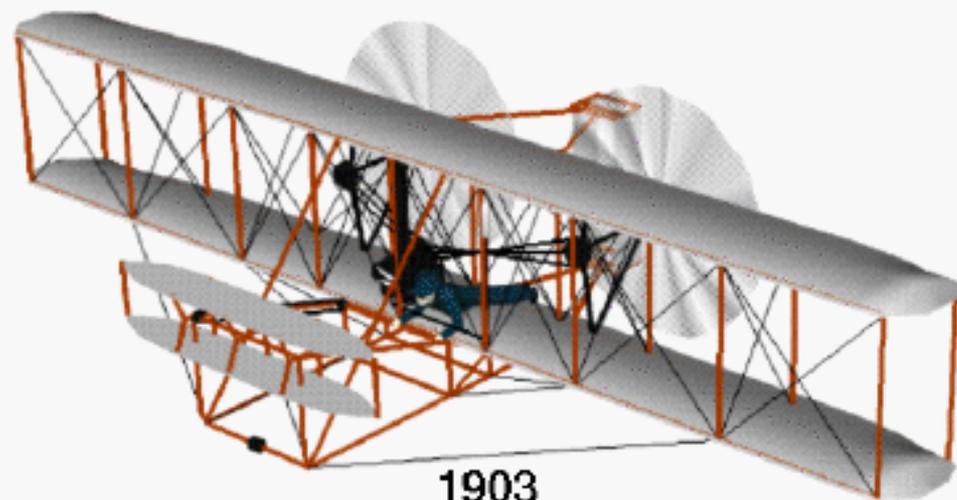
1900



1902



1901



1903

# Early 20th Century

- Airplanes were around the first few years of the 20th century, but flying was a risky endeavor not commonplace until 1925.
- In this year, the Air Mail Act facilitated the development of the airline industry by allowing the postmaster to contract with private airlines to deliver mail.

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- Shortly thereafter, the Air Commerce Act gave the Secretary of Commerce power to establish airways, certify aircraft, license pilots, and issue and enforce air traffic regulations.
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- The first commercial airlines included Pan American, Western Air Express and Ford Transport Service. Within 10 years, many modern-day airlines, such as United and American, had emerged as major players.
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# Mid-20th Century

- In 1938, the Civil Aeronautics Act established the Civil Aeronautics Board, serving numerous functions, the two most significant being determining airlines' routes of travel and regulating prices for passenger fares.

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- The CAB based airfares on average costs because airlines couldn't compete with each other by offering lower fares, they competed by striving to offer the best quality service.
  - The Federal Aviation Agency, now known as the Federal Aviation Administration, was created in 1958 to manage safety operations.

# Deregulation

- In the mid-1970s, Alfred Kahn, an economist and deregulation advocate, became chairman of the CAB.
- A British airline began offering exceptionally inexpensive transatlantic flights, awakening a desire for U.S.-based airlines to lower their fares.

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- Congress passed the Airline Deregulation Act of 1978, ushering in an era of unencumbered free market competition. The CAB disbanded a few years thereafter.
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# Late 20th Century

- Post-deregulation, new carriers rushed into the market, and new routes directly connected cities previously accessible only via a string of layovers.
- Fares dropped as competition and the number of customers increased.

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- A 1981 air traffic controllers strike brought a temporary setback to the growth, which continued throughout the 1980s.
  - Some of the major carriers who had dominated the skies during the middle portion of the century, such as Pan American and TWA, began to collapse in the wake of competition.

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- Such carriers disappeared completely following the Gulf War and subsequent recession of the early 1990s. Surviving airlines rode out the recession and returned to record profitability by the late 1990s.
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# 21st Century

- In 2001, the industry dealt with the effects of another economic downturn, as business travel decreased substantially while labor and fuel costs increased.
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- The events 9/11 greatly magnified the airlines' issues, leading to a sharp decline in customers and significantly higher operating costs. Losses continued for years; the industry as a whole didn't return to profitability until 2006.
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- A relatively stable period followed, although controversies arose over service quality and passenger treatment in terms of flight delays, particularly those involving planes waiting on the runway.
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- In 2010 and 2011, the U.S. Department of Transportation issued a series of rules mandating that the airlines provide adequate modifications for passengers in extenuating circumstances.
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# Asian airline industry

- Philippine Airlines (PAL) was officially founded on February 26, 1941, its license to operate as an airliner was derived from merged Philippine Aerial Taxi Company (PATCO) established by mining magnate Emmanuel N. Bachrach on December 3, 1930, making it Asia's oldest scheduled carrier still in operation.

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- Commercial air service commenced three weeks later from Manila to Baguio, making it Asia's first airline route. Bachrach's death in 1937 paved the way for its eventual merger with Philippine Airlines in March 1941 and made it Asia's oldest airline.
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- It is also the oldest airline in Asia still operating under its current name. Bachrach's majority share in PATCO was bought by beer magnate Andres R. Soriano in 1939 upon the advice of General Douglas McArthur and later merged with newly formed Philippine Airlines with PAL as the surviving entity.

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- Soriano has controlling interest in both airlines before the merger. PAL restarted service on March 15, 1941 with a single Beech Model 18 NPC-54 aircraft, which started its daily services between Manila (from Nielson Field) and Baguio, later to expand with larger aircraft such as the DC-3 and Vickers Viscount.



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- India was also one of the first countries to embrace civil aviation. One of the first West Asian airline companies was Air India, beginning as Tata Airlines in 1932, a division of Tata Sons Ltd. (now Tata Group).
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- The airline was founded by India's leading industrialist, JRD Tata. On October 15, 1932, J. R. D. Tata himself flew a single-engine De Havilland Puss Moth carrying air mail (postal mail of Imperial Airways) from Karachi to Bombay via Ahmedabad.
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- The aircraft continued to Madras via Bellary piloted by Royal Air Force pilot Nevill Vintcent. Tata Airlines was also one of the world's first major airlines which began its operations without any support from the Government.



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- With the outbreak of World War II, the airline presence in Asia came to a relative halt, with many new flag carriers donating their aircraft for military aid and other uses.
  - Following the end of the war in 1945, regular commercial service was restored in India and Tata Airlines became a public limited company on July 29, 1946 under the name Air India.

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- After the independence of India, 49% of the airline was acquired by the Government of India. In return, the airline was granted status to operate international services from India as the designated flag carrier under the name Air India International.

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- On July 31, 1946, a chartered Philippine Airlines (PAL) DC-4 ferried 40 American servicemen to Oakland, California from Nielson Airport in Makati City with stops in Guam, Wake Island, Johnston Atoll and Honolulu, Hawaii, making PAL the first Asian airline to cross the Pacific Ocean.

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- A regular service between Manila and San Francisco was started in December. It was during this year that the airline was designated as the flag carrier of Philippines.
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- During the era of decolonization, newly-born Asian countries started to embrace air transport. Among the first Asian carriers during the era were:
  - Cathay Pacific of Hong Kong (founded in September 1946 )
  - Orient Airways (later Pakistan International Airlines) in October 1946

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- Malayan Airways Limited (later Singapore and Malaysia Airlines) in 1947
  - El Al in Israel in 1948
  - Garuda Indonesia in 1948
  - Japan Airlines in 1951
  - Thai Airways International in 1960
  - Korean National Airlines in 1967

2



48



10



56



12



62



17



64



20



66



30



81



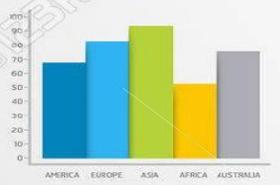
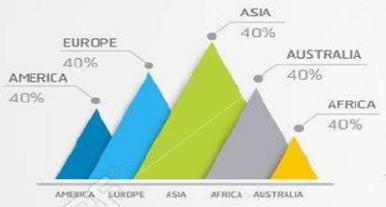
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85



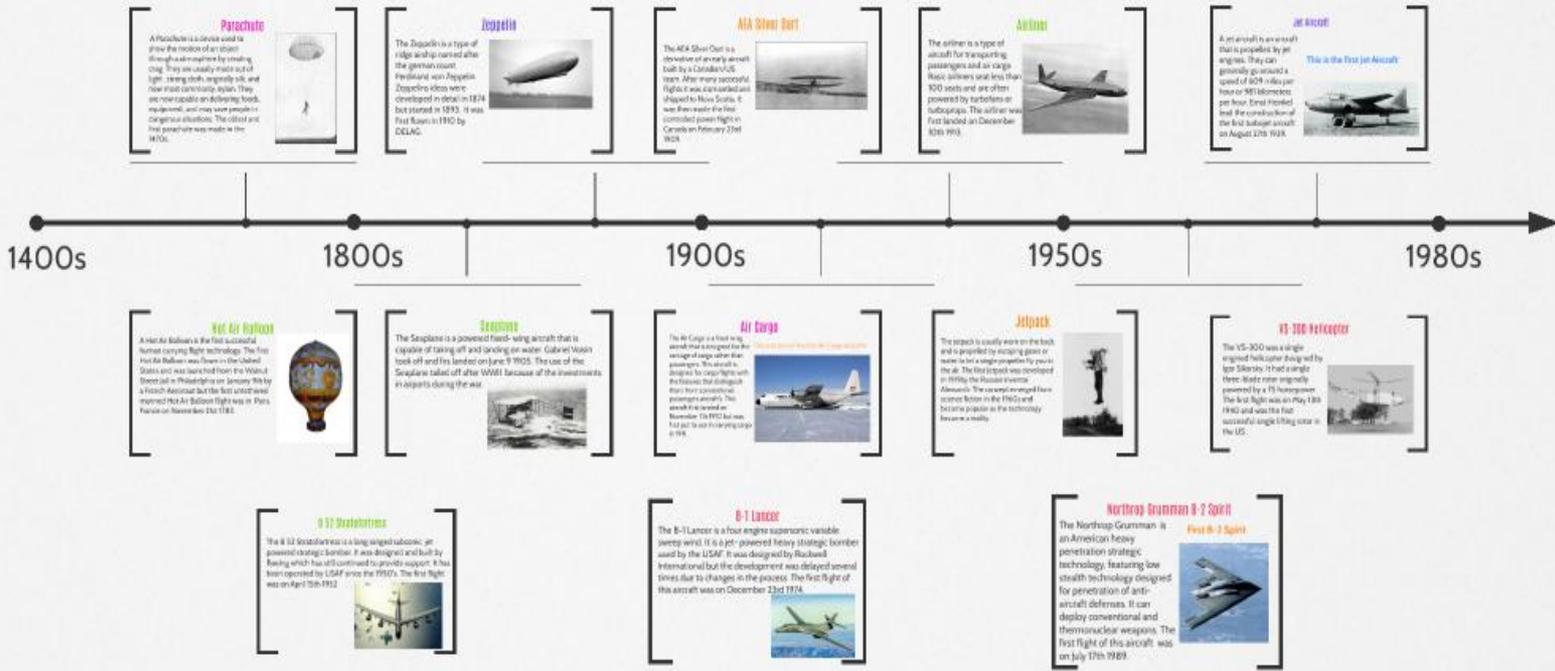
seasia.co



**AIRLINES  
TRAVEL  
INFOGRAPHIC**



# The Evolution of Air Travel



# Parachute

A Parachute is a device used to show the motion of an object through a atmosphere by creating drag. They are usually made out of light , strong cloth, originally silk, and now most commonly, nylon. They are now capable on delivering foods, equipment, and may save people in dangerous situations. The oldest and first parachute was made in the 1470s.



# Hot Air Balloon

A Hot Air Balloon is the first successful human carrying flight technology. The first Hot Air Balloon was flown in the United States and was launched from the Walnut Street Jail in Philadelphia on January 9th by a French Aeronaut but the first untethered manned Hot Air Balloon flight was in Paris, France on November 21st 1783.



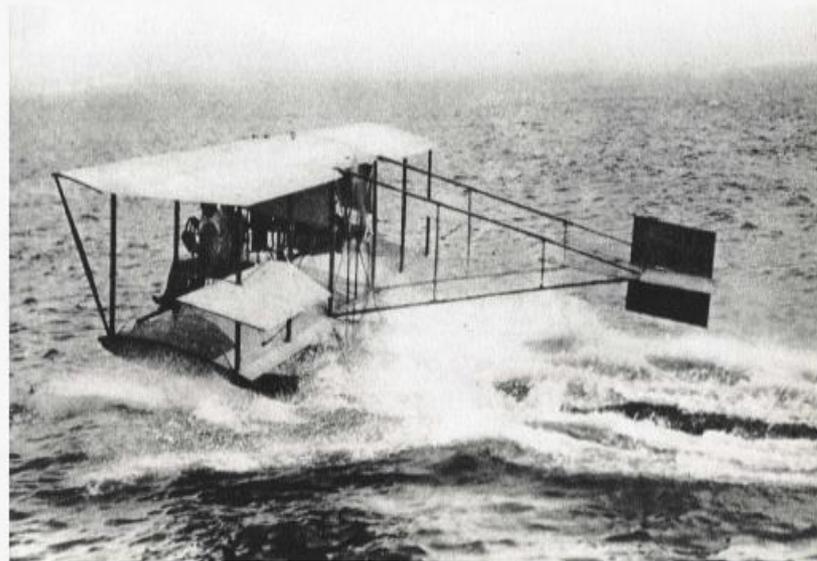
# Zeppelin

The Zeppelin is a type of rigid airship named after the German count Ferdinand von Zeppelin. Zeppelins' ideas were developed in detail in 1874 but started in 1893. It was first flown in 1900 by DELAG.



# Seaplane

The Seaplane is a powered fixed-wing aircraft that is capable of taking off and landing on water. Gabriel Voisin took off and first landed on June 9 1905. The use of the Seaplane tailed off after WWII because of the investments in airports during the war.



# AEA Silver Dart

The AEA Silver Dart is a derivative of an early aircraft built by a Canadian/US team. After many successful flights it was dismantled and shipped to Nova Scotia. It was then made the first controlled power flight in Canada on February 23rd 1909.



# Air Cargo

The Air Cargo is a fixed wing aircraft that is designed for the carriage of cargo rather than passengers. This aircraft is designed for cargo flights with the features that distinguish them from conventional passengers aircraft's. This aircraft first landed on November 7th 1910 but was first put to use in carrying cargo in 1911.

This was one of the first Air Cargo aircrafts



# Airliner

The airliner is a type of aircraft for transporting passengers and air cargo. Basic airliners seat less than 100 seats and are often powered by turbofans or turboprops. The airliner was first landed on December 10th 1913.



# Jetpack

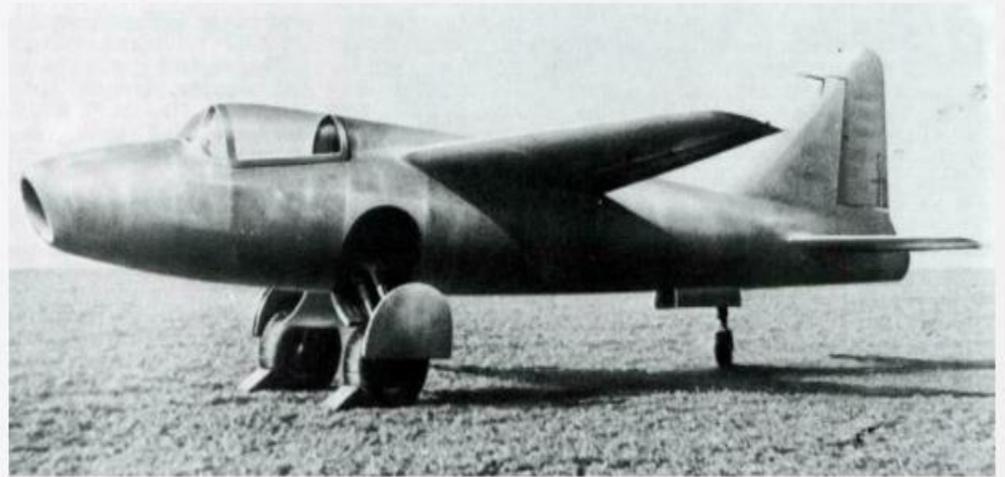
The Jetpack is usually worn on the back, and is propelled by escaping gases or water to let a single propeller fly you in the air. The first Jetpack was developed in 1919 by the Russian inventor Aleksandr. The concept emerged from science fiction in the 1960s and became popular as the technology became a reality.



## Jet Aircraft

A jet aircraft is an aircraft that is propelled by jet engines. They can generally go around a speed of 609 miles per hour or 981 kilometers per hour. Ernst Heinkel lead the construction of the first turbojet aircraft on August 27th 1939.

**This is the first Jet Aircraft**



# VS-300 Helicopter

The VS-300 was a single engined helicopter designed by Igor Sikorsky. It had a single three-blade rotor originally powered by a 75 horsepower. The first flight was on May 13th 1940 and was the first successful single lifting rotor in the US .



# B 52 Stratofortress

The B 52 Stratofortress is a long ranged subsonic, jet powered strategic bomber. It was designed and built by Boeing which has still continued to provide support. It has been operated by USAF since the 1950's. The first flight was on April 15th 1952



# B-1 Lancer

The B-1 Lancer is a four engine supersonic variable sweep wing. It is a jet-powered heavy strategic bomber used by the USAF. It was designed by Rockwell International but the development was delayed several times due to changes in the process. The first flight of this aircraft was on December 23rd 1974.



# Northrop Grumman B-2 Spirit

The Northrop Grumman is an American heavy penetration strategic technology, featuring low stealth technology designed for penetration of anti-aircraft defenses. It can deploy conventional and thermonuclear weapons. The first flight of this aircraft was on July 17th 1989.

## First B-2 Spirit



# History of Airline Business

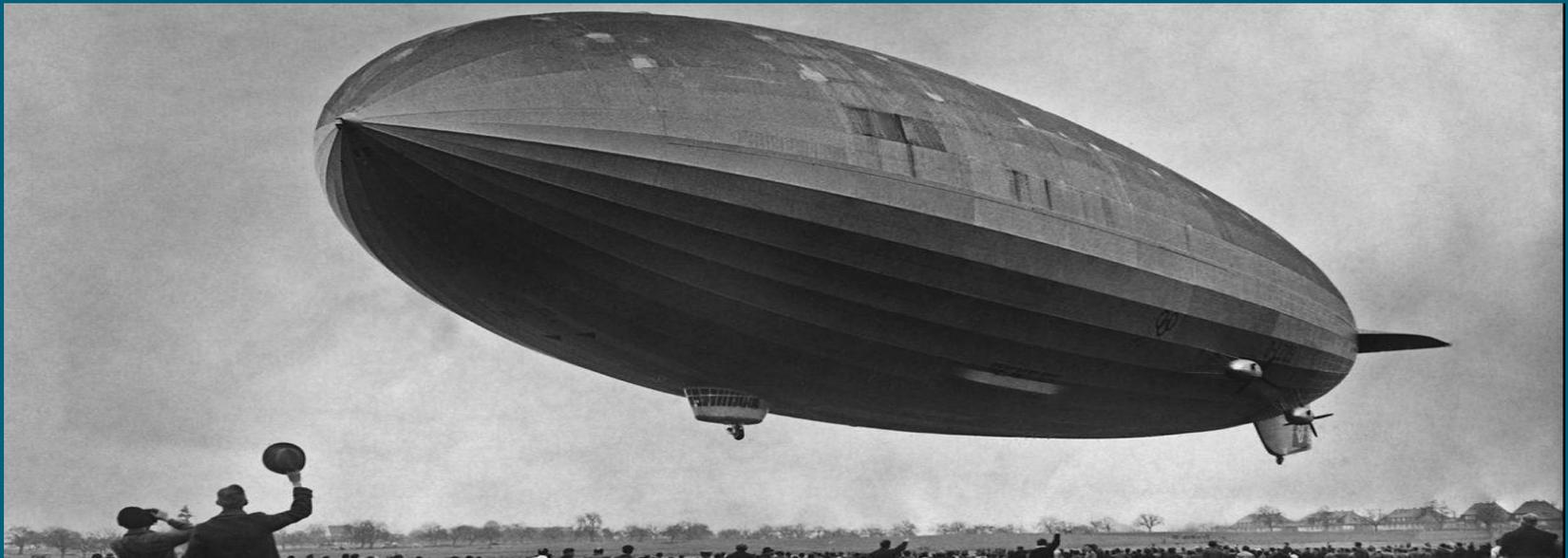
An **airline** provides air transport service for traveling passengers and/or freight.

# Airlines Feature

- Airlines vary from those with a single aircraft carrying mail or cargo, through full-service international airlines operating hundreds of aircraft.
- Airline services can be categorized as being intercontinental, intra-continental, domestic, regional, or international, and may be operated as scheduled services or charters.

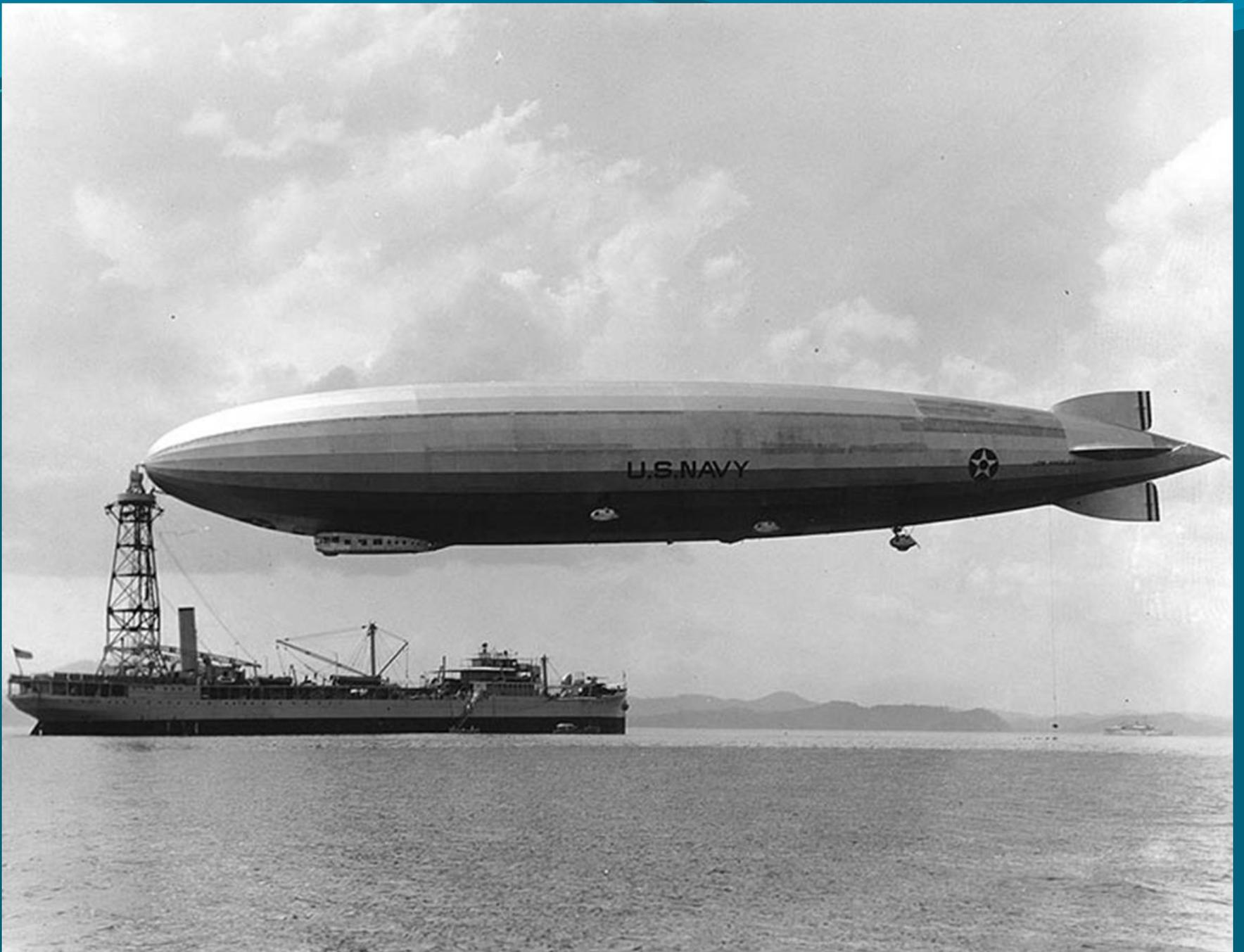
# First airlines

- American aviation pioneers, such as Rufus Porter and Frederick Marriot, attempted to start airlines using airships in the mid-19th century, focusing on the New York–California route.

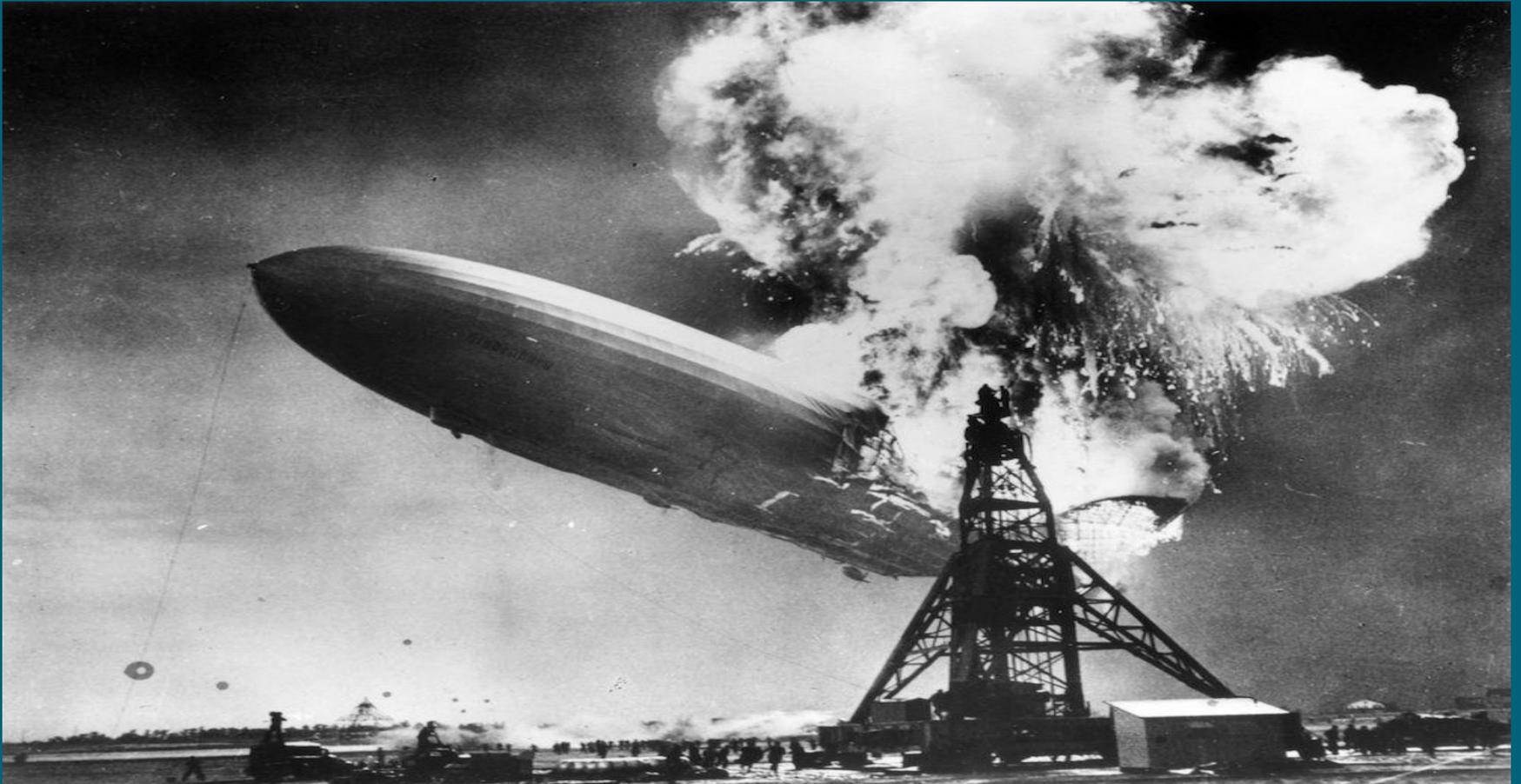


- Delag, *Deutsche Luftschiffahrts-Aktiengesellschaft* was the world's first airline. It was founded on November 16, 1909 with government assistance, and operated airships manufactured by The Zeppelin Cooperation. Its headquarters were in Frankfurt.





# The Hindenburg disaster the end of airships (1937)



# The four oldest airlines

- The four oldest non-dirigible airlines that still exist are Netherlands' KLM, Colombia's Avianca, Australia's Qantas, and the Czech Republic's Czech Airline. KLM first flew in May 1920, while Qantas (which stands for *Queensland and Northern Territory Aerial Services Limited*) was founded in Queensland, Australia, in late 1920.



# U.S. Airline Industry

- Tony Jannus conducted the United State's first scheduled commercial airline flight on 1 January 1914 for the St. Petersburg-Tampa Airboat Line.
- Chalk's International Airlines began service between Miami and Bimini in the Bahamas in February 1919. Based in Ft. Lauderdale, Chalk's claimed to be the oldest continuously operating airline in the United States until its closure in 2008.



- Following World War I, the United States found itself swamped with aviators.
- By the mid-1920s, the Postal Service had developed its own air mail network, based on a transcontinental backbone between New York and San Francisco.

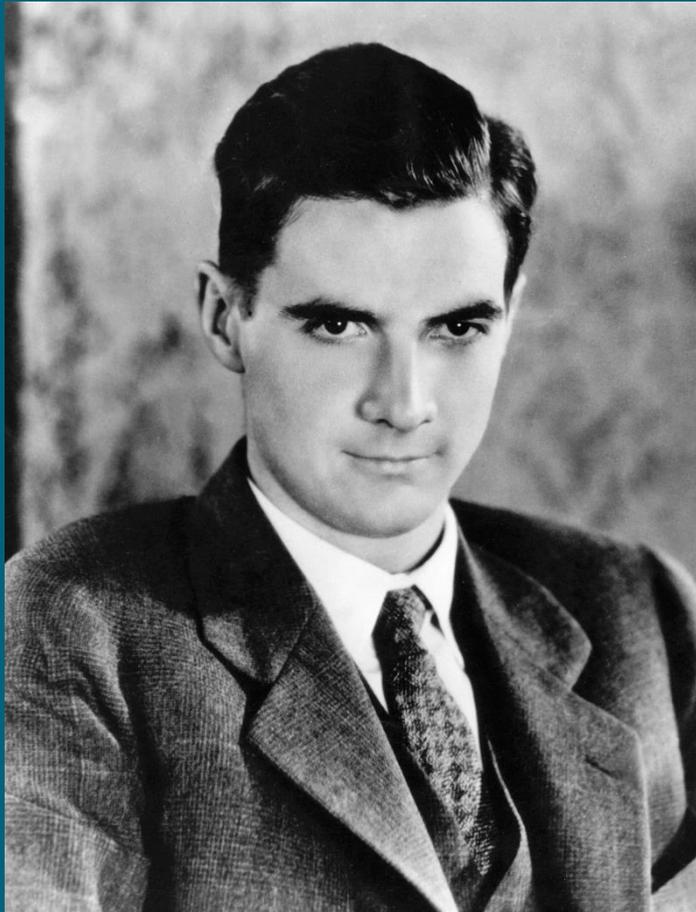


- Some of the carriers that won these routes would, through time and mergers, evolve into Pan Am, Delta Airlines, Braniff Airways, American Airlines, United Airlines (originally a division of Boeing), Trans World Airlines, Northwest Airlines, and Eastern Airlines.



# Howard Hughes





# The aviator



- Juan Trippe began a crusade to create an air network that would link America to the world, and he achieved this goal through his airline, Pan American World Airways, with a fleet of flying boats that linked Los Angeles to Shanghai and Boston to London.



- Pan Am and Northwest Airlines (which began flights to Canada in the 1920s) were the only U.S. airlines to go international before the 1940s.



# Juan Trippe





# Development since 1945

- In October 1945, the American Export Airlines became the first airline to offer regular commercial flights between North America and Europe.

*Formalised in December 1945, American Export Airlines had merged with American Airlines the previous month, the newly-minted American Overseas Airlines becoming the transatlantic division of the American Airlines System, as per the legend on the fuselage of Douglas C-54 NC90905 (c/n 27344), named Flagship Boston, seen here at Heathrow in May 1946.*



- As governments met to set the standards and scope for an emergent civil air industry towards the end of the war, the U.S. took a position of maximum operating freedom; U.S. airline companies were not as hard-hit as European and the few Asian ones had been. This preference for "open skies" operating regimes continues, within limitations, to this day.

- In the 1950s, the De Havilland Comet, Boeing 707, Douglas DC-8 and Sud Aviation Caravelle became the first flagships of the Jet Age in the West, while the Soviet Union bloc had Tupolev TU-104 and Tupolev TU-124 in the fleets of state-owned carriers such as Czechoslovak CSA, Soviet Aeroflot and East-German Interflug. The Vickers Viscount and Lockheed L-188 inaugurated turboprop transport.

# Boeing 707 vs 747



# DC-8



# De Havilland Comet



# Sud Aviation Caravelle



# Tupolev TU-104



- The next big boost for the airlines would come in the 1970s, when the Boeing 747, McDonnell Douglas DC-10, and Lockheed L-1011 inaugurated wide-body ("jumbo jet") service, which is still the standard in international travel.

# McDonnell Douglas DC-10

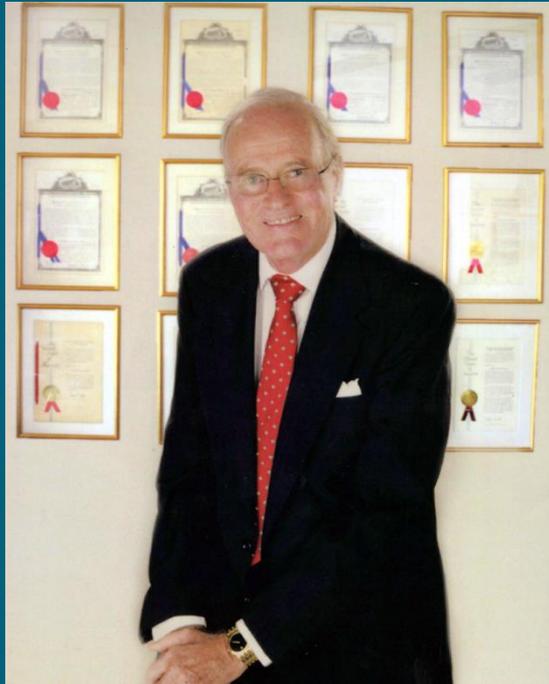


# Lockheed L-1011



- Travel Concepts, Inc., founded by William J. Tobin in 1971, developed the first travel kits to be distributed in First Class and Business Class cabins, and also provided in-flight educational games for children.

# William J. Tobin



- 1978's U.S. airline industry deregulation lowered barriers for new airlines just as a downturn occurred. New start-ups entered during the downturn, during which time they found aircraft and funding, contracted hangar and maintenance services, trained new employees, and recruited laid-off staff from other airlines.

- By the 1980s, almost half of the total flying in the world took place in the U.S., and today the domestic industry operates over 10,000 daily departures nationwide.

- Toward the end of the century, a new style of low cost airline emerged, offering a no-frills product at a lower price. Southwest Airlines, JetBlue, AirTran Airways, Skybus Airlines and other low-cost carriers began to represent a serious challenge to the so-called "legacy airlines", as did their low-cost counterparts in many other countries. Their commercial viability represented a serious competitive threat to the legacy carriers. However, of these, ATA and Skybus have since ceased operations.

- Thus the last 50 years of the airline industry have varied from reasonably profitable, to devastatingly depressed. As the first major market to deregulate the industry in 1978, U.S. airlines have experienced more turbulence than almost any other country or region. Today, American Airlines is the only U.S. legacy carrier to survive bankruptcy-free.

# European Airline Industry

- The first countries in Europe embraced air transport were Austria, Belgium, Finland, France, Germany, the Netherlands and the United Kingdom.
- Austria initiated the first regularly scheduled airmail service on March 31, 1918 in the midst of World War I. The route provided airmail service spanning Vienna to Krakow (now in Poland) to Lviv (now in Ukraine), as was often also extended to Kiev and Odessa.

# The Netherlands and France

- KLM, the oldest carrier still operating under its original name, was founded in 1919. The first flight (operated on behalf of KLM by Aircraft Transport and Travel) transported two English passengers to Schiphol, Amsterdam from London in 1920.



- France began an air mail service to Morocco in 1919 that was bought out in 1927, renamed Aéropostale, and injected with capital to become a major international carrier. In 1933, Aéropostale went bankrupt, was nationalized and merged with several other airlines into what became Air France.



# Finland

- In Finland, the charter establishing Aero O/Y (now Finnair) was signed in the city of Helsinki on September 12, 1923. Junkers F 13 D-335 became the first aircraft of the company, when Aero took delivery of it on March 14, 1924. The first flight was between Helsinki and Tallinn, capital of Estonia, and it took place on March 20, 1924, one week later.



# Germany

- Germany's Lufthansa began in 1926. Lufthansa, unlike most other airlines at the time, became a major investor in airlines outside of Europe, providing capital to Varig and Avianca. German airliners built by Junkers, Dornier, and Fokker were the most advanced in the world at the time.



Lufthansa

D-AIMA

MA



**A380**  
Be part of it

# U.K.

- The British company Aircraft Transport and Travel commenced a London to Paris service on August 25, 1919, this was the world's first regular international flight. The United Kingdom's flag carrier during this period was Imperial Airways, which became BOAC (British Overseas Airways Co.) in 1939. Imperial Airways used huge Handley-Page biplanes for routes between London, the Middle East, and India: images of Imperial aircraft in the middle of the Rub'al Khali, being maintained by Bedouins, are among the most famous pictures from the heyday of the British Empire.



**THE  
STANDARD**



# Russia (USSR)

- In Soviet Union the Chief Administration of the Civil Air Fleet was established in 1921.
- During the Soviet era Aeroflot was synonymous with Russian civil aviation, as it was the only air carrier. It became the first airline in the world to operate sustained regular jet services on 15 September 1956 with the Tupolev Tu-104.



# Deregulation

- Deregulation of the European Union airspace in the early 1990s has had substantial effect on structure of the industry there. The shift towards 'budget' airlines on shorter routes has been significant. Airlines such as EasyJet and Ryanair have grown at the expense of the traditional national airlines.
- There has also been a trend for these national airlines themselves to be privatized, such as has occurred for Aer Lingus and British Airways. Other national airlines, including Italy's Alitalia, have suffered - particularly with the rapid increase of oil prices in early 2008.







# Asian Airline Industry

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# India

- India was also one of the first countries to embrace civil aviation. One of the first West Asian airline companies was Air India, which had its beginning as Tata Airlines in 1932, a division of Tata Sons Ltd. (now Tata Group). The airline was founded by India's leading industrialist, JRD Tata. On October 15, 1932, J. R. D. Tata himself flew a single engine De Havilland Puss Moth carrying air mail (postal mail of Imperial Airways) from Karachi to Bombay via Ahmadabad.
- Tata Airlines was also one of the world's first major airlines which began its operations without any support from the Government.



# Newly-born Airlines

- During the era of decolonization, newly-born Asian countries started to embrace air transport. Among the first Asian carriers during the era were Cathay Pacific of Hong Kong (founded in September 1946), Orient Airways (later Pakistan International Airlines; founded in October 1946), Malayan Airlines (later Singapore and Malaysia Airlines; founded in 1947), El Al in Israel in 1948, Garuda Indonesia in 1949, Japan Airlines in 1951, Thai Airways International in 1960, and Korean Air in 1962.



# Latin American Airlines

- Among the first countries to have regular airlines in Latin America were Cuba with Cubana de Aviación, Colombia with Avianca, Brazil with Varig, Chile with LAN Chile (today LAN Airlines), Dominican Republic with Dominicana de Aviación, Mexico with Mexicana de Aviación, and TACA as a brand of several airlines of Central American countries (Honduras, El Salvador, Costa Rica, Guatemala and Nicaragua). All the previous airlines started regular operations before World War II.



- Just three airlines: LAN (Latin American Networks), Oceanair and TAM Airlines have international subsidiaries with Chile as the central operation along with Peru, Ecuador, Argentina and some operations in the Dominican Republic and TAM with TAM Mercosur have a base in Asuncion, Paraguay. Avianca have the control of Oceanair, VIP Airlines and also have an e-strategic alliance with TACA.



# Types of Airlines

What are the 3 types of airlines?

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# Three Types Airlines

- **1.Scheduled Airlines**
- 2.Charter Airlines**
- 3.Low Cost Airlines**

# 1. Scheduled Airlines

- Basically a scheduled airline is known as a Part 121 carrier in legal terms. Scheduled means just that, they're run on specific routes at specific times, for hire, and under the rules set forth under Federal Aviation Regulations part 121. On demand, on the other hand, is basically charter where one can walk up to a company and request a flight somewhere; this is known as Part 135. Corporate departments often fly under this regulation too.

**JAL**



**JAL**



**あじゃば's Wonder Factory**

**EVA**



# Asiana



ANA



## 2. Charter Airlines or Air Charter

- **Air charter** is the business of renting an entire aircraft (i.e., chartering) as opposed to individual aircraft seats (i.e., purchasing a ticket through a traditional airline). While the airlines specialize in selling transportation by the seat, air charter companies focus on individual private aircraft and itineraries, urgent or time-sensitive cargo, air ambulance and any other form of ad hoc air transportation.

CCA



**XL**



# Thomson



# Business Airline



# 3. Low Cost Airlines

- A low-cost carrier or low-cost airline (also known as a no-frills or discount carrier / airline) is an airline that offers generally low fares by eliminating some traditional services.

# EasyJet



# VirginBlue



# JetStar



# RyanAir



# Scheduled Versus Charter

- Seats on scheduled flights are sold by the airline and often through travel agents as well, whereas charter seats are never sold by the airline - they are always sold by travel firms (almost always tour operators) who have allocations of seats on the flight.

- The operator may also sell through travel agents. It is noteworthy that it is the operators who do most of the marketing for charter flights, so that charter airlines typically have small marketing budgets whereas scheduled airlines usually have much larger marketing budgets.

- In most cases, the practical differences for the customer are:
  - scheduled flights cost more than charter flights, in some cases considerably more.
  - scheduled flights have more leg and elbow room.

- scheduled flights have greater frequency than charter flights.
- scheduled airlines often have interline agreements with each other enabling through fares and checked luggage to final destination, charter airlines do not.

- charter airlines often offer the only direct flights to certain holiday destinations, e.g. the UK to The Dominican Republic.
- failure of a scheduled airline may leave you out-of-pocket, but the operator must find alternative flights or compensate you if a charter airline fails. Should failure of the charter airline bring down the operator as well, then in the UK the ATOL bond will be called in by the CAA to enable refunds to be made to the customers.

# AIRLINE STAR RATING



# The airline quality rating by SKYTRAX

- Star Ratings are awarded following detailed, professional analysis of an airline's quality standards by the audit office. A typical rating of standards is based on analysis of between 500 and 800 product and service delivery assessment items. This covers airport services at the airline's hub, and onboard standards across all applicable cabin / aircraft types.



# 5-Star Airline Rating

- Awarded to airlines achieving a very high, overall Quality performance. It recognizes high standards of Airport and Onboard Product together with consistent and excellent standards of Staff Service delivery across the Airport and Cabin service environments.





# 5 STAR AIRLINES



# 4-Star Airline Rating

- A seal of Quality Approval awarded to airlines that deliver a good overall Quality performance. The ranking represents airlines providing good Product standards across different travel cabins, and delivering good standards of Staff Service for the Onboard and home-base Airport environments.

# 3-Star Airline Rating

- Awarded to airlines delivering a fair Quality performance equating to an industry “average” of acceptable product and service standards. This 3-Star rating signifies a satisfactory Product quality across different travel cabins. It is performing below 4-Star requirements due to inconsistency amongst either product and/or front-line Staff Service for the Onboard and home-base Airport environments.

## 2-Star Airline Rating

- Shows airlines delivering a lower total Quality performance, in some instances below the industry average across many rating categories. A 2-Star Airline rating signifies an inconsistent or lower Quality of Product and/or front-line Staff Service for the Onboard and home-base Airport environments.

# 1-Star Airline Rating

- This represents a poor quality of Product delivered across the assessment sectors, combining with low and/or inconsistent standards of front-line Staff Service for the Onboard and home-base Airport.

# Rating types

- There are 3 airline rating types:
  - Full Service Airline
  - Low-Cost Airline
  - Leisure Airline

# FULL SERVICE AIRLINE RATING

- Each airline is rated on the basis of its front-line product and service quality across the onboard and airport environments. A core assessment within Star Rating is the reality of “delivered” product and service supplied to customers. Airport rating is applied to prevailing standards at an airline’s “home base” operating airport.

# LOW-COST AIRLINE RATING

- Low-Cost Airline rating is a specific system for grading these airline types. If a low-cost airline delivers very high standards of service, core low-cost product and quality consistency to customers, there is nothing to prevent it from achieving 5-Star Low-Cost Airline status. Rating topics for low-cost assessment take full account of different price levels, optional / extra items and relative value analysis of these.

# LEISURE AIRLINE RATING

- Leisure airline rating again assesses all aspects of front-line product and service quality across the onboard and airport environments. Some variation applies to distinguish specific product inclusion that might apply only to leisure airlines.

# LEISURE AIRLINE

- Holiday or leisure carriers are airlines that focus on the transportation of tourists. In the past, the term “charter airline” was widely used to describe these airlines as most holiday flights were then not sold directly by the airline to the passengers but were included in charter packages offered by tour operators. Nowadays, however, many holiday flights are operated as scheduled, albeit (although) often seasonal services.

# Rating Schemes

- Quality Performance
- Standards of Home-based Airport
- Onboard Product
- Standards of Staff Service: Airport and Cabin service environments

# Quality Performance



# Standards of Home-based Airport





# Onboard Product





# Amenities





# Standards of Staff Service





# Making presentation



- "Tell the audience what you're going to say; say it; then tell them what you've said."

— Dale Carnegie

"Remember, **today** is the **tomorrow** you worried about **yesterday**."

Dale Carnegie



- Tell the Audience What You're Going to Say
- Say It (Tell Your Story)
- Tell Them What You've Said

**Speak for Success!**

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- "Frame your topic in terms of the audience's need, then tell them how, together, you're going to solve that problem."
- Remember, audiences don't know where you're headed. So give them a glimpse of the big picture, then talk specifics. It will allow your audience to relax and know they're in good hands.

## **Tell the Audience What You're Going to Say**

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- Next, tell your story. There's absolutely no doubt that storytelling is one of your most engaging and emotionally fulfilling tools as a speaker.
- Use examples, comparisons and metaphors, visuals, case studies, and personal experiences to illustrate your points. What you're doing here, of course, is delivering the topic just as you've framed it in your introduction.

# **Say It (Tell Your Story)**

---

- The standard advice for knowing how to close a presentation is to recap the main points in the body of your speech. Yes, you should do that—though you shouldn't use the same language that you employed earlier.
- And anyway, that isn't enough, not if you want to end your talk vividly and memorably. What you really need to do is say something that will resonate in listeners' minds long after you've finished speaking. Find a way to re-frame what you've been talking about in terms of the audience's needs.

## **Tell Them What You've Said**

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# Example: Airline Presentation

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- Teachers, friends, ladies and gentlemen. Herb Kelleher has said, “Keep costs low and spirits high, and the people of Southwest Airlines will keep LUV in the air.” Those words interests us and have brought us to explore why Southwest Airlines has been impressed by passengers. Our talks focuses on its background, reviews from passengers and connoisseur, and our findings. After that we are more than happy to exchange our views with you.

## **Tell the Audience What You're Going to Say**

---



- More than 53 years ago, Rollin King and Herb Kelleher got together and decided to start a different kind of airline. They began with one simple notion: If you get your passengers to their destinations when they want to get there, on time, at the lowest possible fares, and make darn sure they have a good time doing it, people will fly your airline. And you know what? They were right.
- What began as a small Texas airline has grown to become one of the largest airlines in America. Today, Southwest Airlines flies over 100 million passengers a year to 66 great cities all across the country, and we do it more than 3,200 times a day.

# Say It (Tell Your Story)

---



- With over 500 aircraft, Southwest has one of the youngest fleets in the nation, with an average age of approximately nine years. Included in the fleet are three flying killer whales, the “Shamu” aircraft; “Lone Star One,” painted like the Texas flag, to celebrate Southwest Airlines’ 20th Anniversary in a style and manner second to none; “Arizona One,” a symbol of the importance of the state of Arizona to Southwest Airlines; “California One,” a high-flying tribute to the state of California; “Silver One,” (cont.)



- The 25th Anniversary plane; “Triple Crown One,” dedicated to the Employees of Southwest Airlines for their marvelous achievement of five consecutive annual Triple Crown awards; “Nevada One,” a high-flying tribute to the state of Nevada; “New Mexico One,” also known as Zia, painted in the bright yellow of the New Mexico flag; “Maryland One,” emblazoned with an artist’s rendering of the Maryland flag; and the newest addition, “Slam Dunk One,” symbolizing Southwest’s special partnership with the National Basketball Association.



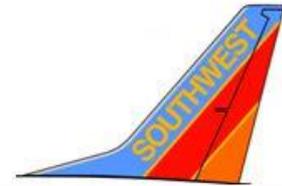




- Southwest grows rapidly from time to time since it was founded. The interesting timeline were in .....



# Southwest Timeline



3

**1966 to 1971:  
THE FIGHT TO FLY**

**1972 to 1978  
LUV OVER TEXAS**



**1979 to 1981  
MORE THAN TEXAS**

**1982 to 1984  
WINGING TO THE COAST**

**1985 to 1989  
HEARTLAND LUV**



**1990 to 1994  
LOOK WEST, YOUNG AIRLINE**

**1995 to 1997  
SOUTHERN DAYS AND  
SOUTHERN FLIGHTS**



**1998 to 2000  
SOUTHWEST FLIES  
NORTHEAST**

**BEST COMPANIES TO WORK FOR**

The Top Ten

1. Southwest Airlines
2. Anger Technology
3. US Venture
4. Fed-Ex
5. Unilever
6. IBM

**2001 to 2004 POST 9/11,  
SOUTHWEST RECOVERS**

**2005 to 2007  
WRIGHT WAS WRONG**

- Southwest has gained a lot of compliments from both passengers and connoisseurs. Skytrax awarded Southwest as .....
-

## Southwest Airlines Awards





# All We Do is Win!

Thank you to those who voted for us for the 2016 Freddie Awards.

Rapid Rewards® was named:

**Program of the Year & Best Customer Service**

**Southwest**  
Rapid Rewards®

- For us, Southwest is very interesting in terms of .....





- Here we come to the end of our talk today. You'll see and may agree that Southwest is incredible in many aspects. They .....
- If you wish to share any idea with us, feel free to do that, please.
- Thanks for your time!

**Tell Them What You've Said**

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# TYPES OF AIRCRAFT

A320 - Northwest



A320 - jetBlue



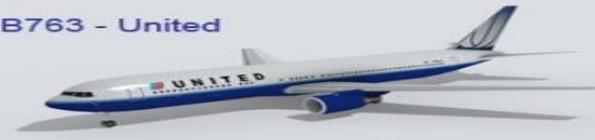
A319 - US Airways



LJ-35 - Generic



B763 - United



B763 - American



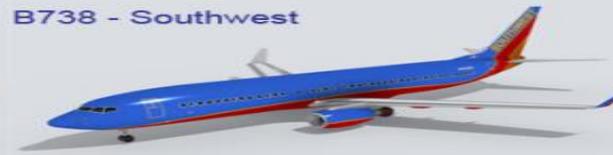
B738 - US Airways



B738 - United



B738 - Southwest



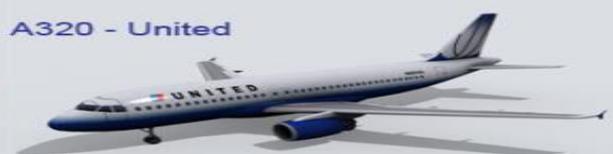
B738 - Continental



B738 - airTran



A320 - United

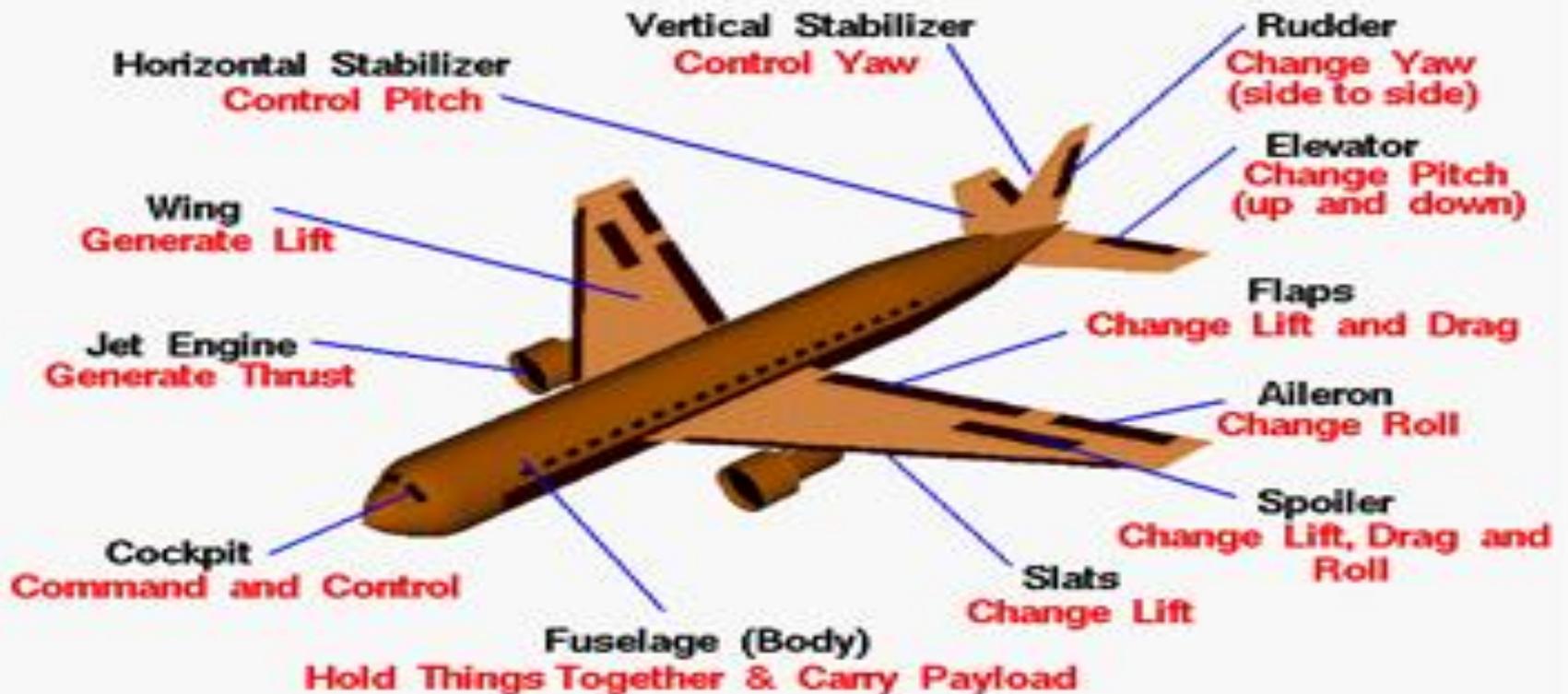


# Parts

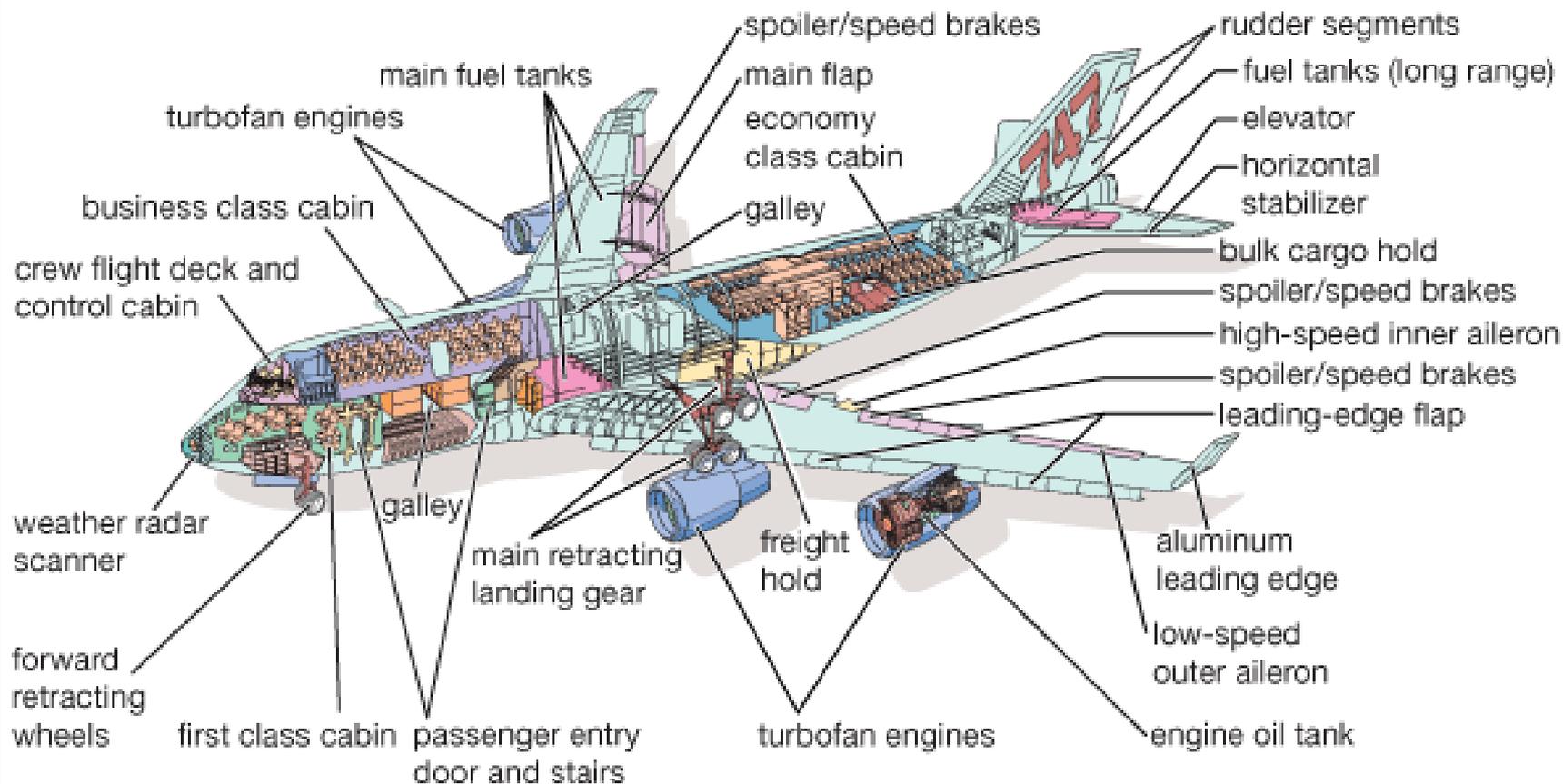


## Airplane Parts Definitions and Function

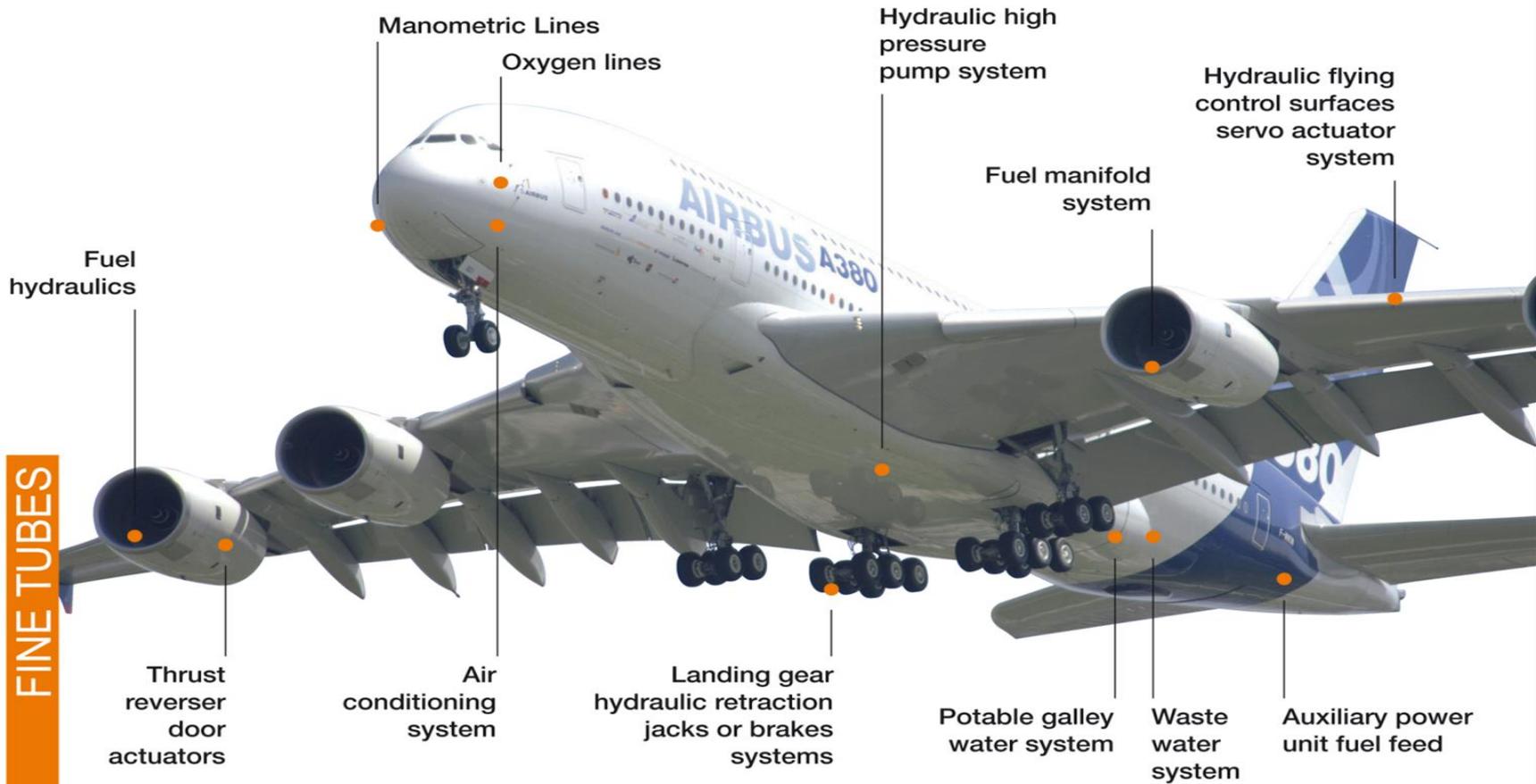
Glenn  
Research  
Center



## Parts of a passenger jet airplane



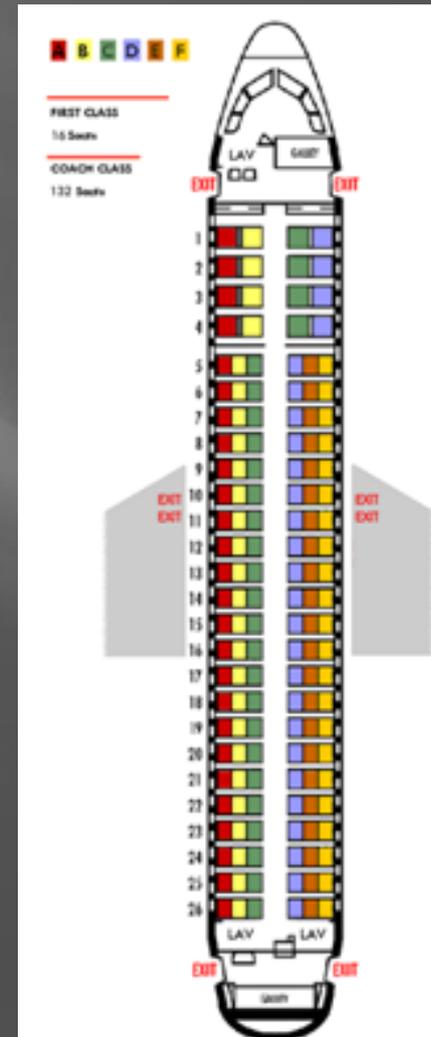
**FINE TUBES**



# Airbus A 300



# Boeing VS Airbus Seating Charts

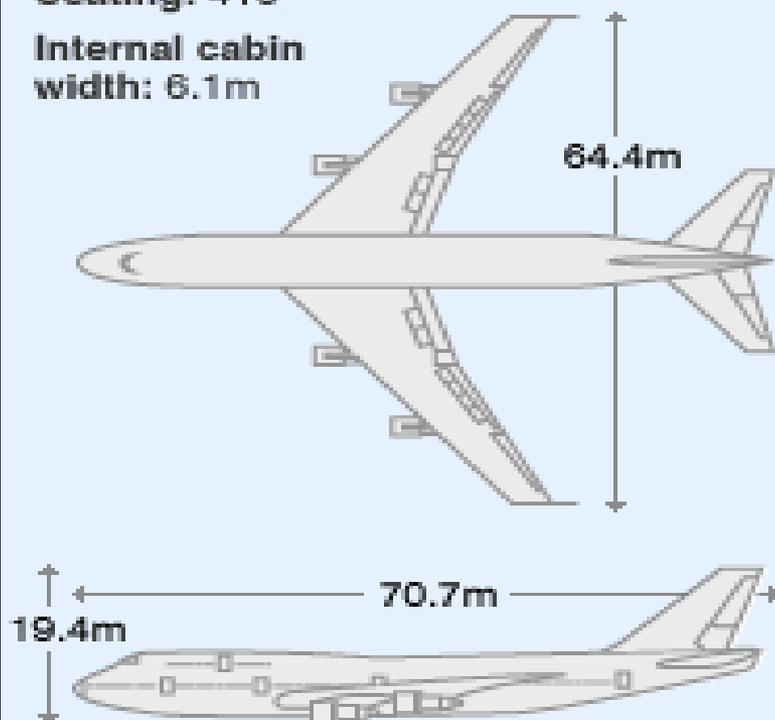


# Boeing VS Airbus dimensions

## Boeing 747

Seating: 416

Internal cabin width: 6.1m

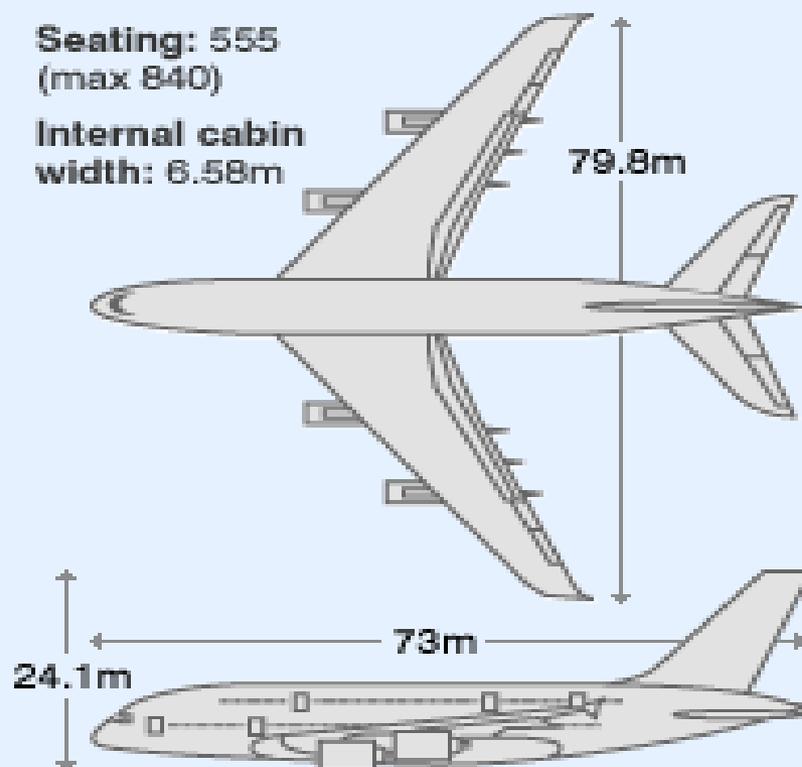


London bus to scale 

## Airbus A380

Seating: 555  
(max B40)

Internal cabin width: 6.58m



Source: Airbus/Boeing

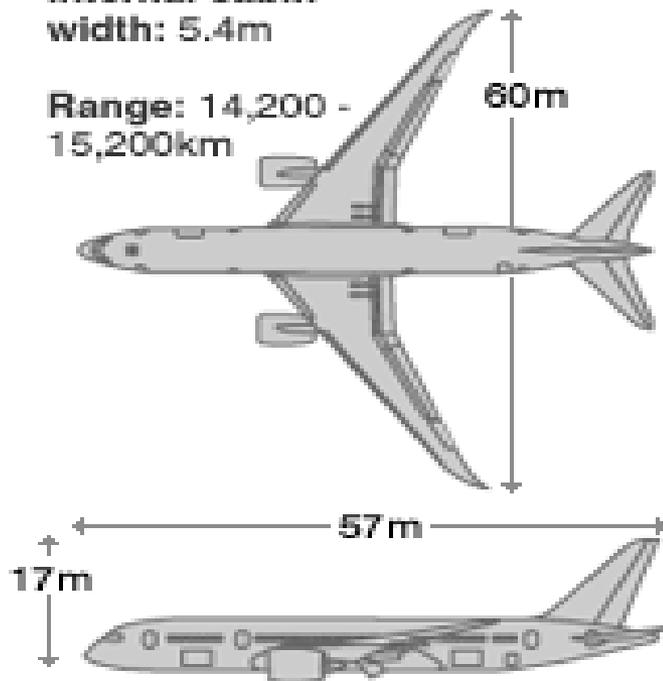
# Boeing VS Airbus dimensions

## Boeing 787 Dreamliner

Seating: 210-250

Internal cabin width: 5.4m

Range: 14,200 - 15,200km



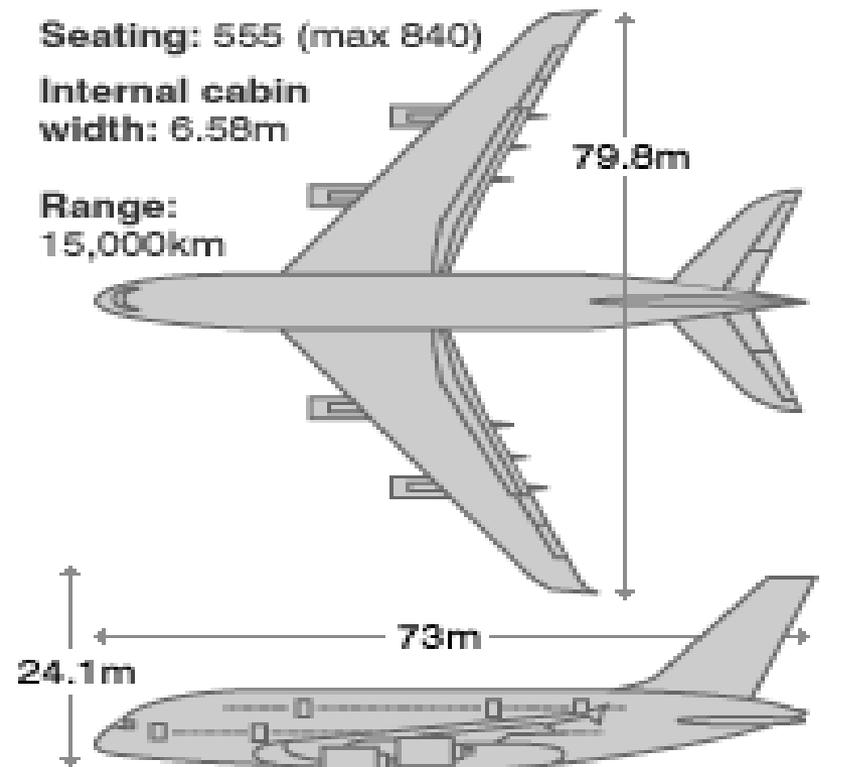
Enters service: 2008

## Airbus A380

Seating: 555 (max 840)

Internal cabin width: 6.58m

Range: 15,000km



Source: Airbus/Boeing

Enters service: 2007





# Boeing 777X

















# Airbus A 380





### **A new way to fly**

The A380 offers a larger cabin than any aircraft flying today. Airlines will be free to use this extra space in a variety of ways, so as to provide their passengers with a totally new flying experience.







# Bombardier





# Embraer





# Sukhoi Superjet





# ATR





# Fokker



# MD Mc Donald Douglas



# Llushin



# Tupolev



- Boeing 787-8      Boeing 777x
- Boeing 777-200
- Airbus A 380-800      Airbus  
A 350
- Airbus A 320-200      Airbus  
A 320 Neo

- ▣ **Airbus A 330-300**      **Airbus A 330-200**
- ▣ **Airbus A 340-600**      **Boeing 737 Max**
- ▣ **Bombardier Challenger**      **Bombardier Global**
- ▣ **Embraer 170**      **Embraer E 190**

# AIRCRAFT PRESTATION

- ▣ Model / Picture
- ▣ Specification / outstanding features
- ▣ Capacity
- ▣ Seating layout
- ▣ Customers
- ▣ Videos



# AIRLINE TICKETING

# HOW TO RESERVE?

- AIRLINES
- TRAVEL AGENT
- ONLINE

# VIA AIRLINES

- Decide where you are going.
- Decide when you are going.
- Check if you need visas or vaccinations.
- Consider who and what you're traveling with.



[www.alamy.com](http://www.alamy.com) - ACNAMW

# VIA TRAVEL AGENTS

- Collect all of your trip information.
- Find a reputable travel agent.
- Meet with your travel agent in person or over the phone.
- Give your travel agent your trip information.
- Book your ticket!
- Receive your receipt and confirmation.



# ONLINE

- Look for flights in advance.
- Check airfare deal websites.
- Enter your trip details on an aggregator (service provider) site.
- Choose how many stops you want to make.
- Click through to the airline's website.

# ONLINE

- Choose your seat.
- Choose to make it a package deal or not.
- Request special accommodations.
- Choose to add insurance or not.
- Book your ticket!
- Receive your confirmation and receipt.





# JAPAN AIRLINES

**Booking search** Enter the following information and click the **Search** button.

Reservation number

Please confirm your reservation number in the Purchase Confirmation E-mail sent immediately after your purchase on the JAL Website.

Name

Family name

Given name

Name on passport without any spaces or punctuations.

\* If you have a Middle Name, please enter it after your Given Name

Flight number(Single  
byte)

Flight number

JL

Apr. ▾

27 ▾

ex:786

Please input next flight number if you have flown.  
(Flights you have flown will not be displayed)

Search ▶

# BOARDING PASS

**AIR CANADA** 

Class | Classe  
**ECONOMY CLASS / CLASSE ECONOMIQUE**

Name | Nom

Flight & Date | Vol et date      Gate | Porte      Seat | Place      Seat & Class | Place et classe

**AC 231**      **A12**      **26B**      **26B**      **Y**

Boarding time  
Heure d'embarquement 

From | De      To | Destination

Name | Nom      Airline use | À usage interne

**0081A**      **YYC27670**

Boarding Pass | Carte d'accès à bord

Where not prohibited by law  
Sauf où la loi l'interdit

Remarks | Observations



# HELSINKI, FINLAND



# SALT LAKE CITY, UTAH



**JFK**



# CHEK LAP KOK



# SYDNEY AIRPORT



# BUENOS AIRES AIRPORT

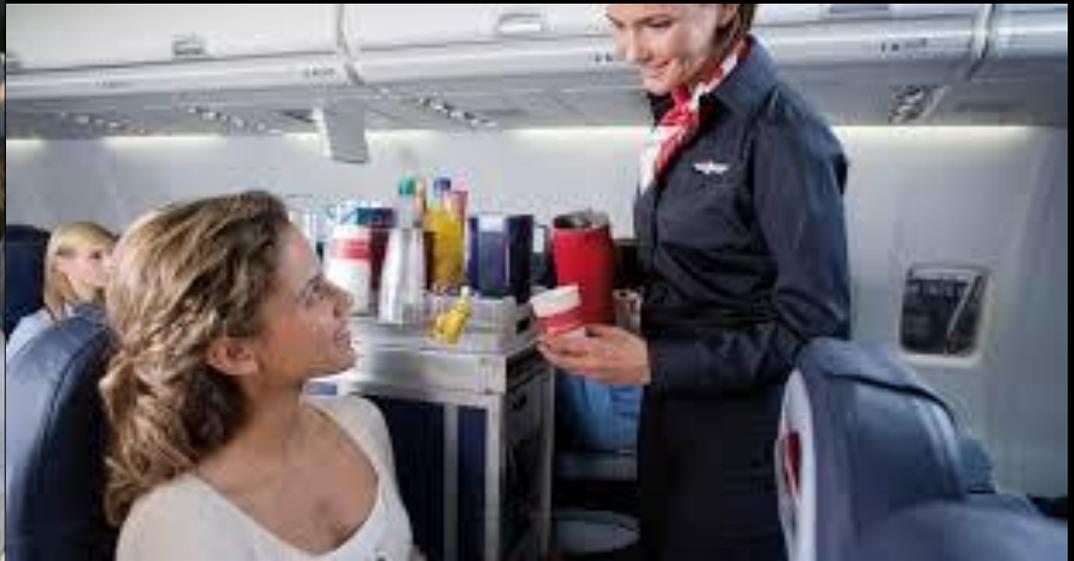


# WINDOW SEAT OR AISLE?





# In-flight Service

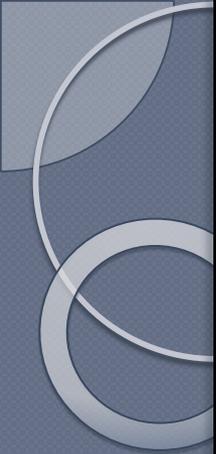


# Check-in Counter

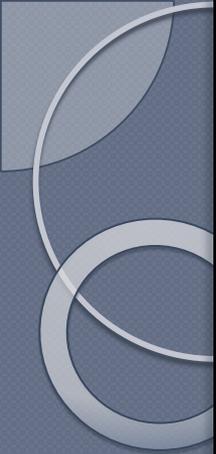


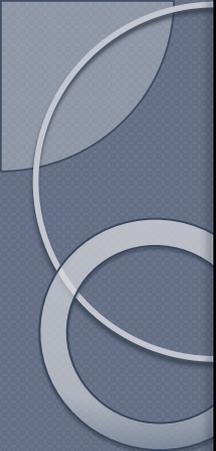
# Cabin Crew Team



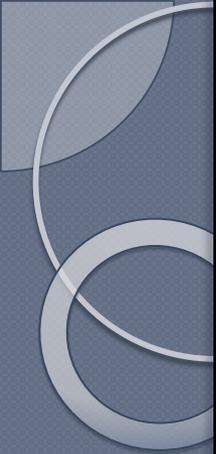


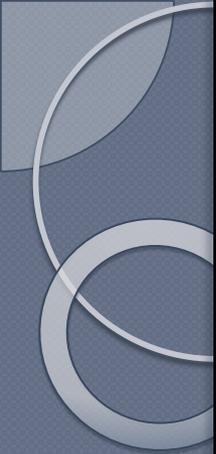


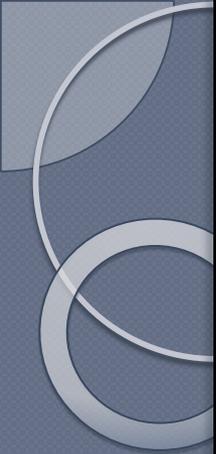


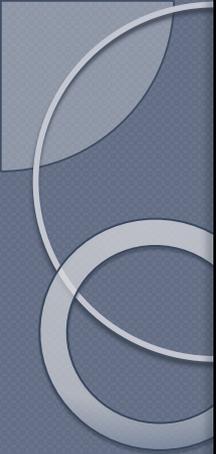






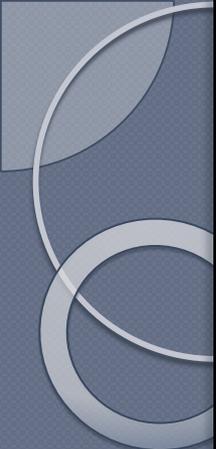








**NO EXIT**







# Safety On Board



13842-24b



# Safety On Board



# Departures

Time	Destination	Airline	Flight	Status	Gate
08:00	Düsseldorf	6U985	Delayed to 08:15		
08:30	Lisbon	SA802	Planned	A15	
08:30	Toronto	SO371	Go to Gate	B35	
08:30	Frankfurt	LH805	Gate shown 07:45		
08:30	Zürich	LX171	Gate shown 07:55		
08:40	Zürich	UA825	Go to Gate	B39	
08:40	Newark	4U283	Gate shown 08:00		
08:45	Oslo	4Z145	Gate shown 08:05		
08:50	Hamburg	BA283	Gate shown 08:30		
08:50	Dublin	LX333	Gate shown 08:10		
08:55	Geneva	LJ541	Delayed to 18:19		
08:55	Munich	4U841	Gate shown 08:25		
09:10	Berlin	4U841	Gate shown 08:20		
09:10	Aberdeen	SA785	Gate shown 08:30		
09:15	Varna	OS452	Gate shown 08:50		
09:20	Göteborg	SK324	Gate shown 08:50		
09:20	Edinburgh	BA783	Gate shown 08:30		
09:30	Cork	BA387	Gate shown 08:45		
09:30	Frankfurt	LH91	Gate shown 08:45		
09:30	Houston	UA323	Gate shown 08:55		
09:40	Calgary	4U41	Gate shown 08:55		
09:50	Edinburgh	EW1	Gate shown 09:30		
09:50	Dublin	BA293	Gate shown 09:30		
09:55	Copenhagen	SA785	Gate shown 09:20		
10:00	Vancouver	SO369	Gate shown 09:05		
10:00	Newark	UA28	Gate shown 09:25		
10:15	Winnipeg	LO282	Gate shown 09:30		
10:20	Dub	BA304	Gate shown 09:25		
10:25	San Francisco	UA600	Gate shown 09:45		
10:30	Frankfurt	LH903	Gate shown 10:05		
10:35	Stockholm	EY7452	Gate shown 10:05		
10:35	Los Angeles	AC3355	Gate shown 09:35		
10:35	Zagreb	OU491	Gate shown 10:05		
10:35	Munich	LH2473	Gate shown 10:10		
10:35	Calgary	UA585	Gate shown 10:05		
11:00	Shannon	BA2841	Gate shown 10:15		
11:05	Brussels	SN2394	Gate shown 10:20		
11:20	Lisbon	TP383	Gate shown 10:35		
11:20	Edinburgh	NO2405	Gate shown 10:30		
11:20	Frankfurt	LH905	Gate shown 10:45		
11:30	Singapore	CX582	Gate shown 10:20		
11:30	Istanbul	TK1960	Gate shown 10:30		
11:40	Houston	UA98	Gate shown 10:40		
11:50	Zürich	LX319	Gate shown 11:10		
12:00	Dublin	EI159	Gate shown 11:10		
12:00	Newark	UA18	Gate shown 11:00		
12:05	Toronto	SO385	Gate shown 11:05		
12:05	Shanghai	SH4530	Gate shown 11:35		
12:05	Washington	UA919	Gate shown 11:05		

# Time plan

Gates  
**A1-A5**

Gates  
**A16-A26**

Gates  
**B28-B49**  
via walkway

Please allow  
enough time  
to reach your  
gate

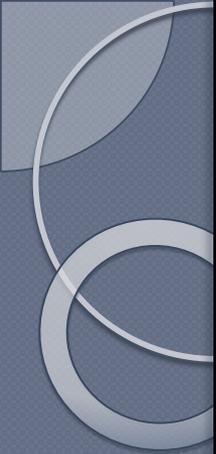
with you at all times. It is against the law to... 1. Exp.

# CABIN CREW TRAINING



# IN-FLIGHT DUTY-FREE





# CABIN CREW TRAINING



# Scope for Cabin Crew Training

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- **General Theoretical Knowledge of Aviation & Aviation Regulations, Duties and Responsibilities of Cabin Crew**
- **Communication**
- **Passenger Handling**
- **Survival**

# Scope for Cabin Crew Training

---

- **Fire and Smoke**
- **Aero Medical Aspects and First Aid**
- **Human Factors in Aviation & CRM  
(Customer Relationship Management)**
- **Dangerous Goods**
- **General Security Aspects in Aviation**

# ANNOUNCEMENTS



# AIRPORT ANNOUNCEMENTS





# BOARDING ANNOUNCEMENT



# INFLIGHT ANNOUNCEMENT



# LANDING ANNOUNCEMENT

