ENB 2206

English for Airline Business

COURSE DESCRIPTION

- Airline business in the present millenium; terminology, expressions and sentences used in airline business; reservation, ground services, duty-free business, in-flight services, announcements

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
- **Week III:** Airline presentation*

- Week IV: Types of aircraft / carrier; Layout; Specifications
- Week V: Aircraft presentation*
- Week VI: Airline ticketing and reservation; Booking with conditions

- Week VII: Airline ticketing and reservation dialogue**
- Week VIII: Mid-term - NO CLASS
- Week IX: Checking in
- Week X: Checking in dialogue**
- Week XI: Being a flight attendant

- Week XII: Airport announcement; Boarding announcement; In-flight announcement; Landing announcement
- Weeks XIII - XV: Announcements****
- Week XVI: In-flight services**
- Week XVII: Final

EVALUATION

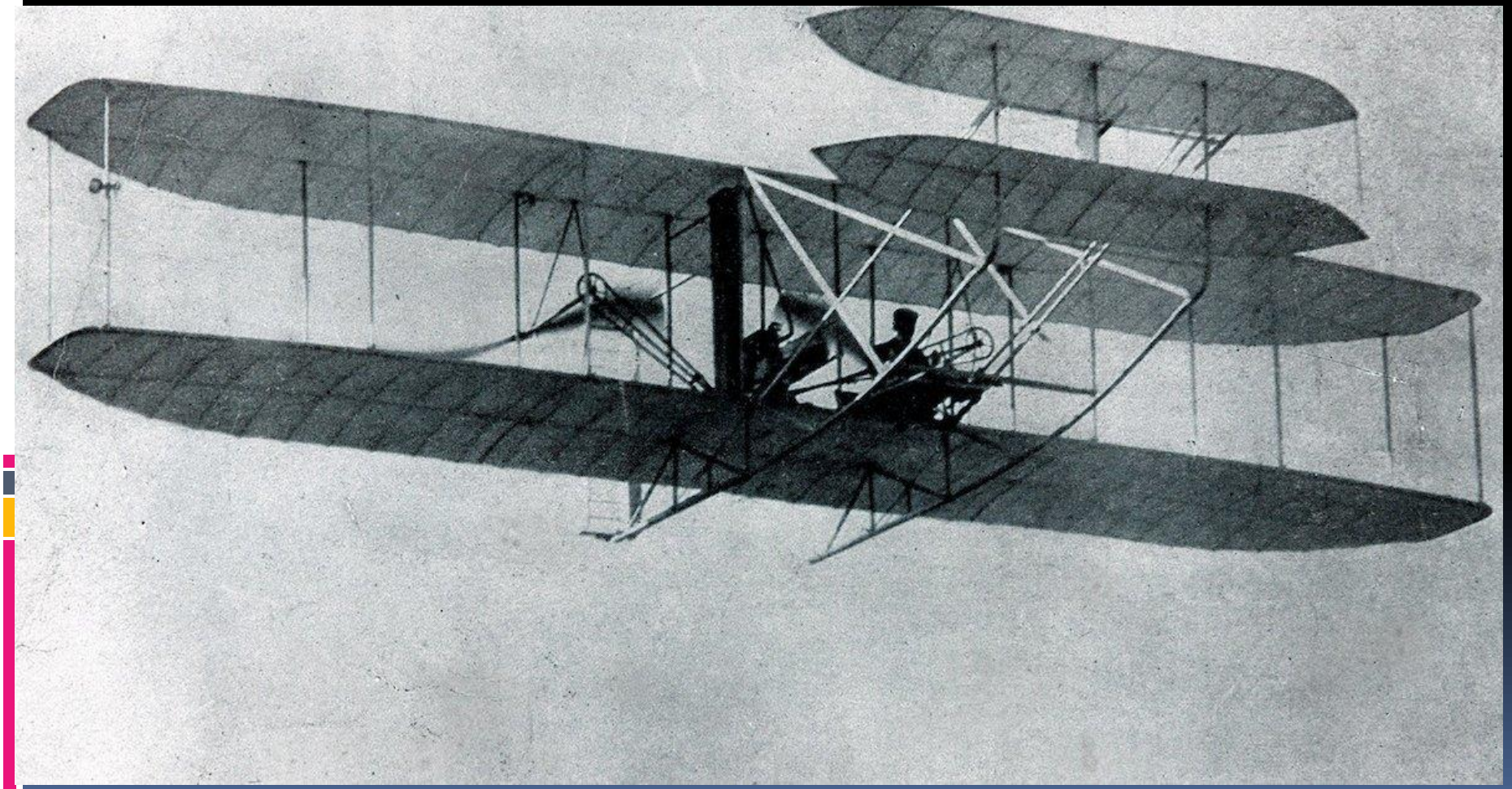
- Group presentations * (2) 20%
- Dialogues** (3) 30%
- Announcements*** (4) 40%
- Final 10%
- * Class participation will be considered for grading

Airlines Industry Overall

- 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.

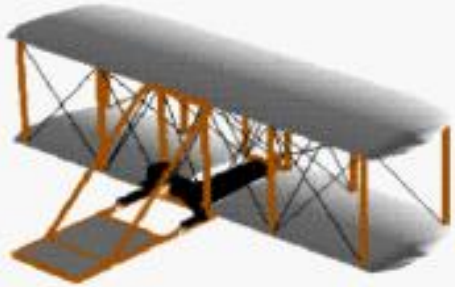
- The airline business is a major industry, relied upon by millions not only for transportation but also as a way of making a living.

Wright Brothers' aircraft



Wright Brothers' Aircraft

Glenn Research Center



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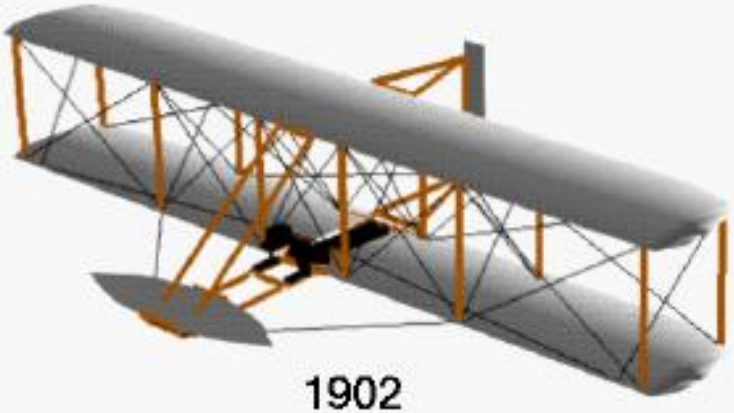

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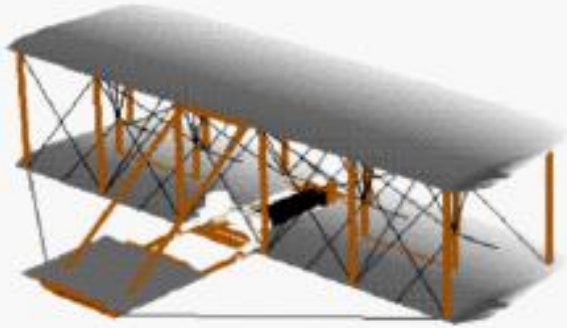

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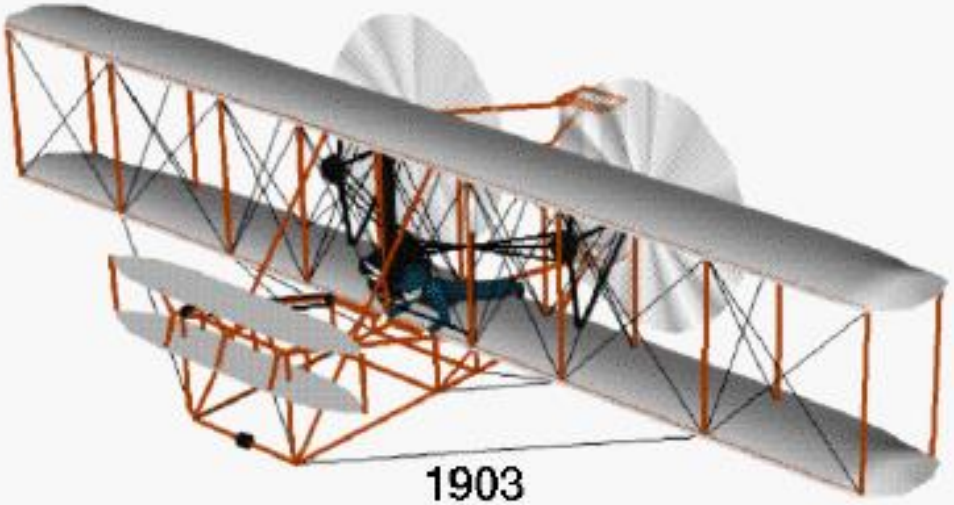

1903

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.

- 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.

- 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.

Swallow
4
U.S.AIR MAIL
ROUTE C.A.M 5

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.

- 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.

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

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.

- 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.

- 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.

TRANS WORLD AIRLI
TWA
TWA

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.

- 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.

- 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.

- 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.

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.

- 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.

- 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.

- 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.

PHILIPPINE AIR LINES

- 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).

- 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.

- 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.

TATA AIR LINES
ATV

- 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.

- 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.

- 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.

- 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.

- 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

- 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		SINGAPORE AIRLINES	48		AirAsia
10		THAI	56		Vietnam Airlines
12		Garuda Indonesia	62		SILKAIR
17		Bangkok Airways	64		scoot
20		AirAsia	66		ROYAL BRUNEI AIRLINES
30		Philippine Airlines	81		JetAsia
36		malaysia airlines	85		PALExpress

seasia.co

EUROPE
AMERICA
ASIA
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AMERICA
40%
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32%
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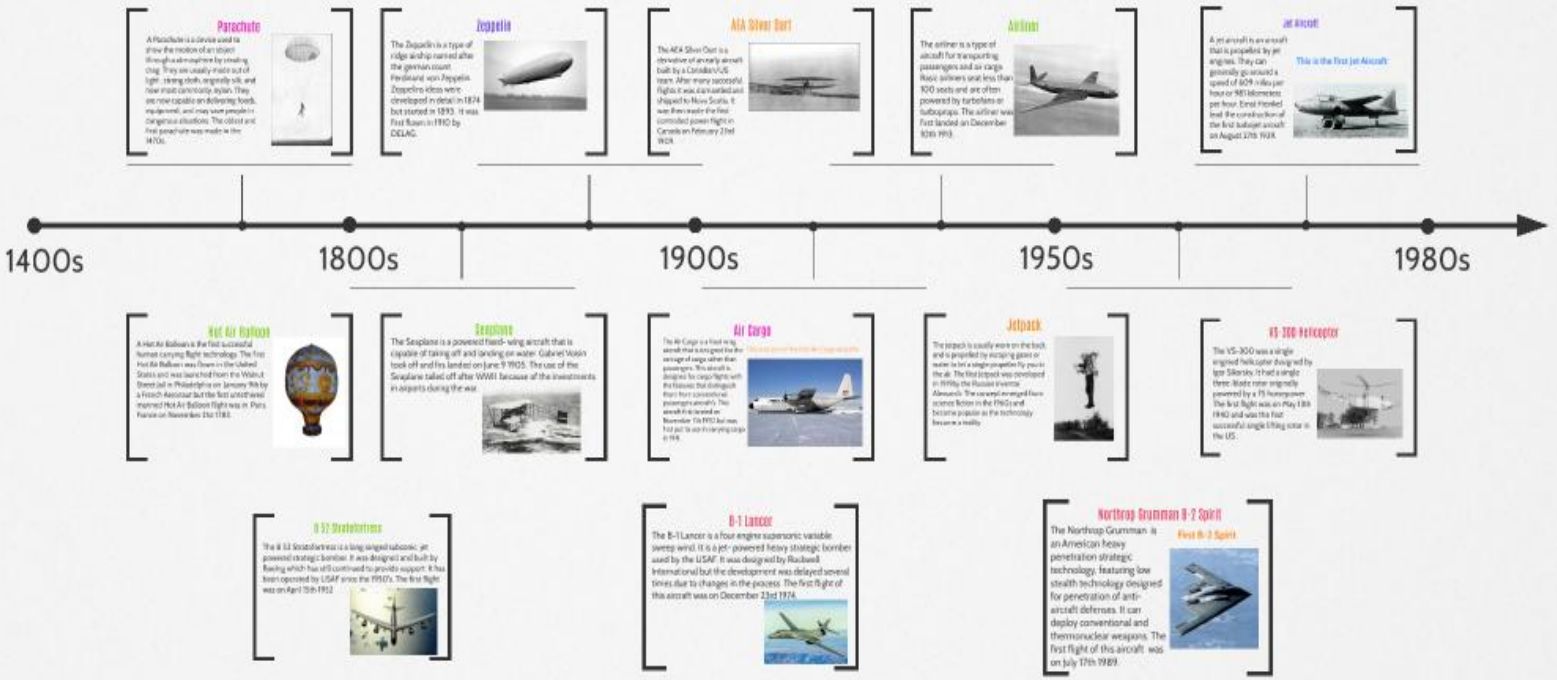
AIRLINES
TRAVEL
INFOGRAPHIC

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

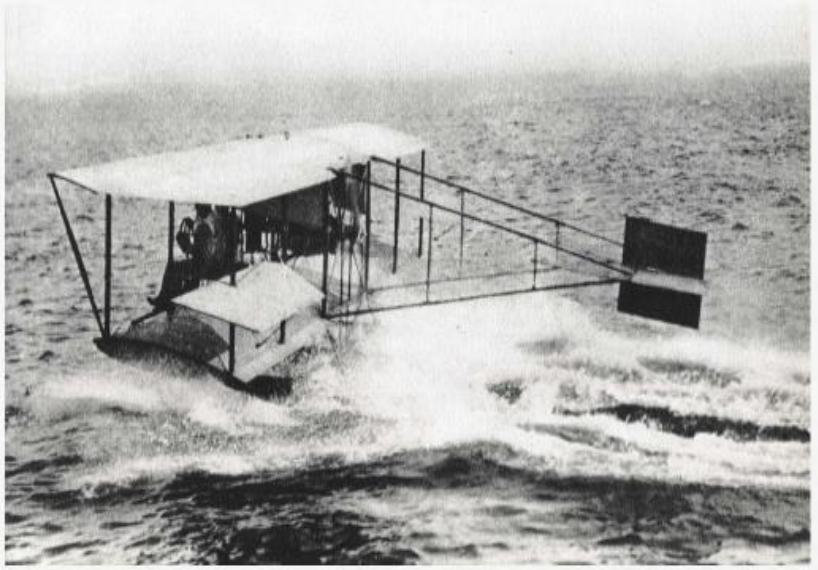
A Hot Air Balloon is the first successful human carrying flight technology. The first Hot Air Balloon was flown in the United States and was launched from the Walnut Street Jail in Philadelphia on January 9th by a French Aeronaut but the first untethered manned Hot Air Balloon flight was in Paris, France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

Zeppelin

The Zeppelin is a type of ridge 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 1910 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 firs 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.

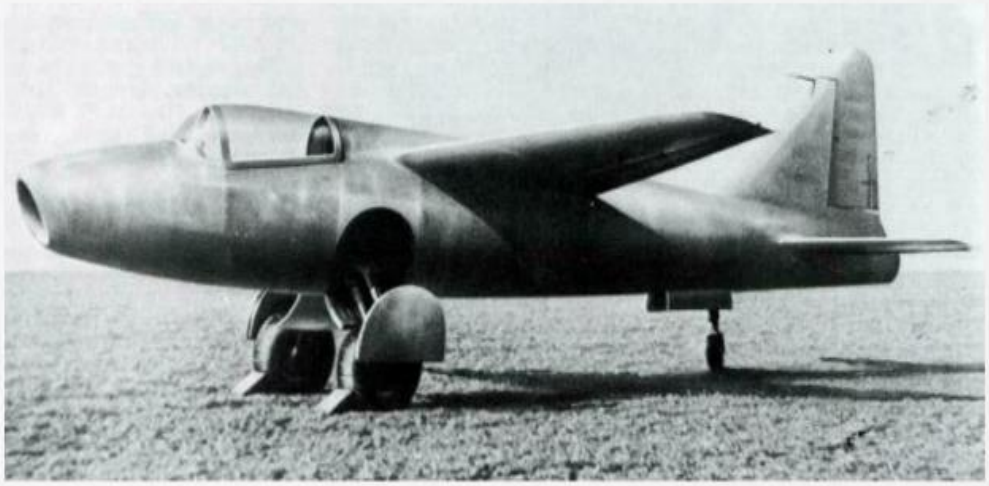
Jetpack

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 1919by the Russian inventor Alexsandr. 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 wind. 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

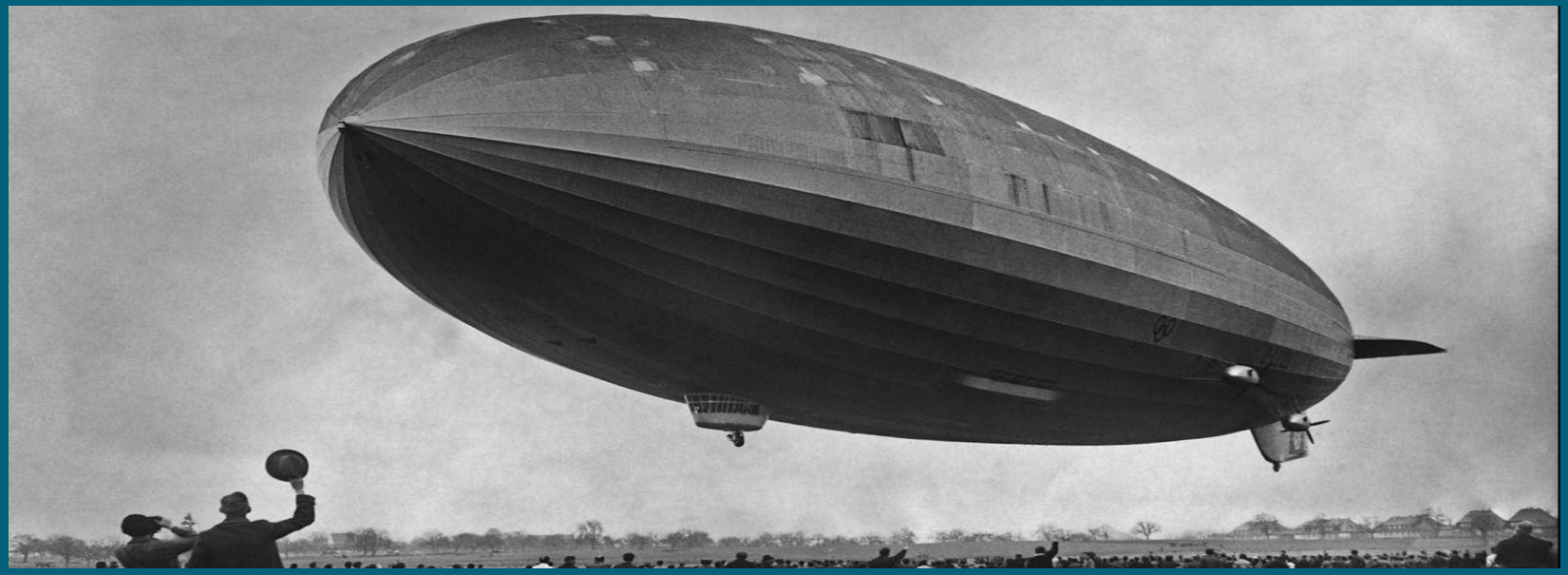
An **airline** provides air transport service for traveling passengers and/or freight.

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

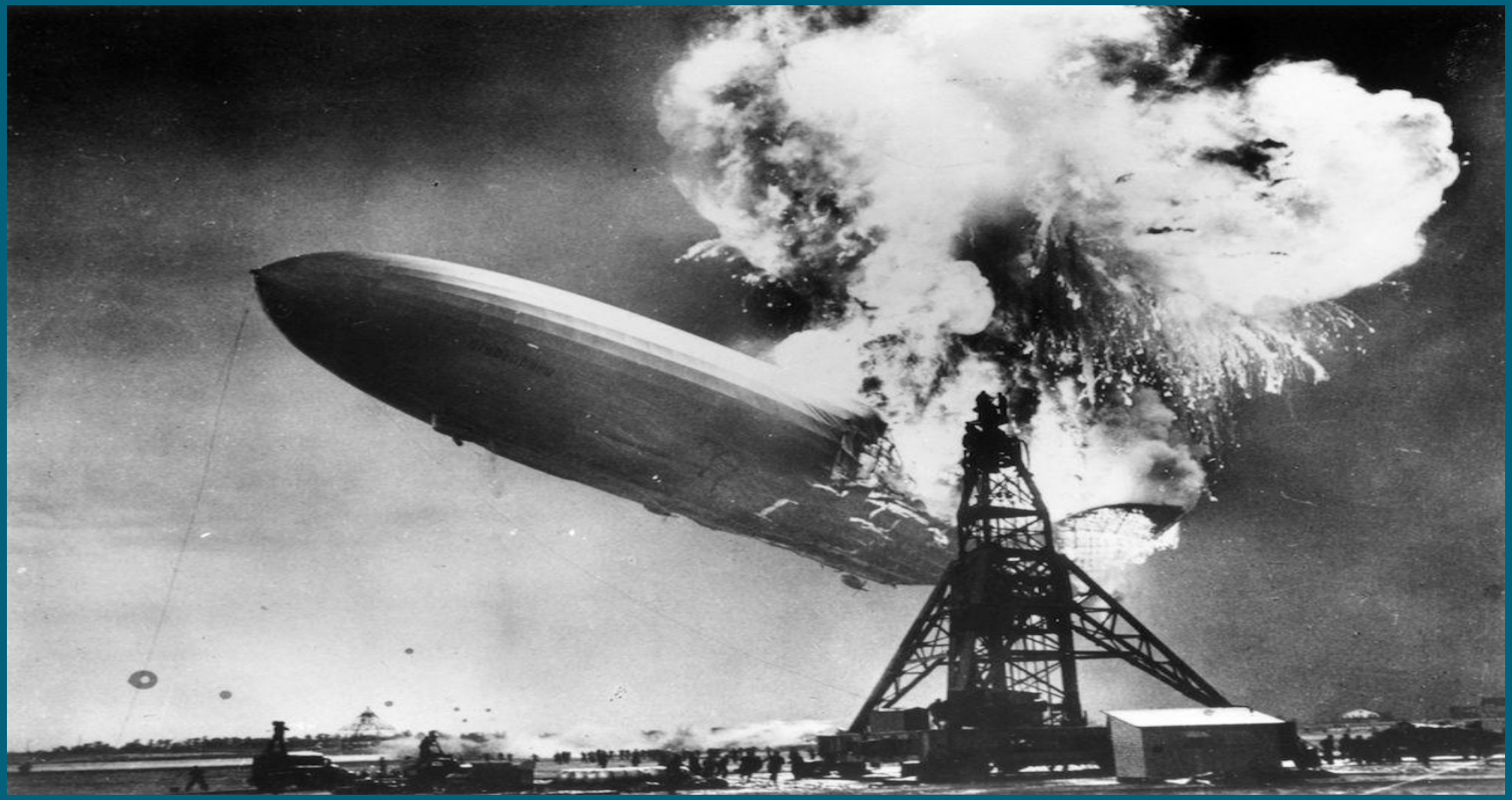
- American aviation pioneers, such as Rufus Porter and Frederick Marriot, attempted to start airlines using airships in the mid-19th century, focusing on the New York–California route.



- 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.

U.S.NAVY

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.

KLM

Avianca

QANTAS

CZECH AIRLINES
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airpics.net

U.S. Airline Industry

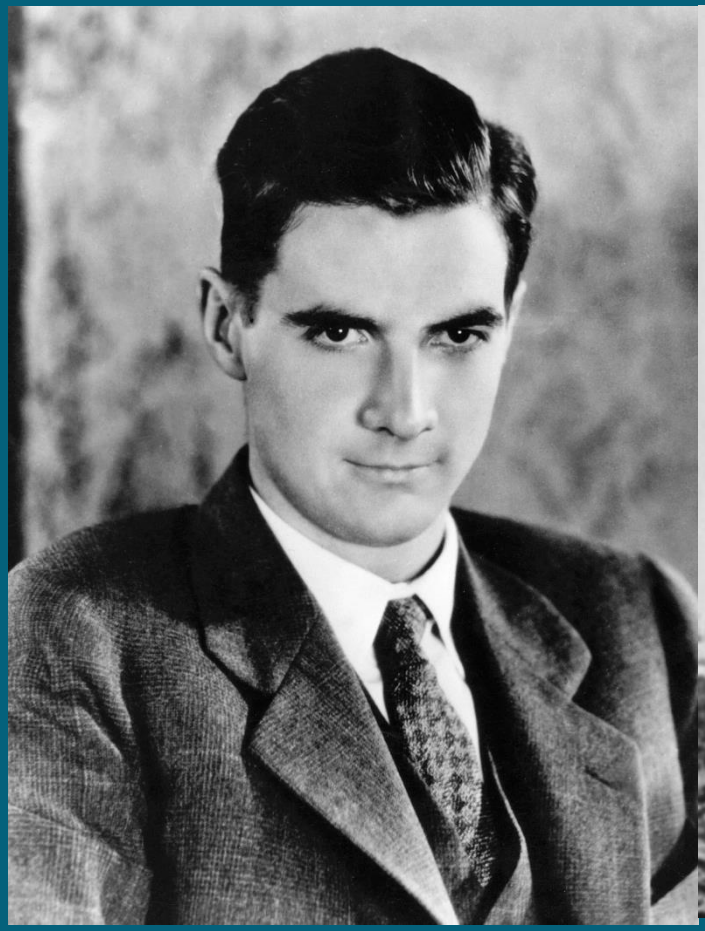
- Tony Jannus conducted the United State's first scheduled commercial airline flight on 1 January 1914 for the St. Petersburg-Tampa Airboat Line.
- Chalk's International Airlines began service between Miami and Bimini in the Bahamas in February 1919. Based in Ft. Lauderdale, Chalk's claimed to be the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

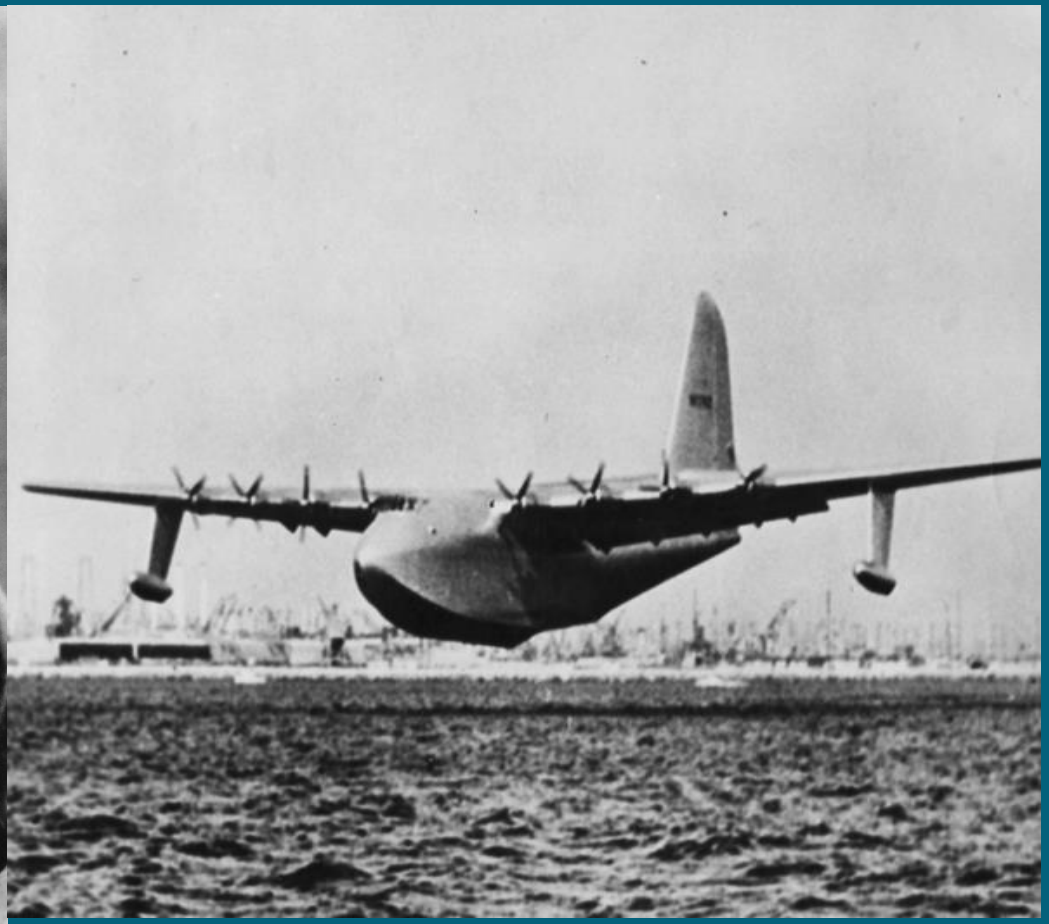
N73556
CHALK'S
Hertz

- 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

THE COMPLETE SERIES
LA SÉRIE COMPLÈTE
PAN AM
PAN AM
DVD

PAN AM

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 Covet, 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 Covet

Sud Aviation Caravelle

Tupolev TU-104

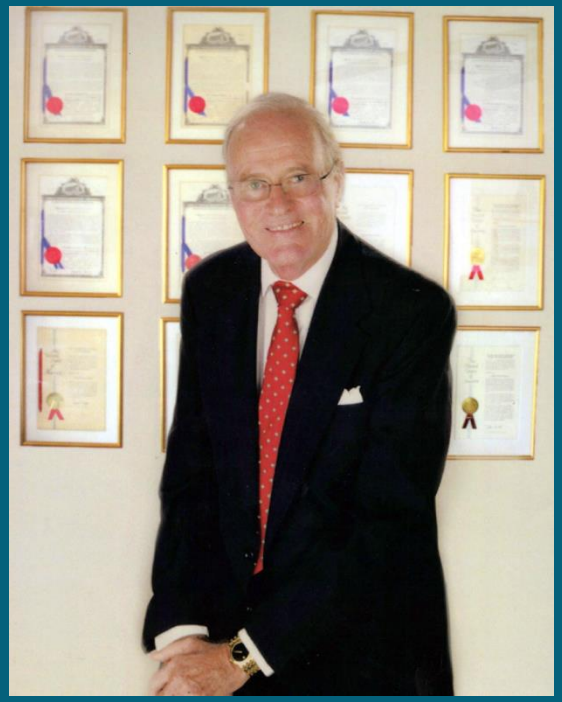
- The next big boost for the airlines would come in the 1970s, when the Boeing 747, McDonnell Douglas DC-10, and Lockheed L-1011 inaugurated wide-body ("jumbo jet") service, which is still the standard in international travel.

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.

FINNAIR

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.

MA
Lufthansa
D-AIMA
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.

BOAC
BOAC
BOAC

THE STANDARD
BRITISH AIRWAYS

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.

АЭРОФЛОТ
Российские авиалинии

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.

easyJet
easyJet
OE-LSY

RYANAIR

SY
Alitalia
EI-DSY

Asian Airline Industry

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31-1800

India

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AIR INDIA

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.

HONG KONG
ASIA'S WORLD CITY
CATHAY PACIFIC
QS

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.

Avianca
D-AZAL
7770

- 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.

TAM
TAM
LAN
HC-CJX

Types of Airlines

What are the 3 types of airlines?

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

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.

QATAR
5 STAR AIRLINE
SKYTRAX

apex

OFFICIAL AIRLINE RATINGS™

FIVE STAR

2020

CERTIFIED • VALIDATED • VERIFIED

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 it's 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

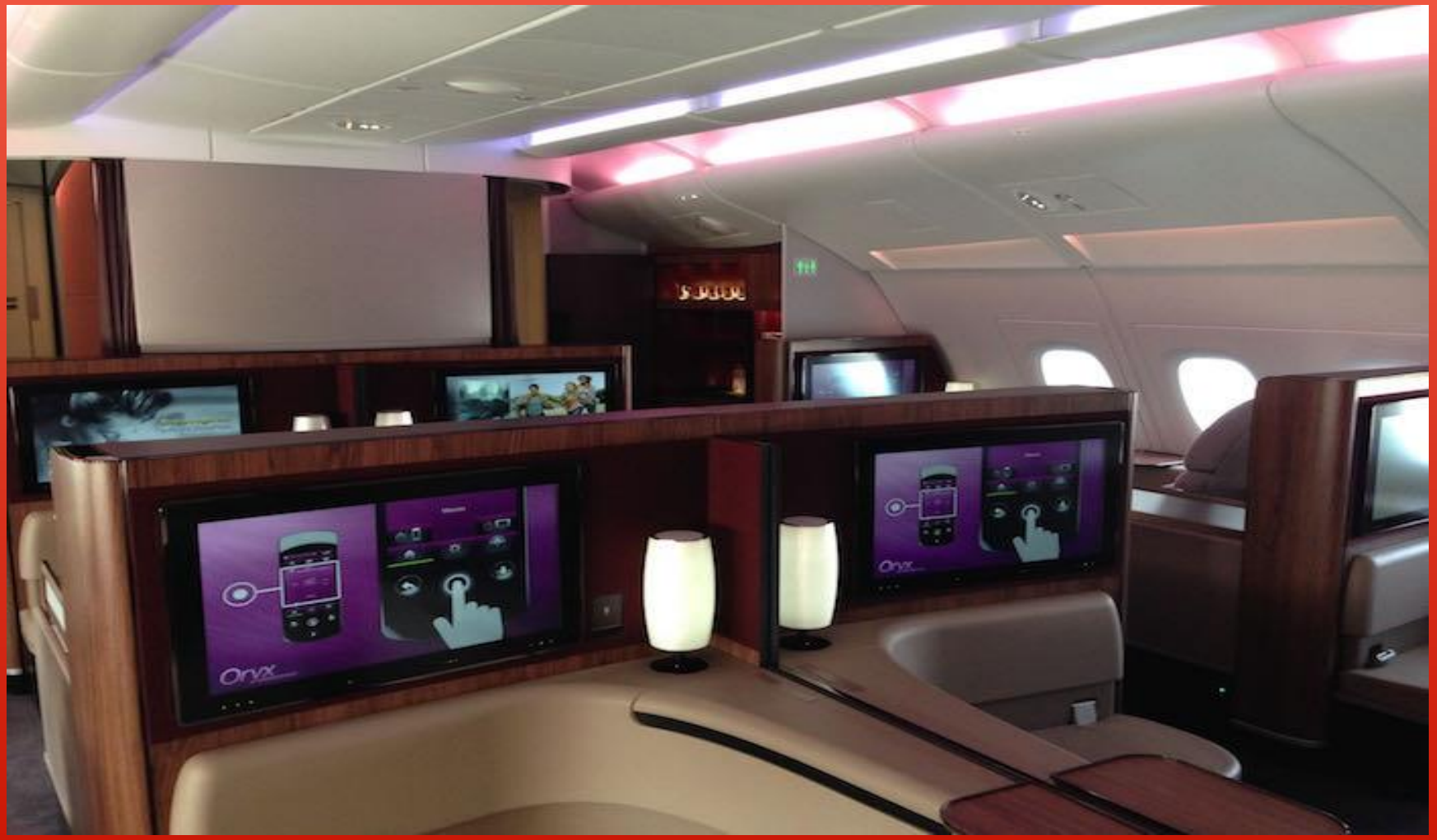
Quality Performance

Standards of Home-based Airport

CDE
Gates B
Gates A
Gates CDE

Onboard Product

Amenities

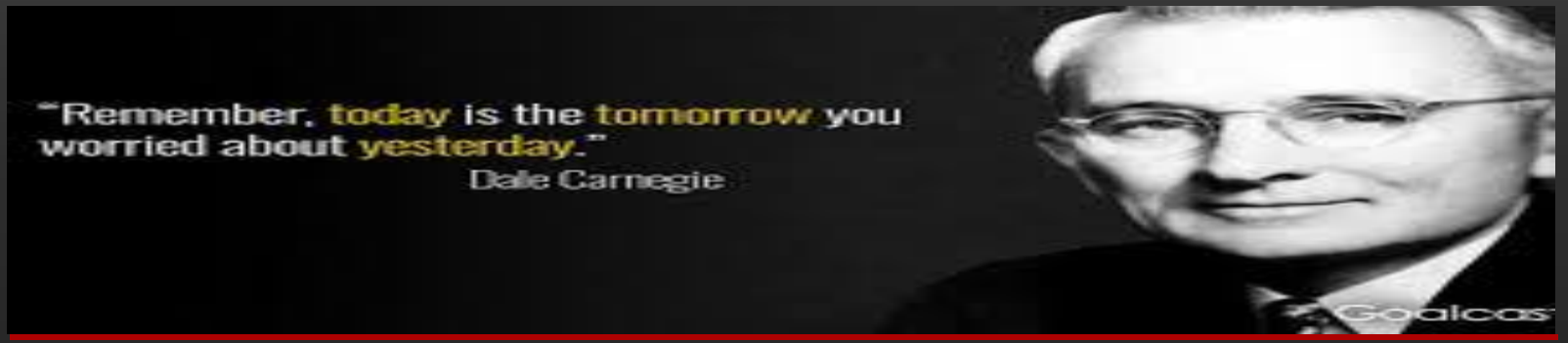


Standards of Staff Service

Making presentation

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

— Dale Carnegie



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

Speak for Success!

Tell the Audience What You're Going to Say

- "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.

Say It (Tell Your Story)

- 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.

Tell Them What You've Said

- 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.

Example: Airline Presentation

Tell the Audience What You're Going to Say

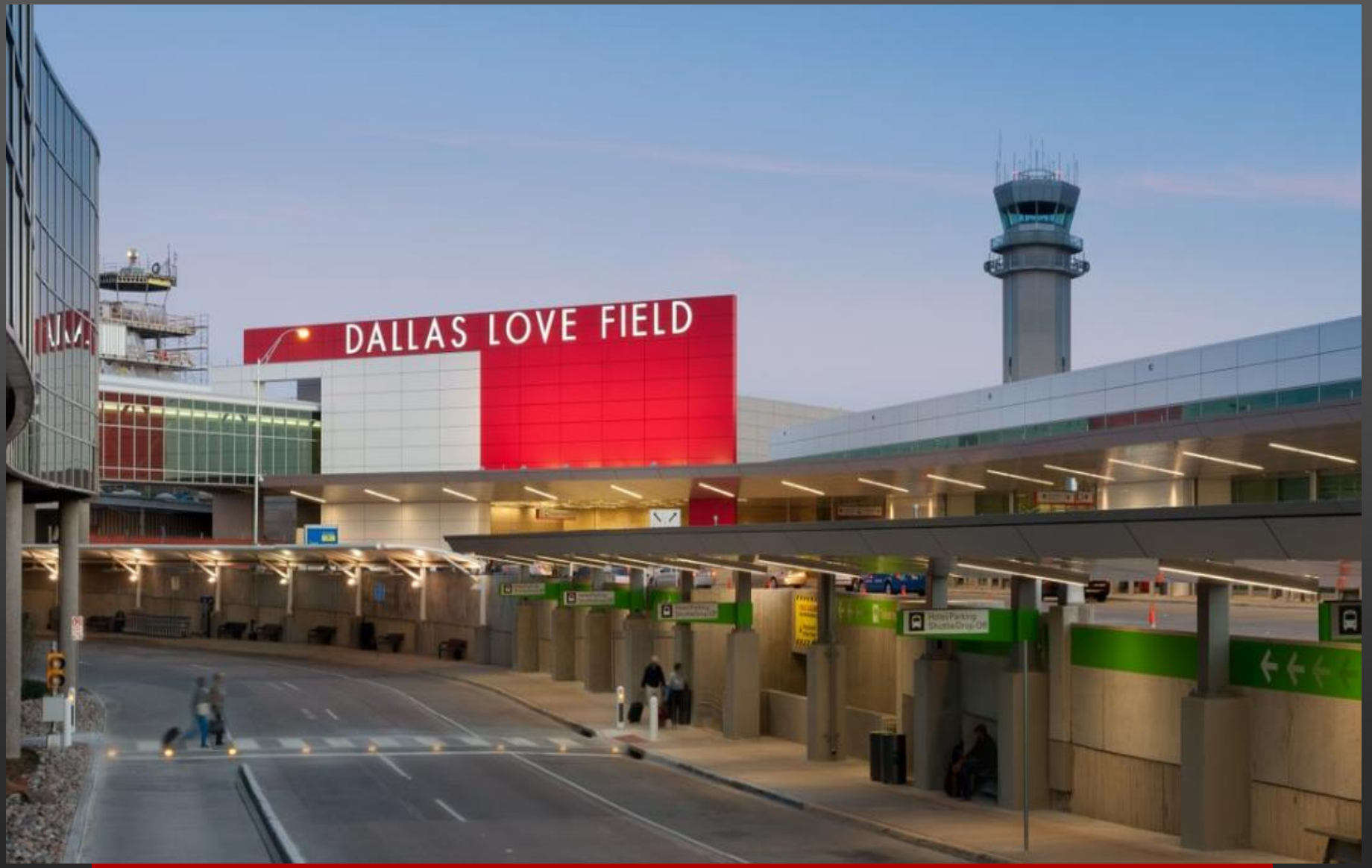
- Teachers, friends, ladies and gentle men. Herb Kelleher has said, “Keep costs low and spirits high, and the people of Southwest Airlines will keep LUV in the air.” Those words interests us and have brought us to explore why Southwest Airlines has been impressed by passengers. Our talks focuses on its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

Southwest
Southwest
Southwest
Southwest
Southwest
Southwest
Southwest
Southwest
Southwest

- 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)


DALLAS LOVE FIELD

- 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.)

SeaWorld
ADVENTURE PARK
Shamu
SOUTHWEST

- 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.

Triple Crown
700
N409WN
Radar Contact

SOUTHWEST
Slam Dunk
224

Southwest
COCO
Disney · PIXAR
N7816B
Southwest.com

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

Southwest Timeline

SOUTHWEST AIRLINES

© 2013, Yoshives Belizaire, Zhongling Cao, Shawn Parker, Dave Saucier, UMFK

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

Southwest Airlines Awards

freddieawards
freddieawards
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 ……..

Sabritas
Original
©RUSSOS|RUSSOS.LIVEJOURNAL.COM

Tell Them What You've Said

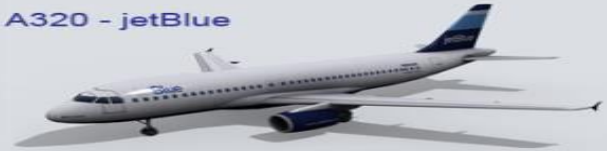
- Here we come to the end of our talk today. You'll see and may agree that Southwest is incredible in many aspects. They ……
- If you wish to share any idea with us, feel free to do that, please.
- Thanks for your time!

SOUTHWEST
SOUTHWEST
SOUTHWEST
SOUTHWEST
SOUTHWEST
SOUTHWEST
N340LV

TYPES OF AIRCRAFT

A320 - Northwest

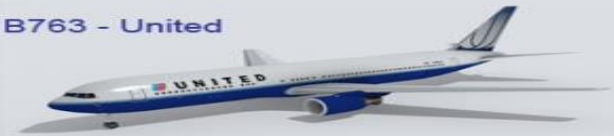
A320 - jetBlue



A319 - US Airways

LJ-35 - Generic

B763 - United



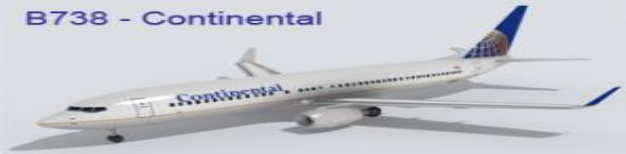
B763 - American

B738 - US Airways

B738 - United

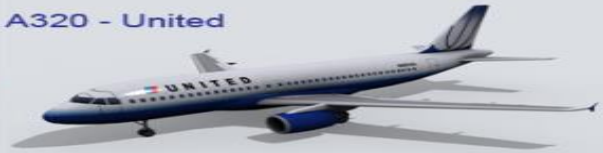
B738 - Southwest

B738 - Continental

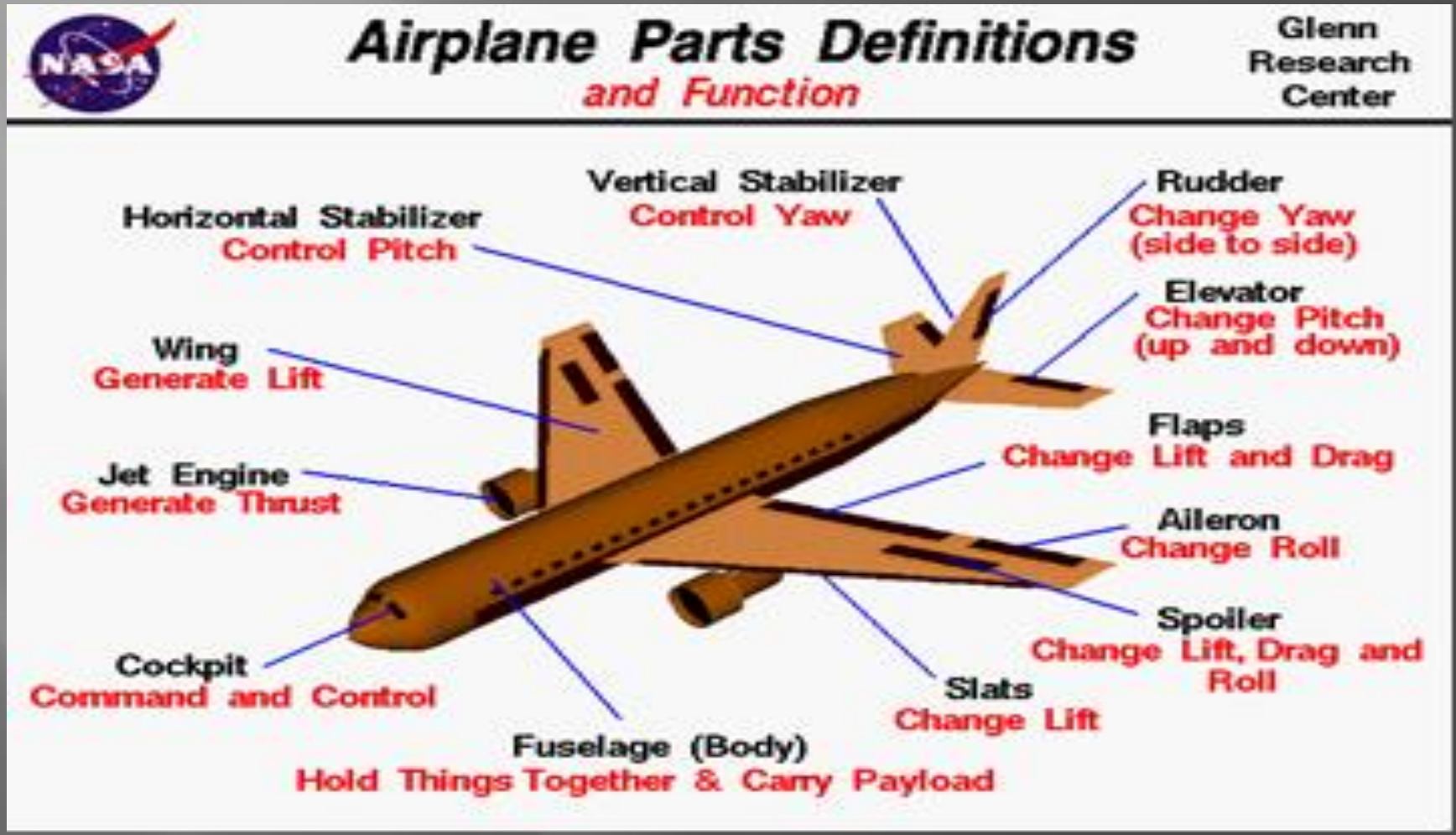


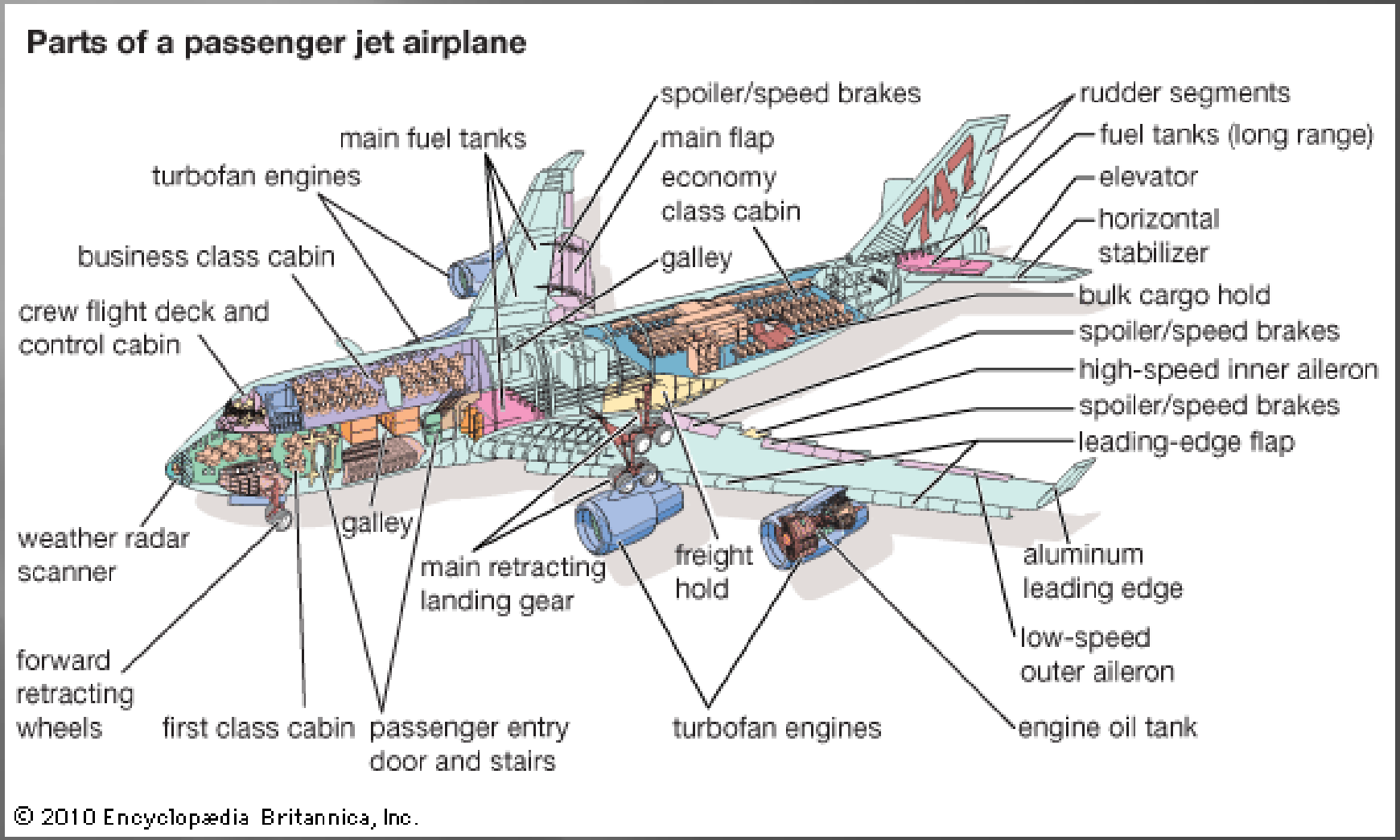
B738 - airTran

A320 - United



Parts


Airplane Parts Definitions
and Function
Glenn Research Center
Vertical Stabilizer
Control Yaw
Rudder
Change Yaw (side to side)
Horizontal Stabilizer
Control Pitch
Elevator
Change Pitch (up and down)
Wing
Generate Lift
Flaps
Change Lift and Drag
Jet Engine
Generate Thrust
Aileron
Change Roll
Spoiler
Change Lift, Drag and Roll
Cockpit
Command and Control
Slats
Change Lift
Fuselage (Body)
Hold Things Together & Carry Payload


Parts of a passenger jet airplane
spoiler/speed brakes
rudder segments
main fuel tanks
main flap
fuel tanks (long range)
turbofan engines
economy class cabin
elevator
horizontal stabilizer
business class cabin
galley
bulk cargo hold
crew flight deck and control cabin
spoiler/speed brakes
high-speed inner aileron
spoiler/speed brakes
leading-edge flap
weather radar scanner
galley
main retracting landing gear
freight hold
aluminum leading edge
low-speed outer aileron
forward retracting wheels
first class cabin
passenger entry door and stairs
turbofan engines
engine oil tank
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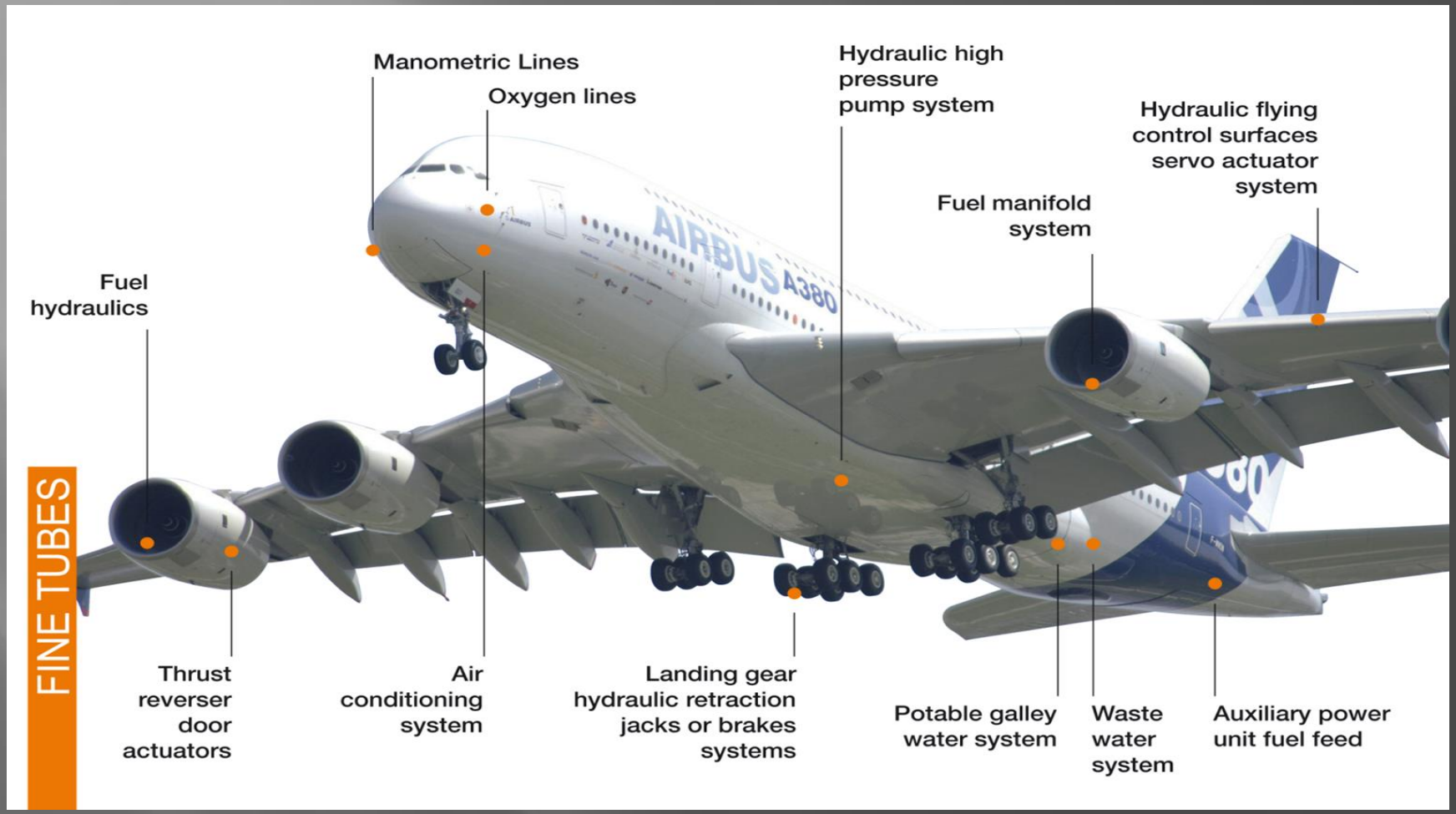
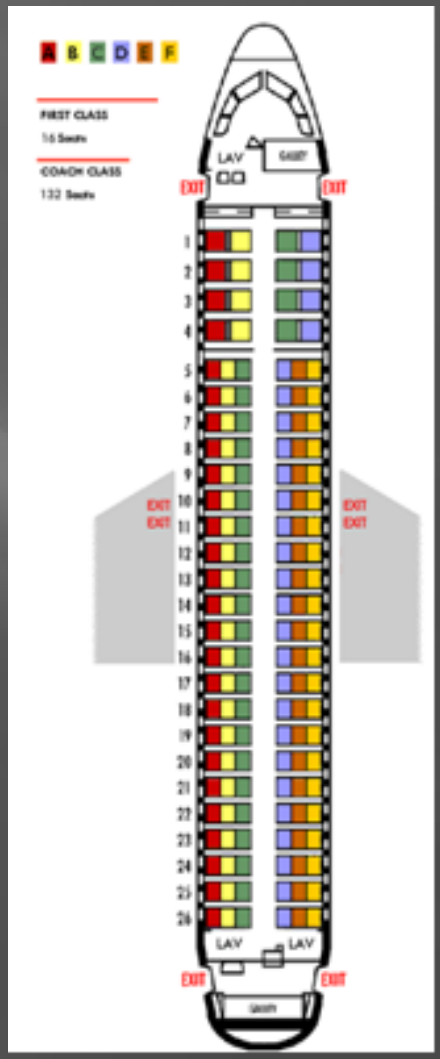
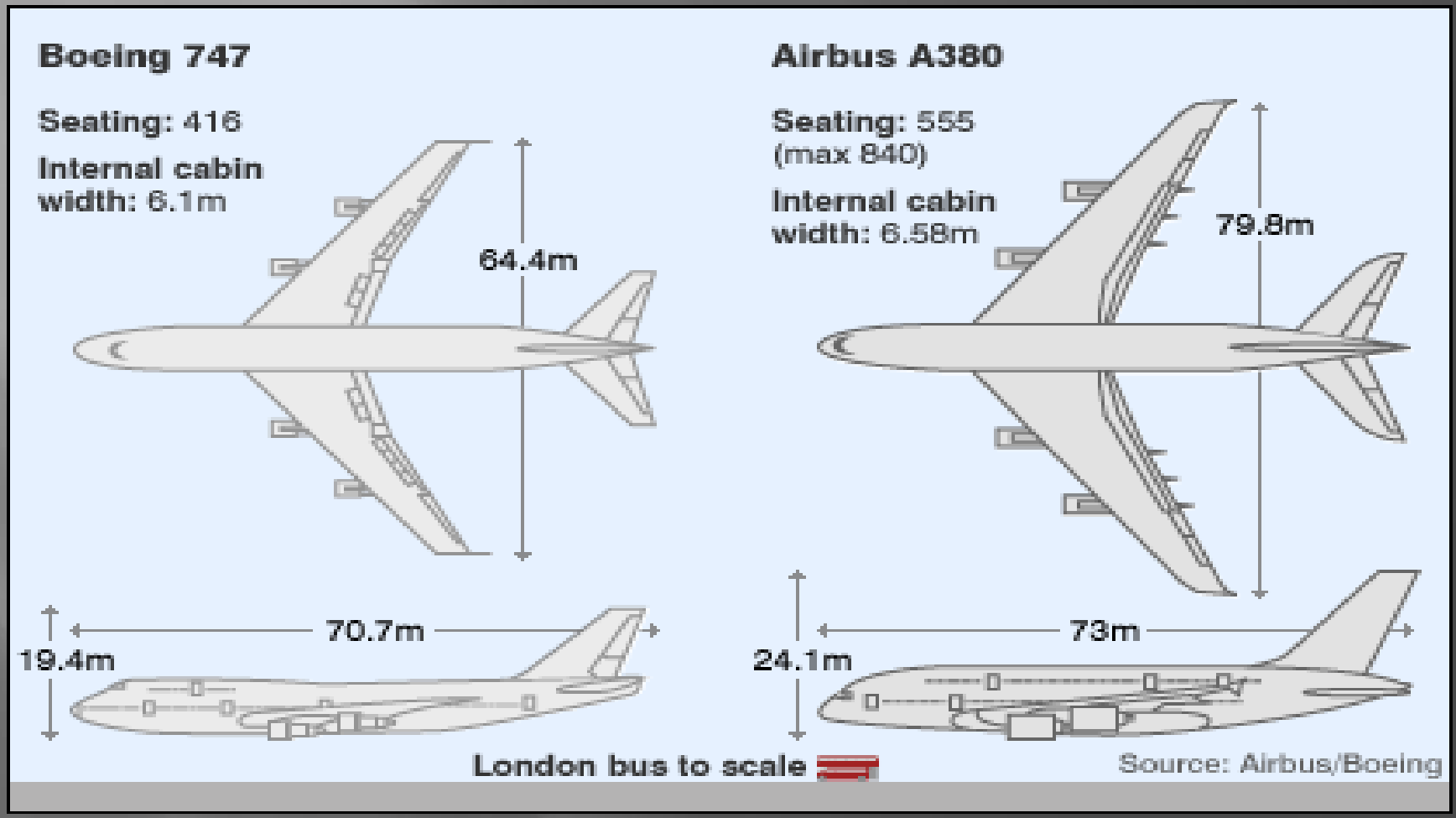

FINE TUBES
Manometric Lines
Oxygen lines
Hydraulic high pressure pump system
Hydraulic flying control surfaces servo actuator system
Fuel manifold system
Fuel hydraulics
AIRBUS A380
Thrust reverser door actuators
Air conditioning system
Landing gear hydraulic retraction jacks or brakes systems
Potable galley water system
Waste water system
Auxiliary power unit fuel feed

Airbus A 300

Boeing VS Airbus Seating Charts



Boeing VS Airbus dimensions



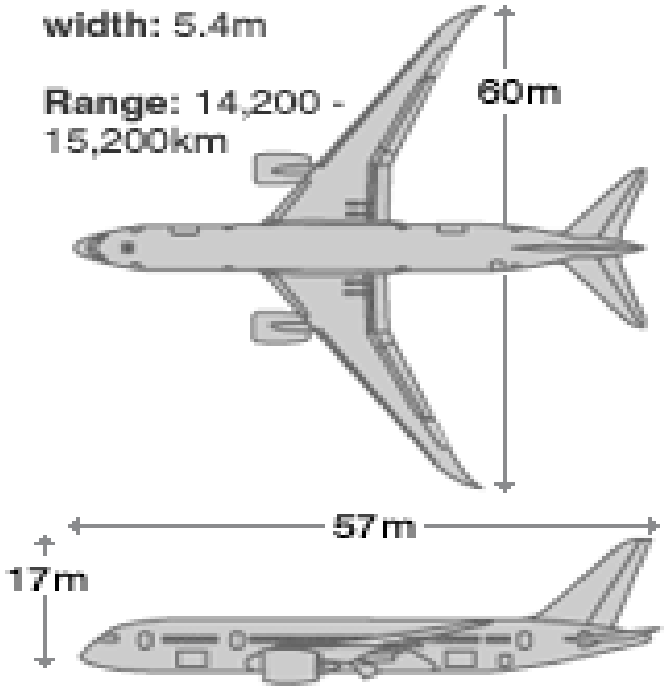
Boeing VS Airbus dimensions

Boeing 787 Dreamliner

Seating: 210-250

Internal cabin width: 5.4m

Range: 14,200 - 15,200km



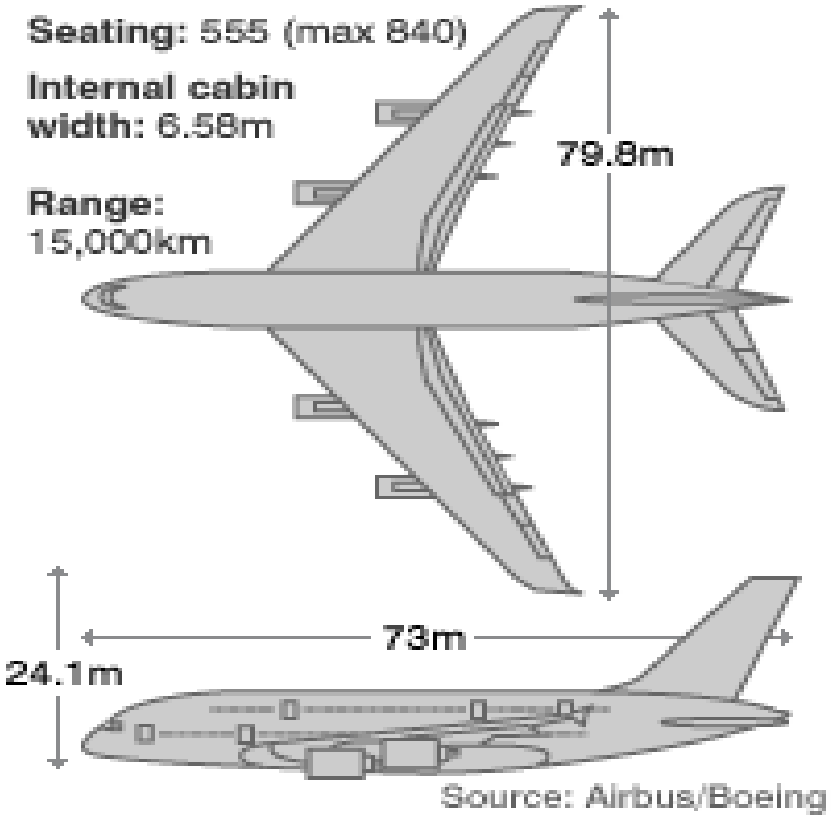
Enters service: 2008

Airbus A380

Seating: 555 (max 840)

Internal cabin width: 6.58m

Range: 15,000km



Source: Airbus/Boeing

Enters service: 2007

Boeing

- The Boeing Company is an American multinational corporation that designs, manufactures, and sells airplanes, rotorcraft, rockets and satellites. It also provides leasing and product support services.

- Boeing is among the largest global aircraft manufacturers, is the second-largest defense contractor in the world based on 2013 revenue, and is the largest exporter in the United States by dollar value. Boeing stock is a component of the Dow Jones Industrial Average.

Boeing 777X

777

EXIT

Airbus

- Airbus SAS is an aircraft manufacturing division of Airbus Group (formerly European Aeronautic Defence and Space Company). It is based in Blagnac, France, a suburb of Toulouse, with production and manufacturing facilities mainly in France, Germany, Spain and the United Kingdom.

- Airbus began as a consortium of aerospace manufacturers, Airbus Industrie. Consolidation of European defense and aerospace companies in 1999 and 2000 allowed the establishment of a simplified joint-stock company in 2001, owned by EADS (80%) and BAE Systems (20%). After a protracted sales process BAE sold its shareholding to EADS on 13 October 2006.

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

Bombardier

- Bombardier Aerospace is a division of Bombardier Inc.. The company competes with Brazilian rival Embraer for the title of the third largest aircraft manufacturer after Airbus and Boeing. It is headquartered in Dorval, Quebec, Canada.

Embraer

- Embraer S.A. (Portuguese pronunciation: [ẽbɾaˈɛɾ]) is a Brazilian aerospace conglomerate that produces commercial, military, executive and agricultural aircraft and provides aeronautical services. It is headquartered São José dos Campos, São Paulo State.

- The company currently competes with Canadian rival Bombardier for the title of third largest airplane maker after Airbus and Boeing.

Sukhoi Superjet

- The Sukhoi Superjet 100 (Russian: Сухой Суперджет 100) is a modern fly-by-wire regional jet with 8 (VIP)to 108 (all Y) passenger seats. With development initiated in 2000, the airliner was designed and spearheaded by Sukhoi, a division of the Russian Civil Aerospace Company (UAC), in co-operation with several foreign partners. Its maiden flight was conducted on 19 May 2008. On 21 April 2011, the Superjet 100 undertook its first commercial passenger flight, on the Armavia route from Yerevan to Moscow.

- Designed to compete internationally with its An-158, Embraer and Bombardier counterparts, the Superjet 100 claims substantially lower operating costs, at a lower purchase price of $35 million.

- The final assembly of the Superjet 100 is done by Komsomolsk-on-Amur Aircraft Production Association. Its SaM-146 engines are designed and produced by the French-Russian PowerJet joint venture and the aircraft is marketed internationally by the Italian-Russian SuperJet International joint venture.

ATR

- ATR (Aerei da Trasporto Regionale or Avions de transport régional) is a French-Italian aircraft manufacturer headquartered on the grounds of Toulouse Blagnac International Airport in Blagnac, France. It was formed in 1981 by Aérospatiale of France (now Airbus Group) and Aeritalia (now Alenia Aermacchi) of Italy. Its primary products are the ATR 42 and ATR 72 aircraft.

Fokker

MD Mc Donald Douglas

Llushin

Tupolev

AIRCRAFT PRESENTATION

- 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.

UNITED
A STAR ALLIANCE MEMBER
alamy stock photo
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.

Fiji
$62
On Sale Now

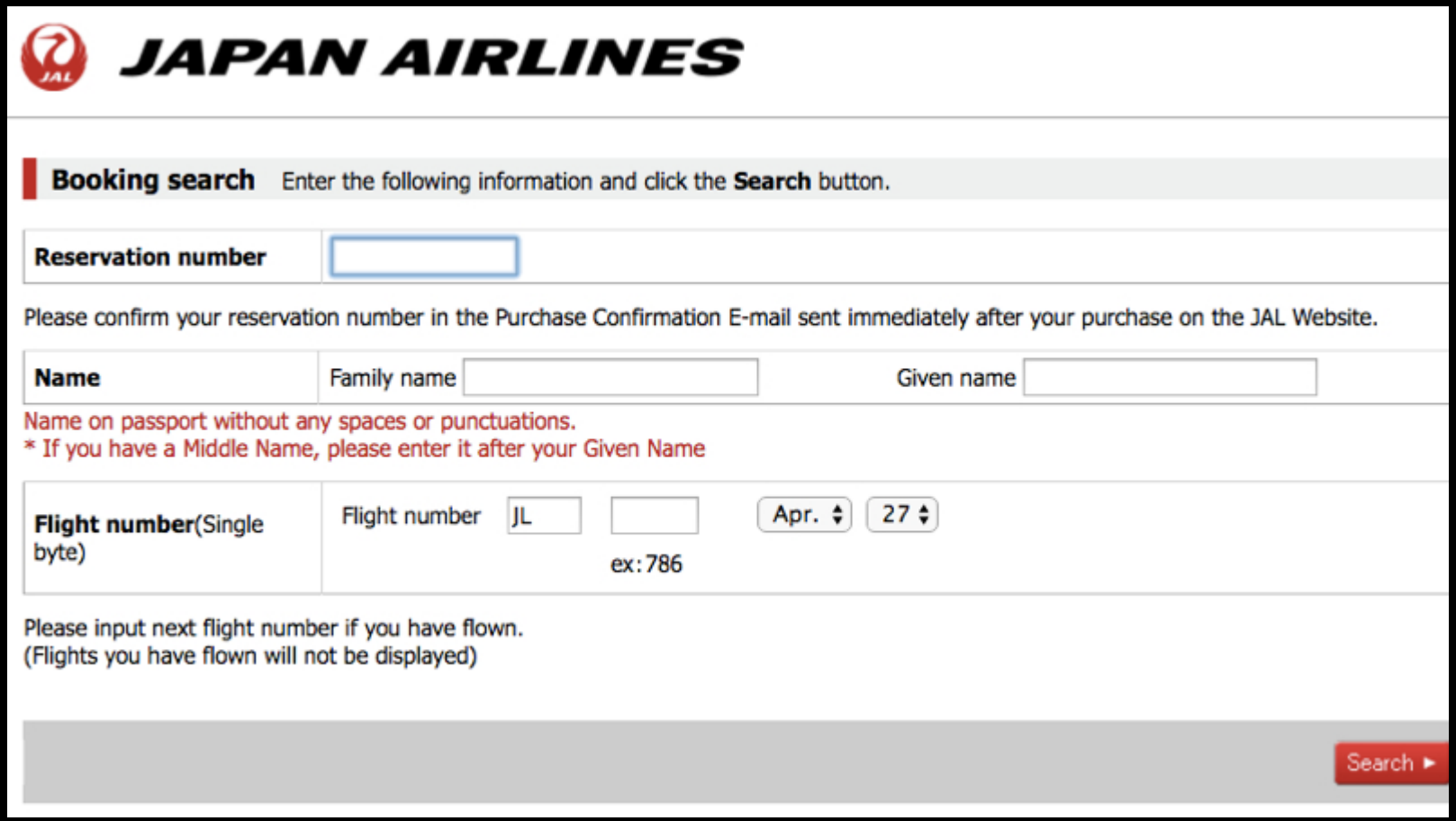
ONLINE

- 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.

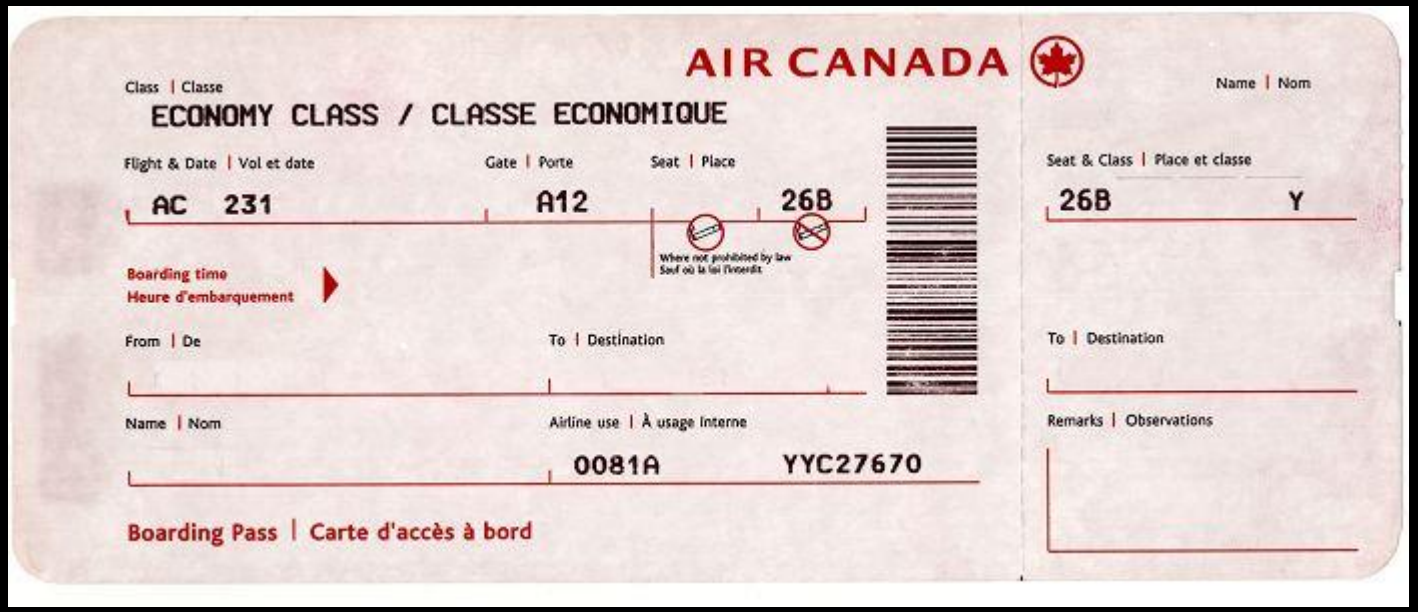
ONLINE

- 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.

FLIGHT
BOOKING


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
ex:786
Apr.
27
Please input next flight number if you have flown.
(Flights you have flown will not be displayed)
Search

BOARDING PASS



PRO & CON

AIRLINES	AGENT	ONLINE

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

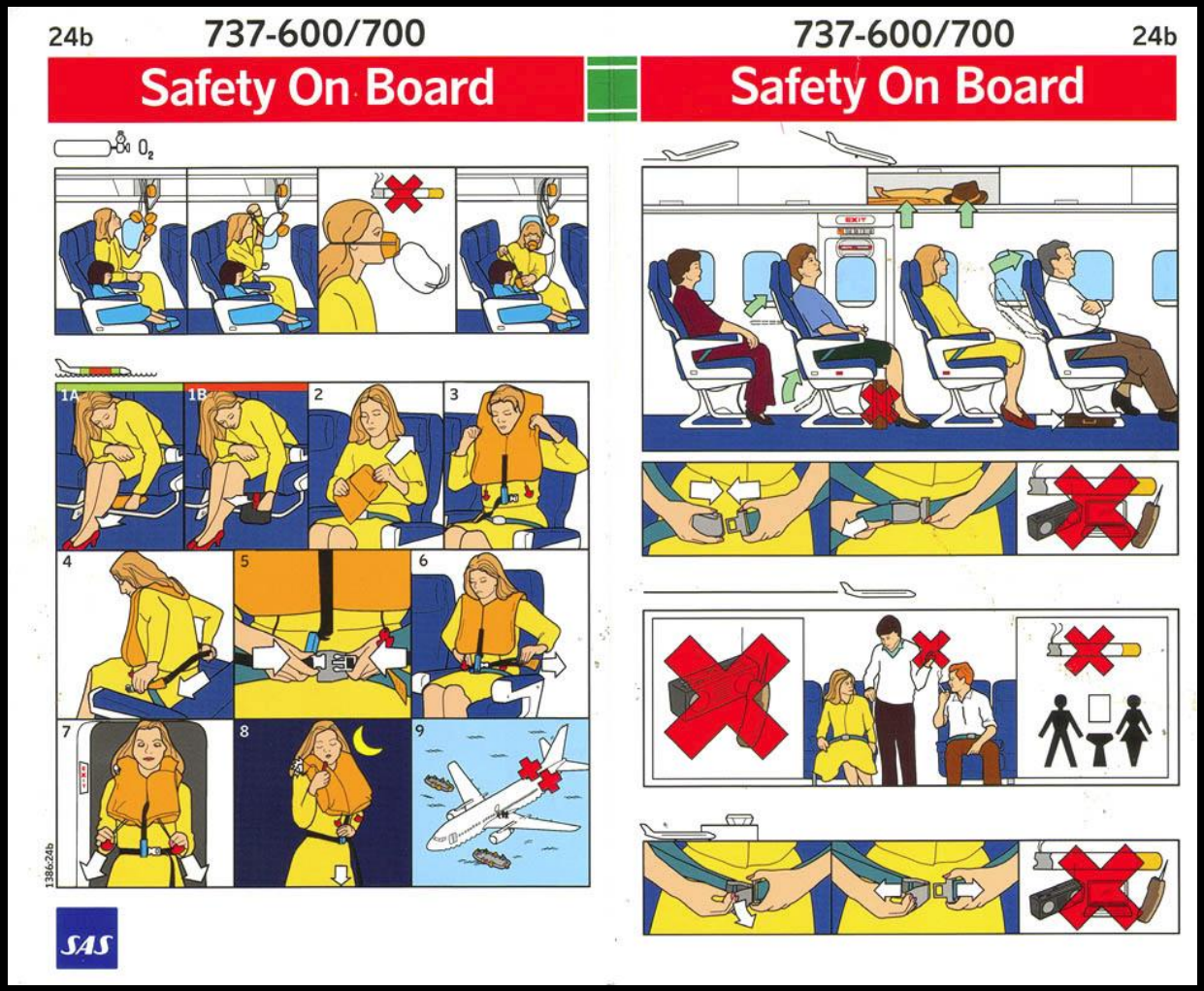
Cabin Crew Team

SMITH
QANTAS
QF 402419
AKL
AUCKLAND
QF163
26OCT

priceline.com

NO EXIT

Paris


24b
737-600/700
Safety On Board
737-600/700
24b
Safety On Board
O2
1A
1B
2
3
4
5
6
7
8
9
1386-24b
SAS
EXIT

Departures
Time plan
Gates
A1-A5
Gates
A16-A26
Gates
B28-B49
via walkway
Please allow enough time to reach your gate

CABIN CREW TRAINING

IN-FLIGHT DUTY-FREE

SK-II
MEN
SINGAPORE AIRLINES KRISSHOP
SINGAPORE AIRLINES
SK-II
LANCOME
Chloe

CABIN CREW TRAINING

Scope for Cabin Crew Training

- **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

Departures
C
16:58
Flight
Destination
Sched
Est
Gate
Min
Remarks
BUC 2868 BOURGAS 15:30 16:30 C1A 2 LAST CALL
BA 164 LONDON 16:50 16:50 C7 3 LAST CALL
IB 3317
LY 8397 MADRID 17:10 17:10 C5 2 LAST CALL
LY 317 LONDON 17:15 17:15 C9 3 LAST CALL
LY 5183 ZAGREB 17:20 17:20 C3 2 ON TIME
LY 2373 BERLIN 17:35 17:35 C6 3 BOARDING
LY 383 ROME 17:55 17:55 C2 1 ON TIME
LY 571 BUCHAREST 18:05 18:05 C4 2 ON TIME
A3 925 ATHENS 19:15 19:15 C6 3 ON TIME
IZ 411 YEREVAN
EZY 8818 LONDON
UN 306 MOSCOW
EZY 4872 ROME
A9 696 TBILISI
6H 893 TBILISI
W6 1560 WARSAW
5N 904 SOCHI
RJ 341 AMMAN

BOARDING ANNOUNCEMENT

INFLIGHT ANNOUNCEMENT

LANDING ANNOUNCEMENT