



Challenge 1 | The Air Transport Industry Spectrum

This content serves as the foundation of the Air Transport Fundamentals course. A brief historical outline of air travel familiarizes the learner with the dynamic changes occurred in the air transport industry since its inception. It provides an overview of the air transportation system components, along with a description of commonly used terms in the air transport industry.

The system components are identified as: airlines, airport air navigation services and civil aviation authorities.

- Major international aviation organizations that affect the functioning of the system are described. The roles and jurisdictions of each organization are provided.
- Airline activities, along with the importance of airplane maintenance and employee training are discussed as factors that ensure smooth operations.
- The different types of airline operations are distinguished between major and low-cost airlines.
- Airline alliances and code sharing are discussed.
- Airport operations and services are explored along with the “airside” operations.
- The role of airport privatization to the industry and the local and world economies is presented.

Your challenge is to take this content and transform it into an e-learning, interactive, user friendly training solution that the user can learn in a 5-10 minute module. Your training solution must be SCORM compliant.



Challenge 2 | Winning Customer Loyalty Case Study

In an increasingly competitive travel industry challenged by constant innovation in technology and higher travel consumer expectations, business success is highly dependent on winning and keeping customer loyalty. Travel consumers have access to a large amount of information online. The Internet offers travelers competitive self-service options to purchase travel. The travel consultant competes by delivering an exceptional level of customer service that builds trust and keeps customers coming back. Customers who are loyal not only return repeatedly to purchase services, but they will tell others about the exceptional service they receive. Exceptional customer service is delivered by being attentive and responsive to customer needs. It is about delivering on promises.

There are four steps to deliver exceptional customer service:

1. Acknowledging the customer with a greeting and immediate attention makes him feel important
2. Listening to the customer to determine his needs and interests
3. Proposing a suitable solution, sometimes more than one to choose from
4. Delivering as promised to build a trusting relationship

A case study describes how a walk-in prospect customer, Mr. Walker, visits a travel agency to ask about a singles vacation for himself. The agent, Kevin, who serves Mr. Walker breaks two of the exceptional customer service steps and meets two of them. It is obvious that the agent is not listening to Mr. Walker in the right way. But he impresses the customer by presenting destination options through social media. Observe the interaction between Kevin and Mr. Walker to suggest what Kevin must do to convert Mr. Walker, not only into a first time customer, but into a customer for life.

Your challenge is to take the case study along with the analysis and transform it into a captivating, learner-centric, micro-learning module that the learner can absorb in a 5-10 minute module.