

Pearson Higher Nationals in
International Travel and Tourism
Management

Unit 22 Airport Operations Management



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Higher National Diploma in International Travel and Tourism Management

Assignment Brief Cover Page

Student Name/ID Number	
Unit Number and Title	22 Airport Operations Management
Academic Year	
Unit Tutor	
Assignment Title	The Operations, Business Planning, and Design Of Airports
Issue Date	
Submission Date	
IV Name & Date	
Sign Here: Declaration Of Own Work	

Submission Format
<p>The submission must be in the form of a report which should be written in a concise, formal business style using single spacing and font size 11. You are required to make use of headings, four-section research-paper layout, paragraphs and subsections as appropriate. All work must be supported with research and in-text referenced using the Harvard referencing system. Please also provide a bibliography using the Harvard referencing system. The recommended word limit is 3000 to 4,000 words.</p> <p style="text-align: center;">RECOMMENDED WORD LIMIT PER TASK Each P: 600 - 750 Words Each M & D: 350 -400 Words</p> <p style="text-align: center;">RECOMMENDED FINDINGS IN SECTION 2: RESEARCH FINDINGS Six different sources</p> <p style="text-align: center;">Always save your document as Pdf before submitting</p>

Unit 22. Course Description

In recent decades, airports have evolved from infrastructure providers into commercially oriented enterprises in a competitive environment. Airport strategic management enables airport operators to best identify the opportunities created by commercially driven objectives. A significant 40% of aeronautical income is generated by retail, food, duty-free concessions and car parking charges. As airports experience rapid growth and expansion, so airport design and planning have become essential priorities in the strategic management of airport operations.

This unit will enable students to explore core airport business operations, and the strategic decisions and priorities for achieving effective airport performance and profit.

Paper 1 & 2 of 4 | Unit Learning Outcomes

LO1 Analyse core airport operations and their impact on the customer experience

LO2 Examine how airport business planning and design relate to strategic decisions and priorities

ASSIGNMENT

Scenario | You are a university student who is currently studying Aviation. As part of the course requirements you are undertaking internship with a major airport. To earn the credit from the experience, you are required to investigate and conduct research into core airport operations and their impact on the customer experience. You will also examine how airport business planning and design relate to strategic decisions and priorities. You will present the findings in a written report to your supervisor. The report should be 3,000-4,000 words, neat, well-referenced, and consist of the following activities/tasks:

PAPER 1. LO1 Core airport operations and their impact on the customer experience

Compulsory Assignments

- **P1.** Compare the front and back office operations of passenger handling services at a commercial and private airport in meeting both leisure and business travel customer needs and expectations
- **P2.** Analyse how front and back office operations influence the customer experience and the passenger journey through an airport

Optional Assignments For Higher Grade

- **M1.** Critically analyse differences in front and back office operations of passenger handling services in meeting a range of different customer requirements and expectations

PAPER 2. Examine how airport business planning and design relate to strategic decisions and priorities

Compulsory Assignment

- **P3.** Investigate how airport planning and design optimise commercial strategic objectives, using specific examples from commercial and private airports.

Optional Assignments For Higher Grade

- **M2** Evaluate how airport planning and design engages all stakeholders to optimise commercial strategic objectives
- **D1** Based on critical reflection, make valid judgements and recommendations for improving airport planning and design to enhance the customer experience and meet overall strategic objectives

COURSE CONTENT

LO1 Analyse core airport operations and their impact on the customer experience

Passenger terminal journey and systems:

- Front and back office airport operations e.g. check-in, security, ground handling, baggage handling, airside and landside maintenance and facilities management
- Air traffic management and airport co-ordination
- Airport commercial activities
- Airport ownership Fixed based operators and use of private terminals

Customer Experience:

- The differences between corporate and leisure customer needs and expectations
- Providing facilities and amenities to meet customer special needs
- Executive lounges versus commercial catering outlets
- Value-added facilities and amenities e.g. spa treatments, shower facilities, airside hotels
- Traffic-flow management and curating the customer experience

LO2 Examine how airport business planning and design relate to strategic decisions and priorities

Airport planning and design:

- Different types of airport business models and planning
- Congestion and airport expansion
- The importance of stakeholder analysis on the airport development and design

Airport Objectives:

- Impacts of airport design on optimising sustainable objectives
- Differences between commercial strategic objectives for leisure airports versus business airports
- Balancing leisure and business revenue
- Differentiation in revenue streams and marketing to meet customer base priorities and strategies

INSTRUCTIONS FOR THE ASSIGNMENT

- ❖ Fully complete the **Assignment Cover Page** and use same as the front sheet/cover of your assignment.
- ❖ **Conduct research** to generate knowledge which will form the basis for analysis of the scenario and context given in the Case Study. You need to reference figures, statistics and tables copied into your work. For all other information, paraphrase and summarise and provide the references correctly in the bibliography using the Harvard referencing system.
- ❖ **Word Limits:** The recommended word requirement for each P task is 750 words with minimum of six (6) intext referencing sources in section 2, the research findings section. M and D tasks are usually 350-400 words each.
- ❖ You may reuse the same reference sources in the Ps for the M and D tasks. You can also draw from new sources. You DO NOT need to use the four-section layout for the M and D tasks, use same for the P tasks requiring research essay or research report.
- ❖ You **MUST** use the headers same as given e.g. P1, M1, P2. Do not reword them from the original.
- ❖ Use page numbers.
- ❖ Font Style is Arial & Font Size is 11 AND Line Spacing is 1 & Paragraph Spacing is 2
- ❖ Include the full plagiarism report after the reference page, and not just the score.
- ❖ Save the work as PDF before submitting.
- ❖ Use www.citethisforme.com for referencing and www.grammarly.com for grammar and editing.

Further Guidance To Students. You should read this information before starting:

- 1) Read the brief and think about what the assignment brief is asking. Make sure you understand the assessment criteria and nature of the evidence that must be produced. If you are not clear seek guidance from the tutor on the unit.
- 2) Guided by what the subject areas and issues in the task, you will conduct literature review to produce research findings that provide valid answers to the problem/subject/issues that you are inquiring.
- 3) Produce an appropriate assessment action plan that includes relevant research resources and timeframes. Submit this to the tutor for additional support or clarification if required.
- 4) You must be clear on the requirements to develop an appropriate specification to produce and communicate your work to the intended audience e.g. for written essays or reports you will organise the paper in sections:
 - 4.1. SECTION 1: Introduction – In a short opening statement you will outline what the task is asking and the aim/s of the paper. Further, you will briefly define the key terms in the assignment.
 - 4.2. SECTION 2: **Research Findings** - you will research the subject area/s and find answers and generate the knowledge to correctly investigate the issues raised. To carry out the research, apply a range of secondary research sources to elucidate the scope of the subject and support the requirements set out in the task. The research findings that you produce must be valid. This means that the findings must be relevant, and the sources used are appropriate. You will apply the research findings to your work to support, compare, analyse and validate the ideas and arguments. All arguments and ideas discussed must be credited to the source. That is, you must correctly state the name of the Author or source that you obtained the information from e.g. (Brown, 2016). The required referencing style is Harvard Referencing.

RESEARCH SOURCES: Secondary research sources that you can use to gather information for your work may include textbooks, journal articles, magazine articles (not factual accounts) and newspapers. Other sources that you may collect information from are *primary research sources* which include original first-hand accounts, legal and historical documents, results of experiments and market research data collection.

RESEARCH METHODS: You will further apply *qualitative and/or quantitative research methods* to evaluate the research findings from the primary sources. Qualitative is reasoning with arguments while quantitative is numbers and figures.

AVOID PLAGIARISING: You must reference all the sources in the body of your work (in-text). Further, create a reference page to list all these in-text sources that you cited in the work. Failure to reference your work in-text and on the reference page will result in a fail grade for the unit, as this is plagiarism (cheating/academic misconduct).
 - 4.3. SECTION 3: **Discussion** - this is substantive discussion of the research findings. Here you will carry out the command verb in relations to the task you are assigned. E.g. you may be asked to analyse, explain, assess, apply, justify, compare etc. These are different commands and will require different approaches. Also, if the research findings are not relevant to the task, no matter the quality and rigor of the discussion, the criteria will not be met because your discussion should be an expansion of the research findings. Hone your discussion to meet all criteria set out in the task.
 - 4.4. Section 4: Conclusion. Draw conclusions to form the basis for recommendations. Conclusions are summary of the main points in the work. Recommendations are future actions needed based on the conclusion/outcome.
- 5) Submit a pdf copy of your work on or before the published deadlines. Work past due is not acceptable under any circumstances except in extenuating circumstances which must be approved before the deadline expires.
- 6) Submit your work using the correct portal on iTutor. Work sent to incorrect portal will not be marked.
- 7) Students will be awarded either Pass, Merit, Distinction, Referred, Incomplete, or Fail grade. In practice, this means that a student must achieve all the required learning outcomes to be awarded pass grade or higher. Thus, for students to achieve Pass, they must achieve all of the requirements that define the Pass. To achieve a Merit, students must achieve all the requirements that define Pass and Merit. For Distinction, the student must achieve all Pass, Merit and Distinction requirements. Referred Grade is where one or more tasks does not achieve a Pass Grade. You will be given feedback and the opportunity to submit the corrections at a future time agreed with your Supervisor.
- 8) Failure to submit any part of an assignment will result in the work marked In-Complete. In-complete then changes to Fail. Avoid fail grade at all cost. In-complete (IC/NC) and Fail Grade (F) mean that you must pay to take over this unit/course. Here are the ways to fail: 1) not doing the working at all; 2) not attempting all the tasks listed as P (e.g. P1, P2 etc), 3) getting over 60% of the tasks as referred grade; and 4) plagiarising. Historically, less than 5% of the class will Fail.

For Review And Reading

Online Book/Article

Operations-running a safe, secure and efficient airport

Link: <https://www.nap.edu/read/14275/chapter/5>

Websites

- www.aci.aero Airport Council International (General Research)
- www.airport-business.com Airport Business (General Reference)
- www.airportinternational.com Airport International Magazine News (General Reference)

❖ What Are The Common Airport Operations?

Link: <https://www.evergladesuniversity.edu/common-airport-operations/>

Textbooks

- ASHFORD, N. and COUTU, P. (2012) Airport Operations. 3rd ed. Columbus, Ohio: McGraw-Hill Education.
- GRAHAM, A. (2013) Managing Airports: An International Perspective. Oxford: Routledge.
- KAZDA, A. and CAVES, R.E. (2015) Airport Design and Operations. 3rd ed. Bingley: Emerald Group.
- PRATHER, D. and STEELE, R. (2015) Airport Management. Newcastle, Washington: Aviation Supplies and Academics.
- WELLS, A.T. and YOUNG, S. (2011) Airport Planning & Management. Columbus, Ohio: McGraw Hill.

See other resources on the website