

Colbourne College

Student Assignment Cover Page

TERM-PAPER ASSIGNMENT

Unit Title: Research Project

Unit Index: Unit 4

Name/s of Student/s: Ishamar Thompson and Crystal Rhoden

Learning Outcome/s: LO1 – Understand how to formulate a research specification

Assessment Criteria:

1. **AC1.1** Formulate and record possible research project outline specifications
2. **AC1.2** Identify the factors that contribute to the process of research project selection
3. **AC1.3** Undertake a critical review of key references
4. **AC1.4** Produce a research project specification
5. **AC1.5** Provide an appropriate plan and procedures for the agreed research specification

Research Section: Section 1 and 2

In Partial Completion of: BTEC HND L5 HOSPITALITY AND AVIATION

Name of Lecturer: Ms. Samuels and Mrs. Tucker-Smith

Date: February 16, 2018

Colbourne College

ASSIGNMENT BRIEF

Unit Number and Title	UNIT 4 Research Project
Academic Year	2018
Student Name and ID Number	Ishamar Thompson – COL1639 Crystal Rhoden – COL1643
Unit Tutor	Ms. Samuels and Mrs. Tucker-Smith
Mode of Study	BTEC HND L5 HOSPITALITY and AVIATION
Assignment Number & Title	Understand how to formulate a research specification
Issue Date	January 15, 2018
Submission Date	February 16, 2018

**TERM PAPER DECLARATION:
STATEMENT OF ORIGINALITY AND AUTHENTICITY**

I confirm that the term paper I am submitting is an original and authentic piece of work written by myself that satisfies academic rules and regulations with respect to Plagiarism. I further confirm that I have fully referenced and acknowledged all material incorporated as secondary resources in accordance with the Harvard System. **Please note that Term paper will not be marked without the inclusion of this signed declaration by the student/s.**

STUDENT/S SIGNATURE: *I. Thompson*

C. Rhoden

DATED: February 16, 2018

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Grade Assigned		
Assessors' Name & Date	MARKER	INTERNAL VERIFIER
Assessor's Summative Feedback		
Assessors' Signature & Date	Marker	IV

Complex Current Issues Impacting the Service Delivery of the Aviation Industry

By: Ishamar Thompson and Crystal Rhoden

February 16, 2018

Ms. Samuels and Mrs. Tucker-Smith

Research Project submitted in

Partial completion of BTEC HND L5 Hospitality and L3 Aviation

Colbourne College

SECTION 1: INTRODUCTION

1.1 Rationale for Research Topic

This paper examines the complex current issues impacting service delivery in the aviation industry. The aviation industry has become one of the fastest transport sector and has been rapidly growing over the years, providing jobs worldwide and generating employment opportunities in the areas involved in its operations (Statista, 2018). The industry is comprised of passenger airlines, freight forwarders and associating infrastructures, with customers being their most important factor. The services provided by this industry is in high demand by consumers, thus, good service quality has become a priority, especially with the high level of competition between carriers, which has arisen its own set of challenges in the industry. Good service quality and delivery gives organizations a competitive advantage within the aviation industry and a chance to improve customer satisfaction, as well as guarantee customer loyalty. Service delivery is perceived as the execution of services and ensuring that are brought to the intended customer or place to meet their satisfaction. This research will bring awareness and understanding to the issues that are impacting service delivery and give solutions/ recommendations on how they can be eliminated or reduced. The service delivered to customers by the industry can affect the quality, customer satisfaction and the industry's reputation, therefore, knowledge of these issues are important as it helps the aviation industry monitor and improve service quality as necessary in order to be more profitable and assist on how to better serve customers and achieve customer satisfaction.

1.2 Context and Scope of the Research

This research is based on the complex current issues impacting service delivery in the aviation industry. Woodside and McClam (2015) stated that emerging technologies has impacted the service delivery of the aviation industry by making it easier and efficient as it improves customer satisfaction. Service Futures (2016) agreed with Woodside and McClam (2015) that technology has helped in improving service delivery in the aviation industry, however, he further stated that technology can potentially damage the interpersonal relationship associated with service delivery and that balance is paramount. Technology and the internet has made the service delivery process with the

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aviation more sophisticated and has higher the expectation of its customers with how their services should be offered (McIvor, O'Reilly and Ponsonby, 2003).

The second issue identified by the researchers are employee performance, which Parasuraman, Zeithaml and Berry (1984) explained can impact service delivery and its quality. They then explained that it is important for service providers to manage employee performance to meet customer needs. Wilson et al. (2008) concurred that employees are critical in service organizations and can affect how services are delivered to customers and the organization as a whole. Communication is integral in the service section of the aviation industry from an internally and externally point of view. According to Jain, Sethi and Mukherji (2009), communication can impact customer expectation for service delivery, since communication, whether verbal or non-verbal, can affect the way customers perceive the delivery of a service. Poor communication can also has an effect on the safety of some of the services delivered within the aviation industry, therefore, it is considered pre-requisite to safety. Levine (2018) and Krivonos (2007) stated that information conveyed in the industry has the ability to affect the flow of the service being delivered and the results of said service. With the help of technology, communicating with customers and delivering information has become easier and more personal.

Another issue impacting the service delivery of the industry is the environmental factors such as weather, which can affect the timely delivery of the service promised to customers in the aviation industry, since the allocation of runway and whether flights will proceed as planned is dependent on the weather (Shun, McLeod and Johnson, 2009; Airservices, 2017). Cornell (2018) affirmed that sustainability affects the way services are delivered in the aviation industry by reducing the amount of time spent in the air and improving efficiency, as well as making the service more affordable to customer while improving customer satisfaction with the service received and protecting the environment.

1.3 Research Aim and Objectives

The aim of this research is to identify and study the issues impacting service delivery in the aviation industry.

The research objectives are:

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1. To identify and understand the complex issues impacting the industry's service delivery to improve customer satisfaction.
2. To discuss the issues impacting the industry's service delivery and determine the manner in which they are affecting it.
3. To establish how the quality of service delivery can be improved in the aviation industry.

SECTION 2: RESEARCH SPECIFICATION

Title Page

States the full title of the research along with the running head, page number and the personal details of the researcher/s. This includes their name, submission date, supervisor's name and program of study (Walcott, 2018).

Table of Content

Page/s outlining and organizing all the content included in the research by titles and page numbers.

Abstract

An executive summary describes the research topic, stating the purpose for the study, the objectives of the research, the methodology selected and an insight of the outcomes.

PART ONE: EXPLORATION OF SECONDARY LITERATURE

Section One | Introduction

INTRODUCTION: the topic of interest for the research is introduced.

- i) **RATIONALE FOR RESEARCH TOPIC:** The research topic is evaluated and justified.
- ii) **CONTEXT AND SCOPE OF THE RESEARCH:** The different issues impacting the service delivery for the area of research are explored with the use of different sources.
- iii) **RESEARCH AIM AND OBJECTIVES:** The aim of the research and the research objectives are established.

Section Two | Research Specification

- i) **RESEARCH SPECIFICATION:** The specification outlines the order of the research and briefly explain the purpose of each section.

Section Three | Literature Review

This is a summary or explanation of the knowledge gathered after extensive research used to critical analyze, assess and review the literature directly aiding the research

topic from the secondary sources (University of Guelph, 2018). It is centered on the problems and solutions related to the topic. The layout of the literature review section is:

- i) **INTRODUCTION:** the topic is introduced, the importance of the topic to the field/sector is stated, along with the objectives and findings from the Secondary Literature.
- ii) **RESEARCH FINDINGS:** The findings from ten sources minimum that are directly linked to the research question are described.
- iii) **CRITICAL REVIEW AND DISCUSSION OF THE FINDINGS:** The similarities, differences, pros, and cons in the findings that are being reviewed are established while refining the topic and objectives of the research itself.
- iv) **CONCLUSION:** State the most valued points gathered from the literature reviewed. This includes what the sources agreed or disagreed on and addressing as best as possible, what was learned from the research question.

Section Four | Research Method and Methodology

The research method that will be used for conducting the research is selected and defined. The research method and the methodologies that are being used to carry out the research is further discussed in order to answer the research question. A justification of the selections of methods, methodology and participants is also given in this section along with a demonstration of how the approach was selected assist in answering the research question and achieving the objectives selected for the research. Furthermore, a discussion of the limitations and implications is given and the ethical issues that are likely be encountered (SkillsYouNeed, 2018).

Section Five | Resources Planning and Allocation

All the resources and expenses that will be incurred in the execution of the research are efficiently categorized to successfully achieve the research question or hypothesis. For illustration, a Gantt Chart may be used.

PART TWO: FIELD RESEARCH AND PRESENTING FINDINGS

Section Six | Discussion of The Research Findings

A brief explanation of the approach used for both secondary and primary research methods used and for the data collection and analysis given with a presentation of the research findings using either a statistic or graphic method. The findings are critically analyzed, compared and the correlations are found, whereas the research method is critically evaluated and justified for effectiveness along with the approach to data collection and the analysis applied to meet the objectives of the research (Korb, 2013).

Section Seven | Conclusion and Recommendation

A summary of all the major points in your research such as the areas of problems and the outcomes of the research. The outcomes should be coherently and logically explained, how the topic will impact the area of focus in the future are discussed, valid recommendations are made to improve and solve the research question or topic and other alternatives for the research methodology in terms of the outcome are considered (Paper Masters, 2018).

APPENDICES

This contains all the completed participants consent forms, questionnaires and interview questions used.

REFERENCE PAGE

All sources used and cited in the research are recorded using the Harvard Referencing Style format. The sources are also arranged in alphabetical order.

References

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Plagiarism Check

Introduction

Plagiarism Scan Report	
Summary	
Report Genrated Date	16 Feb, 2018
Plagiarism Status	100% Unique
Total Words	760
Total Characters	5077
Any Ignore Url Used	

Content Checked For Plagiarism:

SECTION 1: INTRODUCTION

Research Specification

Plagiarism Scan Report	
Summary	
Report Genrated Date	16 Feb, 2018
Plagiarism Status	100% Unique
Total Words	723
Total Characters	4702
Any Ignore Url Used	

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SECTION 2: RESEARCH SPECIFICATION