



FURTHER READING

MODULE SPECIFIC ICT TOOLS IN THE TOURISM BUSINESS

Lesson_4_ *Importance of airline alliances. Typology of flights-regular flights, low cost flights, charter flights. What is Pilot's Alphabet and how to use it?*

1. WHAT IS AN AIRLINE ALLIANCE?

Airline alliances are partnership agreements between airlines around the world. These partnerships are made up of large, international airlines and small, regional airlines. Using the alliances, traveler can fly one network of airlines to many different destinations around the world. The partnerships increasing the number of destination and each traveler can use frequent flyer miles from one airline to book a flight on another airline within the network. Alliances allow more flexibility and safety for travelers.

2. BENEFITS OF PARTNERSHIPS

Improved Customer Satisfaction

From the customer's standpoint, airline partnerships offer convenience, flexibility and options. After all, travelers can leverage the routes, times, and offering of multiple airlines all through a single booking. Further, frequent fliers are typically recognized by all partner airlines and can therefore travel with the same perks throughout the network, regardless of the carrier. Finally, customers needn't worry about checking flight time or status via multiple airlines – all the information within the network is stored in a single app on a passenger's smart phone.

Each agent should be prepared with the specifics of the different alliances and their specific policies in order to be able to offer the most appropriate ticket and route to his/her client

Options and Flexibility

Every passenger undoubtedly experiences the frustrations of air travel at some point: weather delays, mechanical problems and lost baggage, missing flight. The ability, therefore, for an

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airline to offer alternate arrangements on a partner airline when there are issues within the system is a major advantage, not only for the airline, but for the passengers.

Reduced Competition

Things like ticket pricing, flight times and flier benefits, new products, are reflective of an environment of just three mega-airlines, and not one in which 75 different operators are competing for one business. Thus, when passengers book travel, they're not really booking a ticket on Australian-based Qantas, they're really just booking a ticket on Oneworld, as operated by Qantas.

3. AIRLINE ALLIANCES

Star Alliance Member Airlines

Each airline maintains its own individual style and cultural identity, bringing the richness of diversity and multiculturalism to the alliance. At the same time each airline shares a common dedication to the highest standards of safety and customer service. Here are Aegean Airlines, Air Canada, Air China, Austrian Airlines, Air India, Avianca, Air New Zealand, Ana, Asiana Airlines, Brussels Airlines, Copa Airlines, Croatia Airlines, Egypt Air, Ethiopian Airlines, Eva Air, LOT, Lufthansa, SAS, Singapore Airlines, Shenzhen Airlines, South African Airways, Swiss, Air Portugal, Thai, Turkish Airlines and United Airlines.

For more information visit

<https://www.staralliance.com/en/>

What is Connecting Partners to Star Alliance?

Star Alliance's Connecting Partner model is a new programme that allows airlines to link to Star Alliance without becoming a member. Connecting Partners have full commercial links with three or more member airlines, but not with all 26 members.

Typically, a Connecting Partner is a regional airline or an airline operating a low-cost model. Connecting Partners may be subsidiaries of a member airline or completely separate entities.

Sky team

The 19 member airlines give access to 1,150 destinations worldwide, with more flights and connectivity. The SkyTeam network operates nearly 14,500 daily flights to 1,150 destinations in 175 countries.

Here are Aeroflot, Aerolineas Argentinas, Aero Mexico, Air Europa, Air France, Alitalia, China Airlines, China Eastern, Czech Airlines, Delta Airlines, Garuda Indonesia, Kenya Airways, KLM, Korean Air, MEA, Saudia, Tarom, Vietnam Airlines, Xiamen Air.

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<https://www.skyteam.com/en/about>

Oneworld alliance

This alliance gives you access to more than 1,100 destinations in 180 territories. You can plan your trip continent-to-continent or plan by distance. Here we must note the following members

American Airlines, British Airways, Cathay Pacific, Finnair, Iberia, Japan Airlines, LATAM, Malaysia Airlines, Qantas, Qatar, Royal Jordanian, S7 Airlines, SriLankan Airlines.

For more information visit

<https://www.oneworld.com/world-travel>

4. WHAT IS A CHARTER FLIGHT ?

A charter flight is an unscheduled flight that is not part of a regular airline routing. With a charter flight, you rent the entire aircraft and can determine departure/arrival locations and times. Charter flights, on the other hand, are bought from the airline by a tour operator. These are so-called package vacations, although nowadays one can also just as easily book a seat on a charter flight. Travellers do not buy an airline ticket for a charter flight from the company operating the flight; they will purchase from a tour operator. In this way, charter flights differ from scheduled flights.

✓ **Private Charter**

Also defined as private jet charter or air charter, it's when an individual rents an entire aircraft (chartering) as opposed to purchasing individual seats on a commercial airline (purchasing a first-class ticket through any major commercial airline). Flights can range from individual travel on small planes, to group flights of up to 100 or more passengers. Also known as single entity, an individual or company must cover the entire cost of the flight.

✓ **Public Charter**

These types of flights are frequently offered by air carriers on a seasonal basis, operating on limited schedules (once or twice a week) depending on the time of year. They're popular among European holiday travelers in places like the UK and Germany to reach tropical getaways in Sicily, Sardinia, Malta, and Palma de Mallorca. They can include operators from low-budget airlines to regularly scheduled carriers. Public charters may also come from tour operators renting an aircraft, then advertising and selling seats to members of the public, either directly or through a travel agent.

✓ **Affinity**

The main difference between this and single entity is that although passengers are associated with a business, group, or organization, everyone must still pay for their seats. Passengers may include sports fans traveling to the Super Bowl, or music fans

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traveling to a major concert. Members of the general public are not able to purchase seats with this type of service.

✓ **Cargo**

Passengers aren't the only thing private planes are used for. Whether some cargo is valuable, perishable, dangerous, or just in large quantities, cargo planes are available to transport anything from currency, antiques, and donated goods, to live animals, blood samples, even human organs.

✓ **Low cost flights**

Discount airlines, Low-cost airlines or low-cost carriers are different names for the same phenomenon: airlines which offer cheaper tickets compared to other carriers. It's not the carrier itself which makes it a low-cost carrier, but it is the operating model that makes the difference. By reducing complexity costs, it becomes possible to offer the same ticket for a lower price. Probably the most famous examples of low-cost carriers are EasyJet, Wizz Air and Ryanair.

5. WHAT IS PILOT'S ALPHABET AND HOW TO USE IT?

Pilots pronounce numbers similar to regular English, with a few exceptions:

- The number three (3) is pronounced "tree."
- The number five (5) is pronounced "fife."
- The number nine (9) is pronounced "niner."

All travel agents who have completed an airline ticket sales course must know this alphabet. It is a compulsory element in the work of tour operators because they all work with airline ticket reservation systems and often have to dictate codes over the phone. In order to reduce the risk of error, the use of this communication form is a mandatory requirement for anyone involved in tourism.

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