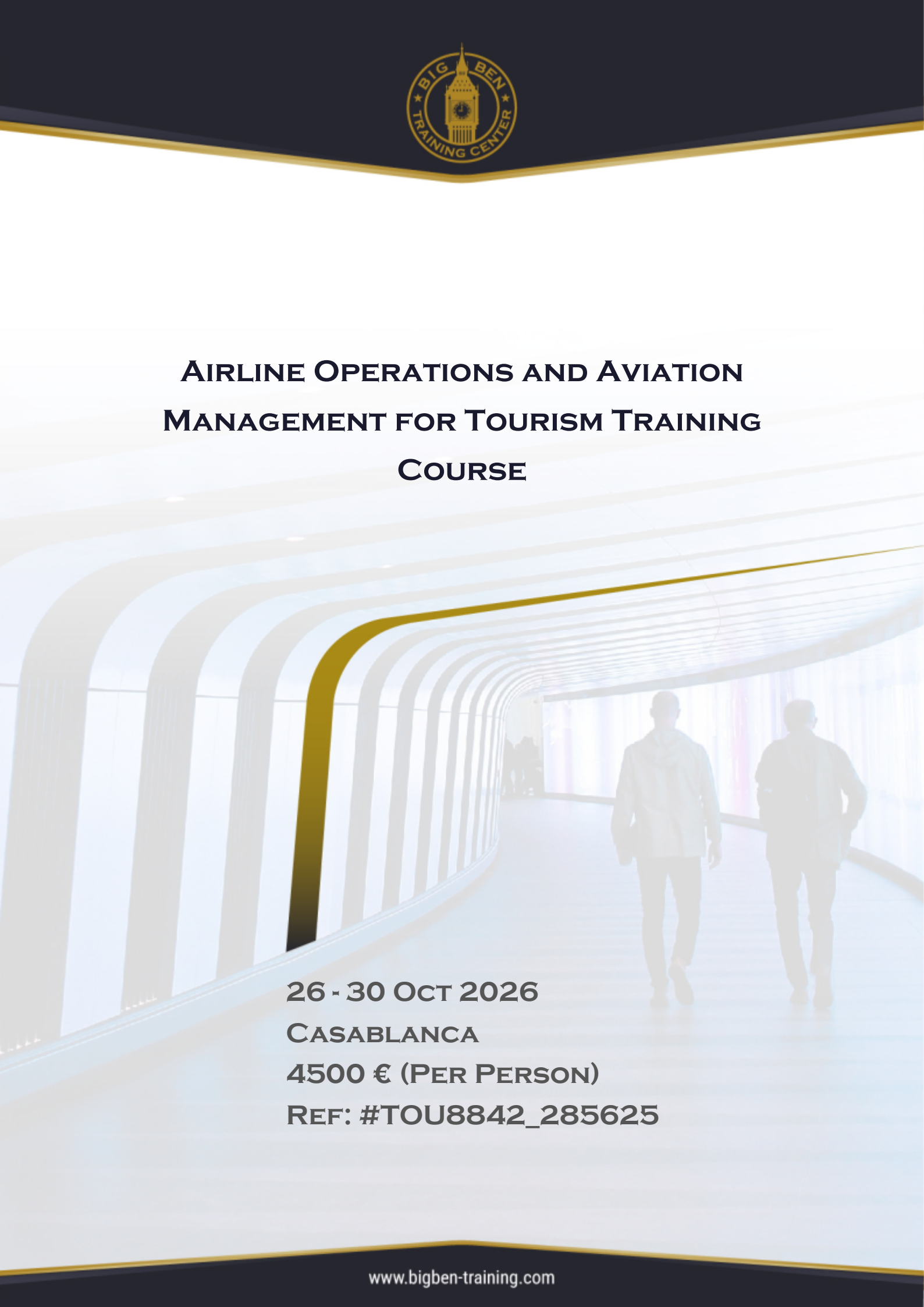
# Airline Operations and Aviation Management for Tourism Training Course



26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #TOU8842_285625

## Course Introduction / Overview:

The global tourism industry is intrinsically linked to the efficiency and strategic direction of airline operations. This course provides a comprehensive exploration of the dynamic relationship between aviation management and tourism development. It is designed to equip professionals with the knowledge to navigate the complexities of airline business models, airport functions, and the regulatory frameworks that govern them, all within the context of enhancing tourist travel experiences. Drawing upon foundational principles from leading academics like Andreas Papatheodorou and concepts discussed in seminal works such as "Flying Off Course: The Economics of International Airlines" by Rigas Doganis, the curriculum delves into both operational tactics and long-term strategic planning. Participants will gain a holistic understanding of how airline network planning, revenue management, and passenger services directly influence destination attractiveness and economic growth. BIG BEN Training Center has developed this program to bridge the gap between theoretical knowledge and practical application, ensuring that attendees can implement effective strategies to foster synergy between the aviation and tourism sectors, driving sustainable success in a competitive global market.

## Target Audience / This training course is suitable for:

- Airline Managers and Supervisors.
- Airport Operations Staff.
- Tourism Board Officials and Destination Managers.
- Travel Agency and Tour Operator Executives.
- Civil Aviation Authority Personnel.
- Hospitality Sector Managers.
- Aviation and Tourism Consultants.
- Corporate Travel Managers.
- Government Officials in Tourism and Transport Ministries.
- Individuals aspiring to a career in aviation or tourism management.

## Target Sectors and Industries:

- Commercial Airlines (Full-Service and Low-Cost Carriers).
- Airport Authorities and Operators.
- National and Regional Tourism Organizations.
- Travel and Tour Management Companies.
- Ground Handling and Airport Service Providers.
- Air Cargo and Logistics Companies.
- Governmental bodies, including Ministries of Transport and Tourism and Civil Aviation Authorities.
- Hospitality and Resort Management.
- Aviation Consulting Firms.

## Target Organizations Departments:

- Operations and Ground Services.
- Commercial and Sales Departments.
- Marketing and Communications.
- Strategic Planning and Route Development.
- Customer Experience and Passenger Services.
- Revenue Management and Pricing.
- Corporate Affairs and Government Relations.
- Safety and Security Management.
- Human Resources and Training.
- Finance and Administration.

## Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the symbiotic relationship between the aviation industry and global tourism development.
- Evaluate different airline business models, including low-cost and full-service carriers.
- Understand the core functions of airport operations and ground handling services.
- Develop strategies for enhancing the end-to-end passenger experience.
- Apply principles of airline revenue management and network planning.
- Navigate the international regulatory landscape governed by ICAO and IATA.
- Formulate marketing strategies that align airline services with tourism destination goals.
- Assess the impact of sustainable aviation practices on the tourism sector.
- Manage operational challenges and implement effective crisis response plans.
- Identify future trends and digital innovations shaping air travel and tourism.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. This course moves beyond traditional lectures to foster a dynamic learning environment where participants actively engage with the material. The program is built on a foundation of expert-led presentations that break down complex topics in airline operations and aviation management into understandable segments. These sessions are complemented by a series of real-world case studies, allowing participants to analyze challenges faced by leading airlines, airports, and tourism boards. Collaborative group discussions and team-based exercises encourage the sharing of diverse perspectives and problem-solving skills. Interactive workshops will focus on practical applications, such as route development simulations and passenger experience mapping. Throughout the course, continuous feedback is provided by the instructor to ensure a deep understanding of the concepts. This blended approach ensures that participants not only grasp the theoretical frameworks but also develop the practical skills needed to apply their learning directly to their professional roles, driving tangible improvements in their organizations.

## Course Agenda (Course Units):

### Unit One: Foundations of the Aviation and Tourism Ecosystem

- Introduction to the global aviation and tourism industries.
- The economic impact of air transport on destination development.
- Key stakeholders in the aviation value chain.
- Understanding airline business models: LCCs vs. FSCs.
- Core functions of airport management and operations.
- The role of international bodies: ICAO, IATA, and ACI.
- Fundamentals of air transport economics and market structures.

### Unit Two: Strategic Airline Management and Operations

- Airline network planning and route development strategies.
- Principles of fleet management and aircraft selection.
- Introduction to airline revenue management and pricing tactics.
- The importance of strategic alliances and codesharing agreements.
- Scheduling and operational control center (OCC) functions.
- Managing ancillary revenue streams for profitability.
- Performance metrics and key performance indicators (KPIs) in airline operations.

### Unit Three: The Passenger Experience and Ground Operations

- Mapping the end-to-end passenger journey.
- Airport terminal design and passenger flow management.
- Innovations in check-in, security, and boarding processes.
- Baggage handling systems and reconciliation.
- In-flight services and enhancing customer satisfaction.
- Managing passenger complaints and service recovery.
- The role of ground handling agents in operational efficiency.

## Unit Four: Aviation Safety, Security, and Regulatory Compliance

- Fundamentals of aviation safety management systems (SMS).
- International and national aviation security protocols.
- Air traffic management (ATM) and its role in the system.
- Navigating the legal and regulatory framework of air travel.
- Human factors in aviation safety and operations.
- Emergency response planning and crisis management for airlines and airports.
- The impact of environmental regulations and sustainable aviation practices.

## Unit Five: Marketing, Digitalization, and the Future of Air Travel

- Airline marketing and branding for tourism destinations.
- Digital transformation in the aviation industry.
- The role of data analytics in airline decision-making.
- Future trends in air travel: new technologies and passenger expectations.
- Strategies for building resilience in the face of global disruptions.
- The synergy between airline loyalty programs and tourism partnerships.
- Developing a future-focused strategy for aviation and tourism integration.

# FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

How can low-cost carriers and full-service airlines collaborate with tourism boards to create mutually beneficial route development strategies that balance profitability with sustainable destination growth?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the critical synergy between airline operations and tourism development, a nexus often overlooked in standard aviation or hospitality training. While other programs may teach these subjects in isolation, this curriculum is specifically designed to bridge the gap, providing a holistic, 360-degree view of how they influence one another. It moves beyond purely operational or technical training to instill a strategic mindset, empowering participants to see how decisions in fleet management or route planning directly impact a destination's brand and economic vitality. The content is deeply rooted in contemporary challenges, addressing topics like sustainable aviation, digital transformation, and post-crisis resilience. By integrating principles from leading academics and real-world case studies, the course provides a robust analytical framework rather than just a set of procedural instructions. Participants will leave not only with an understanding of how an airline or airport works but with the strategic foresight to leverage aviation as a powerful engine for tourism growth, making them invaluable assets to their organizations.