

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
National Aviation University  
Faculty of Transport, Management and Logistics  
Air Transportation Management Department

APPROVED  
Rector

\_\_\_\_\_ 2019  
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Quality Management System

**SYLLABUS**  
**on**  
**"Air Transportation Sales and Tariffs"**

Field of Study: 27 «Transport»  
Speciality: 275 «Air Transport Technologies»  
Specialization: 275.04 «Air Transport Technologies»  
Educational Professional Program: «Air Transportation Management»

Year of Study – 3<sup>d</sup> Semester – 5<sup>th</sup>, 6<sup>th</sup>  
Classroom Sessions – 99 Graded Test – 5 semester  
Self-study – 126 Examination – 6 semester  
Total (hours/ECTS credits) – 225/7,5

Index CB -6-275/16-3.1.21

**QMS NAU S 19.02-01-2019**



The Syllabus on "Air Transportation Sales and Tariffs" is based on the Educational and Professional Program and Bachelor Curriculum № CB -6-275/16 for Speciality 275 «Air Transport Technologies», Specialization 275.04 «Air Transport Technologies», Educational Professional Program «Air Transportation Management» and correspondent normative documents and order №207/од of 27.04.2018.

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Discussed and approved by the Graduate Department for Speciality 275 «Air Transport Technologies», Specialization 275.04 «Air Transport Technologies» and Educational Professional Program «Air Transportation Management» - Air Transportation Management Department, Minutes № 7 of «11» 03.2019

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Discussed and approved by the Scientific-Methodological-Editorial Board of the Faculty of Transport, Management and Logistics, Minutes №\_\_ of \_\_\_\_\_ 2019.

Head of the SMEB \_\_\_\_\_ I. Shevchenko

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Document level – 3b

The planned term between the revisions – 1 year

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## 1. EXPLANATORY NOTES

The Syllabus on “Air Transportation Sales and Tariffs” is developed on the basis of “Methodical instructions for development and issuance of syllabus and course training programs of the subjects” enacted by order as of 16.06.2015 №37/поз.

This subject is considered as a theoretical basis of knowledge and skills that form the expert’s profile in the field of transportation management and transport systems.

The subject target is provision of decision making by a specialist in the practice of the air transportation sales and tariffs as well as computer informational systems that provides the air transportation sales process.

Objectives to study the subject are the acquisition by experts in the field of organization of air transportation of the necessary knowledge and skills in using the latest computer facilities and information technologies designed on their basis to ensure significant economic effects in the air transport enterprises activity.

As a result of mastering the subject a student shall **know**:

- organizational and technical characteristics of national and foreign global distribution systems of booking and sale of the air transportation services: Siren-2000, Amadeus, Gabriel, Galileo,
- international agreements, decisions and resolutions of the international organizations, ICAO and IATA;
- legislative and regulatory framework for the sale of air transportation;
- methodology for integrating information systems of various industries with the computer network INTERNET,
- procedures for accessing information and settlement resources in the Amadeus automated system.

**Learning outcomes:**

- identify trends in demand for air travel,
- independently analyze and apply the legislative and regulatory framework for the sale of air transportation,
- develop airline sales technology and sell,
- to simulate the process of choosing the most favorable passenger route and the lowest fare, to create a reservation in the Amadeus system.

Training material of the subject is structured according to a module principle and consists of two educational modules:

educational module №1 «**Air Transportation Sales in Ukraine**» and educational module №2 «**Air Transportation Sales and Tariffs Technology**», each of them is logically completed, independent, unique part of the subject, the mastering of which foresees conducting module test and analysis results of its carrying out.

The subject on "Air Transportation Sale and Tariffs" is based on knowledge such subjects as: «Informational Systems and Technology », «Systems of Computer-aided Design», «Transport Law», «Fundamentals of Marketing» and is the basis for the study of the subjects.



## 2. SUBJECT CONTENT

### 2.1. Module №1 «Air Transportation Sales in Ukraine».

#### **Topic 2.1.1. Air transport in the interstate trade and services agreements.**

Interstate agreements on principles, reciprocal rules of conduct and regulation of trade. UN World Trade Organization - WTO. Air transport services in the General Agreement on Trade in Services (GATS). Air transport activities in the international agreements. History of the development of international agreements in the field of international air transport.

#### **Topic 2.1.2. Air Transportation Sales Market, Structure, Entities and Features. Structure of the legal framework for the sale of air transportation of passengers and luggage in Ukraine.**

Air Travel Sales Market, Structure, Entities and Features. During the years of independence in Ukraine a certain sub-branch of aviation transport was formed for the sale of aviation transportation. Airlines are sold by airlines at their offices and airports, by airline agencies and travel agencies, and by tour operators who work with airlines under agency agreements. Structure of the legal framework for the sale of air transportation of passengers and luggage in Ukraine.

#### **Topic 2.1.3. Certification of the agencies for the right to sell air transportation services in Ukraine by the State Aviation Administration of Ukraine.**

Certification of agencies for the right to sell air transportation of passengers and luggage in Ukraine by the State Aviation Administration of Ukraine. For certification of agencies by order of the State Aviation Service a commission for certification of subjects of commercial service of air transportation is created.

#### **Topic 2.1.4. Booking and sale of air transportation services in the global distribution system "AMADEUS".**

Booking and sale of air transportation in the reservation and distribution system of AMADEUS. Amadeus Global Distributed Reservation System (GDS) is a provider of technologies that meet the needs of the global transportation and tourism industry for marketing, sales and distribution in markets of more than 210 countries.

#### **Topic 2.1.5. Booking and sale of air transportation services in the global distribution system "Galileo".**

Booking and sale of air transportation in Galileo reservation and distribution system. Galileo International's core business is the development of automated travel software and the development of new technologies that enable travel agencies and service providers to compete in the rapidly changing travel industry.

#### **Topic 2.1.6. Booking and sale of air transportation services in the global distribution system "Siren".**

Booking and sale of air transportation in the reservation system SIRENA. History of the Kiev Center of the Siren system. "SIRENA 2.3." And "SIRENA 2000" automated reservation systems in Ukraine. Siren-2.3 software includes two subsystems: distribution



(distribution) and inventory. Siren 2000 is integrated with the Siren-Travel distribution system.

**Topic 2.1.7. Analysis of the world and national experience in the field of air transportation sales.**

Analysis of world experience. Special services for passengers and their codes. IATA and airline baggage requirements. Luggage, as defined by IATA, means items, property and other personal property of the passenger intended to be carried or used by that passenger or necessary for his or her comfort or convenience when traveling.

**2.2. Module №2 «Air Transportation Sales and Tariffs Technology».**

**Topic 2.2.1. Principles of organization of settlement systems.**

Principles of organization of settlement systems. IATA's BSP (The Billing and Settlement Plan) is a system designed to simplify and facilitate the procedures for selling, reporting and transferring funds to IATA-accredited air travel agencies. Neutral Standard Carrier Document (Passenger Ticket and MCO Forms) and / or Automatic Ticket Printing, Passenger Registration and Electronic Ticketing. The typical ticket form that the ISS Menegment is made of.

**Topic 2.2.2. Analysis of world experience in the organization of settlement systems.**

Analysis of world experience. A detailed analysis of the experience of Russia and China in implementing the system of mutual settlements as states with a sufficient level of development of aviation transport and domestic aviation.

**Topic 2.2.3. Air Transportation Marketing.**

Air transport market research. Advertising in the air transportation market. Methods of market research in the air transportation market. Aviation market segmentation. Marketing research schemes in the aviation market. Airlines that operate air services in Ukraine, the competition between them.

**Topic 2.2.4. Air fares (tariffs)**

Principles of construction of tariffs for air transportation. Passenger fares. Freight rates. Tariffs in the Amadeus system. Types of tariffs in the Amadeus system. Calculation of the route in the Amadeus system. Tariff rules in the Amadeus system. Electronic ticket.

### 3. LIST OF REFERENCES

#### 3.1. Basic recommended sources

3.1.1. Довідник керівника агентства з продажу авіаперевезень [Текст] / [В.А.Яценко (головний редактор), О.М.Бондар, С.А.Кодряну та ін.]. – Одеса: ПЛАСКЕ ЗАТ, 2007. – 288 с.

3.1.2. Amadeus. Руководство пользователя. Учебное пособие для слушателей курсов. [Текст] / Версия 3.1: К. - 2003. – 190 с.

3.1.3. Электронный тикетинг. Версия 1.4. [Текст]: К.: Амадеус Украина – 2007. – 44 с.

3.1.4. Аксенов И.М. Маркетинг на объектах транспорта: монография [Текст] / И.М. Аксенов. – Нежин: ООО «Видавництво «Аспект-Поліграф», 2006. – 336 с.

3.1.5. Костромина Е.В. Авиатранспортный маркетинг [Текст] / Е.В.Костромина. - М: НОУ ВКШ «Авиабизнес», 2003. – 384 с.



### 3.2. Additional recommended sources

3.2.1. Amadeus Fly by Rail. Учебное пособие по бронированию и выпуску железнодорожных билетов [Текст]., К. – 2007. – 22 с.

3.2.2. Amadeus. Гостиницы в системе Амадеус. Учебное пособие для слушателей курсов [Текст]., К.: Амадеус Украина – 2002. – 29 с.

3.2.3. Remind Me. Galileo Formats: Galileo International [Text]. – June 2000. – 45p.

3.2.4. Galileo by Travelport. Basic Course: Galileo Eastern Europe [Text].– 2008.

3.2.5. Galileo by Travelport. Galileo Document Production ATB Central Ticketing [Text]: Galileo Eastern Europe/ – 2008.

3.2.6. Galileo by Travelport. Galileo Document Production Automated MCO [Text]. Study Guide: Galileo Eastern Europe. – 2008.

3.2.7. Сирена – 2.3. Учебное пособие для агентов по продаже пассажирских авиаперевозок [Текст]. М.: АО «ТАУС» - 1998. – 93 с.

3.2.8. Окулов В. М. Эффективность пассажирских авиаперевозок [Текст] / В. М. Окулов, М. И. Полубояринов, Е. П. Курочкин, Н. Ф. Акимова, В. Г. Дубинина. – М.: ВКШ «Авиабизнес», 2008. – 208 с.

3.2.9. Курочкин Е.П., Дубинина В.Г. Управление коммерческой деятельностью авиакомпании [Текст]. - М.: ВКШ «Авиабизнес», 2009. – 536 с.

3.2.10. Афанасьев В.Г. Основы международных воздушных сообщений: учебное пособие [Текст]. - М.: ВКШ «Авиабизнес», 2010. – 456 с.



(Ф 03.02 – 01)

### АРКУШ ПОШИРЕННЯ ДОКУМЕНТА

№ прим.	Куди передано (підрозділ)	Дата видачі	П.І.Б. отримувача	Підпис отримувача	Примітки

(Ф 03.02 – 02)

### АРКУШ ОЗНАЙОМЛЕННЯ З ДОКУМЕНТОМ

№ пор.	Прізвище ім'я по-батькові	Підпис ознайомленої особи	Дата ознайомлення	Примітки

(Ф 03.02 – 04)

### АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ

№ пор.	Прізвище ім'я по-батькові	Дата ревізії	Підпис	Висновок щодо адекватності

(Ф 03.02 – 03)

### АРКУШ ОБЛІКУ ЗМІН

№ змін и	№ листа (сторінки)				Підпис особи, яка внесла зміну	Дата внесення зміни	Дата введення зміни
	Зміненого	Заміненого	Нового	Анульованого			

(Ф 03.02 – 32)

### УЗГОДЖЕННЯ ЗМІН

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				