#### بسم الله الرحمن الرحيم



## كلية السياحة والفندقة - قسم إدارة السياحة والسفر

اسم المادة: خدمات شركات الطيران 5301322

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الساعات المكتبية: اثنين، ثلاثاء، أربعاء 10-11 القسم: إدارة السياحة والسفر

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#### وصف المادة:

تركز هذه المادة على مناقشة أعمال شركات الطيران الدولية والإدارة العاملة في هذه الشركات ، ومناقشة التحالفات بكافة أنواعها سواء كانت مع شركات أخرى أو في مجال التسويق أو المالية أو الصيانة وغيرها ، نظام الحجوزات الالكترونية المتبع في شركات الطيران ، والخدمات المساندة وشبكات الأعمال والانترنت ، وتتاقش كذلك موضوعات أخرى مثل إدارة الوقت وخدمات الطعام والشراب على متن الطائرة ، فضلا عن تخطيط وتنظيم الرجلات والرقابة المحاسبية والمالية والأمنية.

أولاً: أهداف عامة (حصائل التعلم العام).

- التعرف على الأبعاد المختلفة لخدمات شركات الطيران بالتطبيق على خدمات الملكية الأردنية في مطار الملك حسين الدولي

ثانياً: أهداف خاصة: (الكفايات والمعارف والمهارات المحددة التي يسعى المساق لتتميتها لدى المتعلم).

يتوقع من الطالب في نهاية هذا المساق أن يكون قادراً على:

#### Upon completion of the course, the students will be able to:

- Appropriately remember the concepts of the airline industry and business.
- Effectively determine characteristics of the airline services.
- Recount freedoms of the air.
- Enumerate basics of the airport and passenger handling.
- Analyze characteristics of the airline services.
- Specify data and information of the airport and airline services.
- Training on the airport and passenger handling services.
- Develop and create a scientific report about the airport and airline services.
- Compose and communicate ideas effectively about the airline services.
- Take part in group discussions about the airline services.
- Work individually and in teams while creating a report on the airline services.

#### محتوى المادة:

الوحدة الأولى:

#### Historical Background on Air Transport and its Importance on Tourism (أسبوع)

- International Air Transport Organization (IATA).
- International Civil Aviation Organization (ICAO).
- IATA Courses for Airports and Airlines.
- Aviation Alphabet.
- Airline Terminology.
- Travel Documents.
- Persons of Special Care.
- Freedoms of the Air.
- Airport and Passenger Handling.
- Egypt Air Holding Company.
- Royal Jordanian Airline.
- Airline Social and Environmental Services.

القراءات المقررة:

- http://www.EgyptAir.com.
- http://www.RoyalJordanian.com.
- http://www.BritishAirways.com.
- http://www.SingaporeAirline.com.
- http://www.Lufthansa.com.
- http://www.wikipedia.org.wiki.airline.
- http://wwwutapao.com

الوحدة الثانية: Panorama of Airports (أسبوع)

- Cairo International Airport.
- Queen Alia International Airport.
- King Hussein International Airport.

القراءات المقررة:

- www.cairo-airport.com
- www.amman.airport.com
- www.aac.jo

#### السبوع) Overview of Airline Economics, Markets and Demand : الموحدة الثالثة

- Airline Terminology and Definitions.
- Airline Traffic and Revenue.
- Airline Output and Operating Expense.
- Air Transportation Markets.
- Typical Air Passenger Trip.
- Origin Destination Market Demand.
- Factors Affecting Volume of O-D Demand.
- Quality of Service Factors.
- Total Trip Time and Frequency.
- Air Travel Demand Models.
- Air Travel Demand Segments.
- Airline Competition and Market Share.

القراءات المقررة

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- Aviation Daily (2004) "Change in Domestic Origin and Destination Traffic by Mile Group,"
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- Regulation, Vol. 3, pp. 1–10.
- Official Airline Guides (2008) OAG Pocket Flight Guide North American Edition, June.

#### الوحدة الرابعة: Fundamentals of Pricing and Revenue Management (أسبوع)

- Airline Prices and O-D Markets.
- Regulated vs. Liberalized Pricing.
- Theoretical Pricing Strategies.
- Price Discrimination vs. Product Differentiation.
- Airline Differential Pricing.
- Market Segmentation.
- Fare Product Restrictions.
- Traditional Airline Fare Structure.
- Recent Trends in Airline Pricing.
- Impacts on Differential Pricing Model.
- Airline Revenue Management.
- Computerized Revenue Management Systems.
- Flight Overbooking.
- EMSR Methods for Flight Leg Revenue Optimization.
- Network Revenue Management.
- O-D Control Mechanisms.
- Revenue Management for Less Restricted Fare Structures.

#### القراءات المقررة:

- Belobaba, P.P. (2002a) "Airline Network Revenue Management: Recent Developments and State of the Practice", Handbook of Airline Marketing, 2nd edition, McGraw-Hill, New York, pp. 141–156.
- Belobaba, P.P. (2002b) "O&D Control: What Have We Learned?" Presentation to IATA Revenue Management and Pricing Conference, Toronto, Canada, October
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- US DOT (2008) Air Travel Consumer Report, Office of Aviation Enforcement and Proceedings, Aviation Consumer Protection Division, Washington, DC, April.

#### الوحدة الخامسة : Airline Operating Costs and Measures of Productivity (أسبوع)

- Airline Cost Categorization.
- Administrative vs. Functional Cost Categories.
- Cost Drivers by Functional Category.
- Operating Expense Comparisons.
- Percentage Breakdown of Operating Expenses.
- Legacy vs. Low-Cost Airlines.
- Flight Operating Cost Comparisons.
- Comparisons of Airline Unit Costs.

- Total Operating Costs vs. Unit Costs.
- Legacy vs. Low-Cost Airline Unit Costs.
- Unit Cost Comparisons in Europe, Asia and Worldwide.
- Measures of Airline Productivity.
- Aircraft Productivity.
- Labor Productivity.

القراءات المقررة:

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- International Civil Aviation Organization (ICAO) (2007b) Outlook for Air Transport to the Year 2025 ,
- Montreal, September.

الوحدة السادسة : The Airline Planning Process (أسبوع)

- Fleet Planning.
- Airline Fleet Decisions.
- Fleet Planning Methods.
- Route Planning.
- Hub Economics and Network Structure.
- Route Planning and Evaluation.
- Airline Schedule Development.
- Frequency Planning.
- Timetable Development.
- Fleet Assignment and Aircraft Rotations.
- The Future: Integrated Airline Planning.

القراءات المقررة:

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- Lynn, M. (1995) Birds of Prey: Boeing vs. Airbus, Heinemann, London, pp. 1–10.
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الوحدة السابعة : Airline Schedule Optimization (أسبوع)

- Schedule Optimization Problems.
- Fleet Assignment.
- The Fleet Assignment Model.
- Fleet Assignment Solutions/Impacts.
- Extending Basic Fleet Assignment Models.
- Schedule Design Optimization.
- Modeling the Optimization of Flight Retiming and Fleet Assignment Problems.
- Crew Scheduling.
- The Crew Pairing Problem.
- Crew Scheduling Problem Solutions and Impacts.
- Aircraft Maintenance Routing and Crew Pairing Optimization.
- Modeling and Solving the Enhanced Crew Pairing Problem.
- Future Directions for Schedule Optimization.

القراءات المقررة:

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الوحدة الثامنة: Airline Flight operations (أسبوع)

Regulation and Scheduling.

General Regulatory Requirements.

Flight Crew Regulation.

Flight Crew Scheduling.

Flight Crew Activities During a Typical Flight.

Flight Crew Sign-in.

Operations/Planning.

Pre-flight.

Pre-departure.

Gate Departure.

Taxi-out.

Takeoff.

Terminal Area Departure.

Climb.

Cruise.

Descent.

Terminal Area Arrival.

Final Approach. Landing and Rollout. Taxi-in. Parking.

القراءات المقررة:

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  www.atca.org.
- Spence, C.F. (ed.) (2007) AIM/FAR 2008: Aeronautical Information Manual/Federal Aviation Regulations, McGraw-Hill Professional, New York.

#### السبوع) Irregular Operations: Schedule Recovery and Robustness : الموحدة التاسعة

Irregular Operations.

Managing Irregular Operations: Airline Operations Control Centers.

Options for Schedule Recovery from Irregular Operations.

- Evaluating the Costs of Recovery Options: The Challenges Imparted by Uncertainty and Downstream Effects
- Robust Airline Scheduling.
- Robust Schedule Design.
- Robust Fleet Assignment.
- Robust Aircraft Routing.
- Robust Crew Scheduling.
- Directions for Ongoing and Future Work on Schedule Recovery from Irregular Operations.

القراءات المقررة:

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#### السبوع) Labor Relations and Human Resource Management in the Airline Industry : السبوع)

- Alternative Strategies for the Employment Relationship.
- Labor Relations in the US Airline Industry.
- Regulatory Framework for US Labor Relations.
- US Airline Responses to Cost Pressures Post-deregulation.
- US Labor Relations Post-9/11.
- Labor Relations in the Airline Industry in Other Countries.
- The International Regulatory Framework for Labor Relations.
- Summary of Airline Labor Relations Strategies: What Works?.
- Human Resource Management at Airlines.
- Hiring and Training for Relational Competence.
- Flexible Boundaries Between Jobs.
- Supervisory Coaching and Feedback.
- Performance Measurement at the Process Level.
- Conflict Resolution.
- Boundary Spanning Roles.
- Partnering with Other Key Players.

- القراءات المقررة:

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- Bamber, G., Gittell, J.H., Kochan, Y. and von Nordenflycht, A. (2009) Up in the Air: How Airlines Can Improve Performance by Engaging their Employees, Ithaca, NY: Cornell University Press.
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- الوحدة الحادية عشر :Aviation Safety and Security (أسبوع)

- Safety.
- Measuring Air Safety: Some Hazards.
- The Q-statistic.
- Some Calculated Q-values.
- More Calculated Q-statistics.
- Are Some Airlines Safer Than Others?.
- A Collision Risk Assessment.
- Midair Collision Risk.
- Security.
- September 11 in Context.
- Some Costs of Aviation Security.
- Some Security Procedures.
- Is It Worth It?.
- Two Economic Paradigms.
- A European Dilemma.
- More Security Dilemmas.
- Final Remarks.

#### - القراءات المقررة:

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- Barnett, A. (2008) "Is It Really Safe To Fly?" in Tutorials in Operations Research 2008, Institute for Operations Research and the Management Sciences, Hanover, MD, pp. 17–30.

الوحدة الثانية عشر :Airports (أسبوع)

- General Background.
- Airside Design Standards.
- Geometric Configuration on Airside.
- Typology of Passenger Buildings.
- Assessing Passenger Building Concepts.
- Ground Access.
- Capacity, Delays and Demand Management.
- Airside Capacity.
- Airside Delays and Mitigation.
- Landside Capacity and Level of Service.
- Airport Ownership and Management.
- Airport User Charges.
- Economic Regulation, Single Till and Dual Till.
- Financing Capital Projects.

#### - القراءات المقررة:

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الوحدة الثالثة عشر: Air Traffic Control (أسبوع)

- The Generic Elements of an ATC System
- Communications Systems.
- Navigation Systems.
- Surveillance Systems.
- Flight and Weather Information Systems.
- Airspace and ATC Structure.
- ATC Operations.
- Standard Procedures.
- Capacity Constraints.
- Congestion and Air Traffic Management.
- Future ATC Systems.

### القراءات المقررة:

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- de Neufville, R. and Odoni, A. (2003) Airport Systems: Planning, Design and Management, McGraw-Hill, New York.

#### الوحدة الرابعة عشر: Air Transport and the Environment (أسبوع)

- Limiting Aviation's Environmental Impact: The Role of Regulatory Bodies.
- Airport Water Quality Control.
- Effects of Deicing Fluids.
- Noise.
- Effects.
- Noise Measurement.
- Noise Trends.
- Noise Controls.
- Emerging Issues.
- Surface Air Quality.
- Effects.
- Emissions Measurement.
- Emissions Trends.
- Emissions Controls.
- Emerging Issues.
- Impact of Aviation on Climate.
- Effects.
- Measurement.
- Greenhouse Emissions Controls.

# الوحدة الخامسة عشر: Information Technology in Airline Operations, Distribution and Passenger

(أسبوع) Processing

- Information Technology in Airline Planning and Operations.
- Airline Distribution Systems.
- Evolution of Computer Reservations Systems.
- Terminology and Capabilities of Reservation Systems.
- Alternative Airline Distribution Channels.
- Impacts of Alliances and Code Sharing on Distribution.
- IT Challenges of Evolving Distribution Channels.
- Distribution Costs and E-commerce Developments.
- Internet Distribution Channels.
- Electronic Ticketing.
- Implications for Airlines and Consumers.
- Innovations in Passenger Processing.

- القراءات المقررة:
- Brunger, W.G. (2008) "The Impact of the Internet on Airline Fares Part II: Understanding the 'Internet Price Effect'," Doctoral dissertation, Case Western Reserve University.
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#### متطلبات المادة:

التوقيت	العلامة كنسبة مئوية	أداة التقويم	الرقم
خلال الفصل الدراسي	%30	التدريب الميداني والمشاركة	-1
خلال الفصل الدراسي	%20	امتحان نصف الفصل الأول	-2
نهاية الفصل الدراسي	%50	الاختبار النهائي	-5

# قائمة شطب لتقييم مخطط مادة: التخطيط والتنمية السياحية

ملاحظات	غير واضح	¥	نعم	البنود
				أولاً: المعلومات العامة عن المادة:: يتضمن المخطط:
			✓	اسم المادة
			✓	رقم المادة
			✓	عدد الساعات المعتمدة للمادة
لا يوجد لها		✓		المتطلب السابق
حسب کــل		✓		موقع ورقم قاعة التدريس
فصل دراسی				
				موقع ورقم مختبر المادة (إن وجد)
حسب کــل			✓	الأيام التي تدرس بها المادة
فصل دراسی حسب کا			<b>√</b>	
فصل دراسی			•	وقت المحاضرة
3 3 1				ساعات المختبر
		✓		موقع القسم الذي يتبع له أستاذ المادة
		✓		الصفحة الإلكترونية للمادة
				تانياً: معلومات عن أستاذ المادة، مثل:
			✓	اسم أستاذ المادة
		✓		موقع مكتب أستاذ المادة
حسب کــل			✓	الساعات المكتبية لأستاذ المادة
فصل دراسی				·
			✓	عنوان البريد الإلكتروني لأستاذ المادة
		✓		رقم هاتف القسم الذي يتبع له أستاذ المادة
		<b>√</b>		اسم مساعد التدريس (إن وجد)
		✓		موقع مكتب/ مكاتب مساعدي البحث والتدريس
		✓		رقم هانف مساعد الندريس (إن وجد)
				ثالثاً: وصف المادة:
			<b>√</b>	متطابق مع ما هو وارد في الخطة الأكاديمية للتخصص الذي تقع
				به المادة
			✓	دقيق ومختصر
بعاً: الأهداف العامة والتدريسية				
			✓	يوجد قائمة بالأهداف العامة للمادة
			✓	يوجد قائمة بالأهداف الخاصة للمادة

ملاحظات	غير واضح	Z	نعم	البنود
			✓	هنالك ارتباط بين أهداف المادة وأهداف التخصص ووصف المادة
			✓	صيغت الأهداف بلغة نواتج التعلم المرغوب بها
			✓	هنالك نتوع في الأهداف
			✓	يوجد شمولية بالأهداف
				خامساً: محتوى المادة:
			✓	هنالك انسجام بين مفردات ووحدات محتوى المادة والأهداف
				التدريسية لها
			✓	المحتوى منسجم مع وصف المادة
			✓	هنالك تكامل بين وحدات محتوى المادة
			✓	هنالك تسلسل وترابط بين وحدات محتوى المادة
			✓	هنالك توزيع زمني منطقي لوحدات المادة على الفصل الدراسي
				سادساً: النشاطات والاستراتيجيات التدريسية:
			✓	نتسجم النشاطات واستراتيجيات التدريس مع الأهداف التدريسية
				ومحتوى المادة
			✓	نتتوع أنشطة التدريس بشكل يراعي الفروق الفردية
			✓	تراعي أنشطة التدريس الموازنة بين دور الطالب ودور أستاذ المادة
	<u>,                                      </u>			سابعاً: متطلبات المادة:
			✓	يوجد تحديد لمتطلبات المادة
			✓	تقيس المتطلبات أهداف المادة بشكل دقيق
			✓	تشتمل متطلبات المادة على:
			✓	✓ اختبارات
			✓	✓ مشاريع وأنشطة فردية
			✓	✓ مشاريع وأنشطة جماعية
			✓	<ul> <li>✓ أنشطة باستخدام شبكة المعلومات الدولية</li> </ul>
			✓	✓ أوراق بحثية
			✓	يوجد تحديد للوزن النسبي الذي سيعطى لكل متطلب من متطلبات
				المادة
			✓	هنالك حدود زمنية لتنفيذ كل متطلب من متطلبات المادة
				ثامناً: سياسات المادة
				يحتوي مخطط المادة على سياسة أستاذ المادة في:
مكتوب			✓	الحضور
الحديث عنه			✓	التحضير
شــفهيا مــع				

ملاحظات	غير واضح	Z	نعم	البنود
الطلاب				
الحديث عنــه			✓	التغيب عن الامتحانات
شـــفهيا مـــع الطلاب				
الحديث عنه			✓	التأخر في تسليم الواجبات
شفهيا مــع				٠ کو عنی ۱۰-۰-
الطلاب الحديث عنه			<b>√</b>	2. N
شفهیا مع				إجراءات السلامة في المختبر
الطلاب				
الحديث عنه			<b>✓</b>	الغش
شـــفهيا مـــع الطلاب				
مكتوب			✓	إعطاء الدرجات
				تاسعاً: المراجع: يتضمن المخطط:
			✓	اسم المرجع الأساسي
			<b>✓</b>	نكلفة المرجع
			✓	المصدر الذي من خلاله يتم الحصول على المرجع
			✓	الإجراءات الخاصة بكل وحدة من وحدات محتوى المادة
			✓	يوجد انسجام بين المراجع وأهداف المادة العامة
			✓	المراجع مصاغة بالطريقة المتعارف عليها
			✓	تحتوي قائمة المراجع على أسماء مواقع على شبكة المعلومات
				يمكن للطلبة الرجوع إليها
				عاشراً: الأنشطة واستراتيجيات التدريس:
			✓	يوجد تحديد للأنشطة الصفية و اللاصفية
			✓	تتسجم الأنشطة مع الأهداف التدريسية ومحتوى المادة
			✓	تتنوع الأنشطة التدريسية للمادة
			✓	منالك مراعاة لدور الطالب وأستاذ المادة في أنشطة واستراتيجيات
				التدريس

### توصيات:

توجد توصية واحدة تتعلق بأهمية توفير القدرات المؤسسية فى كليات الجامعة الأردنية لأعضاء الهيئة التدريسية لتحقيق أهداف الجودة فى كل مكونات العملية التعليمية من مقررات دراسية وغيرها.