Introduction

Airport management is a dynamic and demanding field, requiring the careful coordination of various elements to ensure smooth and safe operations. This **Airport Strategic Management and Planning** course is designed to equip airport personnel with the skills needed to tackle complex challenges, both at the individual and organizational levels. The course includes hands-on exercises that will guide participants in addressing these challenges and aligning their operations with broader strategic goals. By the end of the course, participants will have a solid understanding of the key strategic management tools necessary for achieving sustainable, effective airport operations, and will be prepared for **airport management certification**.

Targeted Groups

This course is ideal for:

- **Airport managers**
- **Airport operations managers**
- **Administration staff**
- **Airport and aircraft operators**
- **Individuals looking to develop their strategic management skills** in the airport industry

Course Objectives

At the end of this **Airport Strategic Management and Planning** course, participants will be able to:

- **Formulate airport performance goals** by integrating the principles of strategic planning and defining the activities needed to achieve them.
- **Manage resources, facilities, employees**, and technology effectively to meet strategic goals central to successful airport management.
- Align strategic goals with marketing, financial management, and customer service activities, ensuring a cohesive approach across the airport.
- **Manage airport expansion**, financing, and investor relations with a long-term focus within the framework of an **airport strategic business plan**.
- Conduct continuous assessments and measurements to evaluate the success of strategic activities and adjust plans as necessary.
- **Ensure sustainable quality and compliance** across the airport’s business and operations, using quality as a key driver of change and improvement.

Targeted Competencies

By the end of the training, participants will have the competencies to:

- Implement **quality management** practices effectively in the airport environment.
- Understand how **organizational structure** influences strategic goals in airport management.
- Apply **management and outsourcing models** to optimize airport operations.
- **Manage risks and adapt to changes** in the air transport industry,

including technological advancements and regulatory shifts.
- Develop and execute effective **airport marketing** strategies that support long-term growth.
- Integrate **airport management solutions** to improve operational efficiency.

Course Content

Unit 1: Quality and Measurement Management

- **Performance measurement** tools such as the **Balanced Scorecard** for evaluating airport performance.
- Aligning **organizational structure** with **strategic goals** for effective airport management.
- The role of **airport management certification** in achieving consistent, high-quality operations.

Unit 2: Master of Planning

- The relationship between **financial management** and **airport strategic planning**, ensuring sustainable growth.
- Applying **management and outsourcing models** to optimize operational efficiency and service delivery.

Unit 3: The Use of Technology in The Air Transport Industry

- **Managing risks** and changes in the air transport industry and their impact on airport operations.
- The importance of **talent management** in supporting airport management training programs and skill development.
- **Integration of Information Technology** in modern airport management systems to enhance operational efficiency.

Unit 4: Principles of Airport Marketing

- Developing **Business Relationships (B2B)** and **Business-to-Consumer (B2C)** strategies within airport management.
- **Pricing strategies** aligned with airport strategic business plans, balancing revenue generation and customer satisfaction.

Unit 5: Airports Within The Air Transport System

- **Positioning** of airports within the broader air transport network and its importance in strategic planning.
- Understanding the **airport operating environment**, including the factors that influence airport management decisions.
- The role of **airport economics** and business principles in the overall success of airport management.

Conclusion

The **Airport Strategic Management and Planning** course provides participants with a comprehensive understanding of the principles and practices that drive

effective airport management. By applying strategic planning tools and techniques, participants will gain a strategic mindset and develop the skills needed to manage airport operations successfully. This course prepares individuals for **airport management certification** and equips them with the knowledge necessary to excel in the airport management industry.