Introduction

This comprehensive **Passenger Handling and Ground Operations Management** course is designed to equip participants with the necessary skills and in-depth knowledge to excel in various front-line roles within the passenger services sector. The course covers a wide range of topics, including customer service excellence, conflict resolution, soft skill enhancement, and a thorough understanding of international passenger and baggage handling protocols.

Managing **ground operations** at an airport involves ensuring safety while providing high-quality passenger services. The course will delve into critical aspects of ground operations, the significance of proper management within the aviation context, and the processes involved in delivering efficient airport ground services.

Targeted Groups

This course is ideal for:

- **Airlines, Ground Handling, and Other Service Providers**
- **Ground Operations Professionals**
- **Passenger Service Managers**
- **Airport Authorities**
- **Handling Agents and Other Customer Contact Personnel**
- **Customer Service Instructors**

Course Objectives

By the end of the course, participants will be able to:

- **Oversee an airline station** efficiently, whether self-handled or outsourced.
- **Negotiate and implement ground operations training** and service-level agreements to ensure quality service while reducing costs.
- **Combat fraud** through awareness of current fraudulent activities affecting airline revenues.
- **Adopt a station management system** that meets safety and security standards.
- **Drive staff motivation**, monitor performance, and enhance team productivity.
- **Utilize the IATA Airport Handling Manual (AHM)** for best practices in airport ground operations.
- **Enhance management and leadership capabilities** to support organizational growth.
- Understand the necessity of **operational and occupational health and safety** training.
- **Manage risks** and formulate **Emergency Response Plans (ERPs)**.
- Gain knowledge about **SGHA contracts** and service-level agreements.
- Investigate best passenger/baggage handling practices per IATA guidelines.
- **Professionally handle customer inquiries** and complaints, turning crises into opportunities.

- **Handle unexpected operational deviations** and develop strategies for rapid recovery.
- Advocate for and effectively use **e-tickets**.
- **Ensure adherence** to passenger and baggage handling standards.
- **Impart knowledge** to colleagues and team members, fostering continuous improvement.

Targeted Competencies

By the end of this course, participants will enhance their competencies in:

- **Ground operations management**: Understanding key processes in managing ground operations.
- **Crisis communications**: Effectively handling communication during emergencies.
- **Airside operations**: Familiarity with aviation ground operations and airside safety.
- **Passenger handling**: Mastering the passenger service process and airline procedures.
- **Security awareness**: Maintaining heightened awareness of airport and aviation security protocols.
- **Customer service skills**: Ensuring customer satisfaction through excellent service delivery.
- **Aviation safety protocols**: Understanding and applying safety standards in ramp and airside operations.

Course Content

Unit 1: Crisis Communications and Media Response for Airport and Station Managers

- **Key factors in emergency response planning**
- **Objectives of stakeholders** during crises
- Techniques for **informal press briefings** and managing **social media** during emergencies

Unit 2: Fixed-Base Operations (FBO)

- Introduction to **FBO** and **common-use facilities**
- **Integrating FBO services** with airport and ground operations
- Handling **private aircraft** and **ground support equipment (GSE)**
- Marketing strategies for **FBO services**

Unit 3: Airside Safety

- Understanding the importance of **safety on the apron**
- Techniques for a **secure working environment**
- **Minimizing risks of accidents and equipment damage**
- Recognizing **aircraft danger zones**

Unit 4: Developing an Effective Safety Culture

- **Leading and driving Safety Management Systems (SMS)**

- **Project management essentials** for safety culture implementation
- Addressing challenges in **SMS** implementation
- Comprehensive **risk management** toolbox for improving safety

Unit 5: Airport Ramp Services

- Overview of **ground operations working environments**
- **Standard ramp operations terminology** and understanding airport departments
- **Safety and security of efficient operations**
- **Future developments in ramp services**

Unit 6: Airside Operations – Safety Compliance

- **Fundamental procedures** to protect aircraft and ground staff
- **Eliminating or controlling potential hazards**
- Managing **human factors** that influence airside safety
- **Safety culture** responsibilities of both employers and employees

Unit 7: Customer Service Skills and Principles

- **Understanding customer expectations** and achieving satisfaction
- Passenger service delivery models and effective listening techniques
- Approaches for **cultural sensitivity** in customer interactions

Unit 8: Difficult Customers and Situations

- Strategies for **managing complaints** and resolving conflicts
- Policies on **denied boarding** and other difficult scenarios

Unit 9: Industry Rules and Guidelines

- Familiarity with the **Official Airline Guide (OAG)** and **IATA manuals**
- **Minimum connecting time (MCT)** rules and baggage systems
- **Automated baggage systems** and how they function

Unit 10: Gate Procedures

- Processes involving **e-ticketing**
- Handling **boarding procedures** and managing delays
- Guidelines for **endorsements** and special customer handling considerations

Unit 11: Baggage Claims and Proration

- **Carry-on and checked baggage allowances** and charges
- **World Tracer** system for baggage tracking
- Handling **dangerous items** and **emergency procedures**
- Preventing **fraud** and understanding baggage mishandling rules
- Resolving different types of **baggage claims** (delayed, lost, damaged, etc.)

Conclusion

The **Passenger Handling and Ground Operations Management** course offers

comprehensive training in airport ground operations, passenger services, and crisis management. With a focus on safety, customer service excellence, and industry best practices, participants will be equipped to handle complex operational challenges, manage passenger experiences, and contribute to the effective functioning of airport and airline operations. This course is vital for professionals aiming to enhance their skills and leadership in the fast-paced aviation industry.