

“Tourism Education as a Way to Create **Value** for the **Industry**: an Example from **Haaga-Helia** University of Applied Sciences”

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Merchandising Airline Ancillary Services

Amadeus Thesis Group

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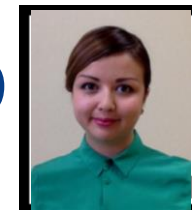
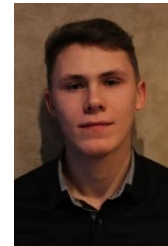


Research Process

- * October 2014 – May 2015
- * surveys
- * interviews
- * literature review
- * mystery shopping

Research topics

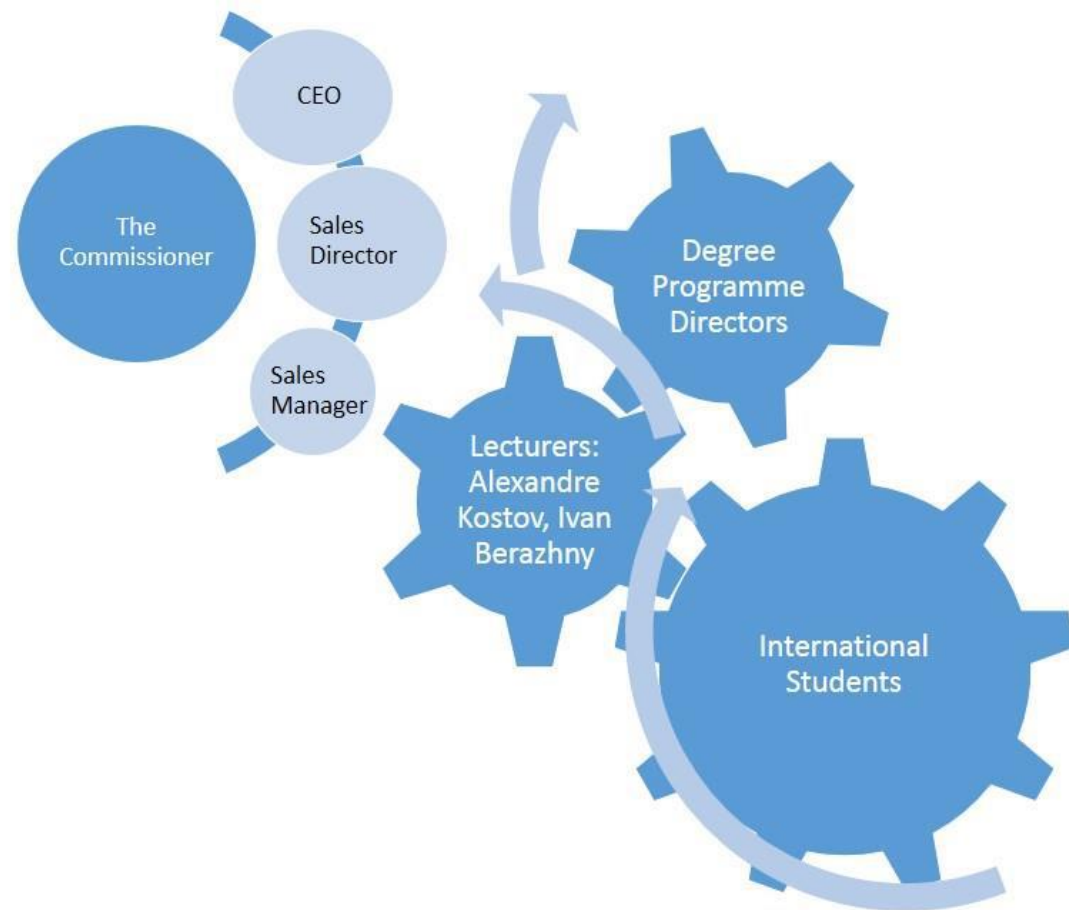
- * Leisure travellers and leisure travel agencies - [Tarja Laurila](#)
- * Airlines` Ancillary Services via Direct Channels: Generation Y's perspective - [Vladans Marcenko](#)
- * Transparency in Online Booking - [Nam Nguyen](#)
- * Business travellers and TMCs (SMT, HRG, Travellink) - [Sari Okura](#)
- * Business travellers and TMCs (CWT, VIA Egencia, BCD Travel) - [Elina Salmi](#)



Key Account Management Plan

- * Customer journey
- * Service Design
- * Sales plan
- * Communication plan

Key Account Management Plan



Leisure travellers and leisure travel agencies

Tarja Laurila

- * Leisure travellers (206 respondents via online survey)
- * - are extremely price-focused and not willing to purchase ancillaries separately
- * - do not feel the need for the majority of the ancillaries
- * - still feel positive, especially about extra luggage and on-flight meal
- * - wish that these ancillaries should be more present in flight comparison sites

Leisure travellers and leisure travel agencies

Tarja Laurila

- * Leisure travel agents (40 respondents)
- * - feel positively about ancillaries and see the value for the customer
- * - are not motivated to offer ancillaries without compensation and training
- * - are insecure when booking ancillaries due to booking system
 - * not enough information
 - * lack of standardization
 - * complexity of the booking process

Ancillary Services via Direct channels: Generation Y's perspective

Vladans Marcenko

Survey of Gen Y travellers: 129 respondents (out of 200 respondents total)

Gen Y's preferred search channels: Metasearch - 59 %; Direct Channels - 38%

Search criteria: Price - 80%; Comfort - 14%; Other - 6%

Gen Y's preferred ancillaries: Wi-Fi on-board; ticket flexibility; luggage.

Gen Y's future expectations: media libraries; discounts; quiet zones

Ancillary Services via Direct channels:

Vladans Marcenko

“Mystery shopping” to compare ten airlines operating on Finnish market by

1. Scope and nature of ancillary services
2. Visibility of ancillary offers
3. Flexibility of shopping experience
4. Focus on being customer-oriented

Results: **Air Berlin**, **airBaltic**, and **Norwegian** are

more customer-oriented;
offer wider amount of ancillaries;
more transparent for consumers than other airlines.

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Transparency in Online Booking

Nam Nguyen

- * Methods: Survey (63 respondents), Interviews (22 respondents), Content Analysis
- * Travellers still know little about airlines' unbundled products
- * Travellers would be ready to search/book ancillary services online in advance
- * Travellers demand a higher transparency of airlines' products across all channels
- * Travellers demand synchronization of their personal data

Transparency in Online Booking

Nam Nguyen

- * Travellers (88% respondents) find luggage allowance the most important ancillary
- * Attractive ancillaries (more than 50% respondents) include upgrades, in-flight meals, equipment check-in, and pre-selected seats
- * Travellers (96% respondents) would still prefer to use desktop platforms
- * Travellers (50%-70% respondents) are not satisfied with web-displays of ancillaries

Travel Management Companies and Business travellers

Elina Salmi / Sari Okura

- method: surveys (27 TMC employees)
- TMC employees understand **the value of ancillaries** for customers and for business (93% and 83% of the respondents respectively)
- TMC employees need more **time** (67%), more **training** (58%), more efficient **tools** (67%)
- TMC employees believe that the booking tool should:
 - be **automatized** and **unified**
 - contain **updated information** from providers about ancillary services
 - **personalise** ancillary offers based on customers' needs and restrictions
 - provide **transparent** comparison of the ancillary products across providers

Travel Management Companies and Business travellers

Elina Salmi / Sari Okura

- method: surveys (223 business travellers)
- Business travellers
 - are eager to pay extra for **transparency, quality, and effortless** service
 - look for **enhanced** and **personalized** travel experience
 - look for **clear communication** about ancillaries
 - are interested (60%) in purchasing certain **ancillaries even outside travel policies**
 - would like to utilize **loyalty points** when purchasing ancillary services

Merchandising Airline Ancillary Services

Amadeus Thesis Group

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