**Passenger Transport Operations**

The aim of this unit is to introduce learners to the environment in which passenger transport providers operate. The learners will gain an understanding of those factors that influence passengers’ decisions, how passenger transport providers operate to meet passengers’ needs and deal with the complex and ever changing external environment. With this understanding the learner will review the effects of recent developments on passenger transport operations.

**Indicative Content**

**1. Understand the influences on passengers travel decisions**

**Factors that influence choice**

* Appeal – attractiveness, suitability, status, novelty, affordability, image, safety, passenger facilities
* Convenience - accessibility, departure/arrival points, regularity of service, speed, departure/arrival times, ease of booking, time available for travel
* Prior experience, loyalty
* Price, perceived value
* Purpose of trip – business, leisure, or visiting friends and relatives (VFR)
* Quality, classes offered

**Response of transport operators**

* Targeted marketing
* Pricing policy
* Choice of departure points/services; choices of ticket purchase methods
* Facilities for different traveller types
* Variable process/offers
* Increased/decreased capacity

**2. Understand key aspects of passenger transport operations**

**Operational elements**

* passenger requirements e.g. itineraries, schedules, journey patterns, ticketing requirements, services needed at nodes
* legal and financial aspects - fares, fuels, taxes, licences, health and safety, codes of practice, contracts
* operational plans – staffing levels, service agreements, dealing with rush hour, schedules, capacities, seating
* working with other agencies e.g. BAA, UKBA

**Transport nodes (terminals)**

* carrying capacities for inflowing, outgoing traffic/passengers, timings, pressures on facilities caused by late departures/early arrivals, access, passenger controls, peaks and troughs, seasonality, impact of weather, emergency procedures/evacuations
* Terminal facilities for passengers: staff, waiting areas, catering facilities, comfort facilities, queue management equipment (e.g. ropes, loud halers) support services, surveillance, VIPs, cleanliness, baggage, signs, access routes, check in ticketing management/handling,

Other terminal facilities – parking, surveillance, accommodation, travellers services (eg currency shops), passport control at borders

**3. Understand the external environment in which transport providers operate**

**Regulatory framework**

* Regulatory bodies for road, rail, air, sea
* Key regulatory requirements for road, rail, air and sea travellers
* political agenda eg tax, subsidies
* regulatory requirements concerning consumer protection, the environment, diversity and inclusion, health and safety

**Competitive strategies**

* price e.g. no frills airlines, advance booking train tickets,
* convenience e.g. reduced check in times, taxi service to/from airport, regional airports
* additional services e.g. speedy boarding, VIP lounges, silent carriages/working carriages on trains, meet and greet services, on board entertainment, catering facilities
* quality and image; environmental policies, perceived or actual attitude to customers, community relations,

**4. Be able to review the effects of recent developments on passenger transport operations**

**Recent developments**

* environmental pressures and awareness
* diversity of transport
* new markets/destinations
* health issues e.g. SARS, foot and mouth, deep veined thrombosis
* increased customer expectations – of service, on environmental impacts
* pressure on green belt land
* new services, e.g. Cross Rail link, Eurostar, new airports/terminals
* economic pressures

**Responses**

* development of new markets
* consolidation
* withdrawal of services
* improved process and procedures
* providing new services for travellers e.g. on-board Wi-Fi, improved communication
* new designs e.g. for aircraft, rolling stock

**Impact of terrorist threats on**

* staffing needs
* security measures
* regular reviews of security procedures
* checks on staff
* queue’s/longer check in times
* passenger awareness
* need for information

Emergency procedures – with regular reviews and enactments