Unit 16: Passenger Transport Operations

Unit code: F/601/1755
QCF level: 4
Credit value: 15

**Aim**

This unit provides learners with understanding of factors and variables behind travel decisions, management of passenger systems and nodes, factors of competition, and developments and issues on transport operations.

**Unit abstract**

This unit develops learners’ understanding of passenger transport operation. Learners will examine the appeal, motivational factors and variables behind travel decisions and how transport operators respond to these.

Learners will investigate the key elements of the management of passenger systems and the complexities of managing transport nodes. They will have the opportunity to investigate a specific transport node.

As the passenger transport environment is so competitive, learners will examine the different factors that affect the level of competition. They will compare how different transport operators compete.

Learners will gain an understanding of a range of issues and developments that affect transport operations, investigating in depth how one organisation has responded to these.

**Learning outcomes**

On successful completion of this unit a learner will:

1. Understand the appeal, motivational factors and variables behind travel decisions
2. Understand the management of passenger systems and nodes
3. Understand the factors of competition between transport operators
4. Understand the effects of developments and issues on transport operations.
Unit content

1. Understand the appeal, motivational factors and variables behind travel decisions

   Appeal: interest eg attractiveness, suitability, frequency, novelty, affordability, convenience, accessibility, facilities, prior experiences (positive and negative)

   Motivational factors: purpose of the trip eg short break, annual holiday, city break, business, visiting friends and relatives; nature of the journey eg long, medium, short; potential for enjoyment eg views and scenery, level of comfort; negative factors eg phobias, slowness, travel sickness

   Variables: scope eg price, safety, speed, time, ease of booking, proximity to home and final destination, type of connections needed, frills or no frills, timings; quality of ride eg positive (seating, entertainment), negative (turbulence/high seas, delays); quality of services at terminals, levels and quality of information

   Travel services: retail travel services, tour operators, ticketing agencies, bureau de change

2. Understand the management of passenger systems and nodes

   Passenger systems: planning issues eg itineraries, schedules, journey patterns, ticketing; financial aspects eg fares, fuel, taxes, licences, profit margins, further investment; organisational matters eg market research, service levels, staffing; monitoring eg timings, capacities, customer satisfaction; legal aspects eg health and safety, codes of practice, contracts; improvements, promotions, reviewing performance; peaks and troughs; integration

   Nodes (terminals): incoming flows eg signs, access routes, check-in/ticketing, passport control, information, safety and security, special passenger needs, transfers, onward travel needs; outgoing flows eg peak traffic, seasonality, safety and security, coping with disruptions/lateness/over-bookings; terminal facilities eg queue/waiting areas, communications, support services, VIPs, surveillance, cleanliness, baggage handling, staff and crew needs, administration provision; peripherals eg parking, travellers’ services (fuel, currency, shops), courtesy coaches, taxis; emergency procedures

3. Understand the factors of competition between transport operators

   Regulation: role of regulatory bodies for rail, road, air; influence of political agendas and government policy; reasons for interventions and enforcement

   Service related: factors eg check-in times, business services (on board and at the node), pricing strategies, departure/arrival locations, on-board entertainment/food, promotions, fare structure, business and VIP services, quality, reputation and reliability; market segmentation factors (demographics and psychographics)

   Organisational: factors eg quality, standards (systems in operation), ethical and sustainable practices, consumer protection enforcement, environmental policy and awareness, community relations, safety and security strategy, efforts to minimise disability or discrimination; interaction with regulators (codes of practice), networks and alliances
4 Understand the effects of developments and issues on transport operations

**Developments:** effects eg evolution and diversity of modes of transport, budget airlines, mergers, alliances, code-sharing, multiple mode cooperation, new markets/destinations

**Issues:** effects eg globalisation continuing deregulation delays, overcrowding, fuel cost fluctuations, subsidies, taxation, consolidation of rail companies, congestion, north south flows, accidents; threats eg terrorism, SARS, foot and mouth, deep vein thrombosis, changing customer expectations; environmental pressures and occurrences eg noise pollution, loss of green belt, regeneration/renaissance/road and runway widening schemes; congestion and toll charging, disabled travel, wild cat strikes
### Learning outcomes and assessment criteria

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<tr>
<th>Learning outcomes</th>
<th>Assessment criteria for pass</th>
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<td><strong>On successful completion of this unit a learner will:</strong></td>
<td><strong>The learner can:</strong></td>
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| LO1 Understand the appeal, motivational factors and variables behind travel decisions | 1.1 analyse factors and variables that can influence passengers’ travel decisions  
1.2 discuss how a transport operator might use factors and variables to inform their operational plans |
| LO2 Understand the management of passenger systems and nodes | 2.1 analyse key elements in management of a passenger transport system  
2.2 evaluate the complexities of managing a node for the benefit of travellers |
| LO3 Understand the factors of competition between transport operators | 3.1 compare the competitive strategies that different competing transport operators use to gain market share |
| LO4 Understand the effects of developments and issues on transport operations | 4.1 analyse recent issues and developments that have affected passenger transport operations  
4.2 discuss how a transport operator has responded to recent issues and developments |
Guidance

Links

This unit links with:

- Unit 1: The Travel and Tourism Sector
- Unit 6: Contemporary Issues in Travel and Tourism
- Unit 8: Legislation and Ethics in the Travel and Tourism Sector
- Unit 9: Tourist Destinations
- Unit 17: Work-based Experience.

This unit maps to the following Management NVQ units:

- F3: Manage business processes
- F5: Resolve customer service problems
- F6: Monitor and solve customer service problems
- F7: Support customer service improvements
- F8: Work with others to improve customer service.

Essential requirements

This unit focuses on the operational level of the travel sector, which many learners may aspire to join. Tutors need to give learners background data on the value and complexity of the sector, tourism flows and an understanding of gateways and terminals and the volatility of the sector. Much of this knowledge may come from other linked units.

Employer engagement and vocational contexts

Tutors could establish links with nearby passenger transport businesses. These could include bus, rail – light rail, tram, metro; coach, aviation – airlines, airports, ground handling agents; inland waterways, maritime, taxi and private hire, transport planning. Representatives from local passenger transport businesses could also be used as guest speakers.

Delivery should enable learners to undertake research and investigation by making visits to passenger transport businesses and conducting fieldwork there. Visits to a variety of passenger transport businesses are essential.

Visits to passenger transport businesses will show learners the range of businesses, similarities and differences, and also, of particular importance, issues in relation to management of passenger transport.

Opportunities to assess terminal management may come as learners prepare to take a journey themselves, perhaps in conjunction with another unit that involves travel through a node.