

<b>TSC Category</b>	Commercial Management					
<b>TSC</b>	Airline Distribution Channel Strategies					
<b>TSC Description</b>	Develop and implement distribution channel strategies to increase market reach of airlines					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
			<b>ATP-CMG-3001-1.1</b>	<b>ATP-CMG-4001-1.1</b>	<b>ATP-CMG-5001-1.1</b>	
			Coordinate with distribution channel partners to provide support on queries related to airline distribution channels	Analyse performance data to ensure compliance to internal processes and regulatory requirements and propose plans to increase market reach	Formulate airline distribution strategies and expand the distribution capabilities of the organisation	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>• Airline strategies and business models</li> <li>• Types of airline distribution channels</li> <li>• Electronic commerce (e-commerce) business models</li> <li>• Global Distribution System (GDS) interfaces</li> <li>• Revenue Management (RM) systems</li> <li>• Customer Relationship Management (CRM) tools</li> <li>• Local and international guidelines such as International Air Transport Association (IATA) New Distribution Capability (NDC) and IATA Resolution 787</li> </ul>	<ul style="list-style-type: none"> <li>• Airline strategies and business models</li> <li>• Types of airline distribution channels</li> <li>• Electronic commerce (e-commerce) business models</li> <li>• Customer Relationship Management (CRM) tools</li> <li>• Global Distribution System (GDS) interfaces</li> <li>• Social and/or digital marketing tools and techniques</li> <li>• Local and international guidelines such as International Air Transport Association (IATA) New Distribution Capability (NDC) and IATA Resolution 787</li> </ul>	<ul style="list-style-type: none"> <li>• Airline strategies and business models</li> <li>• Electronic commerce (e-commerce) business models</li> <li>• Best practices in airline distribution channels management</li> <li>• Customer Relationship Management (CRM) tools</li> <li>• Global Distribution System (GDS) interfaces</li> <li>• Social and/or digital marketing tools and techniques</li> <li>• Contract negotiation techniques</li> <li>• Local and international guidelines such as International Air Transport Association (IATA) New Distribution Capability (NDC) and IATA Resolution 787</li> </ul>	

**SKILLS FRAMEWORK FOR AIR TRANSPORT  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

<p><b>Abilities</b></p>			<ul style="list-style-type: none"> <li>• Monitor and respond to queries from distribution channel partners</li> <li>• Communicate fares and fare changes to distribution channel partners</li> <li>• Conduct research on distribution technologies and payment options</li> <li>• Compile data on performance of distribution channels and prepare reports for management</li> <li>• Record fare products into RM systems</li> </ul>	<ul style="list-style-type: none"> <li>• Analyse performance data of distribution channels to provide inputs for the development of airline distribution strategies</li> <li>• Evaluate operations and systems to ensure adherence to IATA guidelines for NDC</li> <li>• Source for new distribution channels to widen market reach of airlines</li> <li>• Propose new user interfaces for active distribution systems</li> <li>• Implement initiatives to integrate various aspects of e-commerce such as digital marketing, CRM and communications in the distribution strategies</li> <li>• Review fares, rules, promotional codes and footnotes to ensure accuracy</li> <li>• Ensure all fare product releases are documented and filed within Revenue Management (RM) systems</li> </ul>	<ul style="list-style-type: none"> <li>• Gauge the feasibility of new distribution-related initiatives from IATA and other industry bodies</li> <li>• Develop airline distribution strategies at the operational and strategic levels</li> <li>• Drive efforts to integrate various aspects of e-commerce such as digital marketing, CRM and communications in the distribution strategies</li> <li>• Negotiate and renew GDS contracts with external vendors</li> <li>• Endorse new user interfaces and distribution channels</li> </ul>	
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