

TSC Category	Commercial Management					
TSC	Route Forecasting and Development					
TSC Description	Identify flight routes for airlines through the detailed study of airline performance, route profitability, competitors, revenue potential and future business strategies					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			ATP-CMG-3006-1.1	ATP-CMG-4006-1.1	ATP-CMG-5006-1.1	ATP-CMG-6006-1.1
			Examine trends and acquire data needed to forecast demand for existing and new routes	Analyse the potential and returns of existing and proposed routes through extensive research and data analytics	Develop new flight routes and define capabilities of the airlines to operate proposed routes	Drive the development of lucrative routes which meet the strategic and commercial objectives of airlines
Knowledge			<ul style="list-style-type: none"> Principles of airline operations Concept and criteria for route evaluation Concept of travel demand models Concept of route profitability models Pricing and yield models Concept of price sensitivity for airlines Cost allocation and drivers Key Performance Indicators (KPIs) related to route evaluation Airline cost structures Airline regulation and deregulation Airline hub economics Local and international guidelines such as International Civil Aviation Organisation (ICAO) Annex for Rules of the Air 	<ul style="list-style-type: none"> Concept of travel demand models Concepts and components of air traffic demand models and systems Route forecasting tools and techniques Route evaluation techniques Relationships, dynamics and interdependencies between commercial and operational departments in airlines Airline cost structures Local and international guidelines such as International Civil Aviation Organisation (ICAO) Annex for Rules of the Air 	<ul style="list-style-type: none"> Competitive dynamics for routes Concepts and components of air traffic demand models and systems Route forecasting tools and techniques Risk mitigation strategies for route forecasting Theories of route forecasting models Operational constraints of airlines Local and international guidelines such as International Civil Aviation Organisation (ICAO) Annex for Rules of the Air 	<ul style="list-style-type: none"> New international developments in the area of route forecasting Strategic management Negotiation techniques Strategic considerations beyond short-term route profitability Considerations when forecasting routes in lucrative markets Politics of aviation Local and international guidelines such as International Civil Aviation Organisation (ICAO) Annex for Rules of the Air

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

<p>Abilities</p>			<ul style="list-style-type: none"> • Ascertain demand for specific flight routes • Identify passenger preferences for flight routes and timings • Identify and acquire data critical to route forecasting and development 	<ul style="list-style-type: none"> • Calculate potential financial returns for proposed flight routes • Integrate traffic data, research data and analytics to execute route forecasting • Produce route traffic forecast reports • Manipulate and change variable data in route forecasting to perform what-if scenario analysis • Propose improvements to route forecasting models and procedures 	<ul style="list-style-type: none"> • Develop route forecasting models and procedures for airlines • Create new flight routes for airlines after detailed review of traffic data and route traffic forecast reports • Determine potential issues and risks which may arise from new routes • Develop strategies to mitigate risks • Detail fleet requirements and capabilities for new flight routes 	<ul style="list-style-type: none"> • Lead the development of new route forecasting techniques for the organisation • Establish business cases for developing flight routes which would be profitable in the long term • Negotiate bilateral agreements to allow airlines to fly lucrative routes
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