

AIR TICKETING PROCESS OF BRIGHT STAR HOLIDAYS LTD

Internship Report On Air Ticketing Process of Bright Star Holidays Ltd

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Letter of Transmittal

To,
Farhana Yeasmin Lina
Lecturer (Senior Scale)
Department of Tourism & Hospitality Management
Daffodil International University
Subject: Submission of the Internship Report

Dear Ma'am,

As part of my Bachelor of Tourism & Hospitality Management program curriculum, I am submitting my internship report on the Air Ticketing Process of Bright Star Holidays Ltd. It gives me tremendous joy to finish my internship under your guidance.

It is a Great opportunity for me to work as an intern in the air ticketing department at Bright Star Holidays Ltd for six months under the supervision of Mr. Abdul Hasnat Hai (Managing Director). This report offers detailed information on the Air Ticketing Process of Bright Star Holidays Ltd. In all aspects, I tried my best to follow your directions. Your help in the creation of this report makes me thankful. Your positive feedback would be appreciated if you could accept this report and share your insights. It would be my pleasure if you find this report helpful

Sincerely yours

Saifullah Mozumder

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ID: 182-43-342

Batch: 14

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Certificate of Approval

I confirm that Saifullah Mozumder, ID: 182-43-342, successfully concluded his internship program under my guidance. He compiled his internship report titled 'Air Ticketing Process of Bright Star Holidays Ltd', adhering to the prescribed rules and regulations. The submission of this report fulfils the requirements of his degree program and is duly approved for submission.

I wish him luck and prosperity



Farhana Yeasmin Lina

Lecturer (Senior Scale)

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Declaration of Student

I am Saifullah Mozumder, bearing ID No: 182-43-342, an understudy of the Bachelor of Tourism and Hospitality Management (BTHM) program under the Tourism and Hospitality Management (THM) at Daffodil International University (DIU). This is to inform you that the report entitled "Air Ticketing Process of Bright Star Holidays LTD" has been created solely to fulfill the halfway requirement of my Practicum and the prerequisites for the BTHM degree, and not for any other purpose.

This report includes the practicum work conducted by me, which has not been submitted or duplicated elsewhere for any other purposes. Consequently, it is strictly prohibited to replicate, reproduce, or utilize this report without prior consent.

Yours sincerely,

Saifullah Mozumder

Saifullah Mozumder

ID: 182-43-342

Program: Bachelor of Tourism & Hospitality Management

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Executive Summary

This internship report presents a comprehensive Analysis of the air ticketing process of Bright Star Holidays Ltd, based on practical experience gained during an internship at the organization. The report provides an overview of the air ticketing process from scratch to completion. The report examines the current practices and tools adopted by Bright Star Holidays Ltd. The internship has provided an insightful analysis of the complexities of the air ticketing reservation system, including the use of specialized software, communication with clients, and coordination with other departments to ensure effective service. The experience has deepened my understanding of the air ticketing industry and the crucial role of air ticketing in delivering exceptional client experiences

The report is divided into multiple sections, starting with an introduction that states, emphasizes the value of hands-on experience in the air ticketing sector. The purpose and background of the report, highlighting the significance of practical experience in the air ticketing industry. The scope and objectives are clearly defined, focusing on the tasks and responsibilities undertaken during the internship.

The company overview chapter provides detailed background information of Bright Star Holidays Ltd, mission, vision, and core values of Bright Star Holidays Ltd. Highlighting its services, organizational hierarchy and departmental structure, and core business practices. It describes the affiliation of Bright Star Holidays Ltd with different Regulatory bodies such as Toab, Haab, Atab.

The Analysis and Discussion of Air ticketing process chapter delivers an in-depth examination of the ticketing workflow at Bright Star Holidays Ltd. It includes detailed insights into each stage of the process—from flight searching and booking to final ticket issuance. The chapter also discusses tools and technology used by the agency, including the visual breakdown of the ticketing process for better understanding.

The findings and recommendations chapter summarizes the key observations made during the internship. It identifies strengths in system efficiency and customer handling, while also pointing out challenges such as technical constraints, manual delays, and occasional data mismatches. The chapter concludes with practical recommendations focused on system upgrades, staff training, and enhanced customer communication to improve overall ticketing performance. This report combines theoretical knowledge with hands-on experience to reflect the importance of structured ticketing processes in ensuring service quality.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

As a Tourism and Hospitality Management student at Daffodil International University, my academic experience has been profoundly shaped by a keen interest in comprehending the complex nature of this demanding sector. This report describes my six-month internship at Bright Star Holidays Ltd, where I served as an intern in the Air Ticketing department. This report's main purpose is to explain how Bright Star Holidays LTD's air ticketing department works. Furthermore, the essential skills acquired during my internship extend well beyond theoretical knowledge. It highlights the practical importance of an internship as a link between academia and industry, providing me with diverse knowledge and experiences that will undoubtedly impact my future career in this dynamic field. Through engagement with the daily Ticketing Process, consumer interactions, and strategic decision-making, I have acquired an extensive knowledge that exceeds academic learning. The report begins with an overview of the study's background and scope, followed by insights into the air ticketing Process, company operations, and the internship practical experience. It concludes with findings, recommendations, and reflections aimed at improving service quality and operational efficiency.

1.2 Background of the report

Completion of an internship with a hospitality organization is a mandatory requirement for all students enrolled in the BTHM program at Daffodil International University prior to their graduation. Following the conclusion of my academic education, which consisted of 124 credits for a Bachelor of Tourism and Hospitality Management degree, I started a six-month internship with Bright Star Holidays LTD, focusing on the Air Ticketing Department. This report aims to write down and evaluate my experiences during this period, concentrating on the skills and insights gained in the Air Ticketing Department.

1.3 Scope of the Study

This report focuses on the air ticketing operations of Bright Star Holidays Ltd, based on practical experience gained during an internship in the Air Ticketing and Reservation Department. It covers the complete process from customer inquiry to ticket issuance, including the use of Global Distribution Systems (GDS), fare calculation, booking procedures, and customer communication. The report also highlights supporting tools and technologies used in the process and reflects on operational insights gained during the internship. Other services, such as visa assistance or tour packages, are excluded unless directly connected to ticketing activities.

1.4 Broad Objective

The broad objective of this report is to provide a comprehensive overview of the Air Ticketing Process. The primary objective of this internship report is to fulfill the requirements for the Bachelor of Tourism and Hospitality Management degree.

1.4.1 Specific Objective

The following are the Specific goals:

1. To analyze the air ticketing process of Bright Star Holidays LTD
2. To identify possible findings and related problems
3. To provide some recommendations based on the air ticketing process.

1.5 Methodology and Study Design

The internship followed a qualitative method focusing on the ticketing Process at Bright Star Holidays. The majority of the data was received from secondary sources, with a limited amount gathered through professional experience, personal observation, and study.

1.5.1 Secondary Data Sources

1. Standard Operational Procedure (SOP) files of Bright Star Holidays LTD.
2. Relevant books and reports
3. Internet Resources

1.6 Limitation of the Study

There were a few limitations that I had to face while collecting information for this report.

- The availability of confidential, sensitive, and highly private data within Bright Star Holidays LTD may have limited the scope of discussion of the report.
- Due to time constraints, multiple areas of tour and travel operations within Bright Star Holidays may not have been thoroughly examined.
- Many of the activities were hard to understand because they had little to do with theoretical understanding.

CHAPTER 2: COMPANY OVERVIEW

(Bright Star Holidays LTD)

2.1 An Overview of the Company:

Bright Star Holidays Ltd. is a dynamic travel agency that provides all sorts of travel-related solutions. Mr. Abdul Hasnat Hai, the founder, wanted to make it easier and simplify travel in the initial days of this industry. Bright Star Holidays has been committed to providing excellent customer service, competitive pricing, and a wide range of services to its clients. Mr. Abdul Hasnat Hai created many policies and initiatives that ease travel for individuals without tiresome processes. The initiatives and policies continue to be followed. He is a visionary in this industry. Under the capable leadership of Mr. Abdul Hasnat Hai, the company had quick expansion and earned significant sales among the largest carriers, and he kept his position to the present day. The company gained significant clients over the years, together with a strong and solid financial condition. Bright Star Holidays offers affordable international and domestic tickets, visa consultancy, visa processing, Hajj and Umrah services, hotel accommodations, travel packages, and B2B and B2C services. In this rapidly evolving travel environment, Bright Star Holidays LTD constantly adapts to technological advancements, industry trends, and consumer preferences. irrespective of whether it is an exotic retreat, a corporate journey, or a familial holiday, they strive to significantly simplify the travel process, enhance value, and create unforgettable experiences for the clients

2.2 Vision

To become the leading travel agency in Bangladesh by providing excellent services, building lasting relationships with clients, and setting the industry standard for professionalism, efficiency, and reliability.

2.3 Mission:

To provide Clients with a comprehensive range of travel solutions that enable them to achieve their objectives while delivering exceptional value, service, and support. Bright Star Holidays LTD strives to create lasting relationships with our clients by providing personalized service and developing innovative solutions to meet their unique needs.

2.4 Organization Chart



Figure 1: Organization Chart of Bright Star Holidays Ltd

The Managing Director holds the highest position in the organizational structure, tasked with establishing the company's vision, mission, and strategy. The general manager is responsible for managing the organization's day-to-day operations. Marketing manager is responsible for developing and executing sales and marketing strategies to promote the organization's services and attract new clients. Accounts manager is responsible for managing the organization's finances, including budgeting, financial reporting, and accounting. The air ticketing manager is responsible for the preparation of travel itineraries and the reservation of tickets for clients & accountable for guaranteeing that clients' travel requirements are satisfactorily addressed and that they receive personalized service.

2.5 Departments of Bright Star Holidays LTD:

2.5.1 Air Ticketing and Reservation Department

Responsible for handling flight searches, fare comparisons, booking confirmations, PNR management, and ticket issuance using GDS platforms like Amadeus and Sabre.

2.5.2 Tour Operations Department

Manages the planning and execution of domestic and international tour packages, including accommodations, transport, and excursions.

2.5.3 Visa and Documentation Department

Provides support for visa processing, travel insurance, and other travel-related documentation required by clients.

2.5.4 Sales & Marketing Department

Focuses on client acquisition, partnerships, promotions, and brand visibility through digital and offline platforms.

2.5.5 Accounts Department

Manages billing, invoicing, payment processing, and financial reporting for both clients and airline partners.

2.6 Products and Services of Bright Star Holidays LTD:

1. **Air Ticketing:** Bright Star Holidays offers air ticketing solutions that are both efficient and convenient for domestic and international destinations. Bright Star holidays guarantee a stress-free experience for clients, The organization provides competitive pricing, customized help, and necessary ticket booking processes.
2. **Visa Processing:** Bright Star Holidays provides expert visa processing services, which involve the preparation, submission, and follow-up of documents for a variety of countries. Bright Star Holidays LTD minimizes the risk of rejection by guaranteeing accuracy and attention to the specific requirements of the embassy
3. **Hajj and Umrah:** Bright Star Holidays LTD provides comprehensive Hajj and Umrah plans. These packages cover visa assistance, flight arrangements, accommodation, transportation, and guided support.

4. **Tour Packages:** Bright Star Holidays LTD provides a wide range of tours designed to accommodate domestic and international Packages. These packages are tailored to meet clients' interests and budgets, including well-organized trips, guided trips, and popular destinations.
5. **Corporate Service:** Bright Star Holidays LTD is very experienced at providing corporate services to many renowned corporate houses in Bangladesh. Moreover, they offer credit facilities to corporate clients and discounts to their corporate clients

2.7 Core Values of Bright Star Holidays LTD:

2.7.1 Communication

Bright Star Holidays Ltd maintains clear, professional, and timely communication with clients, airline partners, and within departments. Bright Star Holidays Ltd emphasizes transparency in all dealings, ensuring that customers are well-informed about fare structures, travel policies, and ticketing procedures.

2.7.2 Service Excellence

Bright Star Holidays Ltd delivers high-quality travel solutions through experienced staff, modern technology, and attention to detail. Bright Star Holidays Ltd is dedicated to providing the best quality of service. This includes guaranteeing reservation correctness, quick inquiry responses, and effective problem solutions. Every team member is taught to maintain consistency and quality in client contacts.

2.7.3 Teamwork and Collaboration

Bright Star Holidays Ltd promotes a culture of cooperation among departments to enhance operational efficiency and client experience. Departments work in coordination to achieve a smooth workflow and timely service. A collaborative environment allows different teams—ticketing, customer support, accounts, and visa processing—to operate efficiently while ensuring customer needs are met comprehensively.

2.7.4 Customer-Centricity

Bright Star Holidays Ltd prioritizes the satisfaction and preferences of each customer by offering personalized travel solutions, listening to client feedback, and delivering services tailored to individual needs. A client-first mindset ensures long-term relationships and repeat business.

2.7.5 Professionalism

Bright Star Holidays expects every employee to maintain a high level of professionalism in appearance, behavior, and communication. Professional conduct enhances the credibility of the company and ensures a pleasant and respectful experience for all stakeholders.

2.8 Accreditation and Association

ATAB:

Bright Star Holidays Ltd is a certified Bangladesh Association of Travel Agents (ATAB) member. The nation's first group of retail travel agents felt obligated to unite under one banner to protect their rights and benefits and ensure the travel and tourist industry's future progress. They were, on the other hand, considerably more interested in developing a sense of community and better understanding between themselves. The platform was established in 1974 and 1975, and it has continued to produce positive results.

TOAB:

Bright Star Holidays LTD is also a member of the Tours Operators Association of Bangladesh. Which is an association of inbound and outbound tour operators in Bangladesh. They provide certification based on service and reputation in the market. Bright Star Holidays LTD has been able to hold its reputation.

HAAB:

Bright Star Holidays is also a member of the Hajj Agencies Association of Bangladesh, or HAAB, which is a union for all the agencies with Hajj licenses. Established in 2001, The organization continues to serve and solve issues related to hajj agencies. There are more than 402 members of this association. The main objective of this association is to monitor and implement fairness in this trade and comply with policies set by the Saudi and Bangladeshi governments.

IATA – International Air Transport Association:

Bright Star Holidays LTD has applied for IATA accreditation, allowing agencies to sell airline tickets under the IATA Billing settlement plan. The International Air Transport Association is what it's called. The International Air Transport Group (IATA) is a global airline trade association representing 290 airlines and 82 percent of all air travel. They support several aviation operations and aid in establishing industry policy on significant aviation issues.

CHAPTER 3: DISCUSSION AND ANALYSIS OF THE AIR TICKETING PROCESS

3.1 Overview of the Air ticketing:

The Air Ticketing Process at Bright Star Holidays Ltd follows a structured and system driven approach to ensure accuracy, efficiency, and customer satisfaction. The Process is typically divided into three main stages: Flight Searching, Flight Booking, and Ticket Issuance.



Figure 2: Overview of the Air Ticketing process

Air ticketing process comprises numerous duties, including issuing flight tickets, dealing with consumer inquiries, and following airline policies. Air ticketing Process offers the essential component of air travel, facilitating an effective booking, modification, and handling of passenger itineraries. This chapter examines essential elements, including flight searching steps, flight booking essentials, ticket statuses, industry terminology, Global Distribution Systems (GDS), and airline codes.

3.2 Flight Searching

At Bright Star Holidays Ltd, flight searching is conducted using the Amadeus Global Distribution System (GDS) to ensure accurate and efficient service. When a customer contacts the agency with travel requirements, the reservation agent collects specific information such as the origin and destination cities, travel dates, preferred airlines, class of service (economy, business, or first class), and any special requests.

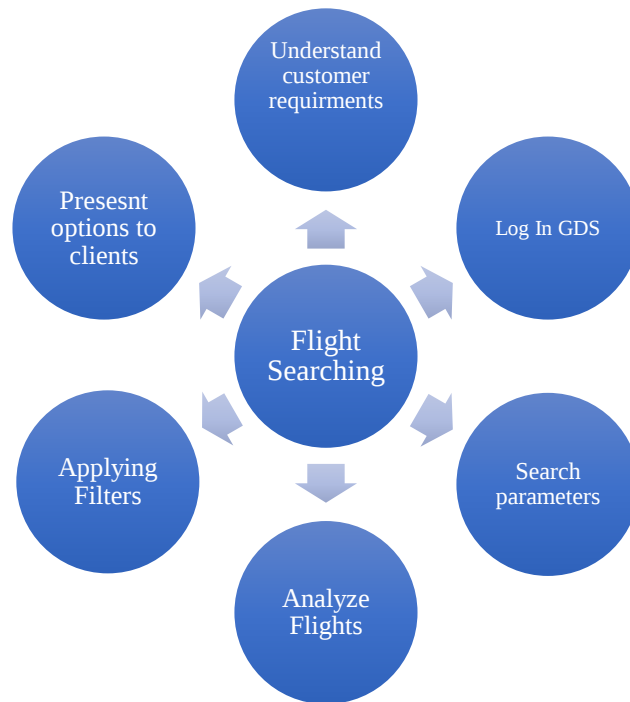


Figure 3:Flight Searching Process

1. **Understand Customer Requirements:** The process begins when a customer visits or contacts the agency with a travel inquiry. The agent carefully collects the necessary details, such as:

- Origin and destination
- Date of travel (and return date, if round trip)
- Number of passengers and age categories (adult/child/infant)
- Preferred airlines (if any)
- Cabin class (Economy, Business, First)

- Flexibility with travel dates
- Special preferences like direct flights or layovers

Clear communication during this step ensures accurate flight search results

2. **Log In to GDS Platform:** The Air Ticketing Agent logs into the Amadeus system (or other applicable GDS) using their secure credentials. The GDS provides real-time access to multiple airline inventories and schedules from all over the world.



Figure 4: Global Distribution System

3. **Inputting Search Parameters:** Once in the GDS interface, the Ticketing agent enters the specific travel details collected from the customer. This includes:
 - Airport codes (e.g., DAC for Dhaka, DXB for Dubai)
 - Travel dates
 - Number of passengers and cabin class
 - One-way or round-trip selection

The correct use of entry commands in the GDS ensures relevant flight options are displayed.

4. **Analyzing Available Flight Options:** The system generates a list of available flights from various airlines, sorted by schedule, price, or fare class. Each result shows:
 - Airline and flight number
 - Departure and arrival times
 - Total travel duration
 - Number of stopovers
 - Fare classes and restrictions
 - Total price including taxes

5. Applying Filters: To refine the search, the agent may apply additional filters such as

- Non-stop flights only
- Flights within specific time slots (e.g., morning or evening)
- Airline alliances or preferred carriers
- Flexible date options (for cheaper fares)

Filtering options help to narrow down the most relevant results.

6. Presenting Options to the Customer: After selecting a few suitable options, the ticketing agent explains the flight details, fare rules, and baggage allowances to the customer. If needed, fare breakdowns and cancellation policies are also shared. The customer is then given time to choose their preferred flight. Once confirmed, the agent proceeds to the flight booking stage.

3.3 Flight Booking:

Once the customer selects a preferred flight option, the next step at Bright Star Holidays Ltd is to initiate the booking process through the Amadeus Global Distribution System (GDS). The Air Ticketing agent creates a Passenger Name Record (PNR) by entering detailed customer information, including the passenger's full name (as per passport), date of birth, nationality, passport number for international travel, and contact information.

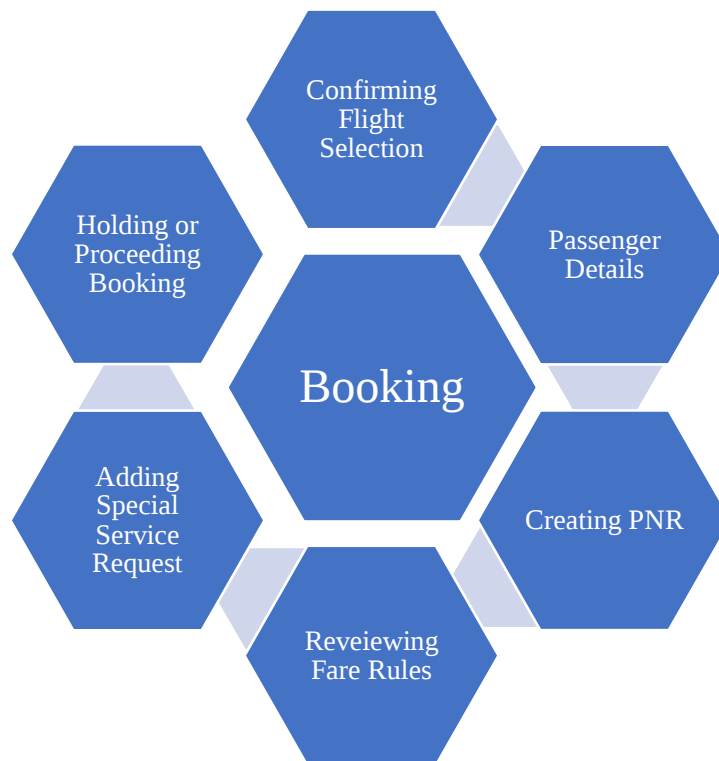


Figure 5: Booking Procedure

1. Confirming the Customer's Flight Selection: Before proceeding, the Ticketing agent double-checks all the flight details with the customer to ensure there are no misunderstandings. This includes:

- Flight number and schedule
- Baggage allowance
- Fare rules (refundability, changes)

- Total fare with taxes

This confirmation helps prevent booking errors and ensures customer satisfaction.

2. Collecting Passenger Details: The next step involves collecting accurate passenger information, which is crucial for booking:

- Full name (as per passport or ID card)
- Date of birth
- Passport number and nationality (for international travel)
- Gender and contact information (mobile and email)
- Frequent flyer number (if applicable)

Any error at this stage may lead to check-in issues or refusal of boarding.

3. Creating the PNR in the GDS System: Using Amadeus or other GDS, the Air Ticketing agent enters all the passenger data and flight segments into the system. The system creates a unique PNR code, which temporarily reserves the seat(s) on the selected flight. This code is used to track and manage the booking throughout the process.

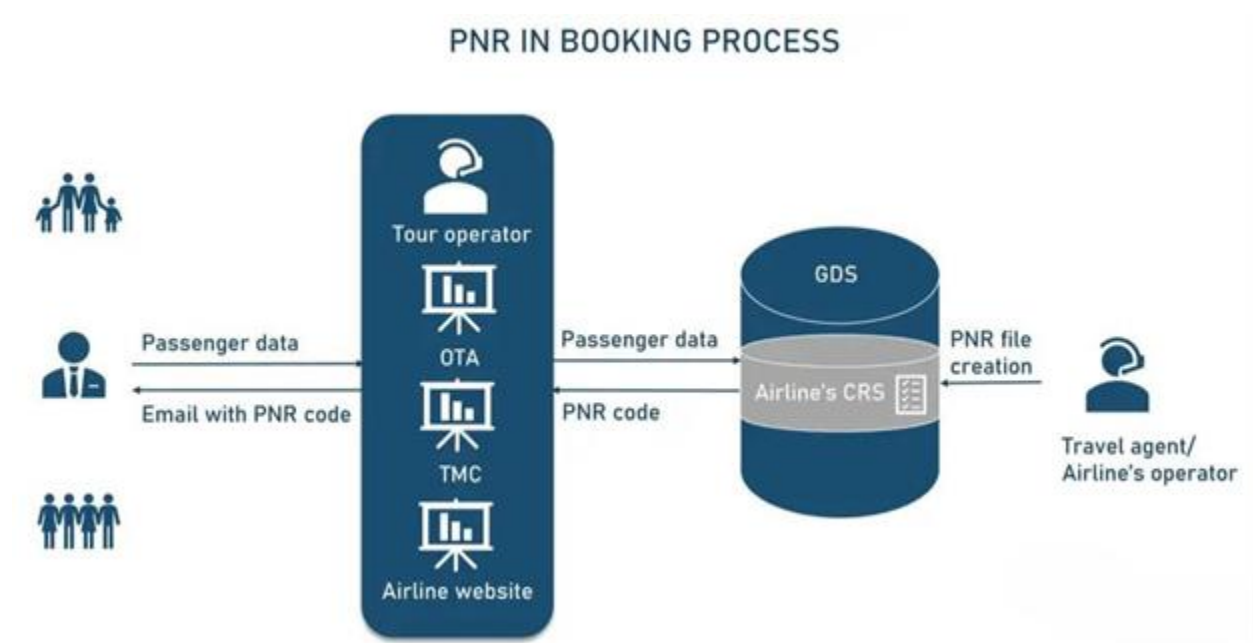


Figure 6: PNR In Booking Process

4. **Reviewing Fare Rules:** Once the booking is created, the agent reviews the fare conditions, including:

- Refund and cancellation rules
- Change penalties
- Ticket validity
- Minimum/maximum stay

These rules are shared with the customer to avoid any confusion later. Clear communication here is essential for customer trust.

5. **Adding Special Service Requests (SSRs):** If the customer has any specific needs, such as:

- Wheelchair assistance
- Special meals
- Extra baggage
- Infant booking

These are added as Special Service Requests (SSRs) within the PNR. These requests are transmitted directly to the airline.

6. **Holding or Proceeding to Ticketing:** If the customer is ready to confirm, the booking proceeds to ticketing. If not, the PNR is held for a limited time (usually 24–72 hours, depending on the airline and fare type). A Time Limit (TL) is set for when the ticket must be issued before the seat is automatically canceled.

3.3.1 Ticket Types in Booking:

- **Group Ticket:** Issued to a group of travelers (usually 10 or more) traveling together on the same flight and itinerary. The airline companies have tickets that they bring up for auctions. Travel agencies buy those tickets in advance for a wholesale price, which is called a 'group ticket'. Then the agency sells those tickets to individual customers for

a better price. The agencies also get 7% profit per ticket from the airlines.

- **One-Way Ticket:** Valid for travel from the origin to the destination without a return.
- **Round-Trip Ticket:** Covers travel to a destination and back to the origin point. Often more economical than two one-way tickets.
- **Open-Jaw Ticket:** Allows travelers to return from a different destination than their arrival point.
- **Standby Ticket:** Offered to travelers willing to wait for last-minute seat availability, often at discounted rates.
- **Infant Ticket:** Issued for children under two years, typically costing a fraction of an adult fare.
- **Refundable Ticket:** Higher-priced tickets that allow cancellations with partial or full refunds.
- **Non-Refundable Ticket:** Cheaper tickets with no refund option for cancellations but can be changed for a fee.

3.3.2 Ticket Status:



Figure 7: Air Ticket Status

3.3.3 Airlines Code: Airline codes are unique codes assigned to airlines given by the International Air Transport Association (IATA) and the International Civil Aviation Organization (ICAO). These codes regulate communications and operations in the aviation industry. The following are some examples:

Rank	Airline name	Airline code	Headquarter Country
1	Ryanair	FR	Ireland
2	Lufthansa	LH	Germany
3	easyJet	U2	United Kingdom
4	Emirates	EK	United Arab Emirates
5	Air France	AF	France
6	British Airways	BA	United Kingdom
7	KLM	KL	Netherlands
8	United Airlines	UA	USA
9	Air Berlin	AB	Germany
10	Turkish Airlines	TK	Turkey
11	Delta Air Lines	DL	USA
12	American Airlines	AA	USA
13	Cathay Pacific Airways	CX	Hong Kong SAR
14	LAN Airlines	LA	Chile
15	Singapore Airlines	SQ	Singapore
16	Qatar Airways	QR	Qatar
17	Korean Air	KE	South Korea
18	SWISS	LX	Switzerland
19	Thai Airways	TG	Thailand
20	SAS Scandinavian Airlines	SK	Sweden/Denmark/Norway
21	Air Canada	AC	Canada
22	Norwegian Air Shuttle	DY	Norway
23	Qantas Airways	QF	Australia
24	China Eastern Airlines	MU	China
25	China Airlines	CI	China

Figure 8: Airline Code

3.4 Ticket Issuance Process:

At Bright Star Holidays Ltd, the ticket issuance process represents the final and most critical phase of the air ticket booking procedure. Once the booking is finalized and payment is received, the Air ticketing officer proceeds to issue an official airline ticket through the Amadeus GDS or Other GDS.

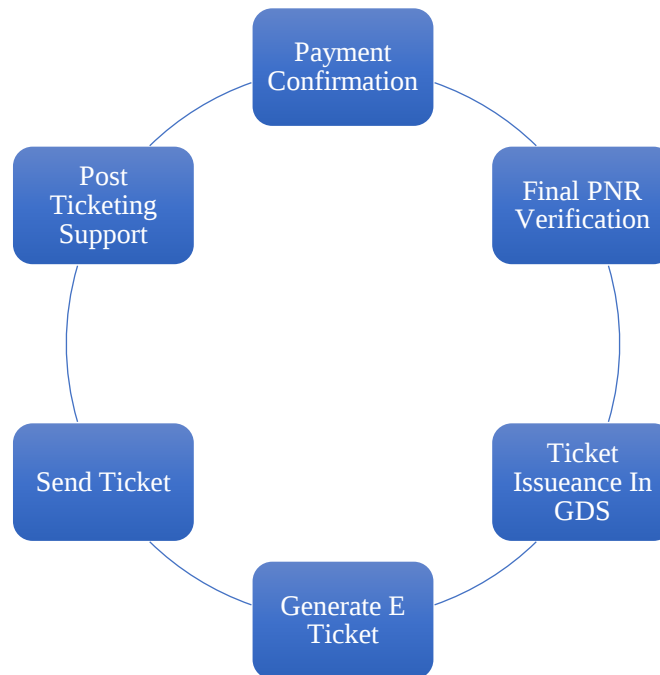


Figure 9: Ticket Issuance Process

The ticket issuance stage at Bright Star Holidays Ltd is marked by thoroughness, attention to detail, and a strong commitment to customer service. Every step, from payment verification to sending the e-ticket, ensures a seamless travel experience for customers, maintaining the agency's reputation for reliability and professionalism.

Ticket Issuance process steps are:

Step 1: Payment Confirmation: Before proceeding to ticket issuance, the Air Ticketing or finance officer ensures that the customer's payment has been received and verified. Payment may be made via:

- ❖ Cash
- ❖ Debit or credit card
- ❖ Mobile banking apps (e.g., bKash, Nagad)

- ❖ Corporate credit account (for business clients)

Only after payment confirmation does the ticketing process move forward.

Step 2: Final Verification of PNR: The Ticketing agent reviews the Passenger Name Record (PNR) one last time to ensure:

- ❖ Correct spelling of passenger names
- ❖ Accurate flight segments (dates, times, layovers)
- ❖ Applied fare rules and ticket conditions
- ❖ Special Service Requests (SSRs) are included if requested

This final check reduces errors and avoids costly reissues later.

Step 3: Issuing the Ticket through GDS: The ticketing officer uses Amadeus or other GDS to formally **issue** the e-ticket.

- ❖ A unique ticket number is generated for each passenger.
- ❖ The GDS updates the airline's system automatically.
- ❖ Ticket data, fare breakdown, and tax details are embedded in the electronic document.

For round-trip flights or multiple segments, a single ticket may contain multiple coupons linked to each leg of the journey.

Step 4: Generate E-Ticket: Once the ticket is issued:

- ❖ An e-ticket receipt (showing PNR, ticket number, flight itinerary, and fare details) is generated.
- ❖ A payment invoice is also prepared if required.
- ❖ Both documents are sent to the customer's registered email or printed if the customer prefers a hard copy.
- ❖ The agency archives the ticket record internally for audit, reporting, and future reference.

Air Ticketing Officer also informs the customer about:

- ❖ Check-in requirements
- ❖ Baggage policies

- ❖ Travel advice (e.g., COVID-19 guidelines if applicable)

Step 5: Send Ticket: In this step Ticketing officer send the ticket and other guidelines to the clients, which include Flight Time, Baggage Allowance Details other necessary documentation for Flying.

Step 6: After-Ticketing Support: Even after ticket issuance, Bright Star Holidays Ltd provides post-ticketing support, such as:

- ❖ Date change assistance
- ❖ Cancellations and refund processing
- ❖ Upgrades or service additions
- ❖ Managing missed connections if necessary

3.5 GDS Used In Air Ticketing:

GDS platforms function as the foundation of air ticketing, allowing the management of global bookings by travel agents and airlines. The most Used GDS are Amadeus, Sabre, Travelport Galileo. A typical GDS Display shows flight schedules, seat availability, fares, and booking status.

Amadeus Interface:

```
RP/SYD1A0902/SYD1A0902          AB/SU  10NOV22/1312Z  RINFYU
SYD1A0902/0001AB/10NOV22
RTN,A,K,F
  1. SMITH/CAROL MS      2. SMITH/DENNIS MR
  3  TG 466 W 24JAN 2 MELBKK HK2 1525 2035 24JAN E TG/RINFYU
  4  TG 323 W 25JAN 3 BKKDEL HK2 0700 0955 25JAN E TG/RINFYU
  5  CX 698 L 27JAN 5 DELHKG HK2 2245 0615 28JAN E CX/RINFYU
  6  CX 679 L 30JAN 1 HKGDEL HK2 2015 0025 31JAN E CX/RINFYU
  7  TG 324 W 08FEB 3 DELBKK HK2 1110 1640 08FEB E TG/RINFYU
  8  TG 465 W 09FEB 4 BKKMEL HK2 0005 1305 09FEB E TG/RINFYU
 10 TK PAX OK11NOV/SYD1A0902//ETTGT/S3-4,7-8/P1-2
 11 TK OK11NOV/SYD1A0902//ETCX
 12 FA PAX 217-3936068600/ETTGT/AUD1447.08/11NOV22/SYD1A0902/0003
    8150/S3-4,7-8/P1
 13 FA PAX 217-3936068601/ETTGT/AUD1447.08/11NOV22/SYD1A0902/0003
    8150/S3-4,7-8/P2
 14 FA PAX 160-3936068602/ETCX/AUD1189.50/11NOV22/SYD1A0902/0003
    8150/S5-6/P1
 15 FA PAX 160-3936068603/ETCX/AUD1189.50/11NOV22/SYD1A0902/0003
    8150/S5-6/P2
 16 FB PAX 0000000000 TTP/T1/RT OK ETICKET/S3-4,7-8/P1-2
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Figure 10: Amadeus Interface

Sabre Interface:



Figure 11: Sabre Interface

CHAPTER 4: FINDINGS, RECOMMENDATIONS AND CONCLUSION

4.1 Findings

As an Intern at Bright Star Holidays Ltd in the Air Ticketing Department, I had the opportunity to gain significant insights and practical knowledge in several aspects of the Air Ticketing and Travel industry. Based on practical observation and active participation in the air ticketing operations at Bright Star Holidays Ltd, several findings have been categorized into five main areas: System-Related Issues, Customer-Related Issues, Operational Challenges, Manual Data Handling, Data errors, and Post Ticketing Challenges.

1 System-Related Issues: GDS Slowness and Technical Glitches happen often at Bright Star Holidays Ltd. During peak hours, the Amadeus GDS system sometimes experiences lag, delaying flight searches. This also occurs during ticket issuance. Real-time fare fluctuations hinder the fast-booking procedure. Airline fare rates change dynamically, causing difficulties in closing sales at the initially quoted price. Limited Automation hampers routine tasks such as invoice generation and documentation handling, which are manually operated, resulting in slower workflows.

2. Customer Related Issues: Misunderstanding of Fare Rules is a common issue at Bright Star Holidays. Clients often fail to fully understand refund and rebooking policies, leading to dissatisfaction. Last-minute booking changes cause customers to frequently request changes after bookings are finalized, causing operational complications. Urgent Bookings and High Expectations: High-pressure, urgent bookings increase the risk of errors and service delays.

3. Operational Challenges: At Bright Star Holidays Ltd, manual data entry errors and typographical errors in passenger names or details can lead to costly corrections. Dependency on Airline Policies: Limited control over airline operations sometimes delays refunds and schedule adjustments. Handling Post-Ticketing Service Pressure: Managing post-issuance travel disruptions requires significant additional effort without guaranteed compensation.

4. Manual Data Handling Errors: At Bright Star Holidays, sometimes passenger

Information Mistakes and Errors in spelling names or entering passport details occasionally occur, leading to costly corrections. Absence of a mandatory double-checking step increases the risk of critical data mistakes.

5. Post Ticketing Challenges: Handling Last-Minute Change Requests is a common scenario at Bright Star Holidays Ltd. Customers sometimes request sudden changes that are difficult to accommodate under airline rules. Dealing with External Travel Disruptions, Visa rejections, health document issues, and flight reschedules requires the agency to offer support even when outside its control.

4.2 Recommendations:

Recommendations Drawn from My Internship Experience at Bright Star Holidays:

1. System-Related Recommendations: Upgrade GDS Infrastructure and Backup Systems. Invest in stronger internet connectivity and system backup support to reduce Amadeus GDS lag during peak hours and ensure uninterrupted ticketing at Bright Star Holidays Ltd operations. Integrate a semi-automated CRM or ERP system to manage invoice generation, PNR archiving, and customer correspondence more efficiently, saving time and minimizing human error.

2. Customer-Related Recommendations: Bright Star Holidays Ltd Might Provide customers with a short, easy-to-understand fare rule summary at the time of booking, covering cancellation, refund, and rebooking policies. Introduce a written customer confirmation step (email/SMS) immediately after a flight is selected to lock customer consent and reduce last-minute changes.

3. Operational Recommendations: Introduce a double-check system where a second staff member verifies critical data (name, passport number) before final ticket issuance to minimize manual errors and establish faster escalation channels with key airlines for urgent refund requests, flight disruptions, or customer disputes, improving post-ticketing problem resolution. Set up a dedicated team or hotline to manage post-ticketing issues like schedule

changes, visa documentation, and health advisory support, ensuring faster customer assistance.

4. Recommendations for Post-Ticketing Service: Set up a small internal team or hotline dedicated to handling schedule changes, travel disruptions, and customer support after ticket issuance. Inform customers proactively about possible external risks (visa delays, health document requirements, airline policy changes) at the time of ticketing to manage expectations.

5. Training and Human Resource Development Recommendations: Bright Star Holidays Ltd should implement ongoing training programs for reservation and ticketing staff to keep them updated on the latest GDS features, airline fare structures, and customer service standards. Regular training will reduce manual errors, improve fare rule understanding, and enhance service quality.

4.3 Conclusion

As a Tourism and Hospitality Management student, I recently completed a rewarding six-month internship in the Air Ticketing Department of Bright Star Holidays Ltd. During my time, I had the opportunity to engage deeply with the complexities of the Air Ticketing process and service delivery, acquiring essential insights into the tourism industry. This report aims to summarize the extensive knowledge and experiences acquired during my internship, with a special emphasis on the operational processes of the Air Ticketing Department. The findings highlighted both the agency's strengths and areas needing improvement. While Bright Star Holidays Ltd excels in delivering prompt and courteous service through skilled ticketing agents, the reliance on manual processes and occasional limitations in system speed or fare transparency affect overall service efficiency. The recommendations provided in this report, including system upgrades, customer education, double verification steps, and dedicated post-ticketing support, aim to elevate the company's service quality and operational performance.

Moreover, the internship played a pivotal role in personal development. It improved my communication skills, technical proficiency in ticketing software, and ability to manage multiple tasks under pressure. It

also offered firsthand insight into customer behavior, teamwork in a professional setting, and the significance of compliance with international aviation regulations.

In conclusion, the Bright Star Holidays Ltd internship was not just an academic requirement but a valuable career stepping stone. It equipped me with hands-on experience, improved my professional mindset, and provided a comprehensive understanding of air ticketing as a vital function in the travel and tourism industry. This report reflects the culmination of that learning and is expected to serve as a reference for future improvements in ticketing operations within the agency and for academic evaluation.

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