*Subject* *Study guide “Transports, logistics and distribution”*

1. IDENTIFICATION

* **Subject name:** Transports, logistics and distribution
* **Code:** 101220
* **Degree:** Tourism Degree
* **Academic course:** 2018-19
* **Subject type:** Optional
* **ECTS Credits (hours):** 6 ECTS (150 hours)
* **Teaching period:** 1st Semester
* **Teaching language:** English
* **Teachers:**Arena Yáñez
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2. PRESENTATION

This subject aims to provide students with the necessary concepts and tools to develop a logistics management product or service with maximum business efficiency.

The new market demands and the need to be competitive make it necessary to apply logistics processes in terms of design, creation and development of the tourism product.

The student will learn the logistics of all means of transportation related to the tourist product: the infrastructure, the management, the functions of each job and the relation with each type of tourism product or service in which it participates.

This subject also reviews the distribution of tourism products from the perspective of each type of service offered and the type of demand to which that product is directed.

Visits to airport, maritime, railway and road transport infrastructures will be the starting point for the study of each of these means of transportation.

3. EDUCATIONAL GOALS

At the end of the subject the student will be able to:

1. Identify and analyse the elements and activities that form the activity of transport, logistics and distribution of the tourism sector at the local, national and international levels.

2. Relate the elements that make up the commercialization of transport elements and their relationship with other tourist services and products.

3. Argue, through the vision of the transport activity and the theoretical perspective, how this activity has evolved and the current trends.

4. Analyse the distribution of tourist services.

5. Distinguish and describe the logistical systems used in tourism.

4. SKILLS AND LEARNING OUTCOMES

SKILLS

CE3. Manage the concepts related to the planning and commercialization of destinations, resources and tourist spaces, as well as their operations and instruments.

LEARNING OUTCOMES

CE3.4. Identify the instruments related to the commercialization and promotion of products, companies and territories.

CE3.8. Analyse the concepts that relate the business world and logistics, especially within the tourism sector, where logistics are developed in a special way.

CE3.9. Analyse the infrastructures of means of transportation as a complement to the tourist product.

SKILLS

CE13. Propose alternative and creative solutions to possible problems in the field of management, planning, business and tourism products.

LEARNING OUTCOMES

CE13.1. Assess and select alternatives, establishing appropriate courses of action for the implementation and control of human resource strategies.

CE13.2. Develop managerial and conflict management skills

CE13.9. Create concrete proposals founded in the study of current logistics management processes to adapt them to the new demands of the market and achieve greater business efficiency.

SKILLS

CE14 Innovate both in tourism planning and marketing and in the management of tourism organizations.

LEARNING OUTCOMES

CE14.2. Innovate in the marketing and promotion of tourism organizations in their various subsectors.

CE14.5. Create logistics management processes adapted to specific tourism products to achieve greater business efficiency.

SKILLS

CE18. Analyse both quantitative and qualitative information related to the economic dimension of the tourism sector and its companies (characteristics of the companies, evolution of the tourist importance, market research, etc.)

LEARNING OUTCOMES

CE18.1. Identify the mechanisms of quantitative and qualitative analysis of the different subsectors of the tourism sector, as well as their impact and evolution.

CE18.1.1. Identify the scope of the transport and logistics sector related to the tourism product.

CE18.1.2. Identify the current distribution of the different tourist products existing in the market.

TRANSVERSAL SKILLS

The competences stated in the undergraduate thesis of the corresponding degree will be considered.

CT1. Develop a learning capacity autonomously.

CT4. Manage communication techniques at all levels.

CT5. Make decisions in contexts of uncertainty as well as be able to assess and anticipate the consequences of these decisions in the short, medium and long term.

CT7. Manage human resources in tourism organizations.

CT8. Show ethical behaviour in social relationships as well as adapt to different intercultural contexts.

CT9. Display responsible behaviour with the environmental, social and cultural environment

CT10. Teamwork.

CT12. Have customer service orientation.

CT13. Have a vision for business, grasp client needs and anticipate possible changes in the environment.

5. TOPIC AND CONTENT

* SECTION 1: AIR TRANSPORT

1.1. Air services and airlines

Introduction to air transport and current situation of the sector

Basic types of air services

Air carriers

Air alliances

Codeshare flights

Low cost companies

Air carriers banned in the European Union

The Schengen Agreement

* CLASS ACTIVITY: ARTICLE READING

1. 2. The airport and its facilities

AENA and ENAIRE.

Landside area

Airside area

Hub airports

* VISIT TO THE BARCELONA / GIRONA / REUS AIRPORT
* INDIVIDUAL ASSIGNMENT: ANALYSIS OF INTERNATIONAL AIRPORTS

1.3. Air transport organizations, airport/airline codes and ICAO Phonetic Alphabet

1.4. Main airplane manufacturers and commercial aircrafts. Aeronautical vocabulary

1.5. Check-in and boarding process

Types of passengers and airline special services.

Check-in data before starting the check-in process.

Types of check-in counters.

Check-in process: passenger identification, seat allocation and luggage check-in (excess baggage, special baggage, etc.)

Check-in material.

Check-in closing

Boarding process: boarding preparation, boarding announcements, passenger acceptance, types of boarding and end of the boarding process.

1.6. Ground handling

Ground handling: passenger handling, ramp handling and operational handling.

Turnaround:

Ramp equipment: chocks, cones, GPU, air bridges, stairs, ...

Communications between the aircraft and the handling agents: the flight dispatcher and the Operations Department.

Luggage loading and unloading: types of aircraft holds.

Disembarking and boarding of passengers: types of boarding / disembarkation depending on the type of aircraft parking/stand. Buses and airbridges.

Passenger assistance equipment: services to PRM.

Aircraft cleaning service.

Supplying fuel to aircraft.

Aircraft catering services.

Other airport services.

Assistance for the aircraft start-up.

Different jobs at the airport.

1.7. Flight irregularities. Lost luggage. Air traffic documents: the planeticket.

Passenger rights.

Delayed flights.

Overbooked flights.

Flight cancellation.

Upgrading / Downgrading.

Incorrect passenger identification.

Lost and Found: lost luggage.

Air traffic documents: the plane ticket.

* SECTION 2: MARITIME AND RIVER TRANSPORT

2.1. The maritime and river transport and tourism. Offer.

Introduction to maritime and river transport and tourism.

Water transport types.

The scheduledliner services: most important lines &companies. Boat tickets. Port procedures.

The marine charter transport: nautical charter (yachting) and tourist cruises.

Types of tourist cruises: river and maritime.

Cruise industry analysis.

When did the first cruise ship set sail? A little history…

The success of cruises. Factors.

Cruise passenger profile: passenger profile.

Main cruise shipping companies.

Cruise routes and destinations.

Cruise ships: types. Parts of a ship.

Services aboard a cruise ship.

Advantages and disadvantages of cruise tourism.

Bookings, boarding procedures and concepts related to the passenger.

CLIA: Cruise Lines International Association.

* VISIT TO THE TRANSMEDITERRANEAN TERMINAL AND / OR TO A TOURIST CRUISE

2.2. The maritime and river transport and the tourism. Ports

Ports analysis and their infrastructure: parts of the port infrastructure. Main passenger ports.

The different jobs in a port.

* SECTION 3: RAILWAY TRANSPORT

3.1. Rail transport and tourism

Rail transport: introduction.

Railway companies and types of services.

Rail transport system: advantages and disadvantages.

Tourist trains.

High-speed trains: history, chronology, current situation, the AVE network.

Rail transport relations with travel agencies.

Other types of train travel: Interrail, Eurorail Pass, etc.

Combination of rail transport and other tourism services: the intermodal transportation.

* CLASS ACTIVITY: SPANISH TOURIST TRAINS
* GROUP ASSIGNMENT: ANALYSIS OF AN INTERNATIONAL TOURIST TRAIN
* SECTION 4: ROAD TRANSPORT

4.1. Road transport and tourism

Introduction to road transportation.

Road transport: advantages and disadvantages.

Road networks.

The vehicles: types and capacity of the coaches.

Regular and occasional services.

Road transport companies.

Classes of occasional services.

Relations with travel agencies.

Security regulation.

Itineraries planning regulation.

Passengers rights.

Combination of road transport and other tourism services: the intermodal transportation.

* SECTION 5: LOGISTICS AND TOURISM

5.1. Logistics and tourism

Introduction to logistics: definition and evolution.

Logistic system and subsystems.

The logistics of transportation.

Analysis of transport means and systems: air, sea and land (rail and road).

Modalities: unimodal or multimodal transport.

* SECTION 6: DISTRIBUTION AND TOURISM

6.1. Distribution and tourism

The tourist distribution and the e-commerce.

The tourist distribution: definition and evolution.

Main distribution channels / intermediaries.

* CLASS ACTIVITY: STUDY AND DISCUSS CURRENT TOURIST DISTRIBUTION CHANNELS

6. RECOMMENDED BIBLIOGRAPHY

The basic bibliography that is used for the study of this subject will be the following:

Suggested reading:

* Blasco, A. (2001): *Turismo y Transporte*. Madrid: Ed. Síntesis (Temes: B.1, B.2, B.3, B4)
* García Cebrián, R. y Lourdes Olmos Juárez (2011): *Estructura del mercado turístico*. Ed. Síntesis.
* -VV.AA. (2007): *Gestión de unidades de información y distribución turística*. Vigo. Ed. Ideaspropias.

Magazines / newsletters to subscribe in order to be up to date with the sector news:

* Agenttravel: <http://www.agenttravel.es/Transporte>
* Comunicatur: <http://www.comunicatur.info/es/transport/>
* Hosteltur: <http://www.hosteltur.com/transportes>
* Preferente: <http://www.preferente.com/noticias-de-transportes>
* Smarttravel news: <https://www.smarttravel.news/category/transporte/>
* Travel daily news\_ aviation: <https://www.traveldailynews.com/archive/news/aviation>
* Travel daily news\_ sea travel: <https://www.traveldailynews.com/archive/news/sea-travel>
* Travel daily news\_ ground transportation: <https://www.traveldailynews.com/archive/news/ground-transportation>
* Braking travel news\_aviation: <http://www.breakingtravelnews.com/news/category/airline/>
* Braking travel news\_cruise: <http://www.breakingtravelnews.com/news/category/cruise/>
* Travel Pulse\_airlines & airports: <https://www.travelpulse.com/news/airlines>
* Travel Pulse\_cruise: <https://www.travelpulse.com/news/cruise>

Books that the student should consult during the course:

* Castrosín, N., Álava, María J. (2002): *Descubrir las profesiones en la aeronáutica*. Madrid. Ed. Centro de documentación y publicaciones de AENA. (Temas: B2 y B3)
* Domingo, M. (2005): *El handling aeroportuario*, Madrid. Ed. Centro de documentación y publicaciones de AENA. (Temas: B2 y B3)
* Isidoro, A. (2004): *Servicios aeroportuarios*, Madrid. Ed. Fundación Aena. (Temas: B2 y B3)
* León, A., Romero, R. (2003): *Logística del transporte marítimo*: *Manual de procesos para la gestión logística en el transporte marítimo y el entorno portuario*. Barcelona. Ed. Marge Books. (Temas: B5)
* López, R. (2004): *Logística comercial*. Madrid. Ed.Thomson-Paraninfo (Temas: A1 y A2)
* Muñoz, A. (2005): *Logística y Turismo*. Madrid. Ediciones Díaz de Santos. (Temas: A1 y A2)
* Ruiz, J.A., Gaitan, J., Morato, J.L., (2005): *Logística comercial. Madrid*. Ed. McGrawn Hill. (Temes: A1 y A2)
* Ruiz, J.M., (2006): *Transporte por carretera*. Barcelona. Ed. Marge Books. (Temas: B6)
* Timón, A., Jesús, A. (2009): *Infraestructuras ferroviarias*. Valencia. Ed. Padilla (Temas: B5)
* Vila, C. (2004): *Logística de la carga aérea*. Barcelona. Ed. Marge Books. (Temas: B1-4)

7. TEACHING METHODOLOGY

The subject is presented in three different parts: means of transport, logistics management and distribution.

Master class sessions: lecturer’s presentation of the theoretical content of the program in a straight forward, systematic and organized way (students will find the main slides for each topic on the Virtual Campus). This methodology will be based on the students’ participation in class; the lecturer will consider their contributions, reflections and questions raised during the sessions. Throughout said classes, the student will carry out different activities, individually or in groups, in person in the classroom or virtually through the online Campus.

Several visits will also be undertaken to the different transport infrastructures, in order to learn more about the concepts studied in class and to analyse them from the tourist perspective.

The projectsthat the students carry out will be presented in class, in order to open comparative debates on the different projects.

INDIVIDUAL ACTIVITIES: 14 hours

AIR TRANSPORT

Analysis of an airport.

Timing: 1 h. of guided activity by the teacher + 9 h. of autonomous work.

LOGISTICS

Comparative search of different types of logistics management in tourism, by sectors: trip wholesaler, hotels, restaurants, etc.

Timing: 1 h. of guided activity by the teacher + 3 h. of autonomous work.

DISTRIBUTION

Single activities are not considered individually in this part of the subject.

GROUPS ACTIVITIES: 45 hours

AIR TRANSPORT AND TOURISM

Research of the different logistics and air transport companies worldwide. Analysis of the main airport infrastructures or shipping companies.

Timing: 1 h. of guided activity by the teacher + 4 h. of autonomous work in group.

Study of the different tourist products related to air transport.

Timing: 1 h. of guided activity by the teacher + 4 h. of autonomous work in group.

MARITIME / RIVER TRANSPORTATION AND TOURISM

Analysis of the different tourist products related to maritime and river transport.

Timing: 1 h. of guided activity by the teacher + 4 h. of autonomous work in group.

Creation of a new innovative product that does not currently exist in the market.

Timing: 1 h. of activity guided by the teacher + 4 h. of autonomous work in group.

RAILWAY TRANSPORTATION AND TOURISM

Analysis of the different tourist products related to rail transport.

Timing: 1 h. of activity guided by the teacher + 4 h. of autonomous work in group.

Analysis of relevant international tourist trains.

Timing: 1 h. of activity guided by the teacher + 4 h. of autonomous work in group.

TRANSPORT BY ROAD AND TOURISM

Analysis of the different tourist products related to road transport.

Timing: 1 h. of activity guided by the teacher + 4 h. of autonomous work in group.

LOGISTICS AND TOURISM

Creation of processes for different situations of management of services or tourist products.

Timing: 1 h. of activity guided by the teacher + 4 h. of autonomous work in group.

DISTRIBUTION AND TOURISM

Study of the different means of distribution of tourist products based on their classification.

Timing: 1 h. of activity guided by the teacher + 4 h. of autonomous work in group.

\* Project presentation via Virtual Campus.

**GROUP VISITS TO THE DIFFERENT TRANSPORT INFRASTRUCTURES (21 h.)**

* Visit to Barcelona airport - Timing: 4 + 3 hours
* Visit to the Trasmediterrànea terminal - Timing: 4 + 3 hours
* Visit to a tourist cruise ship and terminal - Timing: 4 + 3 hours

**TRAINING ACTIVITIES**

This section specifies the dedicated hours of the student in relation to the activities that will be developed in the subject. The hours are expressed both in absolute terms (hours) and in relative terms (credits)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TYPE** | **ACTIVITIES** | **HOURS** | **ECTS** | **LEARNING OUTCOMES** |
| Guided activities | Theoretical classes | 45 | 1,80 | CE3.4, CE3.8, CE3.9, CE13.1, CE13.2, CE13.9, CE14.2, CE14.5, |
|  |  |  |  | CE18.1, CE18.1.1, CE18.1.2 |
|  | Case study resolution | 15 | 0,60 | CE3.4, CE3.8, CE3.9, CE13.1, CE13.2, CE13.9, CE14.2, CE14.5, |
|  |  |  |  | CE18.1, CE18.1.1, CE18.1.2 |
| Supplier visits | Visits | 20 | 0,80 | CE3.4, CE3.8, CE3.9, CE13.1, CE13.2, CE13.9, CE14.2, CE14.5, |
|  |  |  |  | CE18.1, CE18.1.1, CE18.1.2 |
| Supervised activities | Tutoring | 20 | 0,80 | CE3.4, CE3.8, CE3.9, CE13.1, CE13.2, CE13.9, CE14.2, CE14.5, |
|  |  |  |  | CE18.1, CE18.1.1, CE18.1.2 |
| Individual activities | Assignments preparation | 25 | 1,00 | CE3.4, CE3.8, CE3.9, CE13.1, CE13.2, CE13.9, CE14.2, CE14.5, |
|  | Study | 25 | 1,00 | CE18.1, CE18.1.1, CE18.1.2 |

(1) The guided activities include problem solving, activities, practical cases or the project presentation.

(2) The tutorials include not only the consultations between the teacher and the student via e-mail but also the compulsory consultation of the evaluation documents that the professor will upload on the Virtual Campus throughout the semester.

(3) Individual activities correspond to the hours devoted to acquiring the theoretical knowledge of the subject (theory), as well as the hours assigned to practical work (guided activities) related to problemsolving, activities, practical cases or the execution of projects (information search, writing and presentation in public).

8. ASSESSMENT SYSTEMS

The evaluation of this subject is based on the following system:

a) The final exam, which will be **40% of the final grade** and which will include the theoretical subject covered in the lectures. The exam that has not obtained a minimum grade of 5 out of 10 will have to be repeated on the day of the final exam of the subject.

b) The submission of two projects proposed throughout the course and delivered within the deadline, which will be **40% of the final grade** (20% each project). A correct formal presentation and careful preparation will be valued.

c) The delivery of several class activities proposed throughout the course and delivered within the deadline, which will be worth **10% of the final grade** (5% each year).

d) Class attendance and supplier visits, with the delivery of a brief report about them (**10% of the final grade**).

**ASSESSMENT ACTIVITIES**

In order to pass the subject, a minimum score of 5 out of 10 is needed in each section detailed below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Title** | **Weight** | **Hours** | **ECTS** | **LEARNING OUTCOMES** |
| **Group activities** | 40% | 60 | 2,4 | CE3.4, CE3.8, CE13.9, CE13.1, CE13.2, CE13.9, CE14.2, CE14.5, CE18.1, CE18.1.1 y CE18.1.2 |
| **Class activities** | 10% | 23 | 0,92 | CE3.4, CE3.8, CE13.9, CE13.1, CE13.2, CE13.9, CE14.2, CE14.5, CE18.1, CE18.1.1 y CE18.1.2 |
| **Attendance and participation** | 5% | 45 | 1,8 | CE3.4, CE3.8, CE13.9, CE13.1, CE13.2, CE13.9, CE14.2, CE14.5, CE18.1, CE18.1.1 y CE18.1.2 |
| **Visits attendance** | 5% | 20 | 0,8 | CE3.4, CE3.8, CE13.9, CE13.1, CE13.2, CE13.9, CE14.2, CE14.5, CE18.1, CE18.1.1 y CE18.1.2 |
| **Final exam** | 40% | 2 | 0,08 | CE3.4, CE3.8, CE13.9, CE13.1, CE13.2, CE13.9, CE14.2, CE14.5, CE18.1, CE18.1.1 y CE18.1.2 |

In order to be able to calculate the average in the final grade, it is necessary to obtain at least 5 out of 10 in each of the parts being evaluated. The presentation of the final project and participation in all guided activities are a must to pass the subject.

THOSE REPEATING THE SUBJECT:

At the time redo exam is taken, those repeating this subjectwill have to have previously delivered all the projects proposed throughout the year in course of the subject, and passed all the guided activities via Virtual Campus.

REDO EXAM:

Students with a grade between 3.5 and 4.9 in the final exam will have the chance to retake the exam according  to  the calendar of  the academic activities, which is outlined in the students’ guide or on the school´s website. If these students pass the redo exam, their final grade will be 5.

9. PLANNING

|  |  |  |  |
| --- | --- | --- | --- |
| **WEEK** | **UNIT** | **METHOD** | **HOURS** |
| 1 | Air services and airlines | Master class sessions  | 3 |
| 2 | Air services and airlines | Master class sessions  | 3 |
| 3 | The airport and its facilities | Master class sessions (2)Practice sessions (1) | 3 |
| 4 | Air transport organizations, airport/airline codes and ICAO Phonetic Alphabet. Main airplane manufacturers and commercial aircrafts. Aeronautical vocabulary | Master class sessions  | 3 |
| 5 | Check-in and boarding process | Master class sessions  | 3 |
| 6 | Ground handling | Master class sessions  | 3 |
| 7 | Ground handling | Master class sessions  | 3 |
| 8 | Flight irregularities. Lost luggage. Air traffic documents: the plane ticket | Master class sessions (2)Practice sessions (1) | 3 |
| 9 | The maritime and river transport and the tourism. Offer | Master class sessions (2)Practice sessions (1) | 3 |
| 10 | The maritime and river transport and the tourism. Offer | Master class sessions (2)Practice sessions (1) | 3 |
| 11 | The maritime and river transport and the tourism. Ports | Master class sessions (2)Practice sessions (1) | 3 |
| 12 | The maritime and river transport and the tourism. Ports | Master class sessions  | 3 |
| 13 | Rail transport and tourismRoad transport and tourism | Master class sessions  | 3 |
| 14 | Logistics and tourismDistribution and tourismCourse Review - Kahoot | Master class sessions  | 3 |
| 15 | Evaluation - Final Exam - | Test to validate knowledge | 2 |

10. ENTREPRENEURSHIP AND INNOVATION

In order to foster an entrepreneurial spirit, students are provided with the necessary tools to analyse the possibilities that transport, logistics and distribution can give their business projects in the tourism world. In addition, the classroom and group activities consolidate the relationship between people with the need to contribute synergies in order to achieve agreed group objectives and then convert them into future business projects.

The subject provides the student with the real and current vision through the studies and the researches that will be carried out in the programmed activities. At the same time, the evaluation system has self-assessments and group assessment as a complement to the teacher's own assessment to involve the student at the level reached by the group and to train them in reflection techniques in the face of timely or unsatisfactory approaches, for the good of a business project, whether individual or group.

All the projects and other contributions of the students are made available to the whole class group, in order to share the resources created, as well as to ensure an authentic creation of information.