

**Tourist Transport and Distribution**

Code: 104959  
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

**Contact**

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**Use of Languages**

Principal working language: english (eng)  
Some groups entirely in English: Yes  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: Yes

**Prerequisites**

There are no prerequisites

**Objectives and Contextualisation**

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.

**Competences**

- Apply the concepts related to tourism products and businesses (economy and finance, human resources, commercial policy, markets, operations and strategy) in the different parts of the sector.
- Behave ethically and adapt to different intercultural contexts.
- Behave responsibly towards the environment.
- Define and apply objectives, strategies and commercial policies in tourism businesses and entities.
- Develop a capacity for independent learning.
- Display a customer service orientation.
- Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
- Manage human resources in tourism organisations.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Use communication techniques at all levels.

- Work in a team.

## Learning Outcomes

1. Apply the business concepts company related to tourism products and organisations in the different parts and activities of the sector.
2. Behave ethically and adapt to different intercultural contexts.
3. Behave responsibly towards the environment.
4. Develop a capacity for independent learning.
5. Display a customer service orientation.
6. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
7. Identify and apply quality certification systems as a business strategy.
8. Identify objectives and strategies of the different components of the tourism sector: travel agencies, tourist offices, organisation of conferences and other events, theme parks, etc.
9. Manage human resources in tourism organisations.
10. Propose creative alternative solutions to planning and management problems in departments, activities or services in new areas of the tourism sector and in special tourism entities and products.
11. Use communication techniques at all levels.
12. Work in a team.

## 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

#### 1. 2. The airport and its facilities

AENA and ENAIRE.

Landside area

Airside area

Hub airports

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

#### 1.4. Main airplane manufacturers, commercial aircrafts and 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 and Lost and Found.

Passenger rights.

Delayed flights.

Overbooked flights.

Flight cancellation.

Lost and Found: lost luggage.

## SECTION 2: MARITIME AND RIVER TRANSPORT

### 2.1. Maritime and river transport. Offer.

Introduction to maritime and river transport.

Water transportation types.

The scheduled liner services: most important lines & companies. Ferry tickets. Port procedures.

Water charter transport: yacht charter and tourist cruises.

Types of tourist cruises: river and ocean.

Cruise industry analysis.

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 the cruise industry.

Bookings, boarding procedures and concepts related to the passenger.

CLIA: Cruise Lines International Association.

## 2.2. Maritime and river transport. 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.

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

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

## 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.

Security regulation.

Passengers rights.

## 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.

## **Methodology**

The teaching method used is a combination of lectures, combined with a series of tutorials in small groups to work on different exercises and assignments that will be given to the students throughout the course.

## **Activities**

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical classes	45	1.8	1, 3, 2, 4, 9, 7, 8, 11, 10, 5, 6, 12
Type: Supervised			
Supervised activities and tutoring	20	0.8	1, 2, 4, 8, 11, 10, 6, 12
Type: Autonomous			
Assignments preparation	46	1.84	1, 3, 2, 4, 8, 11, 10, 6, 12
Study	35	1.4	12

## **Assessment**

### CONTINUOUS ASSESSMENT:

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 4 out of 10 will have to be repeated on the day of the final exam of the subject.

b) The submission of a final project proposed throughout the course and delivered within the deadline will be 40% of the final grade. This project must be presented in class within the agreed date. Important note: partial or total plagiarism will mean the non-accreditation of the entire subject.

c) The delivery of a portfolio that includes a weekly article about the type of transport being studied at that time (air, sea, rail, etc ..), as well as a brief summary of the article, using the student's own words. The portfolio must be delivered via Virtual Campus on the last day of class (validation exam date). This portfolio will be worth 10% of the final grade.

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

To pass the course students must get at least a grade of 5 out of 10 in the final grade.

### SINGLE ASSESSMENT:

Instead of continuous assessment, students have the option to choose single assessment as long as they can prove they are not able to attend classes because they are attending other classes, because the student working hours coincide with the class hours or because they are repeat students. Those must partake in the single assessment will have to inform the teacher by e-mail before the end of September and attach the appropriate document/s to justify the change.

Single assessment students will deliver the final project within the deadline and will take the final exam on the date and time scheduled according to the academic calendar posted in the official academic program of the school. The grade of the final project will be 50% and final exam will be the remaining 50% of the final grade. A minimum of 4 points will be required to pass the exam.

To pass the course students must get at least a grade of 5 out of 10 in the final grade.

### RETAKE 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 academic activities calendar, which is reported in the students' guide or on the school's website. If these students pass the retake exam, their final grade will be 5.

## **Assessment Activities**

Title	Weighting	Hours	ECTS	Learning Outcomes
Class attendance and participation	10%	0	0	1, 3, 2, 4, 8, 11, 10, 12
Final exam	40%	3	0.12	1, 4, 8, 11, 10
Final project presentation	40%	1	0.04	1, 3, 2, 4, 8, 11, 10, 5, 6, 12
Portfolio about transport articles	10%	0	0	1, 2, 4, 9, 7, 8, 11, 10, 6

## **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 (Temas: 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. McGraw Hill. (Temas: 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)