



Universitat de Lleida

DEGREE CURRICULUM  
**PASSENGER TRANSPORT  
CARRIERS**

Coordination: FERRER ROSELL, BERTA

Academic year 2020-21

## Subject's general information

<b>Subject name</b>	PASSENGER TRANSPORT CARRIERS			
<b>Code</b>	102637			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Business Administration and Management	4	OPTIONAL	Attendance-based
	Bachelor's Degree in Tourism	4	OPTIONAL	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	4.2		1.8
	<b>Number of groups</b>	1		1
<b>Coordination</b>	FERRER ROSELL, BERTA			
<b>Department</b>	BUSINESS ADMINISTRATION			
<b>Teaching load distribution between lectures and independent student work</b>	60% independent student work 40% lecturers			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	English			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
FERRER ROSELL, BERTA	berta.ferrer@udl.cat	6	

## Subject's extra information

The subject of Travellers transportation companies is a subject of the fourth course which is presented as a specialisation travellers transport companies, especially thinking and taking into account tourists' mobility (to the destination and within the destination). Transportation of passengers answers requirements increasingly demanding regarding quality, flexibility, reliability and security, to make people arrive (and their luggage) to a place at a specific moment. The decisions on transport are among the most important aspects in the field of the travellers' mobility and in relation to destinations and territories. Main means of transport will be treated (air and rail transportation), as well as their characteristics from different points of view, prospects and company functions (operational, economic-financial, marketing, and human resources, as well as, quality, ICT and environment). Content will also include public management perspective, which directly affects travellers transport companies.

There will be a conference, given by a manager of a representative transport institution in Catalonia, in order to catch and reflect the sector reality and to have a closer approach.

**The subject will be taught in English** and its use will be motivated both in and out the classroom, and so in oral and written communication. **The deliveries and presentations will have to be done in English.**

## Learning objectives

After successful completion of this subject, students will have to be able to:

- Identify the value and the importance of the concepts and models of management of the different means of transport and tourists' mobility
- Understand and evaluate the incidence intermodality has at the time of scheduling, organise and manage tourist destinations, as well as, develop skills to make appropriate decisions related to mobility management and its influence to destinations
- Understand how complex transport structures, systems and process build the different means of transport, and understand the nature by which transport is tied to tourism development
- Know and apply management, control variables and tools for travellers accessibility and mobility
- Coordinate in an appropriate and competitive way the different operational processes which are given traveller transport companies
- Develop skills to make decisions related to the different areas and functions of the companies
- Recognise and understand the structure and the organisation of the transport sectors (air, maritime and ground) and the role of airports, ports and stations in facilitating transport to travellers
- Analyse the key trends of transport sector, especially the air transport sector, and the importance of low cost airlines as a new business model
- Know and evaluate the role of public institutions with regards to transport companies, identifying interventional modes

## Competences

### General competences

- Capacity for analysis and synthesis
- Capacity for organisation and planning
- Capacity for teamwork and leadership

- Capacity for working and learning autonomously, and for interacting with other people by means of cooperation and collaboration
- Capacity for acting with rigour, making a personal commitment and upholding quality standards

## Specific competences

- Create and direct a business, which listens and responds to the changes of the environment in which it operates.
- Perform the roles related to the different functional areas of a business and institutions.
- Elaborate, interpret and audit the economical-financial information of entities and individuals, and provide them with assessment.
- To identify, manage and design strategies and management plans for tourist areas and destinations based on sustainability principles

## Strategic competences

- Command of oral and written communication
- Knowledge and command of English as a foreign language
- Command of IT

## Subject contents

### Unit 1. Introduction to transport and travellers' mobility

#### 1.1 Tourism and transport system

#### 1.2 Intermodality

### Unit 2. Area of operations

#### 2.1 Operations in air transportation

#### 2.2 Operations in rail transportation

### Unit 3. Area of economic and finance

#### 3.1 Revenue (Yield) Management in transportation

#### 3.2 Costs, productivity and economic analysis in air transportation

### Unit 4. Area of human resources

#### 4.1 Human resources planification in transport companies

#### 4.2 Recruitment, selection and training

### Unit 5. Area of marketing

#### 5.1. Marketing strategies in transport companies

#### 5.2 Loyalty programmes

#### 5.3 Alliances in air transportation

### Unit 6. Other relevant areas in transport companies management

#### 6.1 New technologies and trends in air transportation

#### 6.2 Quality in transport companies

#### 6.3 Security and safety

## Methodology

Combination of theoretical and practical classes with discussion of cases, exercises and articles. In the theoretical classes main concepts will be introduced. Practical classes, resolution of exercises, study of cases, readings of articles will allow applicability of theoretical concepts. This subject is based on student implication and expects students to contribute, debate, criticise, analyse and think about subjects treated in and out the classroom related to traveller's transportation.

A guest lecture/seminars is scheduled, given by a manager of a relevant transportation company in Catalonia. The objective of this activity is to approach the reality and to have a first-hand approach.

"Campus Virtual" will be the tool to communicate between teacher and student, thus, checking it regularly is essential. Assignments and activities will be delivered through Campus Virtual, in the required format and dates.

Continuous assessment is encouraged.

## Development plan

# PASSENGER TRANSPORT CARRIERS 2020-21

Week	Description	In-class activities	HTP (hours)	Autonomous work and activities	HTNP (hours)
1-2	Subject presentation Unit 1	Master class and class practices	7	Recommended readings Preparation of practice II	11
3-5	Unit 2	Master class and class practices	11	Recommended readings, exercises and cases Preparation of practices I (news portfolio) and practice II (prices)	16,5
6-8	Unit 3	Master class and class practices	10,5	Recommended readings, exercises and cases Preparation of practices I and II Study for evaluation I	16,5
9	Evaluation I		2		6
10-11	Unit 4	Master class and class practices	7	Recommended readings, exercises and cases Preparation of practices I and II	11
12-13	Unit 5	Master class and class practices	7	Recommended readings, exercises and cases Preparation of practices I and II	11
14-15	Unit 6	Master class and class practices	7	Recommended readings, exercises and cases Preparation of practices I and II Study for Evaluation II	11
17	Evaluation II		2		56
18	Practice II	Oral presentation	2		5,5

## Evaluation

Evaluation activities	%	Dates	I/G	Criteria and content
Evaluation I	22,5%	Week 9	I	Theory and Practice
Evaluation II	22,5%	Week 17	I	Theory and Practice
Practice I: elaboration of new's portfolio	10%	During the course (starting on week 4)	I	Capacity for analysis, synthesis and coherence Theoretical contents Command of written communication

Practice II: air companies price follow up	25%	During the course. Hand in and oral presentation week 18	G	Practical work and oral presentation Command of oral and written communication Teamwork and leadership Theory and practice
In-class activities: - Attendance and participation - Practices, exercises, cases, readings - Conference	20%	During the course	I/G	Teamwork and leadership, individual and autonomous Capacity for analysis, synthesis and coherence Theory and practice Command of oral and written communication

## Notes about evaluation

- To complete the subject, the average mark of the two evaluation tests (evaluation I and evaluation II) has to be equal or higher than 4/10, and the final subject mark has to be equal or higher than 5/10.
- The two evaluation tests are compulsory. Those students who do not take the two evaluations (I and II), and at least 70% of in-class activities, will obtain a "No presentat". Since the subject is based on continuous assessment, there are not recovery tests.
- An undone activity, or handed in late, will obtain a mark of 0/10, and there will not be the possibility to recover it. Any extension to hand the activities in will be given

## Alternative assessment

In the event that a student documentally proves that s/he is unable to attend scheduled activities of the continuous assessment (for paid work, second or subsequent tuition of the subject, family conciliation, etc.), s/he can opt for a single test of validation of competences and knowledge that will be conducted on the day and in the schedule established in the calendar of evaluation of the Degree for the final test of the ordinary evaluation (week 16-17). In this case, the evaluation will be based on a unique exam including all theoretical and practical contents worked on during the course, and the oral presentation of practice II.

The application for this assessment modality must be carried out before the fourth week (16th of October 2020) of class with documentary accreditation and, once done, it can not be modified.

On the website of the Faculty there is the document that students must complete and deliver to the professor responsible for the subject: <http://www.fdet.udl.cat/export/sites/Fdet/ca/.galleries/Documents/Secretaria-documents/Sollicitud-davaluacio-alternativa.pdf>

In accordance with art. 3.1 of the UdL evaluation regulations, the student can not use, in any case, during the evaluation tests, means not allowed or fraudulent mechanisms. The student who uses any fraudulent means related to the test and / or carry electronic devices not allowed, will have to abandon the test or the tests, and will be subject to the consequences provided in these regulations or in any other regulations of internal regime of theUdL.

## Bibliography

Duval, David Timothy (2007). Tourism and Transport. Modes, Networks and Flows. Channel View Publications.

Gerald N. Cook, Bruce Billig (2017) Airline Operations and Management: A Management Textbook. Roudledge

Peter J. Bruce, Yi Gao, John M. C. King (2017) Airline operations: a practical guide. Routledge

Vasigh, B., Fleming, K. & Tacker, T. (2008). Introduction to Air Transport Economics. Ashgate.

Doganis, Rigas (2006 ). The Airline business (2nd ed.). London [etc.]: Routledge.

Doganis, Rigas (2019) Flying off course: Airline Economics and Marketing (5th Edition). Routledge.

Gross, S., & Klemmer, L. (2014). Introduction to Tourism Transport. Boston: CABI International

International Civil Aviation Organization. Recuperat a <http://www.icao.int/Pages/default.aspx>

International Air Transport Association. Recuperat a <http://www.iata.org/Pages/default.aspx>

Instituto de Estudios Turísticos. Recuperat a [www.iet-tourspain.es](http://www.iet-tourspain.es)

Journal of Air Transport Management. Science Direct. Recuperat a <http://www.sciencedirect.com/science/journal/09696997>

Transportation Research Part A. Recuperat a <http://www.sciencedirect.com/science/journal/01912607>

Further references will be given during the course