



Universitat de Lleida

# DEGREE CURRICULUM

# **PASSENGER TRANSPORT CARRIERS**

Coordination: FERRER ROSELL, BERTA

Academic year 2022-23

# PASSENGER TRANSPORT CARRIERS 2022-23

## Subject's general information

Subject name	PASSENGER TRANSPORT CARRIERS			
Code	102637			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Business Administration and Management	4	OPTIONAL	Attendance-based
	Bachelor's Degree in Tourism	4	OPTIONAL	Attendance-based
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism	5	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	4.2		1.8
	Number of groups	1		1
Coordination	FERRER ROSELL, BERTA			
Department	BUSINESS ADMINISTRATION			
Teaching load distribution between lectures and independent student work	60% independent student work 40% lecturers			
Important information on data processing	Consult <a href="#">this link</a> for more information.			
Language	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.

**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

## Specific competences

- Create and direct a service-tourism 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.
- Apply instrumental techniques to analyse and solve business problems and for decision making
- Design tourism products and set objectives, strategies and commercial politics. Identify tourism products and evaluate their potential

## Strategic competences

- Command of oral and written communication

## 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

## Methodology

Combination of theoretical and practical classes with discussion of cases, exercises and specialized 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.

"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 2022-23

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 1	11
3-5	Unit 2	Master class and class practices	11	Recommended readings, exercises and cases Preparation of practices 1 and 2	16,5
6-8	Unit 3	Master class and class practices	10,5	Recommended readings, exercises and cases Preparation of practices 1 and 2 Study for evaluation 1	16,5
9	Evaluation 1		2		6
10-11	Unit 4	Master class and class practices	7	Recommended readings, exercises and cases Preparation of practices 2 and 3	11
12-14	Unit 5	Master class and class practices	7	Recommended readings, exercises and cases Preparation of practices 2 and 3	11
15	Unit 6	Master class and class practices	7	Recommended readings, exercises and cases Preparation of practices 2 and 3 Study for Evaluation 2	11
16-17	Evaluation 2		2		6
18	Practice 2	Submission and oral presentation	2		5,5

## Evaluation

Evaluation activities	%	Dates	I/G	Criteria and content
Evaluation I	20%	Week 9	I	Theory and Practice
Evaluation II	20%	Week 16-17	I	Theory and Practice

Practice 1: Units 1 and 2 (Intermodality and Operations)	15%	Submission week 8	G	Capacity for analysis, synthesis and coherence Theoretical contents Command of written communication
Practice 2: Unit 3 (air companies price follow up)	15%	During the course. Submission and oral presentation week 18	G	Practical work and oral presentation Command of oral and written communication Teamwork and leadership Theory and practice
Practice 3: Units 4 and 5 (HHRR and Marketing)	15%	Submission week 15	G	Capacity for analysis, synthesis and coherence Theoretical contents Command of written communication
In-class activities: - Attendance and participation - Practices, exercises, cases, readings	15%	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 final subject mark has to be equal or higher than 5/10.
- Those students who do not take the two evaluations (I and II), and at least 70% of in-class activities, will obtain a "No mark". 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, as well as the dossier of practices.

The application for this assessment modality must be carried out before the 6th week of the semester (21st of October 2022) 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 the UdL.

## 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. Routledge

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