



UNIVERSIDAD DE SONORA
Central Regional Unit
Economic Administrative Science Division
Accounting Department
BACHELOR OF TOURISM

Course: Logistics and Supply Chain

Ident:
(SCHOLAR)

Prerequisite : Technological tools for tourism marketing

Subsequent: Elective of the major core of Tourism Business (Business tourism, Tourism promotion, Logistics and supply chain, Management of investment portfolios, Cost control of tourist services)

Credits: 7

Mode: Semi attendance

Week Hours: 4 (3t y 1p)

Course Hours: 64

Teaching-learning mode: Theoretical-participating course

Service Department: Accounting

Formation core: Major

Specific competencies to develop:

Competency 1 – Management of resources and evaluation of tourism projects from an integral diagnosis.

Competency 5– Management of tourism organizations through business plan designing, management of operating systems of tourist services; leads organizations

Introduction:

A supply chain is directly or indirectly involved in the proper delivery of a product, satisfactory to the customer, including not only the manufacturer and the supplier but also transportation, storage and seller. In a company, the supply chain connects the entire organization, specially the supply of input for the production and distribution of the finished product.

The tourist industry has been growing faster recently; therefore, the development of logistics and an adequate supply chain in any enterprise is a priority need, because the correct procedure for the final delivery of a product may cause the satisfaction or disagreement of a great number of customers, and the company may increase its dividends or go bankrupt.

The key to success of many enterprises is found in the adequate management of logistics and a supply chain because it is the whole means and methods required for this enterprise to be managed adequately.

From the beginning of tourism, service has been known for providing a quality service to guarantee the satisfaction of customers so they will be back.

The first unit analyzes planning and introduction to logistics of tourism enterprises.

The second unit will examine the relations between customer service and logistics.

The third unit identifies the strategies of inventory, storage systems and location.

Last, the fourth unit analyzes the creation and sale of the final product.

Purpose:

This course is part of the major core; it may be given from the seventh semester and it is important for the course of study because it will provide the student with knowledge related to the supply chain of tourism.

General Objective:

To apply the concepts of the existing logistic chain which influence the tourism development of Local, State, National and International enterprises.

Specific Objectives:

- Create and develop a supply chain in order to place a product which benefits society in the market.
- Recognize the function and importance of tourism at all levels, both economic and social, in a certain location.
- Analyze the scope of tourism in the different social and economic environments with respect to a country.
- Create a supply chain from its raw material status to the sale of the final product.
- Recognize the specific needs of visitors in the different tourist destinations around the world, and generate proposals of tourist satisfaction products, provoking different emotions and feelings which encourage tourists to remain or consume a higher number of products.

Competency units:

Competency unit I – Introduction and Planning

- Business logistics and supply chains
- Logistic strategy and planning and the supply chain
- Basic logistic approaches and supply chain in studying tourism.
- Supply and demand of the tourism market

Competency unit II – Objectives of Customer Service and transportation strategies

- The logistics and supply chain product
- Types of tourist buyers
- Customer service in logistics and supply chain
- Transportation fundamentals and decisions
- Route logistics.

Competency unit III – Inventory and location strategies.

- Purchasing and supply Inventory and programming policies
- Inventory management
- Storage and management system
- Facility location decisions

Evaluation: general criteria for course accreditation:

Participation	20%
Oral presentation	30%
Summaries or Papers	30%
Exams	20%

Desirable academic qualifications of the course instructor:

Professional formation and/or degree in an equivalent area, teaching experience in these issues.
Verify the professor formation process requested by the Institution
Conduct an interdisciplinary approach.
Two year teaching experience

For the professor to be programmed and made responsible of teaching this course, he shall have full command of the topics described in the course description, in both English and Spanish.

Bibliography

Type (basic or supplementary)

Muñoz, A. (2013). <i>Logística y Turismo</i> . España: Ed. EDICIONES DIAZ DE SANTOS. ISBN 9788479787042	Basic
Ballou, R. (2004). <i>Logística. Administración de la cadena de suministros</i> . México. Editorial Pearson	Basic
Lacalle, G. (2013). <i>La función logística en la empresa</i> . Ed. Editex. ISBN 9788490038451	Supplementary
Rojas, M. (2011). <i>Logística Integral: una propuesta práctica para su negocio</i> . Colombia: Ed. Ediciones de la U. ISBN 9789588675435	Supplementary
Boullon, R. (2009). <i>Las actividades turísticas y recreacionales: el hombre como protagonista</i> . México. Editorial Trillas.	Supplementary
Cárdenas, T. (2008). <i>Comercialización del turismo: determinación y análisis de mercados</i> . México. Editorial Trillas.	Supplementary

Competency development

Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
Analysis of the main definitions of the topic.	1.a Business logistics and the supply chain Topic approach. Class discussion. Prepare an individual report.	5	Active participation. Printed report of readings.
WEEK 2			
Comprehension and development of terms	1.b Logistics and chain supply planning and strategy Topic approach. Class discussion. Prepare an individual report Team presentation	4	Active participation by students. Printed report of readings Oral presentation
WEEK 3			
Discovers and understands the relationship between the supply chain and tourism.	1.c Basic approaches of logistics and the supply chain in studying tourism. Individual research and team debate on the topic. Visit a tourism enterprise Prepare an individual report.	6	Active participation Printed report Visit monograph Group presentation
WEEK 4			
Develop the capacity to offer a tourism product. Know the different markets which have to be faced.	1.d Tourism market Supply and Demand Topic explanation. Class discussion. Prepare an individual report Individual presentation of a final product.	4	Active participation by students. Printed report of readings, taking into account form and contents. *Progress of research assigned.
	Topic evaluation	1	Evaluation of a mid-term written exam.
WEEK 5			

Comprehension and development of terms	2.a Logistics and supply chain product. Topic development Research Topic presentation.	5	Active participation Printed report of readings and research Oral presentation
WEEK 6			
Comprehension of a clear image of future buyers with whom there will be some kind of relationship.	2.b Tpes of tourism buyers Topic approach Field activity. (case). Oral presentation	5	Case results, Quality of the group discussion.
WEEK 7			
Create the vision of an established entrepreneur to create and develop new and improved concepts of tourist products.	2.c Customer service in logistics and supply chain. Topic approach Case solving Oral presentation.	5	Active participation by students. Case report. Team presentation of a case.
WEEK 8			
Develop the critical sense on the information to be researched.	2.d Transportation fundamental and decisions. Presentation of topic development. Field research. Prepare a report.	5	Written report. Group presentation. Topic discussion.
WEEK 9			
Develop the critical sense on the information to be researched.	2.e Route logistics. Rain of ideas on route logistics.	3	Written report. Group presentation. Topic discussion.
	Topic evaluation	1	Evaluation of a mid-term written exam.
WEEK 10			
Comprehension and development of terms	3.a Inventory and purchase and supply programming policies Topic development Topic research Oral presentation.	5	Active participation. Report. Presentation Quality
WEEK 11			
Prepare an exercise on inventory management through any system studied in class.	3.b Inventory management Topic development Topic research Practical exercises.	5	Active participation. Written report. Problem solving.
WEEK 12			
Comprehension and development of storage systems.	3.c Storage and management system Topic approach. Class discussion. Exercises on a storage system	5	Active participation by students Problem solving Written report
WEEK 13			
Comprehension of location terms.	3.d Decisions on facility location Topic approach. Class discussion Prepare an individual report.	4	Active participation. Group synthesis of class discussion.
WEEK 14			
Design and integrate a tourist logistics product.	Creation and sale of a Tourism product. Design of the presentation of the topic assigned, as teamwork	5	Product delivery "Research". Active participation. Class discussion.

	Design a tourism product, individually		
WEEK 15			
Design and integrate a tourist logistics product	Design of the presentation of the topic assigned, as teamwork Design a tourism product, individually	5	Product delivery "Research". Active participation. Class discussion.
WEEK 16			
Design the presentation of the information assigned, as team work. Design a tourism product, individually.	Submission of final papers, team or individually	3	Product delivery "Research". Active participation. Class discussion.