

Academic year	2016-17
Subject	20542 - Air Transport Economics
Group	Group 42, 2S, GTUR
Teaching guide	C
Language	English

Subject identification

Subject	20542 - Air Transport Economics
Credits	1.2 de presencials (30 hours) 4.8 de no presencials (120 hours) 6 de totals (150 hours).
Group	Group 42, 2S, GTUR (Campus Extens)
Teaching period	Second semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Francisco José Maturana Bis	19:30	20:30	Tuesday	03/10/2016	30/06/2017	db253. Només amb cita prèvia maturanabis@hotmail.com

Contextualisation

Do forget the aura of "glamour" that surrounds airlines and international travel! It is just business! In fact, it is not even good business. According to Richard Branson, it is the best way to become a millionaire...if you had started up being a billionaire!!

Air transport is an essential part of the tourism supply chain and, therefore, its study is paramount for tourism specialists. Many tourism destinations worldwide (especially island-destinations) would simply not exist if adequate air links were not available.

This introductory course deals with basic concepts regarding air transportation: history, evolution, industrial structure, costs, current trends and the relationship between airlines and other major tourism players, e.g., airports.

The course will follow a dual approach. On the one hand, descriptive lectures will aim at developing the key contents of this subject. On the other hand, public presentations carried out by the pupil will contribute to study more alternative issues regarding the airline sector and, occasionally, transport economics on the whole.

Requirements

Skills

Specific

- * To realize the need to reach an agreement among different stakeholders as a solution to complex problems in economic, tourism and transport situations To know the environmental impacts of tourism and transport and to compare them with alternative economic alternatives To understand the inherent relationship between transport, tourism and the environment, taking into account both synergies and conflicts..

Generic

- * To develop a synthetic and a knowledge integration capacity , especially in this area of study where infrastructure and service management are to be considered in a joint way and to have an innovative, prospective and proactive vision leading to the proposal of transport solutions.

Transversal

- * You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>.

Basic

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Content

Theme content

An Introduction to Transport. An Introduction to Transport

1. What is Transport
2. Main Features of Transport as a discipline
3. Transport and economic growth
4. Transport and the environment

Tourism and Air Transport. Tourism and Air Transport

1. Tourism and air transport
2. Synergies
3. Conflicts
4. The long way towards liberalisation
5. A case study.

Current trends in air transport. Current trends in air transport

1. Low Cost Carriers vs "Legitimate" carriers
2. Concentration

Airline Costs. Airline Costs

1. Cost structure

2. The importance of labour

Airports. Airports

1. The (obvious) relationship between airlines and airports

2. Airport costs and revenue models

3. Airport Management

4. Slot Allocation

The specific contents of the presentations may vary every year. Such contents are a basic part of this subject too and, therefore, they are an essential component of the syllabus.

Theme content

See above. See above

Teaching methodology

The methodology followed in this course will be based in the first place on traditional descriptive lessons, followed by a process of discussion and debate. The contents presented in this first part will be further developed and enriched by means of personal individual work which can take any of these forms: interpretation of academic papers, research into real-life transport situations the student is somehow involved in, and the completion of case studies and public presentations.

In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Explanation of contents	Large group (G)	Explanation of the basic contents of the subject, followed by group discussion of relevant issues.	30

At the beginning of the semester a schedule of the subject will be made available to students through the UIB digital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Individual self-study	Personal Interview	On the last session of the course, an individual oral interview will be held. The student may be asked about any topic of the syllabus and the presentations. Upon request, the interview may be recorded. The student will be allowed to bring in the equivalent of two A4 sheets of handwritten notes.	2

Modality	Name	Description	Hours
Individual self-study	Written examination	In the (unexpected) event that a student failed to successfully accomplish all the previous steps, a written examination will be offered. It will consist of between 5 and 10 questions to be developed and explained in detail.	0
Group or individual self-study	Case Studies	Analysis and research of case studies provided by the teaching staff during teaching hours.	18
Group or individual self-study	Group Presentations	Group presentation of projects and case studies , following guidelines and indications by the teaching staff.	100

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Two different itineraries have been designed

ITINERARY A. This is the basic general itinerary for all the students. As specified below, it is based on regular class attendance (over 80%), practical exercises, presentations and a final oral interview to be held on the last teaching sessions (2 DIN-A4 sheet of handwritten notes can be consulted by the student during the interview)

ITINERARY B. This path is strictly applicable to two kind of students

B1) Working students who are able to produce a work contract and a company's certificate stating that the student is working during the whole of this course teaching time.

B2) Students who failed the subject before.

Explanation of contents

Modality	Theory classes
Technique	Oral tests (non-retrievable)
Description	Explanation of the basic contents fo the subject, followed by group discussion of relevant issues.
Assessment criteria	
Final grade percentage:	10% for the training plan A
Final grade percentage:	0% for the training plan B

Personal Interview

Modality	Individual self-study
Technique	Oral tests (retrievable)
Description	On the last session of the course, an individual oral interview will be held. The student may be asked about any topic of the syllabus and the presentations. Upon request, the interview may be recorded. The student will be allowed to bring in the equivalent of two A4 sheets of handwritten notes.
Assessment criteria	All course contents and presentations included in the interview.

Final grade percentage: 40% for the training plan A

Final grade percentage: 0% for the training plan B

Written examination

Modality	Individual self-study
Technique	Extended-response, discursive examinations (non-retrievable)
Description	In the (unexpected) event that a student failed to successfully accomplish all the previous steps, a written examination will be offered. It will consist of between 5 and 10 questions to be developed and explained in detail.
Assessment criteria	All course contents and presentations included in the examination

Final grade percentage: 0% for the training plan A

Final grade percentage: 100% for the training plan B

Case Studies

Modality	Group or individual self-study
Technique	Extended-response, discursive examinations (non-retrievable)
Description	Analysis and research of case studies provided by the teaching staff during teaching hours.
Assessment criteria	

Final grade percentage: 10% for the training plan A

Final grade percentage: 0% for the training plan B

Group Presentations

Modality	Group or individual self-study
Technique	Oral tests (non-retrievable)
Description	Group presentation of projects and case studies , following guidelines and indications by the teaching staff.
Assessment criteria	

Final grade percentage: 40% for the training plan A

Final grade percentage: 0% for the training plan B

Resources, bibliography and additional documentation

Materials @ Campus Extens

Basic bibliography

Basic bibliography GENERAL TRANSPORTATION

De Rus, Ginés; Campos, Javier; Nombela, Gustavo (2003) Economía del transporte. Antoni Bosch editor.

Hensher, David A; Brewer, Ann M (2001) Transport: an Economics and Management Perspective. Oxford University Press.

Knowles, Richard editor (2008) Transport Geographies. Blackwell Publishing.

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Doganis, Rigas (2001) The Airline Business in the 21st century. Routledge

Doganis, Rigas (2002) Flying Off Course. Third Edition. Routledge

Shaw Stephen (2004) Airline Marketing and Management. Ashgate. Complementary bibliography

GENERAL TRANSPORTATION

Bamford, Colin G. (2006) Transport Economics 4th Edition. Heinemann.
 Bruton, Michael J (1992). Introduction to Transportation Planning. UCL Press
 Daughy, Andrew F (1985) Analytical Studies in Transport Economics. Cambridge University Press.
 De Rus, Ginés (2004). Análisis Coste-Beneficio. 2ª Edición Actualizada. Ariel
 De Rus, Ginés y Campos, Javier (2001) El sistema de transporte europeo. Ed Síntesis
 De Rus, Ginés et al (1999) Economía del Transporte. Papeles de Economía Española. Fundación de las cajas de ahorro confederadas.
 Henneberg, Jordi M et al (2002) Perspectives Territorials. Núm 1. Generalitat de Catalunya.
 Izquierdo, Rafael, editor (1994). Transportes. Un enfoque integral. Colegio de Ingenieros de caminos, canales y puertos. Servicio de publicaciones
 Ortúzar, J de D and Willumsen, L.G (1994) Modelling Transport. Second Edition. Wiley.
 Potrykowski, Marek and Taylor, Zbigniew (1984) Geografía del Transporte. Ariel Geografía.
 Riera, Pere (2000). Avaluació d'impacte ambiental. Rubes Ed.
 Seguí, Joana M i Petrus, Joana M (1991) Geografía de redes y sistemas de transporte. Ed. Síntesis.
 Seguí, Joana M i Martínez Reynés, M. Rosa (2004) Geografía de los transportes. Universitat de les Illes Balears.
 Zárate Martín, Antonio (2003). El espacio interior de la ciudad. Ed Síntesis

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Banfe, Charles F (1992) Airline Management. Prentice Hall
 Bel, Germà i Fageda, Xavier (2007) Aeroports i poder. Edicions 62
 Cassani, Barbara (2003) Go, an Airline Adventure. TimeWarner Books
 Creaton, Siobhán (2004) Ryanair. The Full Story of the Controversial Low-Cost Airline. Aurum Press.
 Doganis, Rigas (1991) Flying Off Course. Routledge
 Doganis, Rigas (1992) The Airport Business. Routledge.
 Doganis, Rigas (2006) The Airlines Business. Second Edition. Routledge
 Havers, Richard and Tiffney, Christopher (2007) Airline Confidential. Sutton Publishing
 Hoffer Gittell, Jody (2003) The Southwest Airlines Way. McGraw Hill
 Holloway, Stephen (2008). Straight and Level. Practical Airline Economics. Third Edition. Ashgate.
 Jackson, Robert (2001) Civil Aircraft. Grange Books.
 Jones, Lois (2005). Easyjet. The Story of Britain's Biggest Low-Cost Airline. Aurum Press.
 Kilduff Paul (2008). Ruinair. Collins
 Krask, Mitchell (1991) Competition and the Airline Industry. UMI Dissertation Services.
 Morell, Peter (1997) Airline Finance. Ashgate
 Petit Lavall, Mª Victoria (2000) Los acuerdos entre compañías aéreas en la normativa comunitaria liberalizadora del sector aéreo. Tirant Lo Blanch.
 Piga, Claudio, editor (2007) The Liberalisation of the European Civil Aviation Industry. Rivista di Politica Economica. SIPI
 Vila, Carlos (2004) Logística de la carga aérea. LogisBook
 World Tourism Organization (1994) Aviation and Tourism Policies. Balancing the Benefits. Routledge.