



BASICS OF TOURISM LOGISTICS

Credit Point	3 CP
Study course annotation	<p>The curriculum is aimed at forming students' competence for the practical implementation of logistics in tourism. Competence formation covers the application of complex systems of skills, methods, technology development and implementation policy to the principles of logistics management in modern tourism organization. The course program is closely related to the analysis of structural-economic processes that develop in modern tourism business;</p> <p>Expanding students' management and business horizons by learning scientific and popular periodicals about logistics operations management problems in the implementation of the modern tourism operation process. In this course, relevant attention is paid to the history of the development of logistics theory and the main foundations of management, practical implementation of logistics and organizational instrumentality in the tourism business. a special place is occupied by the research of logistics possibilities in the modern tourism business and the determination of the specific features and the necessity of implementing logistics in the modern tourism business sphere. Study methods: the course consists of lectures and seminars, consultations and at the end - a written test.</p>
Aim of the study course	<p>Provide the opportunity to receive competences for the practical implementation of logistics in the tourism business, which includes:</p> <ul style="list-style-type: none"> - formation of the logistics concept development mechanism for students in the implementation of tourism activities; - orientation of students towards the understanding of modern scientific management problems in the field of logistics and the peculiarities of its application in the execution of tourism contracts; possibilities of realization of tourism activity at the modern level, based on the application of logistics.
Tasks of the study course	<p>For the realization of this goal, for the acquisition of specific competence, the following tasks are solved for the students in the course delivery process:</p> <ul style="list-style-type: none"> - familiarization with the content of the course and the categorical apparatus; - application of the main methods and management tools in logistics operations; - formation of modern professional work skills for students in logistics organizations, systematic approach in basic tourism activity; - acquisition of practical skills in the development and formation of the strategy of the tourism business organization; - learning logistics management technology skills in real tourism business conditions; - expansion of students' management skills and horizons by learning popular scientific periodicals about the management problems of logistics operations in the implementation of the modern tourism activity process.
Study course results	<p>Knowledge</p> <ul style="list-style-type: none"> - freely manage logistics terminology and basic logistics concepts; - understanding of modern technologies, development of tourism business and its development logistics management system, evaluating them and applying tourism activities in practice
	<p>Abilities</p> <ul style="list-style-type: none"> - applying theoretical knowledge to the analysis of practical situations in tourism business logistics management and critically evaluating its results; - the ability to plan and forecast the company's effective operation according to the set goals, the



	<p>economic environment and the labor market situation.</p> <p>- the ability to organize the rational operation of the company according to the set goals</p> <p>Competences</p> <p>- evaluate and analyze the peculiarities of the Latvian tourism market, which influence the formation of the logistics operations management policy;</p> <p>- evaluate the results of the applied policy, the costs of implementation, the social and economic effect of the development of logistics management systems projects in the tourism business;</p> <p>- to apply in practice the principles of exhibition and implementation for optimal logistics solutions in tourism business.</p> <p>- analyze, systematize, synthesize and integrate the information necessary for the company's operation.</p> <p>- to understand the principles and techniques of production and service organization</p>
Study course plan:	
No.	Topics
1.	Evolution and concepts of logistics apparatus. Development stages of logistics. Expansion and definition of concepts (passenger, service). International terms and concepts. Expanding the availability of logistics fields. The concept of logistics. Determining the nature of the tourism logistics system.
2.	Determination of the logistics system and its components. Logistics system. Logistics system stage, chain, network. Logistics costs. Tasks to be solved by production logistics. Logistics concepts. Determination and calculation of the logistics service level indicator. Justification of the dependence of financial losses and costs on the level of service.
3.	Research and management of logistics objects. Material flows. Criteria for determining the quality of services in tourism. International standard. Service flow in tourism. Financial flow. Types of non-cash funds. Mutual settlements with securities. Information flows. International symbol designations and abbreviations. Computerization sphere systems "on line" and "off line". Classification of information flows. Organizational and functional structure of the logistics information system.
4.	Organization of logistics functioning in tourism. Fields of application of logistics in tourism. The need for logistics in tourism. A brief description of the spheres of application of logistics in tourism. Formation of tourism product. Tourism product promotion. Realization of the tourism product.
5.	Logistics objects, functions and tasks in tourism. Logistics management and control objects of tourism. Functions and tasks solved by logistics in tourism. Financial flow in tourism.
6.	Logistics in tourism activity planning and forecasting. The place of logistics in the strategic planning of tourism activities. Logistic place in the forecasting of tourism activity. Forecasting the financial activity of the tourism organization.
7.	Logistics methodology in tourism. Scientific basis of paradigms and logistics in tourism. Mathematical modeling and programming methods in tourism activity. Linear programming. Game theory. Mass service theory.
8.	Tourism business INTERNET informative and service services. Global (worldwide) computer network. Internet information and service services. Electronic mail. Internet telephony. (IP). Tele (video) conferences. Search service systems. Software complexes, applicable in tourism. Perspectives and trends in the implementation of tourism Web-sites and computerization technologies in tourism.



Form of final examination:	Differentiated assesment
Mandatory literature of the study course:	
1. Praude Valērijs. Loģistika. Teorija un prakse / Valērijs Praude. - 2. pārstrād. un papild. izd. - Rīga : Burtene, 2013. - 560 lpp.	
2. Apsalons Raitis. Loģistikas centru pārvaldība / Raitis Apsalons. - Rīga: Burtene, 2012. - 171 lpp.	
3. Spranemanis Nikolajs. Uzņēmējdarbības loģistikas pamati: monogrāfija / Nikolajs Spranemanis. - Rīga: Burtene, 2011. - 221 lpp.	
Study course supplementary literature:	
1. Кузнецов О.А. Логистика: логистическое управление в туризме : учеб, пособие / О.А. Кузнецов; Рос. междунар. акад. туризма. - М.: РИБ "Турист", 2006. -165 с.	
2. Новиков Д.Т. Логистика туристического предприятия : учеб, пособие - М.: Изд-во Рос. экон. акад., 2006. - 72 с.	
3. Гвозденко А.А. Логистика в туризме. - М.: Финансы и статистика, 2004. - 272 с.	
4. Акимова О. Системный подход к управлению процессом интеграции логистических потоков в туризме / О. Акимова, Т. Одинцова, А. Пахомова // РИСК: ресурсы, информация, снабжение, конкуренция. - 2008. - № 3; То же [Электронный ресурс]. - URL: http://www.risk-online.ru/archive/2008/3/	
5. Донской Д.В. Методы потокового управления рекреационным предприятием: инновационно-логистический подход // Культура народов Причерноморья. - Симферополь, 2009. - № 164. - С. 86-90; То же [Электронный ресурс]. - URL: http://www.nbu.gov.ua/Articles/KultNar/2009-164/pdf/knpl64_86-90.pdf	
6. Казачун Н.у. Логистика : учеб, пособие для вузов по специальности «Соц.- культур. сервис и туризм» / Н.у. Казачун, С.М. Хаирова. - Омск: Ом. гос. ин- т сервиса, 2003. - 243 с.	
7. Квартальное В. А. Деловая логистика: достижение больших прибылей [Электронный ресурс] // Стратегический менеджмент в туризме: современный опыт управления / В. А. Квартальное; Рос. междунар. акад. туризма. - М., 2000. - Ч. 7, гл. 4. - URL: http://www.mrcpk.tsure.ru/docs/liter/turism/turism8/Untitled/page040.html	
8. Одинцова Т.Н. Управление логистической системой турфирм // Современные тенденции развития теории и практики управления отечественными предприятиями : материалы II Всерос. науч.-практ. конф., Ставрополь, 14-18 нояб. 2008 г. / Сев.-Кавк. гос. техн. ун-т. - Ставрополь, 2008; То же [Электронный ресурс]. - URL: abiturient.ncstu.ru/Science/conf/past..pdf..download	
9. Чуваткин П.П. Куда направлен поток ?: логистическая модель туристской системы / П.П. Чуваткин, С.А. Косов // Рос. предпринимательство. - 2008. - № 5, вып. 2. - С. 178-184.	
10. Квартальное В. А. Туризм: Учебник. — М.: Финансы и статисти^ка, 2000.	
11. Логистика: Учебник / Под ред. Б.А. Аникина. — 2-е изд. — М.: Инфра-М, 2001.	
12. Антюфеев Г.В. Информационное обеспечение управления турист. Деятельности. - М.: Высшая школа, 2003.	
Periodicals and other sources of information:	
- Žurnālu angļu valodā no datu bāzes EBSCO saraksts http://search.ebscohost.com	
- un datu bāze SCOPUS http://www.scopus.com	
During the study process changes and additions to the program and the list of references are possible	