

**SOCIAL AND EDUCATIONAL
ENVIRONMENT**

SOME TOURISTIC ASPECTS OF LOGISTICS AND LOGISTIC EDUCATION AT CROSS-BORDER AREA

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Abstract: *The development of tourism requires the development of technical infrastructure, which is well-trained engineers, is required. Given that today's engineering practice – almost – inevitable in the procurement, production, transportation and information flow logistics a part to deal with the companies, but the tourism industry, so during their university studies, it is important that students become familiar with logistics bases of, and in some cases deeper and deeper knowledge to gain. In modern engineering education is increasingly regarded as a key qualification of this field. In this spirit, developing is an increasingly close co-operation with training range of the University of Szeged and the Politehnica University of Timisoara. The labor market is the development direction of this positive feedback has been repeatedly confirmed by the students during his career up. Given that universities are located near the Hungarian, Romanian and Serbian border – free movement of workers and tourists in terms of increasing the value of cross-border is knowledge – particularly with regard to the accession of Romania to the European Union. The study clearly showed that the phenomenon is symmetrical, so it is appropriate to both campuses – coordinated as far as possible – to teach the knowledge of logistics, including the tourism applications.*

Key words: *logistics, cross-border cooperation, higher education, university, tourism and logistics*

Introduction

In today's engineering practice – almost – inevitable in the procurement, production, transportation and information flow logistics a part to deal with businesses, so during their university studies, it is important that students familiarize themselves with the logistics basics, or in some cases a more thorough, deeper knowledge gain. In modern engineering education is increasingly regarded as key-qualification this field. In this spirit, develops training range of the Faculty of Engineering the University of Szeged and continue getting closer collaboration Romanian partner, the University 'Politehnica' in Timisoara. The labor market gives the development direction by this positive feedback has been repeatedly confirmed by the students' career up. Given that universities are located near the Romanian, Hungarian and Serbian border – free movement of workers – in terms of increasing

the value of cross-border knowledge becomes more and more important having been accession of Romania to the European Union.

The study pointed out that the phenomenon is symmetrical, so it is appropriate to both campuses – coordinated as far as possible – to teach the logistics knowledge, complete and connected with tourism knowledge. It is confirmed by the fact that developing double degree system it is possible some training. Both universities – and even the students are – the desirability of strengthening the practice-oriented training, in which is possible to carry out guided professional practice in the private sector, and the use of computer simulation programs may be added to the training. Because of the previously mentioned cross-border approach (Zsoter B. 2007; Michalko G. 2004) would be unfortunate part of the students' education (theory and practice), organized by the two partner institutions, but businesses achieved. Concrete ideas formulated in this regard also possible to pre-apprenticeship places to visit in Romania and Hungary. Education is an important direction of development may appear as cross-border tourism logistics system, as universities participating in the study, near the border of mutual interest to be found, and tourist point of view.

Examination of study programs

We examined how the two university-study-programs - the logistics related - subjects appear? The results are summarized Table 1 shows.

Not among the subjects – formerly taught in Szeged called Organization and Logistics in Tourism course that teaches the logistics of tourism context. Methodology is divided into three parts: theoretical curriculum in the form of lectures, workshops, under which students choose a tourist destination, it collected information from books and magazines, and the Internet.

And draw up a long weekend program, supported by the inspection of the facilities until they reach final destination (by train, bus, car, etc), accommodation options and potential – is expected to attract a selected target groups – program options for different sizes of groups or individual travelers. The course will really be complete if the students themselves completer program as a way to study, with photos, movies, and other useful information collected is documented. Then, it would be possible to prepare a poster or a manual compilation, which can provide useful assistance for travel agents.

The preliminary survey was made, which is visible by respondents – in this case were students – space approach of their own country's tourist destinations have appeared even if closer would have been of

interest location, but in the other country. (Figure 1) The frontiers only become legally easily cross between Hungary and Romania, mainly since accession to the European Community, the Schengen Treaty that makes it incredibly easy – presumably – in the near future, but in thinking even longer for the border situation, cross-border programs daily in order to become standard practice (Aubert A. 2007; Petho A. 2006; B. Papp L. 2005; Vamos Z. 2001).

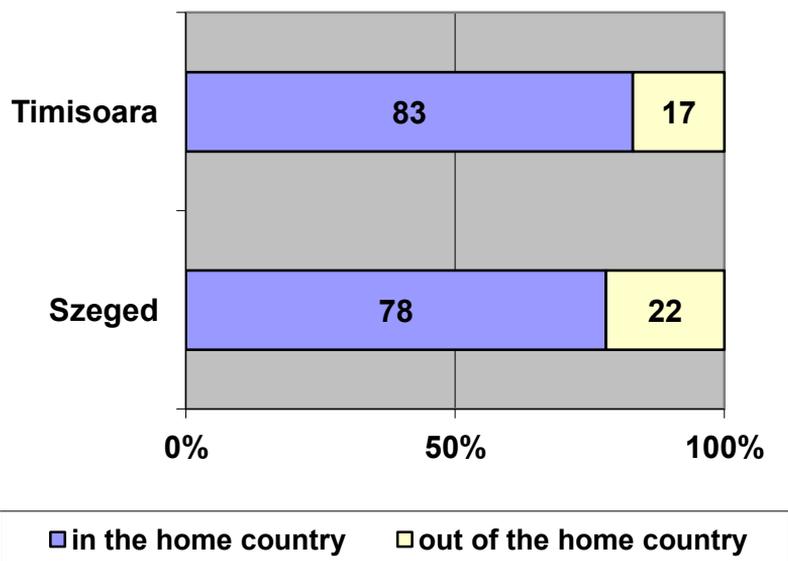
Table 1. Logistics related subjects in Szeged and Timisoara (BSc and MSc courses)

University of Szeged Faculty of Engineering	University 'Politehnica' of Timisoara Faculty of Management in Production and Transportation
<u>Managing engineering (BSc)</u> Production logistics (2+1 and 2+0) Forwarding (3+0) Product management (2+0) Production management (2+0) Transport management (2+0)	
<u>Food engineering (BSc)</u> Logistics (elective) 2+0 (lecture + practice)	
<u>Mechanical agriculture engineering (BSc)</u> Logistics and handling (2+0)	
<u>Information technology and management expertise in agricultural engineering (BSc)</u> Logistics and management (2+1)	
Mechanical engineering (BSc) Logistics and handling (2+1)	
<u>Managing engineering (MSc)</u> Aviation (2+0) In flight and on board services (2+0) Forwarding (2+0)	Master in Logistics (MSc) Logistics industrial and commercial (2+2) Mathematical modeling of material flows (2+1) Management of logistics systems (2+2) Eco-efficient logistic systems (2+2) Sustainable development applied logistic systems (2+1)
<u>Food engineering (MSc)</u> Logistics (elective)	
<u>Rural development engineering (MSc)</u> Logistics (elective)	

Source: collected by authors

It has been shown that English professional language skills in Hungary and Romania also need to be improved, but it can function as both countries have to deal with it. Of course, not everyone is able to teach in English; in this case it is necessary to translate Romanian and Hungarian. English language training for trainers is necessary also to keep up the common classes.

The trial lesson - for some students organized - workshop followed (Figure 2), which discuss the experiences made, based on which the proposals were formulated. It has been also claimed that e-learning as well as teaching material should be made to separate and available for correspondence and distance learning students are learning (+ consultation) can be successfully achievable.



Source: surveyed by authors

Figure 1. Named tourist destinations Szeged and Timisoara 200 km radius

Certificates for the hypothesis that although there are a number of trade, logistical, technological and organizational subjects appear in the curriculum, no access to this area of expertise is appropriate, also expected in the labor market attention, so graduates - typically - do not have the necessary knowledge or theoretical and practical skills.

Both campuses more Bachelor (BSc) and Master's degree programs (MSc) curriculum appropriate to integrate some kind of compulsory or optional subject, since the tourism and logistics are not found in the two university's offer, although they would need.



Source: made by a student of UT

Figure 2. Workshop

Conclusions

Among students a popular form of training is learning by doing. The tourism sector is a typical area where the expertise and knowledge of human harmony is needed since the task can be solved to provide the service when the customer - in this case the tourist - asks for something. The system consists of a coordinated logistics processes, people, goods, services, information and experience between the transport and place of origin to place of use. Moving touristic attraction is not all the cases possible to move. During the practical training for technical and logistical organization of industrial subjects, including tourist supplemented with content as well. Development of English language curriculum would be useful, having regard to the logistics and tourism-education all over the world popular and English is the language most used in it.

The students' new perceptions of shaping is necessary, as the 200 km scope asymmetry showed both Hungarian and Romanian side, the respondents only in their own country possibilities of thinking, although in cases where closer would have been tourist attractions in other country.

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In B2/2R/210 application of Campus Hungary Program was goal and motivation to examine logistic education at University of Timisoara and Szeged in engineering education and develop opportunities for higher quality of study programs.

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