

***Contribution of Urban transport and Logistics in creating time and place utility for customer
- Case : Urban Transport of University of Mostaganem***

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Abstract:

In order to be more economically efficient, the enterprise needs an integrated logistics network, because it has a major role in reviving the economy based on its potential through the processing of raw materials, information and human in the capacity of inputs through logistics processes. This paper aims to highlight transportation and logistics as important parties in creating the place and time utility of the consumer in response to their needs and desires by an analytic and descriptive analysis. The objective is to produce goods and services to satisfy the needs and desires of the consumer in a timely and appropriate place and at the lowest cost. We conclude that the most important components of the logistics network, as an economically, socially and environmentally essential bet, are the transport and logistics.

Keywords: Urban Transport, Logistics, Time utility, Place utility, Mostaganem

Jel Classification Codes: R41, L91, L97, N7.

1. INTRODUCTION

Logistics has become widespread throughout the world due to its increasing importance. It has become a pillar part of the majority of economic activities. The importance in this work is given to different conceptual research and a detailed literature review, in order to explain the main relationship between logistics and transportation, on the other hand the importance is also given to the effectiveness and efficiency of a company through utility (place and time). The future development of intermodal transport will be influenced by logistics, in addition to opportunities and challenges. Service requirements are the major challenge to intermodal transport (Hai Lu & Yirong Su, p39). Logistics operations have an important impact on the economy, natural resources and the environment (JIALI FU, 2017, p4).

So how do Logistics and Urban Transport enhance the place and time utility for customer ?

Also, this study will contribute to the existing body of knowledge by shedding light on the potential implications, opportunities, and challenges associated with the utilization of logistics in urban transports.

Ultimately, the findings from this research will have practical implications for organizations, offering guidance on how to effectively managing logistics and transport to enhance firm's performance through an analysis methodology including the major variables in this research.

2. Logistics :

2-1- Definitions :

"Logistics is the process of strategically managing the procurement, movement and storage of materials, parts and finished inventory (and the related information flows)" (M. Christopher, 2016, p2) "through the organization and its marketing channels in such a way that current and future profitability are maximised through the cost-effective fulfilment of orders" (V. Grigorjev & M. Hogström, 2003, p1).

According to The American Council of Logistics Management, "Logistics is the process of planning, implementing and controlling the efficient, cost effective flow and storage of raw materials, in process inventory, finished goods and related information from inputs to outputs in order to achieve customer's needs."

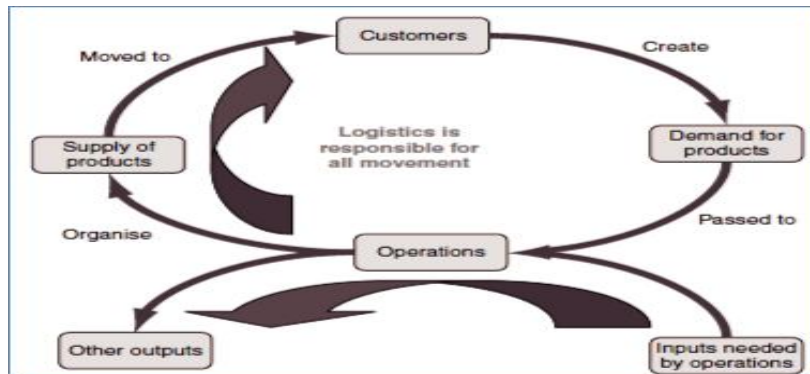
Philip Kotler defines logistics as "Planning, implementing, and controlling the physical flows of materials and finished goods from point of origin (inputs) to point of use (outputs) to meet the customers needs at a profit." (S. Kendra, 2017, p3)

Logistics has become widespread in the world of business and trade to a degree that reflects its effective and important role in the transfer of goods and services from suppliers to institutions and then to the consumer through manufactured products.

Today logistics has acquired a wider meaning and is used in business based on the movement of finished goods to the consumers (S. Kendra, 2017, p2)

Logistics requirements to be predicted include customer demand, raw material prices, labour costs and lead times (G. Ghiani, 2004, p25)

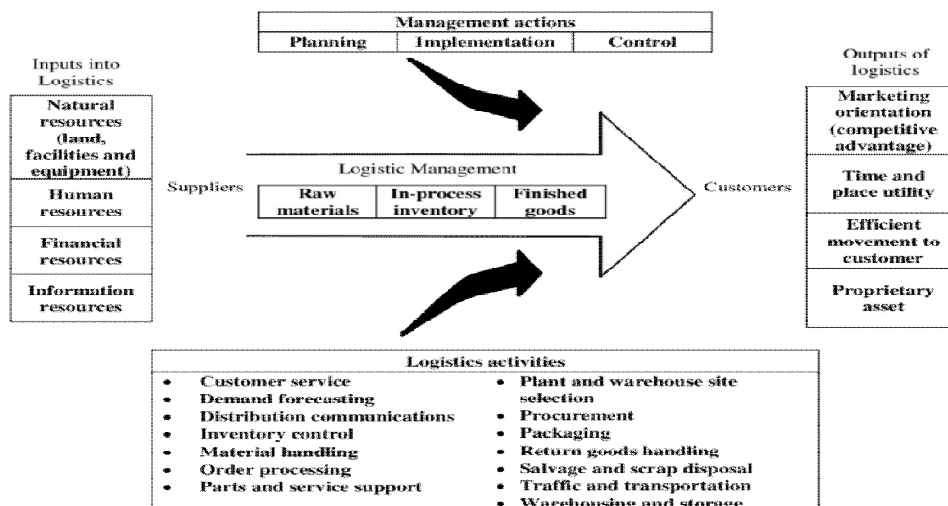
Figure01 : The role of logistics (supply and demand products)



Source : Veselin DRASKOVIC et al (2016), Management and Logistics, Selected topics, p58, Czestochowa – Celje – Osijek – Kotor 201, in <https://www.pdfdrive.com/logistics-management-and-strategy-d18720479.html>

Logistics is responsible for all movement. Its role is to offer goods and services to the right consumer with the right price, at the right place, at the right time. (G. Ghiani, 2004, p1).

Figure02: Components of logistics management



Source : Douglas M. Lambert, James R. Stock (1998), Lisa M. Ellram, Fundamentals of Logistics Management, p5, McGraw Hill Higher Education, in <https://www.pdfdrive.com/fundamentals-of-logistics-management-d187689944.html>

2-2- The functional areas of logistics :

Martin Christopher determined "Logistics Mix" as functional areas of logistics. These main areas are as follows: (S. Kendra, 2017, p7-8)

- ✓ Information Flow
- ✓ Warehousing
- ✓ Inventory Control
- ✓ Packaging
- ✓ Transportation

Logistics has to provide the right quantities of goods and services most efficiently at the right

place in the right order within the right time (T. Gudehus and H. Kotzab, p3). This leads to the task of operative logistics or the four rights of logistics (4R):

Logistics activities are incorporated in organizations mainly to improve the entire supply chain practices (T. D. Nuahn, 2017, p12).

These logistics activities are as follows: (Lambert, et al.1998; Stock & Lambert, 2001).

- ✓ Customer service,
- ✓ Traffic and transportation,
- ✓ Warehousing and storage,
- ✓ Plant and warehouse site selection,
- ✓ Inventory management,
- ✓ Order processing,
- ✓ Logistics communications,
- ✓ Procurement,
- ✓ Materials handling,
- ✓ Packaging,
- ✓ Demand forecasting,
- ✓ Parts and service support,
- ✓ Salvage and scrap disposal Reverse,
- ✓ Return goods handling logistics

3. Logistics and its economic utility :

Logistics aims to reduce the gap between the supplier and the consumer in an effective way focusing on information gaps, time gaps, space gaps, quantity gaps, and variety gaps, (Veselin DRASKOVIC et all, 2016, p57)

The whole purpose of logistics and supply chain management regarding with economic utility is to provide customers with the level and quality of service that they require and to do so at less cost to the total supply chain (Martin Christopher, 2016, p43)

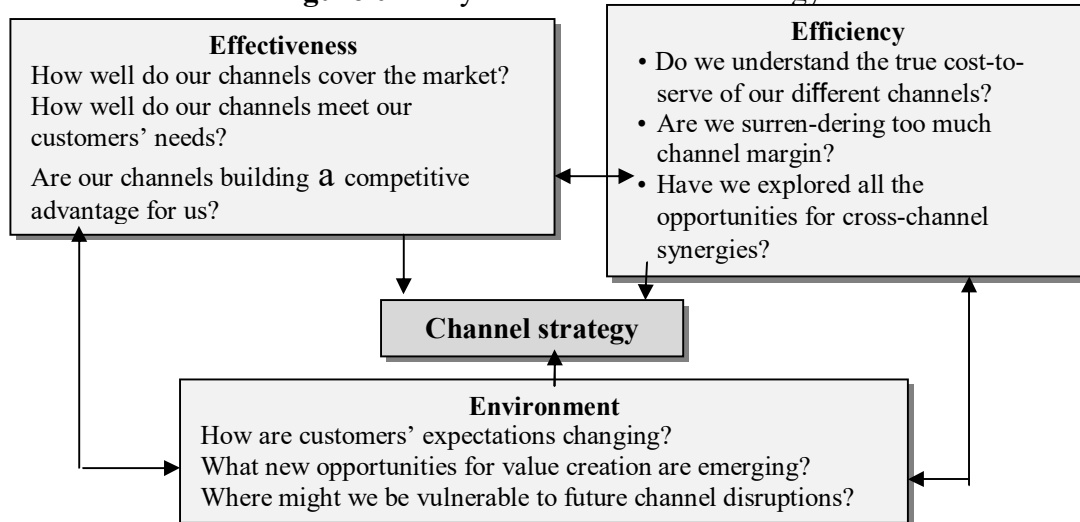
Figure03 : Logistics and economic utility

Possession utility	➤ Recognize the firm's distinctive capabilities ➤ Identify and evaluate customer ➤ Understand supply chain imperatives ➤ Define customers' success factors ➤ Communicate success factors throughout the firm ➤ Select customer of choice ➤ Build relationships based on profitable customer takeaway
Form Utility	➤ Balance market pull and technology push pressures in developing distinctive capabilities ➤ Focus on selected capabilities and respective processes ➤ Convert raw materials and component inputs into finished product/service package
Time Utility	➤ Make products and services available to customers when they want them
Place Utility	➤ Make products and services available where customers want them

Source :Veselin DRASKOVIC et all (2016), p60, Op Cit.

The channel strategy is based on effectiveness, efficiency and environment (see figure 04).

Figure 04: Key issues for channel strategy

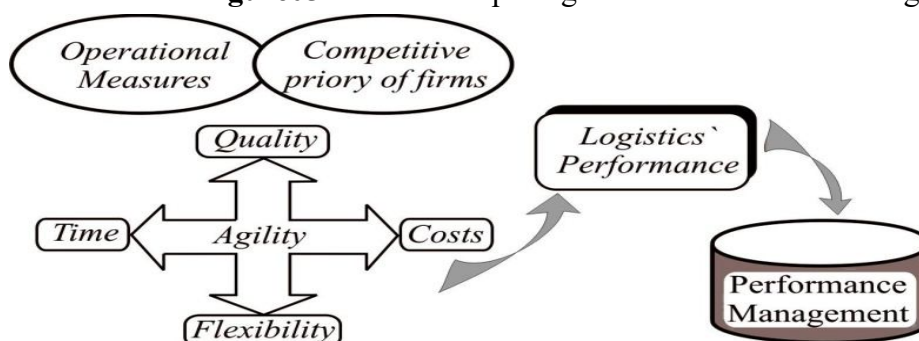


Source : Martin Christopher (2016), Logistics & Supply Chain Management, p63, 5 Edition, Pearson, Education Limited, United Kingdom, in <https://www.pdfdrive.com/logistics-and-supply-chain-management-d187685373.html>.

Logistics strategy is the set of guiding principles, driving forces and ingrained attitudes that help to coordinate goals, plans and policies, and which are reinforced through conscious and subconscious behaviour within and between partners across a network. (A. H. Remko vanHoe, 2008, p26).

The channel strategy of any organization should focus on the three critical dimensions (effectiveness, efficiency and changes in the business environment).

Figure05 : Relationship: Logistics /Performance Management



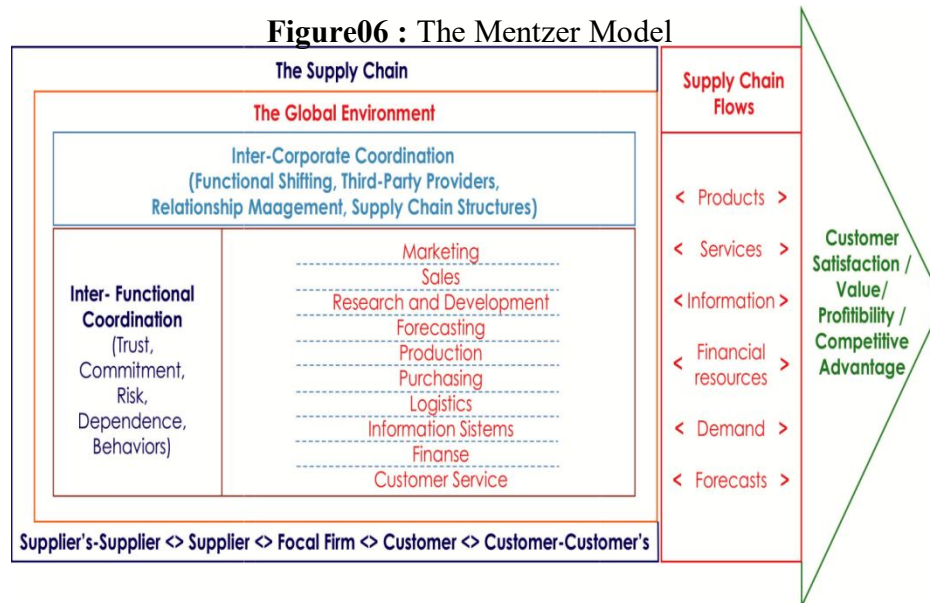
Source : Veselin DRASKOVIC et al (2016), Management and Logistics, p189, Op Cit.

The logistic system has to fulfill the

two primary objectives of customer service and cost while striking a balance between them (S. Kendra, 2017, p14). Logistics is one of the major expenditures for businesses, thereby affecting and being affected by other economic activities. (T. D. Nuahn, 2017, p12).

Logistics and supply chain management can provide a multitude of ways to increase efficiency and productivity and hence contribute significantly to reduced unit costs (M. Christopher, 2016, p11).

It is apparent that more and more companies are seeking to improve their offer through service enhancement. Done properly, building a strong service capability is a powerful basis for competitive advantage (see figure 06).



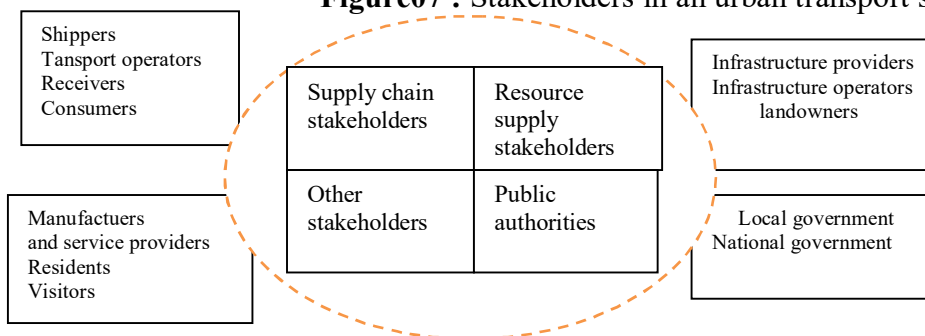
Source : Veselin DRASKOVIC et all (2016), Management and Logistics, p118, Op Cit.

A supply chain is a complex logistics system in which raw materials are converted into finished products and then distributed to the final users (consumers or companies) (G. Ghiani, 2004, p3).

4. Transport and logistics :

Today, transport itself is regarded as one of the major components of distribution and logistics (D. TOPOLŠEK et all. 2018, p1196). Transportation is the linkage activity in logistics and an important component that must be managed effectively.

Figure07 : Stakeholders in an urban transport system

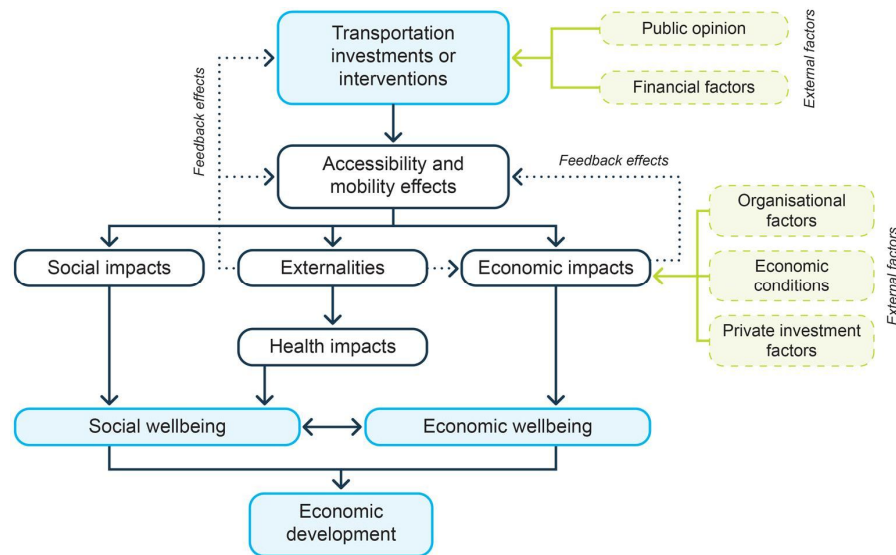


Source : Oliver Horvath & Tommy Wu (2017), Back to the Water?, Commercial Feasibility of Urban Waterway Transportation in Gothenburg, p7, Logistics and Transport Management Graduate School, University of Gothenburg, in https://closer.lindholmen.se/sites/default/files/content/resource/files/masterthesis-oliverhorvath-tommywu_0.p

Transportation is the most fundamental and important component of logistics (S. Kendra, 2017, p10). It creates place utility by transferring goods and persons from place to place.

The principal role of transport is to provide or improve access to different locations for individuals and businesses. Transport thus facilitates a wider range of social and economic interactions than would otherwise be possible. (New Zealand Government, 2016, p3).

Figure08 : Transport and economic development, key connections within logistics



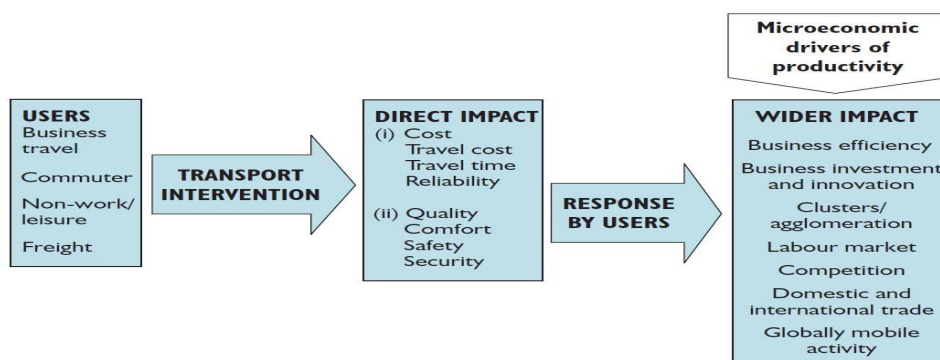
Source : Summary report : Contribution of transport to economic development, Economic development and transport project, March 2016, New Zealand Government, Ministry of transport, p5, in <https://www.transport.govt.nz/assets/Uploads/Our-Work/Documents/4886c08ee6/edt-contribution-of-transport-lit-review.pdf>

The objective of transportation logistics, one component of integrated logistics management, is to compress time along the whole supply chain” (Darja TOPOLŠEK et all, 2018, p1199) “... with the transport logistics goal of providing the required material to the right place at the right time as inexpensively as possible...”(Darja TOPOLŠEK et all, 2018, p1198).

Transport provides people with access to workplaces, schools and shops. It connects them to social, community for personal and leisure activities. (New Zealand Government, 2016, p4)

Transportation helps shape an nation’s economic health and quality of life with direct and wider impact (see figure 09).

Figure09: Links between transport and economic performance

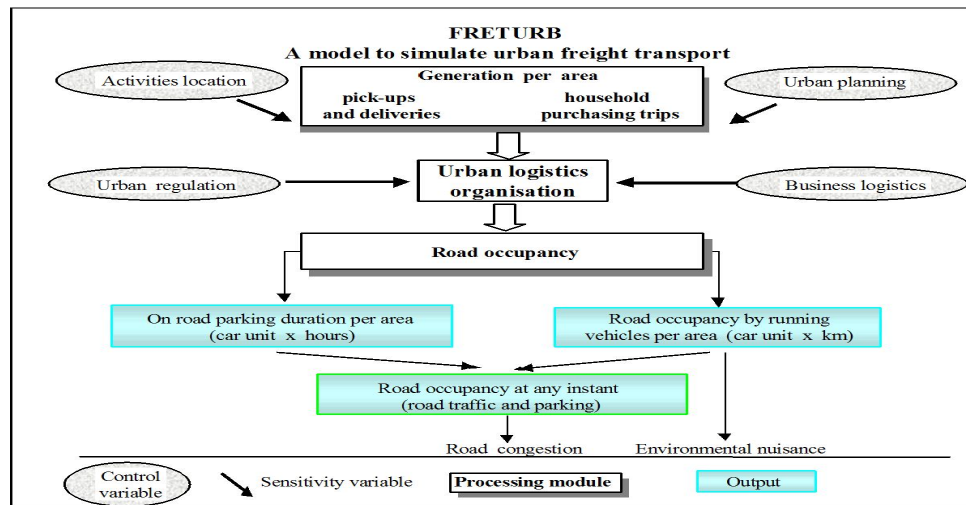


Source : Summary report : Contribution of transport to economic development,, p13, Op Cit.

It influences patterns of growth and economic activity by providing access to land (Bangkok, 2014, p8); also the transportation system provides for the mobility of people and goods.

Transportation plays a connective role of both service delivery and customer satisfaction. (T. D. Nuahn, 2017, p12).

Figure 10: A model: urban transport and logistics



Source : Adopted from C. Ambrosini, J. González-Feliu, Florence Toilier, A design methodology for scenario-analysis in urban freight modeling, Figures and tables in <https://www.semanticscholar.org/paper/A-design-methodology-for-scenario-analysis-in-urban-Ambrosini-Gonz>

A good transportation system can increase efficiency and reduced operational costs. (H.Göransson and H. SandénGustafsson, pII). for this reason, managing transport operations must take in consideration different aspects of the logistics chain which is the heart of the entire service enterprise. (Bangkok, 2014, p21).

5.Case of University Transport in Mostaganem 2020/2021

5-1- The university transport mechanism :

5-1-1- Legal ownership of buses:

The University Transport Service is legally owned by the private and is not available at the University Services Department of the State of Mostaganem, and is obtained by means of a tender in the newspapers at the beginning of each year.

5-1-2- Safety and Security conditions:

As the transportation is a private vehicle, safety and safety requirements must be met for students who use it to move from residence to university institutes, drivers must meet the conditions that qualify them for the campus bus. Be subject to periodic technical monitoring (frames, brakes, mechanical disorders, lighting.... Etc.).

5-1-3- Traffic control:

The University Transport monitors are appointed by the Department of Transport for all accommodation through the course of which the University Transport will monitor the course from university stays to university institutes, and will organize it in terms of the students' ascent and stay, attendance and absence of buses

5-1-4- Cost of University Transport:

Transport plays an important role in bringing student to institutions and university stays closer and linking them to different points of the urban sphere and the Algerian state covers the

largest part of these costs, with its budget being... It gives the private operators in this field a daily 6.500DA.

5-2- A scheme for the distribution of university transport :

The distribution of university transportation lines between university and higher education institutions from the functions of the Directorate of University Services, to ensure that the proper functioning of the transport network is at its disposal, as is the required directions, the number of resident students and the allocation, where the university transport is guaranteed by 24 lines.

5-2-1- Urban University Transport:

There are 24 urban university transport lines supported by 85 medium bus vehicles with a capacity of 100 passengers, operating according to specific patrols that take off from different university districts toward higher education institutions, from 7:00 a.m. to 18:00 p.m. this is all day of the week, except Friday, and for all university stays. The number of turns is not specified for each bus and the average cycle is about cycles per day, waiting for the bus to fill in stops for 15 minutes.

5-2-2- The university transport lines

They are distributed between the higher education and institutions as follows:

5-2-2-1- A university residence El majdoub for males:

This residence has 14 buses and 04 lines for the transfer of students to the following higher education institutions:

Table 01 : Residence El majdoub for males

	14 buses	directions
1 st line	04	Faculty of Law and political Science, Salamander.
2 nd line	03	The Faculty of Languages and Arts (ITA) downtown. Faculty of Natural Science and Life.
3 rd line	03	Faculty of Social Sciences. Faculty of Economics, Business and Management Sciences. Institute of physical and sports education.
4 th line	04	Institute of Public Works. Faculty of Technology Science. Faculty of Microscience and Automation Media.

Source : University of Mostaganem

5-2-2-2- University residence of Boissa Mohamed for females :

This residence has 15 buses and 04 lines for the transfer of students to the following higher education institutions :

Table 02: Residence of Boissa Mohamed for females

	15 buses	directions
1 st line	04	Faculty of Law and political Science, Salamander.
2 nd line	04	The Faculty of Languages and Arts (ITA) downtown. Faculty of Natural Science and Life.
3 rd line	04	Faculty of Social Sciences. Faculty of Economics, Business and Management Sciences. Institute of physical and sports education.
4 th line	03	Faculty of Microscience and Automation Media.

Source : University of Mostaganem

5-2-2-3- Ben Yahya Belkassam, a university residence for males

This includes 15 buses and 04 lines for transporting students to the following higher education institutions:

Table 03: Residence B. Y. Belkacem for males

	15 buses	directions
1 st line	04	Faculty of Social Sciences. Faculty of Economic, Trade and Management Sciences. Institute of physical and Sports Education
2 nd line	04	Public Works Institute. Faculty of Microscience and Automation Media. Faculty of Science and Technology.
3 rd line	03	Faculty of Law and political Science, Salamander.
4 th line	04	Faculty of Languages and Arts. Faculty of Natural Science and Life.

Source : University of Mostaganem

5-2-2-4- Chemmouma University residence of females:

This residence has 13 buses and 04 lines for the transfer of students to the following higher education institutions:

Table 04 : Chemmouma Residence of females

	13 buses	directions
1 st line	02	Faculty of Law and political Science, Salamander.
2 nd line	05	Faculty of Languages and Arts. Faculty of Natural Science and Life. Faculty of Medical Sciences. The preparatory school for natural science and life
3 rd line	04	Faculty of Social Sciences. Faculty of Economic, Trade and Management Sciences. Institute of physical and Sports Education. Public Works Institute.
4 th line	02	Faculty of Science and Technology

Source : University of Mostaganem

5-2-2-5- ITA Female University Residence:

This residence has 16 buses and 04 lines for the transfer of students to the following higher educational institutions:

Table 05 : ITA Female University Residence

	16 buses	directions
1 st line	03	Faculty of Law and political Science, Salamander.
2 nd line	05	Faculty of Languages and Arts. Faculty of Natural Science and Life. Higher School of teachers.
3 rd line	06	Faculty of Social Sciences. Faculty of Economic, Trade and Management Sciences. Institute of physical and Sports Education. Public Works Institute.
4 th line	02	Faculty of Microscience and Automation Media. Faculty of Science and Technology.

Source : University of Mostaganem

5-2-2-6- Belarbi university residence for females kharrouba:

This residence has 06 buses and 03 lines for the transfer of students to the following higher education institutions:

Table 06 : Belarbi university residence for females kharrouba

	06 buses	directions
1 st line	01	Faculty of Law and political Science, Salamander.
2 nd line	02	Faculty of Languages and Arts. Faculty of Natural Science and Life.
3 rd line	03	Faculty of Microscience and Automation Media. Faculty of Science and Technology.

Source : University of Mostaganem

5-2-2-7- University residence for medicine for male:

This residence contains 06bus for students heading to the following higher education institutions:

Table 07 : University residence for medicine for male

	06 buses	Directions
1 line	06	Institute of Public Works. Faculty of Science and Technology. Faculty of Natural Science and Life. Preparatory School for Natural Science and Life

Source : University of Mostaganem

6- University transport analysis study:

The survey methodology was adopted by identifying the study population and sample, determining its performance to ensure its reliability, describing the characteristics of the study sample terms, and also determining the statistical treatment methods used to mislead the study data. The survey was distributed to 100 students male, and 100 university students female, whether or not they are residents of university transport, to determine the level of organization and satisfaction of the students receiving this service based on place and time utility.

6-1- Analyze the data of the first axis :

Includes the sample personal data from the questionnaire, which are gender and residence.

Figure 11: Distribution of the study sample

According to the gender variable.

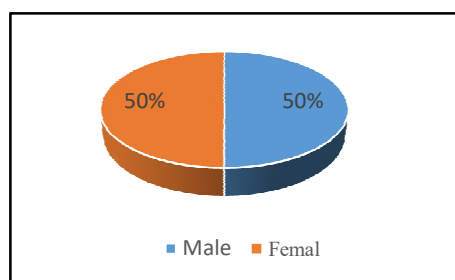
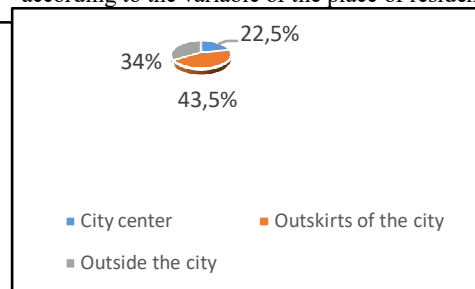


Figure12 : Distribution of the study sample

according to the variable of the place of residence

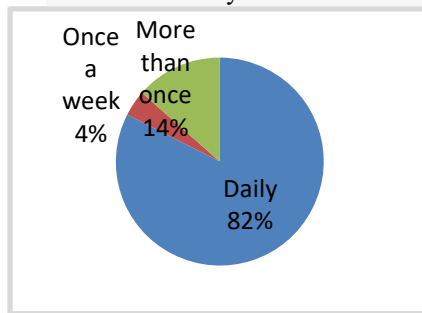
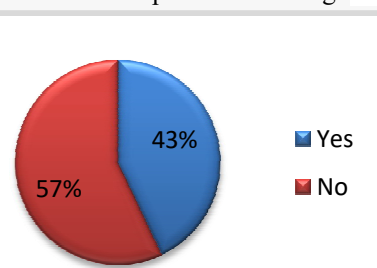


Source : by researchers through questionnaire

The survey was also distributed in a way that considered both categories more likely to university transportation. The number of residents outside the urban center is 34%, the student in the city's suburbs is 43.5%, and the students in the city center are 22.5%. The largest percentage is students on the outskirts of the city because they are more used to transport university and to distribute the geographical distribution of university stays across the state. The percentage comes outside the city where the others are considered and used to transport the university, and those in the city center have less alternatives.

5-3- Analyze the data of the second axis :

6-2-1-Number of university bus uses / Number of buses - enough:

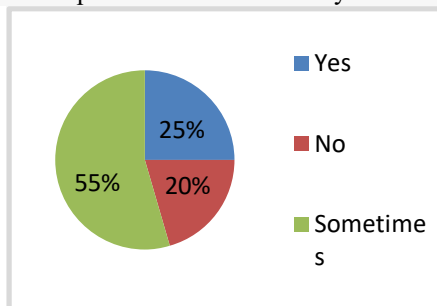
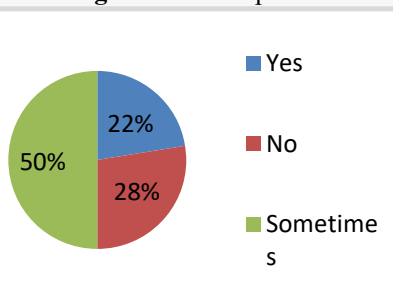
Figure 13: The use of university transportation by students**Figure 14:** The use of university transportation - enough

Source : by researchers through questionnaire

The daily use of university transportation by students is estimated at 82.5% for study alone, more indicative of the mobility of university transportation, its importance in the student's life, and the need to organize and invest in it.

The survey found that the average of 57% of the total number of university buses answered (no) for reasons of non-use (overcrowding, lack of respect for time, length of waiting), while (yes) was 43%, i.e. the coverage of buses to the university line log compared to previous years is improving. Although there is a slight difference between the two points, an increase in the number of buses requires university transport.

5-3-2- Convenient university transportation times with study times and commitment to lecture times

Figure 15: Transportation times and study times**Figure 16:** Transportation times and lecture times

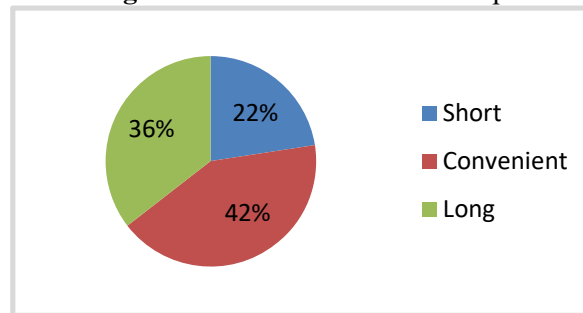
Source : by researchers through questionnaire

The schedule shows that university transport times are sometimes inappropriate with 54.5% school times for students using university transport. Therefore 20.5% prefer private transport (taxi) to arrive at the time of their lectures.

The commitment of university transportation to lecture times is primarily the task, but, through the results from the table, 50% is sometimes committed to lecture times, which is not yet regular. The non-committed ratio was 27.5% if we collected the two figures, 77.5% and the reason for reconsidering the planning timetable, and making it more committed to the lecture times.

5-3-3- Transfer time

Figure 17: The duration of the trip

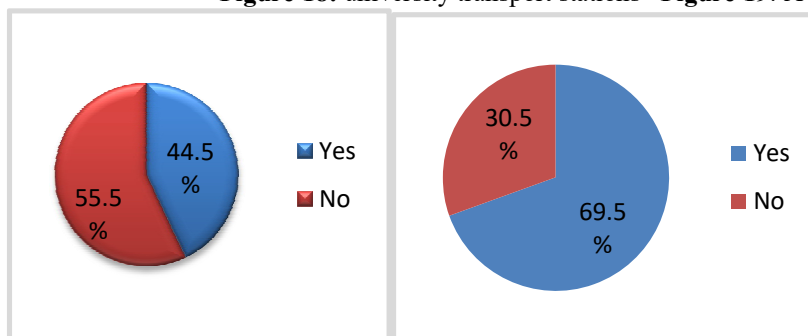


Source : Source : by researchers through questionnaire

The duration of the trip is 42% convenient, the highest percentage compared to a long 35.5% rate, and the short duration of the trip 22.5%, due to the cumulative work going on this year, the length of the trip is 42%.

5-3-4- University transport stations and Availability of university transport

Figure 18: university transport stations Figure 19: Availability of university transport



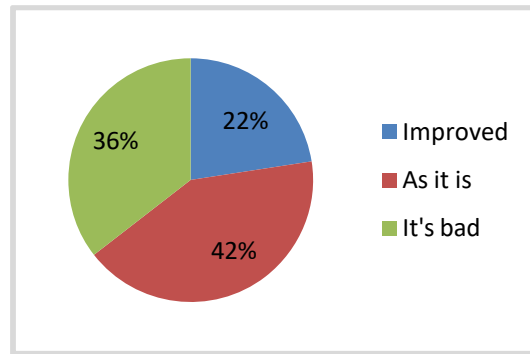
Source : by researchers through questionnaire

55.5% indicates that there are university transport stations, because they are in front of the stays and universities, while those who see no stations and are estimated at 44.5%, as the latter prefer to be other stations between the starting point and arrival.

The most common sample of the university transport is estimated at 69.5%, which is because the students with low income need a service for an economy in their expenses and enable them to attend the lectures.

6-2-8- Compare current university transport with previous years

Figure20 : University transport present/past

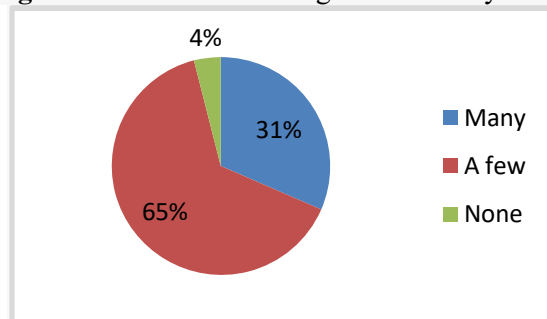


Source : by researchers through questionnaire

We note that university transportation has improved compared with the last years by an estimated 75% because most students see this, while some of them still see that it remains the same. For those who think it is a question of 7.5%, university transportation has not reached their expectations or some of the existing deficiencies.

6-2-9- Obstacles to university transport

Figure 21 : Obstacles facing the university traffic



Source : by researchers through questionnaire

According to the table, the number of obstacles facing the university traffic is low at 64.5%, so it is the sample of those who believe that the misalignment is the only reason for blocking his course. There are those who notice that 31.5% of obstacles make their movements difficult.

7- Conclusion

Without logistics, no materials move, no operations can be done, no products are delivered, and no customers are served. Organizations in modern environment try to assure their existence and long-term development with the satisfaction of needs and demands of end - customers.

The public sector's inability to finance university transport has led to a significant dominance of the private sector in this type of transport, thereby neglecting the side of student service and pursuing profit.

The level of organization of university transport through the service provided, i.e. when the main indicators of the type of service are achieved, are:

- Welfare indicator: Includes transport condition, used seats, cleanliness, noise, overcrowding.
- Security indicator: Driver eligibility and monitoring services, bus reliability and availability are subject to safety requirements

- Time indicator: Start time and arrival must take into account the length of travel, commitment and compliance with student set times, length of stop and wait, speed is reasonable, and time is available.
- Transportation helps shape a nation's economic health and quality of life with direct and wider impact.

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Thesis:

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