Escola Universitària de Turisme i Direcció Hotelera UAB

Syllabus of the Course "Skills for the Tourism Industry"

IDENTIFICATION

- ✓ **Subject Name:** Skills for the Tourism Industry
- ✓ **Code:** 101190
- ✓ **Degree:** Degree in Tourism
- ✓ **Subject Type:** Compulsory
- ✓ **ECTS Credits (Hours):** 6 ECTS (150 hours).
- ✓ **Semester:** First
- ✓ **Class Language:** English
- ✓ **Lecturers:** Carme Ruiz

I. INTRODUCTION

This subject aims to provide second year students taking the Degree in Tourism with the computing skills necessary to carry out their work within tourism-sector companies, specifically within the subsector of intermediations and accommodation. This subject work on the basic Amadeus Global Distribution System (GDS) providing continuation with optional subjects within Computerised Marketing.

II. TEACHING OBJECTIVES

On completing this subject, students should be able to:

1. Be familiar with the basic functioning of a GDS: Amadeus.
2. Learn to search and analyse air transport services and fares offered by the airlines before select the best option no fit the specific customer's needs.
3. Know how to develop all the process to generate an air transport reservation with a global distribution system
4. Be familiar with the basic functioning of a hotel-management programme: Sysme_Hotel.

5. Be familiar with the basic functioning of a travel agency-management programme: Orbis Pipeline.

6. Apply communication techniques relevant to the tourism sector.

III. LEARNING OBJECTIVES, COMPETENCES AND LEARNING OUTCOMES

COMPETENCE
CE8. Use of communication techniques applied to tourism organizations: internal, external and corporate
LEARNING OUTCOMES
C8.7. Use of the communication techniques applicable to tourism companies.

COMPETENCE
CE10. Argue critically from different theoretical, ideological and good practices perspectives, the reality that surrounds the tourism sector.
LEARNING OUTCOMES
CE10.4. Use the communication techniques to communicate the arguments about the tourism sector reality.

COMPETENCE
CE12. Apply the information and communication techniques tools (Amadeus or GDS, travel agency front office systems, property management systems, web 2.0, etc.) to management areas, planning and tourist products.
LEARNING OUTCOMES
CE12.3. Apply the specific software for travel agencies and hotels.

COMPETENCE
CE13. Propose alternative and creative solutions to possible problems in the management area, planning, companies and tourist products.
LEARNING OUTCOMES
CE13.5. Acquire managing skills and conflicts resolution

IV. TRANSVERSAL COMPETENCES

CT1. Develop the self-study ability.

CT2. Ability to self-assess the acquired knowledge.

CT4. Work with communication skills at all levels.

CT7. Managing human resources in tourism organizations.

CT8. Display ethical behavior in social relationships and to adapt to different intercultural contexts.

CT10. Teamwork.

V. SYLLABUS AND CONTENTS

I PART: GDS- AMADEUS (30 hours)

    Unit 1: Introduction to Global distribution systems and their functionalities (2 h)

    Unit 2: Encoding and decoding (3 hours)

    Unit 3: Availability (6 hours)

    Unit 4: Air reservations (9 hours)

    Unit 5: Fares and ticketing (10 hours)

II PART: HOTEL PMS: SYSME HOTEL (10 hours)

    Unit 6: Introduction to PMS main functions: reservations, profiles, cashiers options, back office interface and revenue management (1 hour)

    Unit 7: Hotel reservations. Types of reservations and marketing channels used by hotels (2 hours)

    Unit 8: Creation and maintenance of files and reservations (2 hours)

    Unit 9: Reception menu (2 hours)

    Unit 10: Rooms managing (1 hours)

    Unit 11: Invoicing and informs (2 hours)

III PART: TRAVEL AGENCIES MANAGEMENT SYSTEM: Orbis (10 hours)

    Unit 12: Introduction to management systems for travel agencies and their functionalities (2 hours)

    Unit 13: Creation, control and file maintenance (2 hours)

    Unit 14: Creation, control and closing travel records (3 hours)

    Unit 15: Services invoicing and document generation (3 hours)

VI. RECOMMENDED BIBLIOGRAPHY

- Amadeus España (2009): *Manual de Amadeus Selling Platform,* Madrid.

- Amadeus España (2009): *Prontuario de Amadeus Ticketing,* Madrid.

- Amadeus España (2009): *Prontuario de Reservas, tarifas y emisión,* Madrid.

- Del Pico, F. (1997): *Manual de Reservas Savia Amadeus,* Madrid: Opentour Ediciones.

- Micros-Sysme-Hotel España (2006): *Manual de producto: Sysme-Hotel ,* Madrid.

- Pipeline Software (2007): *Manual de producto: Orbis,* Castellón.

VII. TEACHING METHODOLOGY

The subject is taught considering three different teaching and learning methodologies:

a) Theoretical methodology:

Classroom explanations type master-class of all the units.

b) Methodology for the practical part of the course:

Completion and presentation in class exercises and case studies (individual or team) making inquiries, reservations and airfare quotes related with the classroom explanations.

c) Methodology for the learning of the subject:

The virtual Campus will be used as an information complement and as alternative communication channel to classroom between students and professor. At the virtual campus the student will find the subject profile, the exercises and study cases, links to websites and the notes.

VIII. ASSESSMENT

Subject assessment is divided into three parts, corresponding to the following: Amadeus: 60 %, Sysme Hotel: 20 %, Orbis: 20 %.

Continuous assessment:

Within each section, the assessment will be as follows: final exam 60 %, class exercises: 40 %. In order to attain an average grade for all three sections, it is essential to have obtained a minimum of 4 over 10.

Final exam:

A final exam —covering all course material—must be taken by any student who has not successfully completed the subject assessment indicated above and for students in exceptional circumstances (courses repeaters, students with reduced mobility, etc.).

Re-evaluation:

Those students with a final grade between 4 and 5 can go to the re-evaluation exam. The maximum grade to obtain in this call is of a 5 over 10.

IX. STUDENT DEDICATION TIME ORGANIZATION

TYPE	ACTIVITY	HOURS	ECTS	LEARNING OUTCOMES
Aimed Activities	Lectures	40	1,6	CE8.4 CE10.5,CE12.4,CE13.5 CT1,CT4,CT7
	Solving problems	16	0,6	CE8.4 CE10.5,CE12.4,CE13.5 CT1,CT4,CT7
Supervised activities	Tutoring	12	0,5	CT1,CT6,CT7
Evaluation	Evaluation	12	0,5	CE10.5 CT1, CT2,CT4, CT7
Independent activities	Preparation of papers	35	1,4	CE8.4 CE10.5,CE12.4,CE13.5 CT1, CT4, CT7,CT8,CT10
	Exercises and case studies	35	1,4	
TOTAL		150	6	

X. TEACHING TIMING

WEEK	UNIT	METHOD	HOURS
1	1: Introduction to GDS	Lectures	2
	2: Encoding and decoding	Practical exercises	2
2	2: Encoding and decoding	Lectures	1
	3: Air Availability	Practical exercises	3
3	3: Air Availability	Lectures	3
	4: Air reservations	Practical exercises	1
4	4: Air reservations	Lectures Practical exercises	4
5	4: Air reservations	Lectures Practical exercises	4
6	5: Fares & ticketing	Lectures Practical exercises	4

7	5: Fares & ticketing	Lectures Practical exercises	4
8	5: Fares & ticketing 6: Introduction to PMS 7: Hotel Reservations	Lectures Practical exercises	2 1 1
9	7: Hotel reservations 8: Creation and maintenance of files 9: Reception menu	Lectures Practical exercises	1 2 1
10	9: Reception menu 10: Rooms managing 11: Invoicing and informs	Lectures Practical exercises	1 1 2
11	12: Introduction to Orbis 13: Creation, control and file maintenance	Lectures Practical exercises	2 2
12	14: Creation, control and closing travel records 15: Services invoicing and doc's generation	Lectures Practical exercises	3 1
13	15: Services invoicing and doc's generation	Lectures Practical exercises	2

XI. ENTREPRENEURSHIP AND INNOVATION

To encourage entrepreneurship the professor provides students with the necessary tools in order to analyze the potential applications to be worked on new business ventures in the tourism industry. The classroom activities and the teamwork consolidate the relationship between people who need to provide synergies to achieve the agreed team objectives and then turned into future business projects.

The course provides the student with nowadays and real vision thanks to the studies and researches that must be done in the scheduled activities. Furthermore the evaluation system has self-assessment and community evaluation as a complement to the professor assessment to engage students and let them know the level reached by the group to train them in the reflection techniques before appropriate approaches or unsatisfactory ones for the success of a business project, whether individual or group.

All works and student's contributions are shared with the rest of classmates in order to share the created resources and to ensure the creation of authentic information.