Syllabus of the course "Computerized Distribution"

I. IDENTIFICATION

✓ **Name of the course:** Computerized Distribution

✓ **Code:** 101238

✓ **Degree:** Degree in Tourism

✓ **Academic year:** 2016-17

✓ **Type of subject:** Optional

✓ **Credits ECTS (hours):** 3 (75)

✓ **Teaching period:** 1st Semester

✓ **Teaching language:** English

✓ **Professorate:** Carme Ruiz

II. PRESENTATION

The subject aims to provide students with the computerized skills needed to promote and distribute tourist products working with some applications of the Global distribution system Amadeus and knowing some Revenue Management techniques, social media management and online marketing campaigns.

The course is very practical and is intended to apply all the theoretical contents in practical sessions and exercises.

III. EDUCATIONAL OBJECTIVES, SPECIFIC COMPETENCES AND LEARNING OUTCOMES

EDUCATIONAL OBJECTIVES

At the end of the course the student will be able to:

1. Understand the basic operation of the cars, hotels, queues applications of Amadeus, and the Selling Platform Interface.

2. Analyze the community manager actions and develop a marketing strategy through the social media.

3. Know how to plan an online marketing campaign with the available resources.

4. Analyze the tasks to be realized by a Revenue Manager and the software to use daily.

5. Acquire agility on specific tourism software.

6. Develop the ability to learn independently.

7. Ability to self assessment knowledge.

8. Work with communication skills at all levels.

SPECIFIC COMPETENCES AND LEARNING OUTCOMES

CE8. Use of tourism organizations' communication techniques: internal, external and corporate.
LEARNING OUTCOMES

C8.7. Use of communication techniques applicable to tourism companies.

CE10. Arguing critically, from different perspectives (theoretical, ideological and good practices) the reality that surrounds the tourism industry.

LEARNING OUTCOMES

CE10.4. Use the communication techniques to communicate the arguments about the tourism industry reality.

C12. Applying the information technology and communication tools (Amadeus CRS management and web 2.0, ERP) in the fields of management, planning and products of tourism industry.

LEARNING OUTCOMES

CE12.3. Apply the travel agencies and airlines software as well as other tourism companies and the communication techniques in the tourism industry.

CE13. Propose alternative and creative solutions to possible problems in the field of management, planning, companies and tourist products.

LEARNING OUTCOMES

CE13.5. Acquire management skills and conflict management.

IV. TRANSVERSALS COMPETENCES

CT1. Develop the self study ability.

CT2. Ability to self assess the 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

Unit 1. Amadeus Cars

Unit 2. Amadeus Hotels

Unit 3. Queue System

Unit 4. Amadeus Selling Platform (ASP)

II PART:

Marketing and new technologies

Unit 5. The Community manager in tourism companyies

       5.1. Social media

       5.2. Community manager: tasks and tools

       5.3. Social media and social media marketing

       5.4. Facebook, twitter and *microblogging*

       5.5. Results measurement and ethics in the 2.0. web.

Unit 6. Online marketing

       6.1. Digital marketing, advertising, Planning a campaign

       6.2. SEM, SEO and results measurement

       6.3. Audiovisuals in online marketing and 2.0. tools

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.

Gretzel, U. & Xiang, Z. (2010). Role of social media in online travel information search. Tourism management 31, p. 179-188. Elsevier Ltd, Great Britain.

Larsen, J., Urry, J. & Axhausen, K.W. (2006). Networks and tourism: Mobile Social Life. Annals of Tourism Research, Vol. 34, nº 1, pp. 244-262. Elsevier Ltd, Great Britain.

Web pages:

http://www.tnooz.com/article/fifteen-of-the-best-social-media-campaigns-in-travel-so-far/
http://www.travelandleisure.com/smittys-2013
http://springnest.com/blog/social-media-travel-marketing/
http://www.tourism.australia.com/industry-advice/using-social-media.aspx

Other support materials in digital format and links to websites are offered at the Virtual campus.

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

The course assessment will be as follows:

Continuous assessment:

The course is divided in two parts, each one counts a 50% of the final grade. The assessment of each part will be as follows: Final exam: 60 %, classroom exercises and study cases: 40 %. The minimum qualification to average both parts is 4 over 10.

Final assessment:

Those students who have not passed or follow the evaluation system referred in the previous paragraph will have a final exam with a value of a 100 % of the final grade.

Re-evaluation:

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

IX. STUDENT DEDICATION TIME ORGANIZATION

TYPE	ACTIVITY	HOURS	LEARNING OUTCOMES
Aimed Activities	Lectures	26	CE8.4 CE10.5,CE12.4,CE13.5 CT1,CT4,CT7
	Solving problems	8	CE8.4 CE10.5,CE12.4,CE13.5 CT1,CT4,CT7
Supervised activities	Tutoring	12	CT1,CT6,CT7
Independent activities	Preparation of papers	9	CE8.4 CE10.5,CE12.4,CE13.5 CT1, CT4, CT7,CT8,CT10
	Exercises and case studies	20	
TOTAL		75	

X. TEACHING TIMING

WEEK	UNIT	METHOD	HOURS
1	1: Amadeus Introduction. Amadeus Cars	Lectures Practical exercises	2
2	1: Amadeus Cars	Lectures Practical exercises	2
3	1: Amadeus Cars	Lectures Practical exercises	2
4	2: Amadeus Hotels	Lectures	2

		Practical exercises	
5	2: Amadeus Hotels	Lectures Practical exercises	2
6	2: Amadeus Hotels	Lectures Practical exercises	2
7	3: Queues 4: ASP	Lectures Practical exercises	2
8	4: ASP	Lectures Practical exercises	2
9	4: ASP	Lectures Practical exercises	2
10	5: Community Manager	Lectures Practical exercises	2
11	5: Community Manager	Lectures Practical exercises	2
12	5: Community Manager	Lectures Practical exercises	2
13	6: Online Marketing	Lectures Practical exercises	2
14	6: Online Marketing	Lectures Practical exercises	2
15	6: Online Marketing	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.