

E-Commerce in the Hotel Sector

Code: 103781
ECTS Credits: 3

Degree	Type	Year	Semester
2502904 Hotel Management	OT	4	2

Contact

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Use of Languages

Principal working language: english (eng)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

There are no prerequisites

Objectives and Contextualisation

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 analyzing the different distribution channels existing for tourist companies.

The course is very practical and intends to apply all the theoretical contents in practical sessions and exercises. At the end of the course the student will be able to:

- Understand the basic operation of the cars and hotels (global distribution system).
- Analyze the different distribution channels existing in the tourism sector.
- Know how to design the distribution policy for one tourist company.
- Acquire agility on specific tourism software.
- Develop the ability to learn independently.
- Ability to self-assessment knowledge.
- Work with communication skills at all levels based on respect for diversity and plurality of ideas, people and situations.

Competences

- Adapt to changes in technology as they occur.
- Analyse, summarise and evaluate information.
- Apply the most up-to-date tools in ICT and new management systems in the areas of company planning and management in the hotel and catering sector.
- Be able to self-evaluate knowledge acquired.
- Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
- Demonstrate an orientation and culture of customer service.
- Demonstrate an understanding of the relationship and impact of management processes in hotel and catering companies.

- Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
- Develop a capacity for independent learning.
- Draw up communication and promotion plans for companies in the hotel and catering sector, especially in the field of online business.
- Manage and organise time.
- Manage communication techniques at all levels.
- Work in teams.

Learning Outcomes

1. Adapt to changes in technology as they occur.
2. Analyse, summarise and evaluate information.
3. Be able to self-evaluate knowledge acquired.
4. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
5. Demonstrate an orientation and culture of customer service.
6. Demonstrate initiative and entrepreneurial spirit to adapt to new situations generated by changes in the techniques and organisation employed in the area of tourist services.
7. Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
8. Develop a capacity for independent learning.
9. Implement new online commercialisation tools to improve the overall management of the company both in the areas of management and in relations with the environment.
10. Manage and organise time.
11. Manage communication techniques at all levels.
12. Understand and apply new internet formulas for commercialisation and fidelity and apply them to the sale of products and services in the hotel and catering sector.
13. Understand technologies for tourism promotion, management and commercialisation (Amadeus, Fidelio, Galileo, Sabre, etc.).
14. Work in teams.

Content

I PART: ONLINE TOURISM DISTRIBUTION

Unit 1: Tourism Distribution. Definition. Distribution schema, current situation and distribution strategies.

Unit 2: Tourism distribution channels. Analysis of the usage of the different distribution channels by the tourist companies (hospitality, airlines, travel agencies, cruise lines, etc.).

II PART: GDS- AMADEUS

Unit 1. Amadeus hotels

Unit 2. Amadeus Cars

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) related to the contents of subject's both parts

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	8	0.32	1, 2, 12, 13, 5, 11, 9
Practical classes	10	0.4	1, 2, 12, 13, 8, 11, 10, 9, 3, 14
Study	10	0.4	2, 12, 13, 5, 8, 11, 10, 9, 3
Type: Supervised			
Tutoring	14	0.56	2, 12, 13, 8, 10, 9, 3
Type: Autonomous			
Exercises and case studies	11	0.44	1, 2, 12, 13, 7, 5, 8, 11, 10, 9, 3, 14
Preparation of papers	12	0.48	1, 2, 12, 13, 7, 5, 8, 11, 10, 9, 3, 14

Assessment

The subject evaluation will be as follows:

Continuous assessment. The continuous assessment consists of the following system:

- The performance of a practical test consisting in the realization of several bookings with Amadeus that will worth a 30% of final grade and that will average with the two practical activities with a minimum grade of 4 over 10.
- Realization of two practical activities in Amadeus that will worth a 20% of final grade (10% each one of them).
- Realization of one practical case (developing a distribution strategy) that will worth 30% of final grade.
- Activities and/or case studies analysis related to tourism distribution that will worth 20% of final grade.

In case of participating in a **Live Project** activities c and d will be replaced by it and its final grade will worth the 50% of final grade.

Final exam. There will be a final exam with the entire contents of the course for students who have not passed the evaluation system referred in the previous point and for students with specific features (repeaters, mobile students, etc.) and that will worth the 100% of the final grade.

Resit exam. Those students with a final grade between 3,5 and 5 will have the chance to do another exam. The maximum final grade to be obtained is of a 5 over 10.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Amadeus practical activities (block II)	20% of final mark	4	0.16	2, 12, 13, 8, 11, 10, 9, 3, 14
Amadeus practical exam (block II)	30 % of final mark	2	0.08	2, 12, 13, 10, 3
Case studies and final paper (block I)	50% of final mark	4	0.16	1, 2, 12, 7, 6, 5, 4, 8, 11, 10, 9, 3, 14

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, Fátima. (1997): *Manual de Reservas Savia Amadeus*, Madrid: Opentour Ediciones.

Buhalis, Dimitrios. & Laws, Eric. (2001). Tourism Distribution Channels: Practices, Issues and Transformations. Thomson, London.

Buhalis, Dimitrios. (2008). Relationships in the Distribution Channel of tourism, International Journal of Hospitality & Tourism Administration, 1:1, 113-139, DOI: 10.1300/J149v01n01_07.

Kracht, John. & Wang Youcheng. (2010). "Examining the tourism Distribution channel: evolution and transformation". International Journal of Contemporary Hospitality Management, Vol. 22 Issue: 5, pp.736-757. <https://doi.org/10.1108/09596111011053837>.

O'Connor, Peter. "Online Tourism and Hospitality Distribution: a Perspective Article." *Tourism review (Association internationale d'experts scientifiques du tourisme)* 75.1 (2020): 290-293. Web.

Reino, Sofia, Aurkene Alzua-Sorzabal, and Rodolfo Baggio. "Adopting Interoperability Solutions for Online Tourism Distribution: An Evaluation Framework." *Journal of hospitality and tourism technology* 7.1 (2016): 2-15. Web.

Thakran, Kanika, and Rohit Verma. "The Emergence of Hybrid Online Distribution Channels in Travel, Tourism and Hospitality." *Cornell hospitality quarterly* 54.3 (2013): 240-247. Web.

Travaglini, Armando. et Al. (2016). *Marketing digital turístico: y estrategias de revenue management para el sector de la hostelería*. Barcelona: Marcombo.

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

Software

GDS: Amadeus