

**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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## Teaching groups languages

To check the language/s of instruction, you must click on "Methodology" section of the course guide.

## 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 computer tools for statistical analysis and market research.
13. 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.
14. Understand technologies for tourism promotion, management and commercialisation (Amadeus, Fidelio, Galileo, Sabre, etc.).
15. Work in teams.

## Content

### I PART: TOURISM DISTRIBUTION

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

### II PART: GDS- AMADEUS

Unit 1. Amadeus hotels

Unit 2. Amadeus Cars

## Methodology

Teaching language: English

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, 13, 14, 5, 11, 9                  |
| Practical classes          | 10    | 0.4  | 1, 2, 13, 14, 8, 11, 10, 9, 3, 15       |
| Study                      | 10    | 0.4  | 2, 13, 14, 5, 8, 11, 10, 9, 3           |
| Type: Supervised           |       |      |   |
| Tutoring                   | 14    | 0.56 | 2, 13, 14, 8, 10, 9, 3                  |
| Type: Autonomous           |       |      |   |
| Exercises and case studies | 11    | 0.44 | 1, 2, 13, 14, 7, 5, 8, 11, 10, 9, 3, 15 |
| Preparation of papers      | 12    | 0.48 | 1, 2, 13, 14, 7, 5, 8, 11, 10, 9, 3, 15 |

## Assessment

The evaluation of the subject will be as follows:

Continuous evaluation. Continuous evaluation consists of the following system:

BLOCK I: INTRODUCTION TO DISTRIBUTION (30% of the final grade)

The completion of a practical case on the distribution strategy of a tourism company, which will count for 30% of the final grade.

BLOCK II: GDS: AMADEUS (70% of the final grade)

a) The completion of a practical exam involving various reservations using Amadeus, which will count for 40% of the final grade and will be averaged with the two practical activities, with a minimum score of 4 out of 10.

b) The completion of two practical activities on Amadeus reservations, which will count for 30% of the final grade (15% each).

To calculate the final grade in continuous evaluation, the minimum mark in each block must be 4 out of 10.

Final assessment. There will be a final exam covering the entire content of the subject for those students who have not passed the evaluation system described in the previous point, as well as for those students with special circumstances (repeaters, mobility students, etc.), which will count for 100% of the final grade.

Re-evaluation. Those students who have not passed the subject in the single evaluation session and have obtained a final grade higher than 3.5 will have the right to take the re-evaluation exam. The maximum grade that the student can achieve in this session is 5.

## Assessment Activities

| Title                                   | Weighting          | Hours | ECTS | Learning Outcomes                                 |
|---|--------------------|-------|------|---|
| Amadeus practical activities (block II) | 30% of final mark  | 4     | 0.16 | 2, 13, 14, 8, 11, 10, 9, 3, 15                    |
| Amadeus practical exam (block II)       | 40 % of final mark | 2     | 0.08 | 2, 13, 14, 10, 3                                  |
| Case studies and final paper (block I)  | 30% of final mark  | 4     | 0.16 | 1, 2, 12, 13, 14, 7, 6, 5, 4, 8, 11, 10, 9, 3, 15 |

## 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