

E-commerce for Tourism

Code: 104964
ECTS Credits: 3

2025/2026

Degree	Type	Year
Tourism	OT	4

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

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

- Develop a capacity for independent learning.
- Self-assess the knowledge acquired.
- Use communication techniques at all levels.
- Use ICT tools (reservations software, travel agency and hotel management packages, etc.) in tourism management, planning and products.
- Work in a team.

Learning Outcomes

1. Develop a capacity for independent learning.
2. Identify information systems and use commercialisation software in tourism.
3. Self-assess the knowledge acquired.
4. Use communication techniques at all levels.
5. Work in a team.

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

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	8	0.32	2, 3
Practical classes	10	0.4	1, 2, 4, 3, 5
Study	10	0.4	1, 2, 4, 3
Type: Supervised			
Tutoring	14	0.56	1, 3
Type: Autonomous			
Exercises and case studies	11	0.44	1, 2, 4, 3, 5
Papers preparation	12	0.48	1, 2, 4, 3, 5

Teaching language:

Degree in tourism: English

Degree in tourism in English: 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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Amadeus practical activities (block II)	30% of final mark	4	0.16	1, 2, 4, 3, 5
Amadeus Practical exam (block II)	40% of final mark	2	0.08	1, 2, 4, 3
Final activity (block I)	30% of final mark	4	0.16	1, 2, 4, 3, 5

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 that will be presented in class and 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. The final assessment will consist in one exam about Amadeus that counts the 40% of the final mark (minimum score of 4 out of 10), a case study that counts the 30% of the final mark and 2 practical activities about Amadeus that count 30% (15% each one), the minimum mark in each block must be 4 out of 10.

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 grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.

Bibliography

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

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

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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

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	second semester	morning-mixed
(TE) Theory	2	English	second semester	morning-mixed