

Degree programme	Type	Course
Hotel Management	OP	4

Contact lecturer

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Prerequisites

There are no prerequisites

Group languages

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

Objectives

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.

Learning outcomes

1. Develop a capacity for independent learning.
2. Manage communication techniques at all levels.
3. Manage and organise time.
4. Work in teams.
5. Be able to self-evaluate knowledge acquired.
6. Analyse, summarise and evaluate information.
7. Demonstrate an orientation and culture of customer service.
8. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
9. Adapt to changes in technology as they occur.
10. Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
11. Understand technologies for tourism promotion, management and commercialisation (Amadeus,

Fidelio, Galileo, Sabre, etc.).

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. Demonstrate initiative and entrepreneurial spirit to adapt top new situations generated by changes in the techniques and organisation employed in the area of tourist services.
15. Implement new online commercialisation tools to improve the overall management of the company booth in the areas of management and in relations with the environment.

Contents

PART I

1. Tourism distribution system
2. Digital tourism distribution ecosystem

PART II:

3. Global Distribution Systems (GDS)
4. Practical GDS application: car rental
5. Technology in tourism distribution

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Lectures	8	0.32	2, 6, 7, 9, 11, 13, 15
Preparation of papers	12	0.48	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 13, 15
Exercises and case studies	11	0.44	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 13, 15
Practical classes	10	0.4	1, 2, 3, 4, 5, 6, 9, 11, 13, 15
Tutoring	14	0.56	1, 3, 5, 6, 11, 13, 15
Study	10	0.4	1, 2, 3, 5, 6, 7, 11, 13, 15

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.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Amadeus practical activities (block II)	30% of final mark	4	0.16	1, 2, 3, 4, 5, 6, 11, 13, 15
Final paper (block I)	30% of final mark	4	0.16	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15
Amadeus practical exam (block II)	40 % of final mark	2	0.08	3, 5, 6, 11, 13

The evaluation of the subject will be as follows:

Continuous evaluation. Continuous evaluation consists of the following system:

BLOCK I: 50% of the final grade

The completion of different practical activities related to the contents that will count for 50% of the final grade.

BLOCK II: 50% of the final grade

a) The completion of a practical exam involving various reservations using Amadeus, which will count for 30% 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 20% of the final grade (10% 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 30% of the final mark (minimum score of 4 out of 10), and practical activities that will count 70% of the final mark. 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.

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

This subject allows the use of AI technologies as an integral part of the submitted work, provided that the final result reflects a significant contribution from the student in terms of analysis and personal reflection. The student must clearly (i) identify which parts have been generated using AI technology; (ii) specify the tools used; and (iii) include a critical reflection on how these have influenced the process and final outcome of the

activity. Lack of transparency regarding the use of AI in the assessed activity will be considered academic dishonesty; the corresponding grade may be lowered, or the work may even be awarded a zero. In cases of greater infringement, more serious action may be taken.

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 (articles and reports) are offered at the Virtual campus.

Software

GDS: Amadeus

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	1	English	second semester	morning-mixed