

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

## Teaching guide

Area: Information Systems and ICT

Subject: Electronic Distribution in Tourism and Hospitality

Period: Semester 4

Lecturers:

Dr. Albert Fornells Herrera

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MODULE: BUSINESS FOUNDATIONS

AREA: INFORMATION SYSTEMS AND ICT

SUBJECT: ELECTRONIC DISTRIBUTION IN TOURISM AND HOSPITALITY

CODE: OB4TIC-III

LANGUAGE: ENGLISH

YEAR: 2

PERIOD: SEMESTER 4

CREDITS: 3 ECTS

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## 1. Subject objectives

The evolution of the electronic distribution paradigm has become one of the biggest revolution in the tourism sector in the last years due to the new technologies and the new guest profiles.

The goal of the subject is twofold. On the one hand, it presents some of the main challenges that tourism industry have to tackle on every day when they need to distribute their inventory. On the other hand, it provides a unique opportunity to meet real products from leading companies that will show why their technologies are contributing to the future of the sector

## 2. Competencies developed

### Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

### Specific

E16 - Knowledge of the operating procedures of intermediaries.

E20 - Analyze and utilize information technology and communications (ICT) in different areas of the tourism sector.

### 3. Content

Session 1: The customer centrality in the digital era.

Session 2: Customer acquisition from the digital channels: Paid, Owned and Earned media - Part 1.

Related material: Plenary session led by a digital marketing consultant

Session 3: Customer acquisition from the digital channels: Paid, Owned and Earned media - Part 2.

Related material: Plenary session led by a digital marketing consultant

Session 4: Main technologies and players in the electronic distribution landscape.

Session 5: Property Management Systems, Central Reservation Systems, Channel Manager and Booking Engines.

Session 6: Distribution channels. Related material: Plenary session led by a guest speaker from Expedia

Session 7: Distribution through Online Travel Agencies Trends. Related material: Plenary session led by a guest speaker from Expedia

Session 8: Metasearches and Review platforms. Related material: Plenary session led by a guest speaker from Expedia

Session 9: Past, present and future of Global Distribution Systems.

Session 10: Auction sites: Concepts and typologies.

Session 11: Online Reputation: Key Indicators and Reputation Management. Related material: Plenary session led by a guest speaker from ReviewPro

Session 12: Electronic distribution strategy: What do I want and What do I need.

Session 13: Questions and exam preparation.

### 4. Teaching methodology

**Practical Exercises.** Exercises to review and understand the theoretical concepts

**Working individually or in groups.** Assignments about the application/performance/impact of tools in the electronic distribution

**Readings.** The activities can be supplemented by further reading

**Plenary Lectures.** The sessions are organized into self-contained capsules of knowledge in which the student participation and interaction is encouraged

**Self-study or Study Groups.** Study of the content of the class sessions

### 5. Assessment activities

## **Regular examination call**

- **A2 - Hotel's online presence in the distribution channels (Apr, 17/2020)**

Academic Work (Group - 25%)

Evaluated competences: B1, B2, B3, B4, B5, E16, E20

- **A1 - Exam (May, 04/2020)**

Final exam (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, E16, E20

- **A3 - Activities of continuous assessment**

Academic Work (Individual - 25%)

Evaluated competences: B1, B2, B5, E16, E20

- The final grade is computed only if the final exam is graded 5 or higher
- Activity A3 is only available in the regular call. It is the result of the average of different evaluation activities carried out in some sessions
- Activity A2 is done in groups. Activity A2 is graded as 0 if student cannot demonstrate their participation in the random interviews performed by the lecturer. Moreover, activity will be graded as 0 and student will not be eligible to take the final exam
- Students who have not attended a minimum of 70% of classes throughout the semester, will not be eligible to take the final exam in the regular call

## **Resit examination call**

- **A2 - Hotel's online presence in the distribution channels (May, 22/2020)**

Academic Work (Group - 25%)

Evaluated competences: B1, B2, B3, B4, B5, E16, E20

- **A1 - Exam (Jun, 02/2020)**

Final exam (Individual - 75%)

Evaluated competences: B1, B2, B3, B4, B5, E16, E20

- The final grade is computed only if the final exam is graded 5 or higher
- Activity A2 is done in groups. Activity A2 is graded as 0 if a student cannot demonstrate their participation in the random interviews performed by the lecturer. Moreover, activity will be graded as 0 and student will not be eligible to take the final exam

### **Repeating students without attendance: regular examination call**

- **A1 - Exam (May, 04/2020)**

Final exam (Individual - 100%)

Evaluated competences: B1, B2, B3, B4, B5, E16, E20

### **Repeating students without attendance: resit examination call**

- **A1 - Exam (Jun, 02/2020)**

Final exam (Individual - 100%)

Evaluated competences: B1, B2, B3, B4, B5, E16, E20

### **Follow-up meetings**

Week 3 (Feb, 11/2020), Send a email to set an appointment

Week 7 (Mar, 10/2020), Send a email to set an appointment

Week 13 (Apr, 21/2020), Send a email to set an appointment

## 6. Bibliography

### **Mandatory readings**

World Travel Market (2016). Industry market report

### **Recommended readings**

Benckendorff, P., Sheldon, P.J. and Fesenmaier, D. (2014) Tourism Information Technology, 2nd Edition. CABI Tourism Texts

Carroll, B., & Siguaw, J. (2003). The evolution of electronic distribution: Effects of hotels and intermediaries, Cornell University, <http://scholarship.sha.cornell.edu/articles/80/>, Retrieved 11/2019

Kimes, S. E. (2016). The future of hotel revenue management. Cornell Hospitality Report, <http://scholarship.sha.cornell.edu/chrpubs/69/>, Retrieved 11/2019

Gevelber, L and Heckmann, O. (2015) Travel Trends: 4 Mobile Moments Changing the Consumer Journey.

<https://www.thinkwithgoogle.com/articles/travel-trends-4-mobile-moments-changing-consumer-journey.html>, Retrieved 11/2019

Guggenheim, J. et al (2014) Travel goes Mobile.

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Google (2014). Micro-Moments: Your Guide to Winning the Shift to Mobile, <https://www.thinkwithgoogle.com/research-studies/micromoments-guide-pdf-download.html>, Retrieved 11/2019

Euromonitor International (2014). The new online consumer. <http://www.etoa.org/docs/default-source/presentations/2014-the-new-online-travel-consumer.pdf>, Retrieved 11/2019

Lecinski, J. (2011) ZMOT, Winning the Zero Moment of Truth, <https://www.thinkwithgoogle.com/research-studies/2011-winning-zmot-ebook.html>, Retrieved 11/2019

It is highly suggested to review news from websites as Hosteltur, Tnooz, Hotelmarketing, Puro Marketing...

## 7. Lecturer/s

**Dr. Albert Fornells Herrera** (Head lecturer) - [albert.fornells@htsi.url.edu](mailto:albert.fornells@htsi.url.edu)

Contact hour: Kindly send an email to agree upon a date

Dr. Albert Fornells is full professor at School of Tourism and Hospitality Management Sant Ignasi, Universitat Ramon Llull. Nowadays he is the Vice Dean and the director of the undergraduate studies at the faculty. His current interests are focused on the impact of the digital transformation in the hospitality sector and its influence in the future of skills, jobs and work, and how Higher Education can contribute to this challenging transition.

His professional career has been always closely linked research, teaching and academic affairs. His research interests are the analysis of huge volume of data for creating additional value to the tourism industry and how to apply technology and gamification techniques for improving learning and user experience. The results of his research has published in several journals with high impact factor and international conferences. Moreover, he has leaded many research projects based on applying artificial intelligence and data mining for creating decision support systems and he has also supervised different PhD thesis. As lecturer, he teaches subjects related to artificial intelligence, data mining, mathematics, software engineering, software development, project management, computer graphics, information systems and Internet technologies. Finally, he is interested in the future of the European Higher Education and he has leaded the deployment of different quality assessment programs such as the design, modification, monitoring and accreditation of university degrees.

He holds a M.Sc. and a Ph.D. with honors in computer engineering from Universitat Ramon Llull, a Research certification and two Research period certification from The Catalan University Quality Assurance Agency (AQU) and a PhD lecturer certification from The National Agency for Quality Assessment and Accreditation of Spain (ANECA).

Keywords: Digital Transformation, Tourism & Hospitality, EHEA, Artificial Intelligence and Software Engineering.

## 8. Observations

- All sessions are held in English jointly between the Bilingual and English streams.
- During the course, different speakers from the sector will participate in order to show the electronic distribution tools they use.
- A computer or tablet is required for the practical sessions. You can use your own device or loan it from IT services.
- Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.
- Academic norms and regulations is an obligation for all the members of the academic community in the faculty.