

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2018-2019

## 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 hoteliers 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 new era of the electronic distribution .

Session 2: Main systems and players in electronic distribution: PMS, CRS, Channel Manager, RMS, Booking Engine, GDS, OTA, Metasearchers and Review platforms - Part 1 .

Session 3: Main systems and players in electronic distribution: PMS, CRS, Channel Manager, RMS, Booking Engine, GDS, OTA, Metasearchers and Review platforms - Part 2.

Session 4: Digital marketing: Strategy and deployment . Related material: Plenary session led by a guest speaker

Session 5: Online presence using SEM, SEO and Social media .

Session 6: Property Management Systems: Challenges and Trends . Related material: Plenary session led by a guest speaker

Session 7: Auction sites: Concepts and typologies .

Session 8: Past, present and future of Global Distribution Systems .

Session 9: Distribution through Online Travel Agencies .

Session 10: Metasearches and Review platforms .

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

Session 12: Electronic distribution from the hotel's perspective. Related material: Plenary session led by a guest speaker

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, 25/2019)**

Academic Work (Group - 25%)

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

• **A1 - Exam (May, 06/2019)**

Final exam (Individual - 50%)

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

• **A3 - Quizzes in some sessions**

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
- 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
- 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**

• **A1 - Exam (Jun, 03/2019)**

Final exam (Individual - 75%)

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

• **A2 - Hotel's online presence in the distribution channels (Jun, 03/2019)**

Academic Work (Group - 25%)

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, 06/2019)**

Final exam (Individual - 100%)

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

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

#### **• A1 - Exam (Jun, 03/2019)**

Final exam (Individual - 100%)

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

#### **Follow-up meetings**

Week 3 (Feb, 12/2019), Send a email to set an appointment

Week 7 (Mar, 12/2019), Send a email to set an appointment

Week 13 (Apr, 30/2019), 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 10/2017

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

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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 10/2017

Euromonitor International (2014). The new online consumer. <http://www.etoa.org/docs/default-source/presentations/2014-the-new-online-travel-consumer.pdf>, Retrieved 10/2017

Lecinski, J. (2011) ZMOT, Winning the Zero Moment of Truth, <https://www.thinkwithgoogle.com/research-studies/2011-winning-zmot-ebook.html>, Retrieved 10/2017

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

Doctor in Information and Communication Technology and Computer Engineer from Ramon Llull University (URL) in 2007 and 2003 respectively. He is also Associate Professor of URL since 2013. His teaching and research activity are certified by The Catalan University Quality Assurance Agency (AQU) since 2008 and by The National Agency for Quality Assessment and Accreditation of Spain (ANECA) since 2013. Moreover, he has two research periods certified by AQU. He is the Vice Dean of School of Tourism and Hospitality Management Sant Ignasi, Universitat Ramon Llull since 2016.

His research interests are focused on the creation of decision support systems based on the analysis of huge volume of data based on artificial intelligence and data mining techniques, and also the development of competences in the European Higher Education Area. He has published in impact factor journals, international conferences and led research and applied projects related to computer science in different sectors.

Keywords: Tourism, Hospitality, Higher Education, Data Mining, Decision Support Systems, Software Engineering.

## 8. Observations

- During the course, different speakers from the sector will participate in order to show the electronic distribution tools they use. These sessions are subject to change of dates and will be held in English jointly between the Bilingual and English streams.
- 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.