INTRODUCTION

Welcome to our Tourism and Hospitality Distribution course.

Maybe you will become the General Manager of a major tour operator. Or perhaps you will work in marketing, sales or revenue management for a hotel chain. Whatever your role in hospitality or the travel industry might be, you are bound to want to know the most effective and cost efficient ways to market and distribute your products. And of course you also want to know how to maximise the revenue you make from every sale.

The distinguishing features of tourism distribution are the different ways in which tourism products such as transport, accommodation and activities are packaged, promoted and made available for tourist consumption, the relative strengths of organizations performing the various distribution functions, and the importance of information to influence consumer choice. Although it is a relatively new industry (mass tourism was established with jet air travel) distribution systems based mainly on travel agents, tour operators and destination marketers were established rapidly to cope with the complexities of international bookings.

One of the key characteristics in travel distribution has been the determining role Information Systems have played even before the Internet era with the CRS/GDS companies. With the internet becoming the preferred reservation channel for customers, the number of routes to market is increasing, seemingly on a daily basis making it difficult for suppliers to choose the most adequate distribution strategy. What's more, internet has opened up the way to direct distribution and brought with it stronger channel conflict in the market.

These are some of the issues we will be discussing in this course with the aim of providing you with a thorough understanding of today's reality in the tourism distribution arena. At the end of this course you should feel in command of the ABCs in travel distribution.

AIMS

We will learn the various ways in which hospitality and tourism products are distributed. Special attention will be given to the use of the internet as part of the distribution channel

Describe the nature of distribution channels, and explain why distribution intermediaries are used.
Understand the different distribution intermediaries available to the hospitality industry and the benefits each of these intermediaries offers.
How a company designs its distribution system and how it ensures the effective execution of the distribution strategy.
Know how to use the Internet as a distribution channel.
Discuss channel behavior and organization and the main forms of channel conflict.
Discuss the latest trends in travel distribution, including electronic distribution, online reputation and newcomers.

METHODOLOGY

Learning will be achieved through:
Teaching sessions providing the theoretical framework and clarifying key concepts.
Visiting professionals dealing with travel/hospitality distribution Personal study and class discussion of the reading material Web based research.
Individual & groups assignments.
EVALUATION

30% class participation
40% exam
30% group assignments

The grading system will be based on a 0-10 scale:

9 - 10 Exceptional
8 - 8.9 Excellent
7 - 7.9 Very good
6 - 6.9 Good
5 - 5.9 Pass
0 - 4.9 Fail

Passing the final exam is necessary in order to pass the subject

BIBLIOGRAPHY

- Web resources:
- Forrester.com
- PhoCusWright.com
- HEDNA.com
- eyefortravel.com
- hotelmarketing.com
- Hosteltur.com
- Tnooz.com