

Subject Study guide “Skills for the Tourism Industry”

1. IDENTIFICATION

- ✓ **Subject name:** Skills for the Tourism Industry
- ✓ **Code:** 101190
- ✓ **Degree:** Degree in Tourism
- ✓ **Academic course:** 2018-19
- ✓ **Subject type:** compulsory
- ✓ **ECTS Credits (hours):** 6 ECTS (150 hours)
- ✓ **Teaching period:** 2nd year /1st semester
- ✓ **Teaching language:** English
- ✓ **Teachers:** Carme Ruiz
- ✓ **Email:** carmen.ruizA@uab.cat

2. PRESENTATION

This subject aims to provide second year students taking the Degree in Tourism with the computing skills necessary to carry out their work within tourism-sector companies, specifically within the subsector of intermediations and accommodation. This subject work on the basic Amadeus Global Distribution System (GDS) providing continuation with optional subjects within Computerised Marketing.

3. EDUCATIONAL GOALS

On completing this subject, students should be able to:

1. Be familiar with the basic functioning of a GDS: Amadeus.
2. Learn to search and analyse air transport services and fares offered by the airlines before select the best option no fit the specific customer's needs.
3. Know how to develop all the process to generate an air transport reservation with a global distribution system
4. Be familiar with the basic functioning of a hotel-management programme: Sysme_Hotel.
5. Be familiar with the basic functioning of a travel agency-management programme: Orbis Pipeline.
6. Apply communication techniques relevant to the tourism sector.

4. SKILLS AND LEARNING OUTCOMES

SKILL

CE8. Use of communication techniques applied to tourism organizations: internal, external and corporate

LEARNING OUTCOMES

C8.7. Use of the communication techniques applicable to tourism companies.

SKILL

CE10. Argue critically from different theoretical, ideological and good practices perspectives, the reality that surrounds the tourism sector.

LEARNING OUTCOMES

CE10.4. Use the communication techniques to communicate the arguments about the tourism sector reality.

SKILL

CE12. Apply the information and communication techniques tools (Amadeus or GDS, travel agency front office systems, property management systems, web 2.0, etc.) to management areas, planning and tourist products.

LEARNING OUTCOMES

CE12.3. Apply the specific software for travel agencies and hotels.

SKILL

CE13. Propose alternative and creative solutions to possible problems in the management area, planning, companies and tourist products.

LEARNING OUTCOMES

CE13.5. Acquire managing skills and conflicts resolution

OTHER SKILLS

CT1. Develop the self-study ability.

CT2. Ability to self-assess the acquired knowledge.

CT4. Work with communication skills at all levels.

CT7. Managing human resources in tourism organizations.

CT8. Display ethical behavior in social relationships and to adapt to different intercultural contexts.

CT10. Teamwork.

5. TOPIC AND CONTENT

I PART: GDS- AMADEUS (30 hours)

Unit 1: Introduction to Global distribution systems and their functionalities (2 h)

Unit 2: Encoding and decoding (3 hours)

Unit 3: Availability (6 hours)

Unit 4: Air reservations (9 hours)

Unit 5: Fares and ticketing (10 hours)

II PART: HOTEL PMS: SYSME HOTEL (10 hours)

Unit 6: Introduction to PMS main functions: reservations, profiles, cashiers options, back office interface and revenue management (1 hour)

Unit 7: Hotel reservations. Types of reservations and marketing channels used by hotels (2 hours)

Unit 8: Creation and maintenance of files and reservations (2 hours)

Unit 9: Reception menu (2 hours)

Unit 10: Rooms managing (1 hours)

Unit 11: Invoicing and informs (2 hours)

III PART: TRAVEL AGENCIES MANAGEMENT SYSTEM: Orbis (10 hours)

Unit 12: Introduction to management systems for travel agencies and their functionalities (2 hours)

Unit 13: Creation, control and file maintenance (2 hours)

Unit 14: Creation, control and closing travel records (3 hours)

Unit 15: Services invoicing and document generation (3 hours)

6. RECOMMENDED 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, F. (1997): *Manual de Reservas Savia Amadeus*, Madrid: Opentour Ediciones.
- Micros-Sysme-Hotel España (2006): *Manual de producto: Sysme-Hotel*, Madrid.
- Pipeline Software (2007): *Manual de producto: Orbis*, Castellón.

7. TEACHING METHODOLOGY

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) making inquiries, reservations and airfare quotes related with the classroom explanations.

c) Methodology for the learning of the subject:

The virtual Campus will be used as an information complement and as alternative communication channel to classroom between students and professor. At the virtual campus the student will find the subject profile, the exercises and study cases, links to websites and the notes.

TRAINING ACTIVITIES

| Activity | Hours | ECTS | Learning outcomes |
|--------------------------|-------|------|-------------------------------|
| Type: Directed | | | |
| Lectures | 40 | 1,6 | CE8.4, CE10.5, CE12.4, CE13.5 |
| Solving problems | 16 | 0,6 | CE8.4, CE10.5, CE12.4, CE13.5 |
| Type: Supervised | | | |
| Tutoring | 12 | 0,5 | CE8.4, CE10.5, CE12.4, CE13.5 |
| Evaluation | 12 | 0,5 | CE10.5 |
| Type: Autonomous | | | |
| Preparation of papers | 35 | 1,4 | CE8.4, CE10.5, CE12.4, CE13.5 |
| Exercises & Case studies | 35 | 1,4 | CE8.4, CE10.5, CE12.4, CE13.5 |

8. ASSESSMENT SYSTEMS

The subject evaluation will be as follows:

Continuous assessment. The continuous assessment consists of the following system:

- Realization of three practical activities in Amadeus that will worth the **24% of final grade** (4% each one of them).
- The performance of a practical test consisting in the realization of several bookings with Amadeus that will worth the **36% of final grade** and that will average with the two practical activities with a minimum grade of 4.
- Realization of practical activities that will worth the **16% of final grade** (8% the Sysme's activities and 8% the Orbis ones).

- d) The performance of two practical tests (one for Sysme and one for Orbis) that will worth the **24% of final grade** (12% Sysme test and 12% Orbis test) and only will average with the two practical activities with a minimum grade of 4.

ASSESSMENT ACTIVITIES

| Activity | Weight | Hours | ECTS | Learning Outcomes |
|------------------------|--------|-------|------|----------------------------------|
| Amadeus practical test | 36 % | 1 | 0,04 | CE10.5 |
| Sysme practical test | 12 % | 1 | 0,04 | CE10.5 |
| Orbis practical test | 12 % | 1 | 0,04 | CE10.5 |
| Practical activities | 40 % | 14 | 0,56 | CE8.4, CE10.5, CE12.4, CE13.5 |

Final exam. There will be a final exam with the entire contents of the course for students who have not passed the evaluation system referred in the previous point and for students with specific features (repeaters, mobile students, etc.) and that will worth the **100% of the final grade**.

Re-avaluació. Those students with a final grade between 3,5 and 5 will have the chance to do another exam. The maximum final grade to be obtained is of a 5 over 10.

9. PLANNING

| WEEK | TOPIC | METHOD | HOURS |
|------|---|---------------------------------|-------------|
| 1 | 1: Introduction to GDS 2: Encoding and decoding | Lectures Practical exercises | 2 2 |
| 2 | 2: Encoding and decoding 3: Air Availability | Lectures Practical exercises | 1 3 |
| 3 | 3: Air Availability 4: Air reservations | Lectures Practical exercises | 3 1 |
| 4 | 4: Air reservations | Lectures Practical exercises | 4 |
| 5 | 4: Air reservations | Lectures Practical exercises | 4 |
| 6 | 5: Fares & ticketing | Lectures Practical exercises | 4 |
| 7 | 5: Fares & ticketing | Lectures Practical exercises | 4 |
| 8 | 5: Fares & ticketing 6: Introduction to PMS 7: Hotel Reservations | Lectures Practical exercises | 2 1 1 |
| 9 | 7: Hotel reservations 8: Creation and maintenance of files 9: Reception menu | Lectures Practical exercises | 1 2 1 |
| 10 | 9: Reception menu 10: Rooms managing 11: Invoicing and informs | Lectures Practical exercises | 1 1 2 |
| 11 | 12: Introduction to Orbis 13: Creation, control and file maintenance | Lectures Practical exercises | 2 2 |
| 12 | 14: Creation, control and closing travel records 15: Services invoicing and doc's generation | Lectures Practical exercises | 3 1 |
| 13 | 15: Services invoicing and doc's generation | Lectures Practical exercises | 2 |

10. ENTREPRENEURSHIP AND INNOVATION

To encourage entrepreneurship the professor provides students with the necessary tools to analyze the potential applications to be worked on new business ventures in the tourism industry. The classroom activities and the teamwork consolidate the relationship between people who need to provide synergies to achieve the agreed team objectives and then turned into future business projects.

The course provides the student with nowadays and real vision thanks to the studies and researches that must be done in the scheduled activities. Furthermore, the evaluation system has self-assessment and community evaluation as a complement to the professor assessment to engage students and let

them know the level reached by the group to train them in the reflection techniques before appropriate approaches or unsatisfactory ones for the success of a business project, whether individual or group.

All works and student's contributions are shared with the rest of classmates to share the created resources and to ensure the creation of authentic information.