FUABformació
Escola de Turisme i Direcció Hotelera

Subject Study guide "Electronic marketing in Hotel Distribution"

1. IDENTIFICATION

- ✓ **Subject name:** Electronic marketing in Hotel distribution
- ✓ **Code:** 103781
- ✓ **Degree:** Degree in Hotel Management
- ✓ **Academic course:** 2018-19
- ✓ **Subject type:** Optional
- ✓ **ECTS Credits (hours):** 3 ECTS (75 hours)
- ✓ **Teaching period:** 4th- year / 2nd semester
- ✓ **Teaching language:** English
- ✓ **Teachers:** Carme Ruiz
- ✓ **Email:** carmen.ruizA@uab.cat

2. PRESENTATION

The subject aims to provide students with the computerized skills needed to develop their careers within the hotel industry working with the Global distribution system Amadeus and learning different techniques to manage the social nets and online marketing.

The course is very practical and is intended to apply all the theoretical contents in practical sessions and exercises.

3. EDUCATIONAL GOALS

At the end of the course the student will be able to:

1. Understand the basic operation of the Amadeus hotel application and Amadeus Selling Platform interface.
2. Analyze the community manager actions and develop an accurate marketing strategy through the social media.
3. To know how to organize an online marketing campaign with the available resources.
4. Acquire agility on specific tourism software.
5. Develop the ability to learn independently.

6. Ability to self-assessment knowledge.
7. Work with communication skills at all levels.

4. SKILLS AND LEARNING OUTCOMES

SPECIFIC SKILLS

CE19. Apply the most updated ICT tools and management system to the planning, management and direction areas of hotel and restaurant market.

> LEARNING OUTCOMES
>
> C19.2. know the technologies applied to promotion, management and tourism marketing (Amadeus, Fidelio, Galileo, Sabre, etc.)

CE25. Demonstrate that understand the relation and the impact of information systems in the management process of the hotel and restaurant companies.

> LEARNING OUTCOMES
>
> CE25.1. Knowing and apply the new marketing and loyalty formulas through Internet and apply them in the hotel and restaurant products and service sales.

C32. Elaborate marketing and promotion plans in the hotel and restaurant market, especially in the field of the online marketing.

> LEARNING OUTCOMES
>
> CE32.4. Implementing the new tools of online marketing with the purpose of improving the complete company management (internal and relations with the environment)

TRANSVERSAL SKILLS

> CT1. Develop the self-study ability.
>
> CT2. Ability to self-assess the knowledge.
>
> CT3. Adapt to the new technological changes that appear
>
> CT4. Work with communication skills at all levels.
>
> CT8. Demonstrate leader skills in the human resources management in hotel and restaurant companies
>
> CT11. Time organizing and managing
>
> CT12. Teamwork
>
> CT14. Demonstrate orientation and customer service skills

CT16. Analyze, synthetize and evaluate the information

5. TOPIC AND CONTENT

INTRODUCTION TO HOTEL DISTRIBUTION

I PART: GDS- AMADEUS

  Unit 1: Introduction, codification

  Unit 2: Hotels application

II PART: Marketing and new technologies

  Unit 3: The Community manager in the tourism companies

  Unit 4: Online marketing

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.

Gretzel, U. & Xiang, Z. (2010). Role of social media in online travel information search. Tourism management 31, p. 179-188. Elsevier Ltd, Great Britain.

Larsen, J., Urry, J. & Axhausen, K.W. (2006). Networks and tourism: Mobile Social Life. Annals of Tourism Research, Vol. 34, nº 1, pp. 244-262. Elsevier Ltd, Great Britain.

Webgrafia:

http://www.tnooz.com/article/fifteen-of-the-best-social-media-campaigns-in-travel-so-far/
http://www.travelandleisure.com/smittys-2013
http://springnest.com/blog/social-media-travel-marketing/
http://www.tourism.australia.com/industry-advice/using-social-media.aspx

Other support materials in digital format and links to websites are offered at the Virtual campus.

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	26	1.04	CE19.2, CE19.3, CE25.1, CE25.2
Solving problems	8	0.32	CE19.2, CE19.3, CE25.1, CE32.3, CE35.1
Type: Supervised			.
Tutoring	12	0.48	CE19.2, CE19.3, CE25.1, CE25.2, CE32.3
Type: Autonomous			
Preparation of papers	9	0.36	CE19.2, CE19.3, CE25.1, CE32.3, CE35.1
Exercises and case studies	20	0.8	CE19.2, CE19.3, CE25.1, CE32.3, CE35.1

8. ASSESSMENT SYSTEMS

The subject evaluation will be as follows:

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

a) The performance of a practical test consisting in the realization of several bookings with Amadeus that will worth a **30% of final grade** and that will average with the two practical activities with a minimum grade of 4 over 10.

b) Realization of two practical activities in Amadeus that will worth a **20% of final grade** (10% each one of them).

c) Realization of one practical case (developing an online marketing campaign) that will worth **20% of final grade.**

d) Analysis of three case studies related to hotel's distribution, social media management and online marketing that will worth **30% of final grade** (10% each one).

ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	Learning Outcomes
Practical test	30 %	2	0.08	CE19.2, CE19.3, CE25.1, CE25.2
Practical activities	20 %	8	0.32	CE19.2, CE19.3, CE25.1, CE32.3, CE35.1
Case studies and practical case realization	50 %	29	1,16	CE8.7, CE10.4, CE13.5

<u>Final exam</u>. 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.**

<u>Re-avaluació</u>. 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	Introduction to hotel's distribution	Lecture Practical activities	2
2	Introduction to hotel's distribution	Practical activity	2
3	GDS AMADEUS. PART I: AMADEUS Unit 1: System introduction and encode and decode	Lecture Practical activities	2
4	Tema 2: Amadeus hotels application	Lecture Practical activities	2
5	Tema 2: Amadeus hotels application	Practical activity	2
6	Tema 2: Amadeus hotels application	Lecture	2

		Practical activities	
7	Tema 2: Amadeus hotels application	Lecture Practical activities	2
8	Tema 2: Amadeus hotels application	Practical activity	2
9	Amadeus hotels	Assessment practical activity	2
10	PART II: COMERCIALIZATION AND NEW TECHNOLOGIES Unit 3: *Community manager*	Lecture Practical activities	2
11	Unit 3: *Community manager*	Guided self-learning	2
12	Unit 4: *Marketing online*	Guided self-learning	2
13	Unit 4: *Marketing online*	Guided self-learning	2
14	Unit 4: *Marketing online*	Guided self-learning	2
15	*Community & Marketing*	Assessment practical activity	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.