

Academic year	2016-17
Subject	20517 - Tourism Intermediaries
Group	Group 36, 1S, Menorca, GTUR
Teaching guide	A
Language	English

Subject identification

Subject	20517 - Tourism Intermediaries
Credits	4 de presencials (100 hours) 2 de no presencials (50 hours) 6 de totals (150 hours).
Group	Group 36, 1S, Menorca, GTUR (Campus Extens Illes)
Teaching period	First semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Montserrat Jaén Mercadal montserrat.jaen@uib.es	19:30	20:30	Friday	16/09/2016	30/06/2017	Despatx 9 Arx. Lluís Salvador (cita previa)

Contextualisation

The primary objective of this subject is to provide students with detailed knowledge about the different ways a tourism product can be commercialised, as well as the main relationships that are produced in tourism contracting.

During this course students will analyse the different products offered by the sector depending on the tourist destination (urban, holiday and mixed products) and also the main components of any tourism product (accommodation, transport, complementary offers, etc.) and the main players involved in tourism contracting (customers, travel agents, tour operators, incoming agencies, etc.).

After analysing the tourism product and its principal components, students will then go on to examine the different mechanisms that can be used to distribute the product (sales quotas, guaranteed sales, GDS, CRS, etc.), with special attention paid to the new distribution channels that have appeared as a result of the expansion of the new information technologies (B2C, B2B, OTAs, bed banks, etc.).

Lastly, students will study the major commercial strategies and new tendencies that have arisen in recent years in the sector, such as Revenue Management, online marketing, the impact of the social media, etc.

Requirements

Teaching guide

Recommendable

Students are recommended (not required) to have passed the subject entitled Marketing I and to be currently taking Marketing II

Skills

Specific

- * CE-2. Building up a global vision of tourism and understanding the links between the different subsystems and disciplines that it comprises..
- * CE-4. Being able to conceptualize patterns, processes, interactions and changes in tourism, conceived as a system on a broad range of spatial scales..
- * CE-12. Applying knowledge, methods and techniques in the workplace that have been acquired during his/her undergraduate training and developing them with a high degree of responsibility, ethical commitment and capacity for integration in multidisciplinary teams..

Generic

- * CG-2: Knowing how to apply technical and methodological knowledge to his/her work and doing so in a professional manner, integrating the different tourism-related subject areas that he/she has studied. Possessing the necessary skills and demonstrating them by putting forward and defending arguments and solving problems in relevant subject areas..
- * CG-4: Being able to get across information, ideas, problems and solutions in any of the tourism-related subject areas to both a specialist and non-specialist public..
- * CG-5: Having developed the necessary learning skills to undertake professional tasks and postgraduate tourism studies with a high degree of independence..

Basic

- * You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

Content

Theme content

- Unit 1. INTRODUCTION AND GENERAL FRAMEWORK
 - 1.1 DESTINATION
 - 1.1.1 URBAN
 - 1.1.2 HOLIDAY
 - 1.1.3 MIXED
 - 1.2 HOTELS
 - 1.3 FLIGHTS AND AIRLINE COMPANIES
 - 1.4 TRANSFERS



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- 1.4.1 RENT A CAR
- 1.4.2 COACHES/TRANSFERS
- 1.5 COMPLEMENTARY OFFER
- 1.6 PLAYERS
 - 1.6.1 CUSTOMER
 - 1.6.2 AGENCY
 - 1.6.3 TOUR OPERATORS
 - 1.6.4 INCOMING
- Unit 2. DISTRIBUTION PRIOR TO THE INTERNET
 - 2.1 TRADITIONAL VALUE CHAIN
 - 2.2 TRADITIONAL CONTRACTING STRATEGIES
 - 2.2.1 QUOTAS
 - 2.2.2 GUARANTEES
 - 2.3 MARKETING AND PROMOTION
 - 2.4 APPEARANCE OF GDS AND CRS
- Unit 3. THE IMPACT OF THE INTERNET ON DISTRIBUTION
 - 3.1 INTRODUCTION
 - 3.2 MODELS OF COMMERCIALISATION
 - 3.2.1 B2C
 - 3.2.2 B2B
 - 3.3 NEW PLAYERS
 - 3.3.1 OTAs
 - 3.3.2 BED BANKS
 - 3.3.3 HOTEL WEBSITES
 - 3.4 NEW PARADIGM IN DISTRIBUTION
 - 3.5 NEW TENDENCIES
 - 3.5.1 CHANNEL MANAGERS AND INTEGRATIONS
 - 3.5.2 MOBILE
- Unit 4. COMMERCIAL STRATEGIES
 - 4.1 CONTRACTING
 - 4.1.1 TRADITIONAL
 - 4.1.2 ONLINE
 - 4.1.3 MICE
 - 4.1.4 CORPORATE
 - 4.2 GENERAL ASPECTS OF REVENUE MANAGEMENT



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4.2.1 CONTROL OF INVENTORIES

4.2.2 PRICING STRATEGY

4.3 ONLINE MARKETING

SEARCH ENGINES (SEM & SEO)

SOCIAL MEDIA

REVIEWS

Teaching methodology

In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theoretical classes	Large group (G)	Learn and understand the main contents of the course	50
Practical classes	Practical	Medium group (M)	Analysis of study cases and exercises	50

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Group or individual self-study	Case studies and exercises	Solver case studies and exercises	25
Group or individual self-study	Readings	Reading the main contents of the course	25

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

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Theoretical classes

Modality	Theory classes
Technique	Objective tests (retrievable)
Description	Learn and understand the main contents of the course
Assessment criteria	Final exam

Final grade percentage: 40% with minimum grade 4

Practical

Modality	Practical classes
Technique	Objective tests (non-retrievable)
Description	Analysis of study cases and exercises
Assessment criteria	Class participation

Final grade percentage: 10%

Case studies and exercises

Modality	Group or individual self-study
Technique	Objective tests (non-retrievable)
Description	Solver case studies and exercises
Assessment criteria	Study cases and exercises

Final grade percentage: 25%

Readings

Modality	Group or individual self-study
Technique	Objective tests (non-retrievable)
Description	Reading the main contents of the course
Assessment criteria	Partial exam

Final grade percentage: 25%

Resources, bibliography and additional documentation

Basic bibliography

Buhalis, D., 2003, eTourism: information technology for strategic tourism management, Pearson (Financial Times/Prentice Hall), London ISBN 0582357403.

Yolanda González González, Antonio J. Escobar y Salvador Romero Toro, 2013. Dirección de entidades de intermediación turística. Ed. Síntesis.

Complementary bibliography

<http://www.hosteltur.com>
<http://www.exceltur.org>
<http://www.hebsdigital.com/>





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<http://www.tnooz.com/>
<http://www.eyefortravel.com/>

