

## Syllabus

### Subject

<b>Subject / Group</b>	20517 - Tourism Intermediaries / 31
<b>Degree</b>	Double Degree in Economics and Tourism (2015) - Fourth year Double Degree in Business Administration and Tourism - Fourth year Degree in Tourism - Third year
<b>Credits</b>	6
<b>Period</b>	1st semester
<b>Language of instruction</b>	English

### Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Jorge Emilio Velasco Merchan	You need to book a date with the professor in order to attend a tutoring session.					

### Context

The primary objective of this subject is to provide students with detailed knowledge about the **different ways a tourism product can be distributed**, as well as the **commercial relationships that are established by the different intermediaries in tourism contracting**.

During this course students will analyse the **different products offered in tourism**, depending on the destinations' different types of segmentation (urban, holiday and mixed products), also the main components of tourism products and services (accommodation, transport, complimentary offers, etc.) and the main players involved in tourism contracting (customers, travel agents, tour operators, incoming agencies, OTA's, Bedbanks, etc.).

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

Lastly, students will study the significant commercial strategies and new areas of study that have arisen in recent years in the sector, such as **Revenue Management, online marketing, the impact of the social media**, etc., although it is just an overview as details are studied in another Marketing subject.

The language of instruction for this course will be English. Students taking this course will learn specific economic /tourism-related vocabulary and develop both their productive and receptive skills in English and therefore acquire further knowledge of the English language

### Requirements

#### Tourism Marketing I

## Syllabus

### TourismMarketing II

#### Recommended

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

#### Skills

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##### 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 process 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

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Introductory Marketing knowledge

##### Range of topics

Unit 1. INTRODUCTION AND GENERAL FRAMEWORK

###### 1.1 DESTINATION

1.1.1 URBAN

1.1.2 HOLIDAY

1.1.3 MIXED

###### 1.2 HOTELS



## Syllabus

### **1.3 FLIGHTS AND AIRLINE COMPANIES**

#### **1.4 TRANSFERS**

##### 1.4.1 RENT A CAR

##### 1.4.2 COACHES/TRANSFERS

#### **1.5 OTHER TOURISM OFFER ON DESTINATION**

#### **1.6 PLAYERS**

##### 1.6.1 THE CUSTOMER

##### 1.6.2 TRAVEL AGENCY

##### 1.6.3 TOUR OPERATORS

##### 1.6.4 INCOMING

### Unit 2. TOURISM DISTRIBUTION "BEFORE" THE INTERNET

#### **2.1 TRADITIONAL VALUE CHAIN**

#### **2.2 TRADITIONAL CONTRACTING STRATEGIES**

##### 2.2.1 SALES QUOTAS

##### 2.2.2 SALES GUARANTEED

#### **2.3 MARKETING AND PROMOTION**

#### **2.4 APPEARANCE OF GDS AND CRS**

### Unit 3. THE IMPACT OF THE INTERNET ON TOURISM DISTRIBUTION

#### **3.1 INTRODUCTION**

#### **3.2 NEW DISTRIBUTION MODELS**

##### 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



## Syllabus

4.1.4 CORPORATE

### 4.2 GENERAL ASPECTS OF REVENUE MANAGEMENT

4.2.1 INVENTORY AND RISK MANAGEMENT

4.2.2 OVERVIEW ON PRICING STRATEGY

## Teaching methodology

### Workload

Subject methodology

In-class work activities (4 credits, 100 hours)

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 - Case studies and exercises - attendance	Medium group (M)	Analysis of study cases and exercises to put into practice the concepts that have been acquired	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 Aula Digital platform.

Distance education tasks (2 credits, 50 hours)

Modality	Name	Description	Hours
Group self-study	Readings + Individual case studies and exercises	Reading the main contents of the course	25
Group or individual self-study	Group essay portfolio	Solve case studies and exercises	25

## Syllabus

### 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

#### Frau en elements d'avaluació

In accordance with article 33 of the Academic Regulations, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, to an undervaluation in the qualification that may suppose the qualification of "suspense 0" in the annual evaluation of the subject

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#### Theoretical classes

Modality	Theory classes
Technique	Objective tests ( <b>recoverable</b> )
Description	Learn and understand the main contents of the course.
Assessment criteria	Final exam

Final grade percentage: 40% with a minimum grade of 4

#### Practical - Case studies and exercises - attendance

Modality	Practical classes
Technique	Student internship dissertation ( <b>non-recoverable</b> )
Description	Analysis of study cases and exercises to put into practice the concepts that have been acquired
Assessment criteria	5% Attendance 10% (active class participation + discussion + positive feedback)

Final grade percentage: 15%

## Syllabus

### Readings + Individual case studies and exercises

Modality	Group self-study
Technique	Objective tests ( <b>non-recoverable</b> )
Description	Reading the main contents of the course
Assessment criteria	Group portfolio of individual essays presented by groups. In which the main conclusions and the importance in the intermediation sector will be discussed.

Partial exam

Final grade percentage: 20%

### Group essay portfolio

Modality	Group or individual self-study
Technique	Student internship dissertation ( <b>non-recoverable</b> )
Description	Solve case studies and exercises
Assessment criteria	Group essay portfolio

Every group of students elaborate a portfolio of practices. Including every individual exercises and adding a discussion section about the main concepts acquired and the implication of the findings for tourism intermediation.

Furthermore, the last week of the course the students elaborate a speech about the main findings, implications and limitations of the work done.

- The application of the theory.
- The ability to work in a team (initiative, coordination, distribution of workload, etc.).
- Clear exposition and time control.
- Correction of language, both written and oral.
- The capacity of abstraction: choose the essential elements of the report for public exposure.

The written part and the defence will be evaluated separately forming the qualification as a whole.

Final grade percentage: 25%

### Resources, bibliography and additional documentation

#### Basic bibliography

Note: The advanced level of the course obligates to use more than one reference. The teacher will indicate in each unit in which reference is the most appropriate. (**Compulsory bibliography in bold**)

#### English

- \* **Buhalis, D., 2003, eTourism: information technology for strategic tourism management, Pearson (Financial Times/Prentice Hall), London ISBN 0582357403.**
- \* Cooper, C. (2012). Essentials of tourism. Harlow, England; New York: Pearson Financial Times/Prentice Hall.
- \* Philip R. Kotler, John T. Bowen, James Maken, Seyhmus Baloglu (2017): "Marketing for Hospitality and Tourism". 7th Edition. Pearson
- \* Nyheim, P., & Connolly, D. (2011). Technology strategies for the hospitality industry. Prentice Hall Press.



## Syllabus

- \* Tranter, K. A. (2009). An introduction to revenue management for the hospitality industry: Principles and practices for the real world. Pearson Education India.

### Spanish

- \* Albert, I. (2015). Gestión de Viajes, Servicios y productos turísticos. Madrid: Editorial universitaria Ramón Areces.
- \* Alcázar Martínez, B. Del (2002): Los canales de distribución en el sector turístico. Madrid: ESIC Editorial.
- \* Ameigeiras, C. (2012). Venta de servicios turísticos. Editorial Síntesis, pp.: 109-124.
- \* Borja, L. y Gomis, J.M. (2009). El nuevo paradigma de la intermediación turística. Madrid: Editorial Piramide.
- \* Del Alcázar Martínez, B (2002). Los canales de distribución turística... Madrid. Esic.
- \* González, Y., Escobar, A., Romero, S. (2013). Dirección de entidades de intermediación turística. Madrid: Editorial Síntesis.
- \* **Yolanda González González, Antonio J. Escobar y Salvador Romero Toro, 2013. Dirección de entidades de intermediación turística. Ed. Síntesis.**

### Complementary bibliography

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

