

Course Title: **Travel Distribution Management**

Course Code: **TOUR604**

Descriptor Start Date: **01/01/2017**

POINTS: **15.00**

LEVEL: **6**

PREREQUISITE/S:

COREQUISITE/S:

RESTRICTION/S:

## LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

**Total learning hours: 150**

## PRESCRIPTOR

Develops knowledge and skills in the practical operation of computer information and distribution systems within the travel industry. The history, development, operation and management of such systems as distribution and information tools within the travel and tourism industry, and the subsequent development of e-commerce, are examined.

## LEARNING OUTCOMES

1. Assess the role of Computer Information and Distribution Systems within the Travel and Tourism Industry;
2. Demonstrate the practical operation of a Global Distribution System to accurately create customers' reservations;
3. Analyse theoretical models and the application of Computer Information and Distribution Systems;
4. Evaluate developments in Computer Information and Distribution Systems that may have an impact on the consumer and distribution points.

**Disclaimer: Course descriptors may be amended between teaching periods/semesters**

## CONTENT

Topics may include:

- Traditional distribution structures and the utilisation of ICT
- Theoretical approaches to developments in ICT
- The evolution of ICT in the travel and tourism industry
- The development of e-commerce
- The role of ICT: Global Distribution Systems
- The utilisation of ICT - Suppliers in the distribution chain
- The utilisation of ICT - Intermediaries in the distribution chain
- Future e-commerce strategies and consumer distribution points
- The practical operation of Amadeus GDS

## LEARNING & TEACHING STRATEGIES

The pedagogical approach will place emphasis on student centred learning through a variety of methods including lectures, discussions, workshops, tutorials and specialist guest speakers. Self-directed study will include research and the preparation of learning material for in-class work and assessments. Students will be encouraged to develop their ability to reason and to communicate effectively through the written and oral presentation of ideas and arguments.

## ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Online Mini Tests (3)	30.00	1
Individual Written Assignment	40.00	1, 3, 4
4 x Individual tests	30.00	2

### Grade Map

#### MAP1

A+ A A- Pass with Distinction  
B+ B B- Pass with Merit  
C+ C C- Pass  
D Fail

### Overall requirement/s to pass the course:

- A combined pass mark of 50% (or 35 marks out of a possible 70 marks) is required for Assessments 1 & 2 to pass this paper.
- Assessment 3 requires a minimum mark of 85% in all parts of the examination to pass this paper.
- Submit all assessments. If any assessment is not handed in, a DNC grade will be awarded for the paper.

## LEARNING RESOURCES

Amadeus Workbook – provided online. The learning of the Amadeus Global Distribution System is supported by online tutorials and resources.

**For further information, contact:** Te Ara Kete Aronui - Faculty of Culture & Society

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**Principal Programme:** AK1277, Bachelor of International Tourism Management

**Related Programme/s:** AK3704, AK3693, AK1254, AK1252, AK3002, AK2001, AK2002, AK3708

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