

Code - Course	<b>064435 – Distribution Management in the Hospitality Industry</b>		
Thematic Area	Hotel marketing management	Year	Third/ Fourth
Course Type	Optional (hotel management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

### BRIEF COURSE DESCRIPTION

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The current hotel professional is facing an incredible increasingly complex network of channels, both traditional and also web based, which have to be well managed to ensure the success of the hotel.

The key question is: how can the product be distributed and, at the same time, increase the potential of all the key stakeholders involved in the distribution process to its fullest?

This subject provides the fundamentals of practices in the hotel industry that will help students develop their professional career in this fascinating field.

This specialization covers the basic concepts of the management of hotel demand and distribution. Students will learn how intermediaries (for example OTAs- on-line travel agencies-) are making an impact in the hospitality sector and they will explore tools and techniques to maximize business revenue in this new global scenario the hotel industry is immersed in.

Students will analyze sales optimization models and strategies based on the markets and distribution channels. They will also learn about the different on-line reservation management systems both from the business and the customer's approaches, and about the contract and relation management with OTAs, dealing with issues like technology, commercialization, quality, economic goals and business strategies.

### GENERAL SKILLS

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GS02- Have business vision.

GS06- Be customer-oriented.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained

### SPECIFIC SKILLS

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SS09- Understand and use information technology and information management systems in tourism

SS10- Market tourism products, services, and projects

### ACADEMIC CONTENTS

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1. An introduction to hotel distribution.
2. Distribution management.
3. Contracting channels.
4. Management channels.
5. Revenue management of hotel distribution channels.
6. Successful case studies in hotel distribution management.

### LEARNING METHODOLOGY

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The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Explanatory lessons
- Practical exercises
- Case studies

### ASSESSMENT SYSTEM

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The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

**Continuous Assessment** consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

**Single Assessment** consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	60 %	40%
Individual Written Final Exam	40 %	60%

**Review and Reassessment of the Course**

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.