

FACULTY OF GLOBAL AND COMMUNITY STUDIES		
COURSE OUTLINE		
Term:	<i>Fall 2015</i>	Instructor:
Course No:	<i>TOUR 404</i>	Office:
Course Name:	<i>Travel Distribution Management</i>	Telephone:
Credits:	<i>3</i>	E-mail:
Classroom/Lab:		Office Hours:
Scheduled:		

COURSE FORMAT: 3 hours per week for 15 weeks, plus fourth hour activities

PREREQUISITES: 75 credits of 100-level or higher coursework including TOUR 212 or 312

FOURTH HOUR: Fourth hour activities for this course may include on-line instruction, small group meetings with faculty, tutorials, field trips, or industry events.

COURSE OUTCOMES: The travel industry is rapidly changing with the growth of the internet and mobile technology. How tourism businesses manage their distribution and marketing channels will have a huge impact on their profits and ability to remain competitive. Businesses reach potential clients directly through channels like advertising, brochures, websites, and word of mouth, and indirectly through travel intermediaries. This course addresses the history, development, operations and management of traditional and evolving distribution channels including retail travel agents, wholesalers, tour operators, specialty channelers such as meeting planners and incentive houses, tourism associations, and destination marketing organizations. The three main components of distribution channels will be addressed: suppliers, connectivity systems, and intermediaries. A key focus will be on the use of new technologies in travel distribution systems.

STUDENT LEARNING OUTCOMES: Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
<ol style="list-style-type: none"> 1. Explain the various components of distribution channels, their specific roles, linkages between them and how the system operates. 2. Explain the benefits and challenges of using Global Distribution Systems and other intermediaries to package and distribute your tourism product. 3. Illustrate and explain the traditional structure of travel distribution channels, how the various participants interact, and the impacts of new technology on emerging channels including e-commerce and the share economy. 4. Discuss the significance of recent and emerging technologies such as Global Distribution Systems, social media and social networking, and mobile devices. 5. Analyze future trends in travel distribution systems and their impacts on businesses in regards to issues like distribution costs, product pricing, yield management. 6. Use forecasting tools and marketing channels as a revenue management tool.

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
Critical Analysis of a Selected Intermediary: <ul style="list-style-type: none"> • Paper • Presentation 	20% 10%	I G
Midterm	15%	I
Assessment of Online Travel Distribution Management for a Sector/Business <ul style="list-style-type: none"> • Paper • Presentation 	20% 10%	I G
Final Exam	25%	I
Total	100%	

GRADING PROFILE:	A+=90-100%	B+ = 77-79%	C+ = 67-69%	D = 50-59%
	A =85-89%	B = 73-76%	C = 63-66%	F = 49% or less
	A-=80-84%	B- = 70-72%	C- = 60-62%	

GRADING STANDARDS:

- A+ All aspects of the work submitted are to exceptional standards.**
Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).
- A All aspects of the work submitted are to excellent standards.**
Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).
- B All aspects of the work submitted are to good standards.**
Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).
- C All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.**
Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).
- D Work submitted earns a minimal pass.**
Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).
- F All aspects of the work submitted are below adequate standards.**
Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature, other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).

REQUIRED TEXT and OTHER RESOURCES:

No textbook is required. Lists of readings will be distributed during the semester detailing what should be read regarding each sub-topic's material. This list provides a synopsis of some of the key readings.

Miller, K.E., Sood, S., Kattiapornporn, U., Woodbridge, M., & McDonnell, I. (2010). Global Tourism and Travel Distribution: changes, impacts and opportunity for Australian tourism. Retrieved from http://www.crctourism.com.au/wms/upload/resources/120016%20Global%20Distribution-Miller_WEB.pdf

- Ogonowska, M. (2012). Selling tourism products through the opaque channels. *E-Review Of Tourism Research*, 10(3), 1-5.
- Radulović, L. (2013). The role and potential of global distribution system Amadeus for tourism development at the global level. *Singidunum Journal Of Applied Sciences*, 10(1), 28-38.
- Swinson Severt, K., & Rutkowski, T. (2011). Channel Incentive Travel: A Case Study. Retrieved from http://theirf.org/direct/user/site/0/files/IRF2011_Channel_Incentive_Travel_Study_Final_Nov.pdf
- Thakran, K., & Verma, R. (2013). The emergence of hybrid online distribution channels in travel, tourism and hospitality. *Cornell Hospitality Quarterly*, 54(3), 240-247.
- Trezner, Z. (2012). The role of travel agents and tour operators in extending the tourist season. Retrieved from http://ec.europa.eu/enterprise/sectors/tourism/files/etd2012/ectaa_zeljko_trezner_en.pdf
- VirtuaaliAMK. (No date). Tourism Intermediaries. Retrieved from <http://www2.amk.fi/digma.fi/www.amk.fi/opintojaksot/050809/1184649944500.html>
- Kracht, J. & Wang, Y. (2011). Chapter 11: distribution channels in destination marketing and promotion. In Wang, Y., & Pizam, A (Eds.) *Destination Marketing and Management: Theories and Applications*. Cambridge, USA: CABI.
- What Is Travel Distribution? (2010). PhoCusWright Innovation Edition, 14-25.

COURSE CONTENT/SCHEDULE:

WEEK	TOPIC(S)	ACTIVITIES
1	Course Introduction Evolution of Travel Distribution Channels	
2	The Travel Industry Suppliers	
3	Nature and Scope of Travel Distribution Channels	
4	Global Distribution Systems: Roles, Strategies, Contexts, and Changing Conditions	Critical Analysis – Paper Due
5	Tour Wholesalers: Roles, Strategies, Contexts, and Changing Conditions (including student presentation)	Midterm Critical Analysis – Presentation 1
6	Tour Operators: Roles, Strategies, Contexts, and Changing Conditions (including student presentation)	Critical Analysis – Presentation 2
7	Ground Operators: Roles, Strategies, Contexts, and Changing Conditions (including student presentation)	Critical Analysis – Presentation 3
8	Travel Agents: Roles, Strategies, Contexts, and Changing Conditions (including student presentation)	Critical Analysis – Presentation 4
9	Central Reservation Systems	Critical Analysis – Presentation 5
10	Specialty Channelers: Roles, Strategies, Contexts, and Changing Conditions	Critical Analysis – Presentation 6
11	Destination Marketing Organizations: Roles, Strategies, Contexts, and Changing Conditions	Critical Analysis – Presentation 7
12	Future of Travel Distribution Channels	
13	Capitalizing on Travel Distribution Channels	Online Distribution Assessment
14 - 15	FINAL EXAM PERIOD	Final Exam

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

In addition to the policies of the university, the Faculty of Tourism and Outdoor Recreation has the following policies governing the management of classes and curriculum.

FACULTY POLICIES:

Attendance:	<p>Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course email and web sites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline.</p> <p>Attendance for weekend courses is mandatory.</p> <p>No exemption from class time will be granted without appropriate medical documents or a proven emergency. Should a student choose to be absent they will receive a 15% deduction off the total final grade in the course for any day/or portion thereof missed. Students are required to make up all class work for which they were not in attendance.</p>
Professional Behaviour:	<p>Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism. Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.</p>
Cheating and Plagiarism:	<p>Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published on the University website.</p>
Penalties for Cheating and Plagiarism:	<p>A grade of 'O' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.</p>
Missed Exams or Quizzes:	<p>Will receive a grade of "O" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. A doctor's certificate, or other proof supporting the reason for the absence, may be required.</p>
English Usage:	<p>All assignments are marked for correct English usage, proofreading and formatting, up to a maximum of 15% of the total mark for that assignment.</p>
Assignments:	<p>Homework assignments are due at the start of class on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.</p>
Programmable Tools:	<p>The use of programmable items such as calculators, and dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.</p>
Incomplete Grades:	<p>Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the exam period.</p>
Copyright Policy:	<p>Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.</p>