



CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2019	COURSE NO: TOUR 404	
INSTRUCTOR:	COURSE TITLE: Travel Distribution Management	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed-mode format.

COURSE PREREQUISITES

60 credits of 100-level or higher coursework.

CALENDAR DESCRIPTION

Focusing on the use of new technologies in travel distribution, this course addresses the history, development, operations and management of traditional and evolving channels including retail travel agents, wholesalers, tour operators, specialty channels such as meeting planners and incentive houses, tourism associations, and destination marketing organizations. Three main components of distribution channels will be addressed: suppliers, connectivity systems, and intermediaries.

REQUIRED TEXTS AND/OR RESOURCES

This course takes advantage of simulation software. Students may be required to purchase a license. 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.

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.

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>

What Is Travel Distribution? (2010). PhoCusWright Innovation Edition, 14-25.

Note: Texts and readings for this course may change (with adequate notice). Please consult with your instructor and with the detailed course syllabus and/or Moodle site for the final reading list.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Explain the various components of distribution channels, their specific roles, linkages between them and how the system operates.
- Explain the benefits and challenges of using Global Distribution Systems and other intermediaries to package and distribute your tourism product.
- 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.
- Discuss the significance of recent and emerging technologies such as Global Distribution Systems, social media and social networking, and mobile devices.
- Analyze future trends in travel distribution systems and their impacts on businesses in regards to issues like distribution costs, product pricing, yield management.
- Apply forecasting tools and marketing channels as a revenue management tool.

COURSE CONTENT

In order to facilitate student learning and in-class discussion, students are expected to complete **ALL** assigned readings **BEFORE** each class. Readings and lecture topics may change and/or additional readings assigned as appropriate. Please consult with your instructor.

Week	Topics
1	<ul style="list-style-type: none"> • Course Introduction • Concepts and Definitions
2	<ul style="list-style-type: none"> • Concepts and Definitions (continued) • Evolution of Travel Distribution Channels • Tour Wholesalers and Operators: Roles, Strategies, Contexts, and Changing Conditions
3	<ul style="list-style-type: none"> • Travel Retailers • Specialty Channels
4	The Future of Travel Distribution Channels
5	<ul style="list-style-type: none"> • The Internet and its Influence in Travel Distribution • Social Media Distribution
6	<ul style="list-style-type: none"> • Social Media Distribution (continued) • The Sharing Economy
7	<ul style="list-style-type: none"> • Global Distribution Systems and Central Reservations Systems • Case Study: Sabre GDS
8	Global Distribution Systems (continued)
9	Travel Technology Essentials
10	Travel E-Commerce
11	Travel E-Commerce (continued)
12	<ul style="list-style-type: none"> • Destination Marketing Organizations (DMOs) • Travel Distribution Associations in Canada
13	Preparations for Examinations and Presentations
14-15	Final Exam Period

EVALUATION PROFILE

Tests and Quizzes	25%
Simulation Exercises	20%
Report and Presentation	
• Report	15%
• Presentation	10%
Participation and Attendance	10%
Final Exam	<u>20%</u>
Total	100%

ASSIGNMENTS

The deliverables structure for this course, specifically what is contained in the group presentations, tests, critique, and final exam, is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to the course syllabus and Moodle site for a detailed breakdown.

Tests and Quizzes: This course will include a combination of quizzes and tests. The format of tests and quizzes will be determined by the instructor and may include a combination of true/false, multiple choice, short answer, matching, and essay questions.

Written Assignments: This course will include a combination of short written assignments (e.g. reading responses, primary source analysis, article review) and/or longer assignments such as a research essay.

Presentations: This course will include a presentation component, which may be an individual or group assignment (e.g. in-class debate, academic poster, research presentation). Detailed instructions will be provided in class and on Moodle.

Participation: Participation grades are based on the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions; listening attentively during lectures and when other students are speaking; and participating in all activities with an open and inquisitive mind.

Final Exam: The course will include a final exam that may be drawn from all class materials. The final exam may be cumulative (please consult with your instructor). The final exam will be scheduled at a date to be determined by the Registrar's Office. Please plan to be available to write the final exam at any point during the final exam period. If you must make travel arrangements, assume that the final exam will be held on the final day of the exam period, and plan accordingly.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

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

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

See course syllabus