

MODULE OUTLINE DIT84

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT84	YEAR OF STUDY	4 th (8 th semester)
MODULE TITLE	Distribution Channels for Tourism Products		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		HOURS	CREDIS
Weekly teaching hours (22 hours) * 13 weeks		286	10 ECTS
Module TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Optional		
PREREQUISITE MODULES:	There are no prerequisites for this module.		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE(URL)	https://www.eap.gr/en/undergraduate/tourism-administration/tourism-administration-topics/#dit84 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes

- The module learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the module, are described in detail. It is necessary to consult:

On successful completion of this module, students will be able to:

- Discuss and analyse the principles, nature and specificities of the distribution of tourism products and services, both from the point of view of tourism demand and tourism supply.
- Demonstrate a critical understanding of the role of the different stakeholders involved in tourism distribution.
- Appreciate the dynamics of mediation and tourism product distribution systems (conflicts and partnerships).
- Consider functions and strategies for the effective management of tourism product distribution systems and the intermediaries involved.
- Know the impact of Information and Communication Technologies (ICT) on tourism product distribution.
- Evaluate new trends and future challenges for the distribution of tourism products and services.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,

Adapting to new situations

Decision-making

Individual/Independent work

Group/Team work

Working in an international environment

Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social awareness, altruism etc.)

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and

sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

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Search for, analysis and synthesis of data and information by the use of appropriate technologies

Adapting to new situations

Decision-making
Individual/Independent work
Project planning and management
Critical thinking
Development of free, creative and inductive thinking

3. MODULE CONTENT

The issue of distribution, as a key component of the marketing strategy and marketing mix, is a critical decision for any business/organisation operating in the tourism market. In the context of the module, alternative distribution strategies and policies are presented in relation to different categories of tourism products (tourist packages, travel services, accommodation services, etc.). The functions, basic and complementary services of distribution channels, the evolving role of intermediaries in the tourism market, as well as current trends in distribution issues are examined with reference to issues such as bargaining power, revenue management, profit margins and responsiveness/coupling of tourism supply with current trends in tourism behaviour and demand.

The subject matter of module DIT84 is analyzed below by educational week:

1. Introduction to the concepts of production and distribution of the tourism product
2. The evolution of the production and distribution of the tourism product
3. Conceptual framework of distribution channels in tourism
4. Organization and operation of distribution channels in tourism
5. From Reservation Systems (RS) to Global Distribution Systems (GDS)
6. Global Distribution Systems (GDS)
7. Electronic Distribution Channels in the Hotel Industry
8. Legal Framework and Electronic Reservation Systems
9. Smart Tourism
10. On-line sales in Tourism
11. New trends in the production and distribution of tourism products / Sharing Economy
12. Future Trends in Distribution Systems in Tourism
13. Course Summary

4. TEACHING METHODS-ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three (3) Group Counseling Meetings (OSS) during the academic semester on weekends.	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	We use : • Remote meetings tools (webex) • Presentation software (e.g. power point) Additionally, the students use office automation tools, web browsers and e-reader for digital books.	
MODULE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc</i> <i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i>	Activity	Semester Workload
	3 OSS (*4 hours)	12
	Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)	60
	Examination	3
	Individual study	211
	Total module workload (hours)	286
STUDENT PERFORMANCE EVALUATION/ASSESSMENTMETHODS <i>Detailed description of the evaluation</i>	a1. Two (2) Short Written Assignments (SWA) with a weighting factor of 10% each in the final grade of the module. a2. One (1) Semester Assignment (SA) with a weighting factor of 20% on the final grade of the module.	

<i>procedures.</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i>	The written assignment score is activated only with a score equal to or above the pass mark (≥ 5) in the final or retake exams. a3. Final or repeated written examinations (FE) with a weighting factor of 60% on the final grade of the final examination. The Final Grade (FG) of each subject, on a scale of 10, is calculated as follows: $\text{Final grade FG} = (\text{SWA1} \times 0,1) + (\text{SWA2} \times 0,1) + (\text{SA} \times 0,2) + (\text{FE} \times 0,6)$ Eligibility for the final examinations: The right to participate in the final examinations is secured by obtaining at least 50% of the sum of the potential passmark out of the total number of assignments assessed, i.e. 20points out of 100, on the basis of the weighting factors mentioned in points a1 and a2 above. All the criteria are posted, both in each written assignment, as well as in the general regulation of the Hellenic Open University at: https://www.eap.gr/education/study-regulations/.
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5. SUGGESTED BIBLIOGRAPHY

Suggested bibliography:

- Holland, J., & Leslie, D. (2017). Tour operators and operations: Development, management and responsibility. CABI.
- Buhalis, D., & Laws, E. (2001). Tourism distribution channels: practices, issues and transformations. Cengage Learning EMEA
- Lubbe, B. (2000). Tourism distribution: managing the travel intermediary. Juta and Company Ltd.

Additional digital material is available within the “study” platform.

Related Scientific Academic Journals:

1. Annals of Tourism Research
2. Journal of Travel Research
3. Tourism Management
4. International Journal of Contemporary Hospitality Management
5. International Journal of Hospitality Management
6. Journal of Sustainable Tourism