



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Academic year 2020/2021

Code-Course	064435 – Distribution Management in the Hospitality Industry		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Hospitality	Course Type	Optional Subject

### 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.



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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

### LEARNING METHODOLOGY

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The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

### ASSESSMENT SYSTEM

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The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

**Continuous Assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

**Single Assessment:** for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.