

COURSE TITLE	Tourism Distribution Channels
COURSE TYPE	Theoretical
TEACHING HOURS PER WEEK	2 hours
ECTS	3.5
COURSE OUTCOMES AND OBJECTIVES	<p>Student achievement is measured and evaluated by the ability in acknowledging the crucial relationships of various tour components such as transportation, lodging, dining, sightseeing, attractions and shopping;</p> <p>the ability in understanding different types of tour operators as well as basic types of organizational structures;</p> <p>the ability in identifying tour distribution channels;</p> <p>the ability in evaluating the significance of business plan for tour operators;</p> <p>the ability in appreciating the ways in destination; research, development, and supply negotiations;</p> <p>the ability in devising and developing tour itinerary planning;</p> <p>the ability in understanding how to strategically price the tour;</p> <p>the ability in acknowledging the specific communications strategies of tour operators.</p>
COURSE DESCRIPTION	<p>Distribution channels are increasingly regarded as one of the most critical elements in marketing, as they determine the competitiveness and profitability of organisations (Christopher, 1991; Gattorna, 1990; Stern and El-Ansary, 1992). Tourism distribution channels attract more attention by contemporary researchers and strategists. Their purpose is twofold: to provide <i>information</i> for prospective tourists and intermediaries as well as to establish a mechanism which would enable consumers to make, confirm and pay for <i>reservations</i> (Middleton, 1994; Bitner and Booms, 1982; Welburn, 1987; HoUoway, 1998). "In tourism, the position of the distribution sector is much stronger: trade intermediaries (travel agents and tour operators of course, but also charter brokers, reservation systems and other travel distribution specialists) have a far greater power to influence and to direct demand than their counterparts in other industries do. Since they do, in fact, control demand, they also have increased bargaining power in their relations with suppliers of tourist services and are in a position to influence their pricing, their product policies and their promotional activities" (WTO, 1975).</p>
REFERENCES	<p>Books:</p> <p>Galen, C. & Taun M. (1999). <i>Hospitality Information Technology. Learning How to Use it.</i> (4th ed.). Kendall: Hunt Publishing.</p> <p>Inkpen, G. (1998). <i>Information Technology for Travel and</i></p>

	<p><i>Tourism</i>. (2nd ed.) London: Longman.</p> <p>Nyheim, P. (2004). <i>Technology Strategies for the Hospitality Industry</i> (2nd ed.) New Jersey: Pearson Education.</p> <p>O'Connor, P. (1996). <i>Using Computers in Hospitality</i>. Wellington: Wellington House.</p> <p>Olson, D. (2004). <i>Managerial Issues of Enterprise Resource Planning Systems</i>. New York: McGraw-Hill.</p> <p>Werthner, H. & Stefan K. (1999). <i>Information Technology-A Challenging Relationship</i>. New York: Springer .</p> <p>Zhou, Z. (2004). <i>E-Commerce and Information Technology in Hospitality & Tourism</i>, New York: Thomson Delmar Learning Inc.</p>
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