

Faculty of Higher Education

Subject Code	TOU503
Subject Name	Tourism Distribution Systems
Credit points	6
Study Level	Year 1
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Simon Hamm
Simon.Hamm@angliss.edu.au

Subject Overview	<p>This subject examines the key distribution functions necessary to produce, promote and deliver tourism products and services. Tourism distribution systems are an integral part of the overall tourism industry and a vital contributor to the Australian economy as a whole. Students will investigate the underlying three core elements of tourism distribution systems that entail information, combination and travel arrangement services. These three essential parts to a tourism distribution system will be unpacked and evaluated within a changing, dynamic and complex tourism environment. By analysing the scope, complexity and diversity of tourism distribution systems, students will gain both a useful perspective and essential knowledge of this function within the tourism market. Students will gain experience in current GDS systems through hands on activities with programs such as Galileo.</p>
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Learning Outcomes	Describe the nature, structure, and variety of tourism distribution systems
	Examine the historical development of tourism distribution systems and the important components of time, location, and evolution.
	Identify the role of technology within tourism distribution systems and its key features such as networks, channels, bundles, modes and systems based structures (CRS, GDSs and DMSs), social media.
	Discuss both contemporary and future issues within tourism distribution systems and their particular characteristics given adversarial verses alliance styles of tourism distribution systems.

Assessments	Details	Weighting
	Online quizzes	20%
	Oral presentation	20%
	Portfolio presentation	40%
	Test	20%

Graduate Attributes addressed in this subject	Preparedness
	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique knowledge
	Communication skills