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

Subject Overview

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.

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.

Evaluate both contemporary and future issues within tourism distribution systems and their particular characteristics given adversarial verses alliance styles of tourism distribution systems.

Assessments

<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Segment analysis (groups of 2-4)</td>
<td>20%</td>
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<tr>
<td>Essay</td>
<td>35%</td>
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<tr>
<td>Portfolio presentation</td>
<td>45%</td>
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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