

The Hong Kong Polytechnic University

Subject Code	HTM4330
Subject Title	Hospitality Distribution Channels Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject firstly presents the basic foundation of distribution channel concepts within a managerial framework in the hospitality and tourism industries. It will then discuss the environment and how an effective distribution channels can be developed and managed. The new paradigm of e-commerce has also been integrated throughout the above areas to highlight its general impacts.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to be:</p> <p>A. Competent professional:</p> <p>Students will be able to possess and apply the skills, knowledge and abilities relevant the specialist areas of hospitality distribution channels, discuss the general issues on distribution channels management in the hospitality and tourism industries, and evaluate and make sound judgments in developing and managing the hospitality distribution channels through the use of appropriate distribution management theories and concepts.</p> <p>B. Critical thinker:</p> <p>Students will be able to demonstrate creativity, strategic and critical thinking to inform sound judgment in hospitality distribution and critically analyse the advantages and disadvantages of different hospitality distribution channels.</p> <p>C. Innovative problem solver:</p> <p>Students will be able to develop a global view on how tourism distribution channels and its environment relate to the other strategic variables in the marketing mix and identify, define, and resolve problems relevant to hospitality distribution channels management and operational areas.</p> <p>D. Effective communicator:</p> <p>Students will be able to effectively communicate using a variety of media/technologies in a variety of situations to express and apply clear ideas concerning distribution channels in a hospitality environment and apply a wide range of routine applications and demonstrate individual and group dynamics in communication.</p> <p>E. Lifelong Learners (not applicable)</p>

	<p>F. Ethical leader:</p> <p>Students will be able to develop ethical hospitality distribution strategies and use their skills to respond to customers' problems and requests ethically.</p> <p>G. Ethical Leader (not applicable)</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<ol style="list-style-type: none"> a. Introduction to Hospitality Distribution Channels b. The Characteristics of Channel Participants in Hospitality Industry c. The Environment of Hospitality Distribution Channels d. Designing the Hospitality Distribution Channels e. Selecting the Channel Members f. Targeting Markets for Leisure and Business Travelers g. Motivating and Evaluating Channel Members h. Product Issues in Hospitality Channel Management i. Pricing Issues in Hospitality Channel Management j. Promotion Issues in Hospitality Channel Management k. The Impact of Information Technology on Hospitality Distribution Channels in Tourism l. Behavioural Issues in Hospitality Channel Management m. Future Trends for Hospitality Distribution Channels