

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:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Possess and be able to 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 • Evaluate and make sound judgments in developing and managing the hospitality distribution channels through the use of appropriate distribution management theories and concepts <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Demonstrate creativity, strategic and critical thinking to inform sound judgment in an HTM workplace environment • Critically analysis the advantages and disadvantages of different hotel distribution channels <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • 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 • Apply a wide range of routine applications and demonstrate individual and group dynamics in communication

	<p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Develop a global view on how tourism distribution channels and its environment relate to the other strategic variables in the marketing mix • Be able to identify, define, and resolve problems relevant to HTM management and operational areas
<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
<p>Teaching/Learning Methodology</p>	<p>I. Interactive Lectures with discussions in class and illustration of real cases will be used in the lecture. Examples from the strategies of the Hotel ICON will be included whenever possible.</p> <p>II. Tutorials will be conducted by directing students to guided readings. Current issues and problems will be raised for group discussions in the tutorials. Case studies will be used where appropriate to help students solve real industry problems. Including those from Hotel ICON experiences.</p> <p>III. Group Project will be employed. Small groups of students will conduct a study on hospitality distribution channel management issues and how it is related to tourism at large. Team members will have to submit both a written report and final project presentation on this study to show their understanding. Feedback may be given after the presentation in order to validate the students' understanding and power of critical thinking and creativity in handling enquiries. Projects utilized the Hotel ICON will be encouraged.</p> <p>IV. A Case Study will have to be conducted on a selected hotel, catering or</p>

	<p>tourism related firm/organization. An in-depth analysis of internal and external factors that impact on the distribution channel strategies of the organization will be required. Again the Hotel ICON experiences will be used when appropriate.</p> <p>V. Computer-Assisted Teaching and Learning Methods will be used as supportive tools to stimulate and enhance teaching and learning environment.</p>																																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="467 415 1437 976"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>i. Group tutorial exercise and discussions</td> <td>15%</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>ii. Midterm Test</td> <td>25%</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>iii. Group Project</td> <td>20%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> </tr> <tr> <td>iv. Final Exam</td> <td>40%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100%</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Tutorial exercises and discussions (15%): Students will work on exercises and discussions on problems related to the topic discussed in lecture to demonstrate their understanding of the conceptions and ability to apply the concepts in solving the hospitality distribution channels management problems.</p> <p>Mid-semester Test (25%) The test requires students to answer a series of multiple choice questions and/or short answer questions. Topics will be selected from the key syllabus on the knowledge of tourism distribution channel management being covered. Students may be required to investigate, evaluate and criticize on the given topics.</p> <p>Group Project (20%) The Group Project comprises a written report and a group presentation. Students will be assessed on their written report and presentations to show their understanding of the chosen topic and their communication skills. Their ability to answer enquiries from peers and instructor will also be assessed.</p> <p>Examination (40%) An Examination will be used to test the students' understanding of the subject and their ability to apply the learning in answering applied tourism distribution management problems in the hospitality and tourism industry.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						A	B	C	D	E	F	i. Group tutorial exercise and discussions	15%	√	√					ii. Midterm Test	25%	√	√					iii. Group Project	20%	√	√	√	√			iv. Final Exam	40%	√	√	√				Total	100%						
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Student Study Effort Required	Class contact:	
	▪ Lecture	28 Hrs.
	▪ Tutorial	14 Hrs.
	Other student study effort:	
	▪ Project preparation	30 Hrs.
	▪ Exam preparation	30 Hrs.
	▪ Reading assigned work	24 Hrs.
	Total student study effort	126 Hrs.
Reading List and References	<p><u>Textbook</u></p> <p>1. Rosenbloom, B. (2012). <i>Marketing Channels</i> (8th ed.). Thomson South-Western, Ohio.</p> <p>2. Buhalis, D., & Laws, E. (2001). <i>Tourism Distribution Channels: Practices, Issues and Transformations</i>. Continuum, London.</p> <p><u>Suggested Readings</u></p> <p>1. Buhalis, D. (2000). Relationships in the Distribution Channel of Tourism: Conflicts Between Hoteliers and Tour Operators in the Mediterranean Region. <i>Journal of International Hospitality, Leisure and Tourism Administration</i>, 1(1), 113-139.</p> <p>2. Marcussen, C. H. (1999). The Effects of Internet Distribution on Travel and Tourism Services in the Marketing Mix: No-frills, Fair Fares, and Fare Wars in the Air. <i>Information Technology and Tourism</i>, 2, 197-213.</p> <p>3. Fodness, D., & Murray, B. (1998). A Typology of Tourist Information Search Strategies. <i>Journal of Travel Research</i>, 37(2), 109-119.</p>	