

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230714	SEMESTER	7th (dir. Tourism)
TITLE	TOURISM DISTRIBUTION CHANNELS IN AIR TRANSPORT		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures, Laboratory Exercises		3	5
COURSE TYPE	SPECIAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>Upon successful completion of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: recognize the role and importance of distribution channels of tourism products and services. 2. UNDERSTANDING: be able to distinguish the types and characteristics of different distribution channels 3. APPLICATION: discover in practice the electronic reservation systems and to make online reservations in accommodation, air, and ferry companies. 4. ANALYSIS: combine bookings through the system for air tickets, hotels, ships, trains, and excursion packages and invoice and issue transfer certificates by international regulations and always tailored to the customer's requirements. 5. COMPOSITION: propose and interpret terminology and procedures of passenger transport. Also, the students can compose and propose all the transport-related forms. 6. EVALUATION: compare the legislation governing transport as well as the rights of passengers. and to make full use of the possibilities provided by the system for the most comprehensive provider of tourist services.
General Skills
<ul style="list-style-type: none"> • a successful student will be able to: • Search, analysis and synthesis of data and information, using the necessary technologies

- Adaptation to new situations
- Decision making
- Autonomous work
- Teamwork
- Work in an international environment
- Work in an interdisciplinary environment
- Production of new research ideas

3. COURSE CONTENT

Reservation systems teach the Creation and organization of systems. Sales methods of the systems. Pricing of systems. IATA terminology related to transport. Learning the reservation system. World Aviation Geography. Design and operation of airports. Booking costing. Advantages and disadvantages of the systems in the contribution of creating a tourist package. Customer psychology. Get to know the companies that use the system as well as their product. Comparative pricing policy. Operation of the tourist office through the reservation systems.

1. GLOBAL DISTRIBUTION SYSTEMS
2. GDS Pricing Policy
3. Terminology of GDS
4. AMADEUS GDS presentation
5. CODING DECODING MISCELLANIONS HELP ENTRIES
6. AVAILABILITY / SELL SEAT
7. RESERVATION (PNR)
8. CANCELLATION
9. DIVIDE - PRICING
10. SPECIAL SERVICES
11. HOTEL AVAILABILITY
12. HOTEL SELL
13. RAIL AVAILABILITY RAIL SELL

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to Face	
ICT USE	Computer, projector, internet, e-mail, support of the learning process through electronic platform https://exams-sod.the.ihu.gr Use of AMADEUS special software: https://www.sellingplatformconnect.amadeus.com/LoginService/login.jsp?SITE=LOGINURL & LANGUAGE = GB	
TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	52
	Individual/Group Assignment	48
	Bibliographic study and analysis	20
	Sel-study/practice	30
TOTAL	150	

ASSESSMENT	<p>A. Written Final Exam (60%) (Includes Crisis, Development, Troubleshooting questions)</p> <p>B. Presentation of individual or group work (40%)</p> <p>The test material is posted on Moodle and before the test time is spent on answering questions about the test material. A file of students' examination documents is kept until they receive their degree. After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>
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5. REFERENCES

-Suggested bibliography:

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