

PRACTICES OF AGENCIES AND TOURISM OPERATORS

Degree in Touristic Activities Management

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Code: 15823

Main Scientific Area: Hospitality and Tourism

Lecturer: Vânia Natércia Gonçalves Costa

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

1. Understand how tourism distribution is structured and its dynamics;
2. Identify the concepts and terminologies about the Tour Operators (TO) and Travel Agencies (VA) activity;
3. Identify the specific characteristics of tourism products/services and their implications for the OT and VA activity
4. Understand how the consumer behaves in tourism and how this influences the OT and AV performance;
5. Empower the student of integrated management knowledge, using tools and multidisciplinary knowledge, in a cost-benefit approach, assuming nonconformism and having a proactive attitude of study and search for solutions bearing in mind the specificity of tourism as an intangible product;
6. To endow students with knowledge of how OT and AV work in the field of information technologies and reservation systems (Galileo GDS will be used).

Learning Outcomes

The student is expected to achieve the following learning outcomes by the end of the semester:

- An understanding of how tourism distribution is structured and its dynamics;
- To identify and discuss the basic concepts and terminology about the OT and AV activity;
- Identify the specific characteristics of tourism products / services and their implications for the OT and AV activity;
- Identify the main needs of the demand market and its trends and be able to anticipate integrated solutions of specialized supply;
- Ability to perform budgeting, organize products with their respective programs, to welcome tourists as a receiving agent and to support the issuing of tourists as an issuing agent, identifying the corresponding handling procedures;
- Provide skills in global distribution computer systems (Galileo GDS will be used);

Course Contents

1. General Notions of the Tourism System
 - 1.1 Distribution in the tourism sector
 - 1.2 Specific characteristics of tourism products/services
 - 1.3 The role of tour operators in the tourism distribution chain
2. Generations and trends in tourism
3. Tour operators
4. Travel agencies and tourism
5. Tour package planning
 - 5.1 Preliminary elements of tourist planning
 - 5.2 Types of programs
 - 5.3 Negotiation factors in the construction of tourist packages
6. Transport in Tourism
 - 6.1 The importance of transport in the development of tourist destinations
 - 6.2 Commercial Aviation
 - 6.2.1 The Language of Aviation and Practice
 - 6.2.2 Air traffic regulatory bodies
 - 6.2.3 The language of aviation and simulated practice
 - 6.2.4 Airfares
 - 6.2.5 Airport handling
 - 6.3 Ground transportation in tourism
7. The Galileo Global Distribution System
 - 7.1 Introduction
 - 7.2 Flight Availability
 - 7.3 Selling Air Segments
 - 7.4 Booking Files
 - 7.5 Supplementary Data

7.6 Modifying Booking the Itinerary

7.7 Modifying Booking Files

7.8 Fare Displays

7.9 Fare Quotations

7.10. Ticket Production

7.11. Advance Seat Assignments

7.12. Queues

7.13. Reference Information

7.14. Hotel Reservations

7.15. Car Rentals

7.16. Timatic

Recommended Bibliography

Abranja, N., Alcântara, A., Braga, C., Marques, A., Nunes, R. (2012). Gestão de agências de viagens e turismo. Lisboa: Lidel.

Buhalis, D.; Laws, E. (2001) Tourism Distribution Channels: patterns, practices and challenges. London: Thomson;

Chang, Y. W., Hsu, P. Y., Lan, Y. C. (2019). Cooperation and competition between online travel agencies and hotels. *Tourism Management*, 71, 187-196.

Mason, P. (2013). *Tourism impacts, planning and management*. Routledge.

Okumus, F., Altinay, L., Chathoth, P. (2010). *Strategic Management in the International Hospitality and Tourism Industry*. Routledge.

Travelport (2017). *Galileo for Travel Professionals - Using Travelport Smartpoint 6.0*. Ed. Travelport.

Learning and Teaching Methods

The objective of the Tour Operator and Tourist Agency Practicum is to provide students with the knowledge and techniques to develop a career in this area of Tourism. The universe of the tourism business and organizational fabric has Tour Operators and Travel Agencies responsible for the development of the entire tourism offer. The knowledge taught will ensure that students will be able to master the inherent technologies, the technical language, doing business, contracting, setting up tailor-made tourism products and understanding the needs of tourism demand. The student will be able to understand the market needs and through the knowledge obtained, will be able to build the technical solutions to satisfy those needs in tourism products made available by the different Tour Operators.

The objectives set for this course are consistent with its programmatic content, particularly in identifying and understanding the issues to be addressed in the discipline and knowledge of the methodologies needed to make the link between the theoretical content and the practical part of the course.

It is also verified a link between the program of the discipline, the objectives and the recommended bibliography for this curricular unit. In this sense:

- The subject taught in chapter I aims to achieve the objective that the student acquires a mastery of objectives 1;
- The subject matter taught in chapter II is aimed at accomplishing and acquiring objectives 2;
- The material taught in chapter III is aimed at making the student achieve learning objectives 2 and 3;
- The material in Chapters IV and V is aimed at providing knowledge of learning objective 4;
- The material in Chapter VI is aimed at providing knowledge of learning objective 5;
- The material in Chapter VII is intended to provide knowledge of learning objective 6.

Assessment Methods

ASSESSMENT METHODOLOGIES

Assessment is carried out in two alternative ways: (I) by continuous assessment, or (II) by examination.

I. CONTINUOUS ASSESSMENT

Students must be assessed continuously and through 3 compulsory elements:

- 40% Individual test, with a minimum mark of 8
- 35% Practical group work, of which 25% work and 10% presentation
- 10% Active participation, carrying out individual work in class and taking part in activities and exercises organized as part of this course.
- 15% FASA 50+10

II. BY EXAM

Assessment by final exam in exam season(s) will consist of the following compulsory components:

- Written Test on all the topics taught, with a weighting of 70%. The minimum mark is 8.0 (not rounded).
- Preparation of an individual practical assignment corresponding to the practical work carried out in the continuous assessment (see the continuous assessment methodology). This assessment component has a weighting of 15% of the final grade. The minimum mark is 9.5.
- 15% FASA 50+10