UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Travel Agency and Tour Operators

2526-2-E1501N101

Learning objectives

Knowledge and Comprehension

The course has the aim to show the great changes that occurred in the last years in the field of the tourism intermediation from the point of view of quality and quantity, fucusing in particular on the relationships between the organization, the distribution and the customer. Actual topics will be introduced regarding digital tourism distribution and the changes due to Covid19, the effects on tourism and the new relationship between tourism distribution and digital tourist in the Covid era. Finally, the first concepts related to Artificial Intelligence and how it is impacting and will impact the evolution of the distribution of tourism services will be presented

Capability to apply knowledge and comprehension

The course allows students to better understand the distribution dynamics in tourism in the first 25 years of the millennium and possible future scenarios, recognizing the roles of the different players in the supply chain, the main economic and responsibility areas, with a view to better integration into the various tourist sectors and in particular of OTAs, travel agencies and tour operators.

Autonomy of judgement

The student will be able to develop critical skills in assessing the effectiveness of different distribution channels and in choosing intermediation strategies, weighing up advantages and disadvantages according to specific contexts (e.g. targets, markets, technologies).

Communication skills

The student can acquire competences in describing, arguing and presenting the characteristics and roles of the tourism intermediation channels, the subjects that are part of the tourism supply chain and the tools used in tourism, communicating articulated content in a clear manner (also technical).

Learning and development skills

Students will be placed in a position to develop a predisposition to follow the evolution of the sector (e.g. digitalisation, emerging OTAs, AI), updating and adapting their operational and organisational skills in a continuous and autonomous manner.

Contents

Analysis of the dynamics and channels that regulate the tourism intermediation system between the companies that manage demand, the companies that represent supply and the end customer

Detailed program

Brief description of history of tourism and intermediation

Introduction to tourism marketing

The different distribution channels

Distinction between tour operators - travel agencies - OTAs

Definition of off-line and on-line distribution

Analysis of the main aggregation phenomena of the last twenty years

Analysis of the contracts that regulate the commercial relationships between the players in the supply chain

The tourism product: definitions and testimonials

Remunerative formulas in the sale of services and packages

Pricing: mark-up and commission

Business Travel and Leisure Travel: the travel policy and the travel contract

Analysis of the main characteristics of contracts for the sale of tourist packages

Regulations on organisation and intermediation

Commercial phenomena: Last Minute - Advance Booking - Dynamic Pricing

Tourism and intermediation in the digital era

The impact of social media on distribution strategies

The industry's reaction to the COVID pandemic 19

The effects of COVID on tourism brokerage and possible future scenarios

Artificial intelligence and the impact it will have on the industry

Prerequisites

Adequate knowledge of tourism technique and reasonable learning, writing and oral communication skills. Basic knowledge of English and of IT tools to better understand the terminology and operation of some work and sales tools

Teaching methods

The course consists of 19 lessons delivered in the following teaching methods:

- 1 introductory lesson of 2 hours delivered in face-to-face mode
- 16 lesson of 3 hours delivered in face-to-face mode, 8-10 of which with the presence and support of an external testimonial from important companies in the sector;
- 2 lessons of 3 hours carried out in a mixed mode in presence: delivery and interactive
- Language: Italian
- Some lessons (maximum 5) may be delivered remotely, subject to communication via the electronic notice board

Assessment methods

Computer lab examination involving a multiple-choice test based on a number of at least 25 questions + 5 open-ended questions for a total duration of 1 hour

The exam can also be verbalized by obtaining the score after the written test.

By obtaining a minimum score of 18, the student will also have the choice of optionally accessing an oral test that can confirm, increase or decrease the grade achieved during the written.

The grading methods for closed questions will provide 1 point for each correct answer - 0 points for each incorrect answer - score between 0.1 and 0.2 if you state that you do not know the answer. Open questions will have a word limit to be used and will be scored between 0 and 1 depending on the degree of correctness of the answer given.

The way the exam is conducted may change (due to in-person or distance modes, for example) during the year, which will be communicated days before the test to be taken.

Textbooks and Reading Materials

The teaching material will be presented and communicated in the course of the lectures.

Sustainable Development Goals

QUALITY EDUCATION | GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | REDUCED INEQUALITIES