COURSE DETAILS

Title (of the course): INFORMÁTICA PARA LA GESTIÓN TURÍSTICA Code: 101716 Degree/Master: GRADO DE TURISMO Field: INFORMÁTICA PARA LA GESTIÓNTURÍSTICA Character: OBLIGATORIA Duration: FIRST TERM ECTS Credits: 6.0 Classroom hours: 60 Face-to-face classroom percentage: 40.0% Study hours: 90 Online platform: Moodle Face-to-face classroom percentage: 40.0%

LECTURER INFORMATION

Name: YEGUAS BOLÍVAR, ENRIQUE (Coordinator) Department: INFORMÁTICA Y ANÁLISIS NUMÉRICO Area: CIENCIA DE LA COMPUTACIÓN E INTELIGENCIA ARTIFICIAL Office location: Edificio C3 (Anexo). Planta baja. Campus de Rabanales E-Mail: eyeguas@uco.es Phone: 957212289 URL web: http://www.uco.es/~in1yeboe/

PREREQUISITES AND RECOMMENDATIONS

Prerequisites established in the study plan

None

Recommendations

None specified

INTENDED LEARNING OUTCOMES

CB1	Developing the ability to analyse and summarise
CB2	Demonstrating the ability to organise yourself and plan
CB3	Written and oral communication in Spanish
CB4	Being able to work as a team
CB5	Developing skills in interpersonal relationships
CB6	Demonstrating critical thinking
CB7	Developing autonomous learning
CB8	To acquire skills and an ethical commitment to contribute to creating a fairer and more respectful society with regards basic human rights.
CB9	To acquire knowledge and skills which will allow the student to be able to successfully undertake postgraduate study.
CU2	Improving user-level skills in ICT
CE7	To select, analyse, manage, interpret and summarise information linked to the tourist sector.



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Year: 3

OBJECTIVES

This course is designed for students who have not used a Computer Reservation System (CRS) or have basic knowledge about the travel industry. The objective of the course is to provide a high standard of knowledge and experience in order for the participants to receive the basic notions of a Global Distribution System (GDS). The course covers the essential knowledge used primarily by students of travel systems, employees of travel agencies, and retail travel counsellors, while using a Global Distribution System.

Upon completion of this course, participants will be able to:

- Operate in a standard Global Distribution System (GDS) platform environment.
- Encode and Decode cities, airports, countries, states, airlines and equipments.
- Use convertion functions.
- Display general information in the GDS Information System.
- Display airline availability, schedules and timetables.
- Book, waitlist and cancel airline reservations.
- Construct a Passenger Name Record.
- Retrieve and modify Passenger Name Record information.
- Issue an itinerary.
- Display airline availability, schedules and timetables.
- Book, waitlist and cancel airline reservations.
- Display fare information and price Passenger Name Records.
- Display hotel availability and rates, make hotel reservations and change or cancel hotel segments.
- Display car availability and rates, make car reservations and change or cancel car segments.

CONTENT

1. Theory contents

Module I: Computer Reservation Systems and Global Distribution Systems.

- History and evolution.
- Appearance.
- Implementation.
- Module II: Encoding and Decoding.
- Types of codes.
- Locations and sub-locations.
- Countries and states.
- Equipments.
- Hotel chains.
- Car rental companies.
- Module III: Airline systems: reservations management.
- Neutrality principle.
- Availability displays.
- Modifying availability.
- Direct access.
- Flight information.
- Access levels.
- Marketing agreements between airlines.

Module IV: Passenger Name Record (PNR).

- Compulsory and optional elements.
- Name element.
- Itinerary element.
- Air segments. Information segments.



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- Contact element.
- Ticketing element.
- Received-from element.
- End of transaction.
- Cancelling elements.
- Retrieving PNRs.
- OSI elements.
- SSR elements.
- Fares and pricing.
- Aerial segments.
- Hotel segments.
- Car segments.

Module V: Convertion and calculation functions.

- Convertion functions.
- Calculation functions.
- Time zones.

Module VI (Cross-cutting Module): Global Distribution System Simulator.

- Encoding and Decoding.
- Flight availability.
- Reservations.
- Passenger Name Record.
- Fares and Pricing.
- Aerial segments.
- Hotel segments.
- Car segments.

2. Practical contents

Standard Global Distribution System Simulator:

- Classroom. Step-by-step lessons.
- Agency. Travel agent case studies.
- Revisión. Short answer quizzes.
- 1. Availability.
- 2. Selling.
- 3. PNR.
- 4. Optional elements.
- 5. PNR operation.
- 6. Fares.
- 7. Pricing.
- 8. Utils.
- 9. Hotels.
- 10. Cars and miscellaneous.

SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Quality education



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METHODOLOGY

Methodological adaptations for part-time students and students with disabilities and special educational needs

The Global Distribution System Simulation software will be available to be downloaded and installed in a common and accesible platform. A tutorial will be available to explain the detailed instructions to make them work properly.

Face-to-face activities

Activity	Large group	Medium group	Total
Assessment activities	2	-	2
Case study	10	-	10
Lab practice	-	15	15
Lectures	5	-	5
Workshop	28	-	28
Total hours:	45	15	60

Off-site activities

Activity	Total	
Activities	30	
Analysis	10	
Exercises	20	
Information search	10	
Self-study	20	
Total hours	90	

WORK MATERIALS FOR STUDENTS

Case studies - *Moodle* Coursebook - *Moodle* Dossier - *Moodle* Exercises and activities - *Moodle*

EVALUATION



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Intended learning	Case Studies	Exams	Real and/or simulated tasks
CB1	Х	Х	Х
CB2	Х		Х
CB3		Х	
CB4	Х		Х
CB5	Х		Х
CB6		Х	
CB7	Х	Х	Х
CB8	Х		Х
CB9		Х	
CE7	Х	Х	Х
CU2	Х	Х	Х
Total (100%)	10%	60%	30%
Minimum grade	0	0	0

(*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.



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Method of assessment of attendance:

Each completed lesson/case study/quiz in the different contexts (Classroom, Agency, Review) must be solved at class and shown to the professor. If the student cannot attend to class, the value of the completed lessons/case studies/quizzes is reduced to 50%: that is, the value for the completed classroom context will be 15% (Real and/or simulated tasks) and the value for the completed agency and review contexts (Case Studies) will be 5%.

General clarifications on instruments for evaluation:

The evaluation will be the same for all calls corresponding to the same academic year. The evaluation consists of three different instruments (*5pt required*):

- Simulation (Classroom) [3 pts]: Real and/or simulated tasks. The student must complete different step-bystep lessons in the Global Distribution System Simulator software provided. After each group of lessons, an explanation video must be made clarifying the content of the different lessons. Each completed group of lessons has a value of 0.3.

- Simulation (Agency and Review) [1 pt]: Case Studies. The student must complete different travel agent case studies (Agency) and short answer quizzes (Review) in the Global Distribution System Simulator software provided. Each completed group of case studies and each completed group of quizzes has a value of 0.05.

- Short answers test (exam) [6 pts]: the student must answer case study questions corresponding to different scenarios in a Global Distribution System (encoding/decoding, reservations management, aerial system, passenger name record).

Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

The evaluation consists of the same instruments: Simulation (Classroom), Simulation (Agency and Review) and Short answers test.

Clarifications on the evaluation of the extraordinary call and extra-ordinary call for completion studies:

The evaluation will be the same for all calls corresponding to the same academic year.

Qualifying criteria for obtaining honors:

More than 9.5

BIBLIOGRAPHY

1. Basic Bibliography

-Amadeus, http://www.amadeus.com/, 2023.

-Expert blog, Amadeus, http://www.elblogdelexperto.com/ (Español), http://www.amadeus.com/blog/ (English), 2023.

-Sabre, An innovative technology company, http://www.sabre.com, 2023.

-International Air Transport Association (IATA), http://www.iata.org, 2023.

-A. Guevara, et. al., "Sistemas Informáticos aplicados al Turismo", Ed. Pirámide, 2015, (Español).

2. Further reading

- K. C. Laudon, C. Guercio Traver, "E-Commerce: Business, Technology, Society", Pearson, 2016.

- T. Matsuo, K. Hashimoto, H. Iwamoto, "Tourism Informatics: Towards Novel Knowledge Based Approaches",



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Intelligent Systems Reference Library, Springer, 2015.

- B. Stangl, J. Pesonen, "Information and Communication Technologies in Tourism 2018", Proceedings of the International Conference in Jönköping, Sweden, January 24-26, Springer, 2018.

COORDINATION CRITERIA

Common evaluation criteria Common learning outcomes Joint activities: lectures, seminars, visits ...

SCHEDULE

Period	Assessment activities	Case study	Lab practice	Lectures	Workshop
1# Fortnight	0,0	1,0	2,0	1,0	4,0
2# Fortnight	0,0	1,0	2,0	1,0	4,0
3# Fortnight	0,0	1,0	2,0	1,0	4,0
4# Fortnight	0,0	2,0	2,0	1,0	3,0
5# Fortnight	0,0	2,0	2,0	1,0	3,0
6# Fortnight	0,0	2,0	2,0	0,0	4,0
7# Fortnight	2,0	1,0	3,0	0,0	6,0
Total hours:	2,0	10,0	15,0	5,0	28,0

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.



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