

## **Distribution Channels in Tourism**

The aim of this course is to provide an in-depth view of distribution channels in hospitality and tourism, and familiarize students with business models of the different intermediaries in tourism. The course firstly presents the basic foundation of distribution channel concepts within a managerial framework in the hospitality and tourism industries. It discusses the environment and how an effective distribution channels can be developed and managed. The new paradigm of digital distribution channels has also been integrated throughout the above areas to highlight their general impacts. At the end of the course, successful participants will be able to evaluate and compare business models of various distribution channel operators and intermediaries in tourism, judging the challenges they both face in the digital age.