

# Postgraduate Certificate

## Tourism Distribution Channels





## Postgraduate Certificate Tourism Distribution Channels

- » Modality: online
- » Duration: 1 month
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: **Graduates and professionals with demonstrable experience in the sector.**

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/tourism-distribution-channels](http://www.techtute.com/in/school-of-business/postgraduate-certificate/tourism-distribution-channels)

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# 01 Welcome

Adequate knowledge of tourism distribution channels is essential for any professional in this sector who aspires to grow within it. In order to access management positions, you will need to understand the new role of tour operators in an increasingly digital and automated environment, the impact of new technologies on relations with tourism distributors and tourism integration strategies with other cross-cutting sectors, among other essential knowledge today. Thanks to this TECH program, which delves into all these subjects, the students will be prepared to face with certainty an uncertain tourist future in which they will be responsible for making the most important decisions.



Postgraduate Certificate in Tourism Distribution Channels.  
TECH Technological University



“

*Today's tourism landscape needs professionals like you, with a new vision to give an innovative push to the industry"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04

# Objectives

The main objective of this program is for its students to achieve quality professional improvement, thanks to specific instruction in the latest developments in tourism distribution channels. Having professional knowledge and focused on the needs of the current market, the graduate will have greater options when it comes to job promotion and increase their salary projection.



“

*This is the program that will take you to the top of tourism management, with expert knowledge in the correct management of distribution channels"*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Certificate in Tourism Distribution Channels qualifies students to:

01

Learn about tourism distribution channels, intermediaries and agents involved in tourism distribution

02

Understand the dynamic evolution in the processes of tourism intermediation in relation to new technologies

03

Know the main strategies used in marketing for the distribution of tourism products







04

Study the process of tourism intermediation based on electronic commerce and the processes of integration and concentration of companies in current tourism sales and marketing

05

Analyze the impacts from the point of view of suppliers and customers in the use of the Internet as a tourism intermediary

06

Understand the role of tour operators in tourism distribution

05

# Structure and Content

The teaching methodology employed by TECH is state-of-the-art, providing its students with the most innovative knowledge in tourism distribution channels in the most effective way. Thanks to eminently practical teaching, the student obtains a relevant instruction on his way to the first level of tourism management.



“

*TECH is aware of the importance of this program. You will be assisted by the best tourism professionals in the industry, with extensive knowledge of all distribution channels"*

## Syllabus

The content of this Postgraduate Certificate in Tourism Distribution Channels is designed to demand the maximum from its students, bringing out the best in them and taking them to a new level of professional understanding.

Throughout the 150 hours the students will analyze a variety of real case studies, acquiring a contextual understanding of all the subject matter taught, so that they will be able to improve their work methodology and management skills even before completing the program.

A syllabus designed for the professional improvement of its students, focused on excellence in all processes involving tourism distributors. With this understanding, the student will have a distinct competitive advantage when applying for tourism-related management positions.

This Postgraduate Certificate takes place over 1 month and is structured into 1 module:

### Module 1

### Tourism Distribution Channels



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Tourism Distribution Channels completely online. Over the course of 1 month, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Tourism Distribution Channels**

**1.1. Tourist Distribution**

- 1.1.1. Specificity of the Tourism Sector
- 1.1.2. The Prosumer
- 1.1.3. Factors in Today's Tourism Distribution: The Forces of Competition

**1.2. Introduction to Tourism Distribution**

- 1.2.1. Tourism Marketing: Commercial Intermediaries
- 1.2.2. The Distribution System of the Tourism Sector
- 1.2.3. Roles of Intermediaries in the Tourism Distribution System

**1.3. Distribution Channels in the Tourism Sector**

- 1.3.1. Nature of Distribution Channels
- 1.3.2. Functions of Distribution Channels
- 1.3.3. Distribution Channels Selection Criteria
- 1.3.4. Types of Intermediaries in the Tourism Sector

**1.4. Commercial Intermediaries**

- 1.4.1. Travel Agencies in Tourism Distribution
- 1.4.2. Typology of Travel Agencies
- 1.4.3. Changes in the Positioning of Travel Agencies

**1.5. The Tour Operators in Tourism Distribution**

- 1.5.1. Tour Operator Role in Tourism Distribution
- 1.5.2. Types of Tour Operators
- 1.5.3. Current Situation

**1.6. GDS and CRS in Tourism Distribution**

- 1.6.1. The Role of GDS and CRS in Tourism Distribution
- 1.6.2. SPMs as a Paradigm of the Current Situation

**1.7. Reservation Centers in Tourism Distribution**

- 1.7.1. The Role of Reservation Centers in Tourism Distribution
- 1.7.2. Typology of Reservation Centers
- 1.7.3. Current Situation

**1.8. Tourism Intermediation Today**

- 1.8.1. The Impact of e-commerce on the Structure of the Tourism Industry
- 1.8.2. Impact of New Technologies on Tourism Providers
- 1.8.3. Tourism Intermediaries: Challenges and Strategies in the Face of e-Commerce
- 1.8.4. The Tourism Consumer and e-Commerce

**1.9. Integration in Tourism Distribution**

- 1.9.1. Modalities in Business Integration
- 1.9.2. Vertical Integration in the Tourism Sector
- 1.9.3. Horizontal Integration in the Tourism Sector

**1.10. Strategies in the Intermediation of Leisure-Tourism services**

- 1.10.1. Strategic Variables: Supplier and Customer Orientation
- 1.10.2. Supplier Orientation
- 1.10.3. Customer Orientation



*You need to improve your management skills to reach that tourism position you dream of. Join TECH and make it happen"*



# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Postgraduate Certificate in Tourism Distribution Channels is a program aimed at professionals who want to acquire greater skills and competencies in hotel management; discover new ways of managing the brand; control, through the analysis of results, possible reputational conflict; and advance in their professional career.







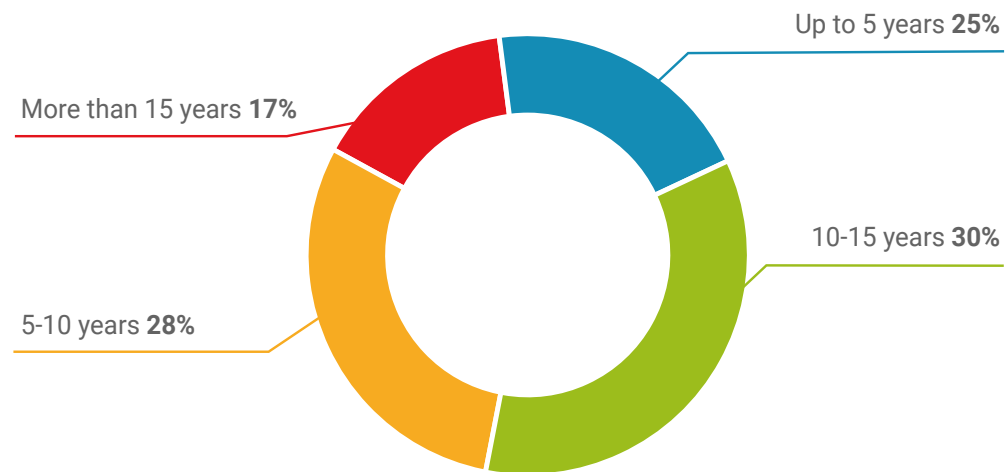
“

*If you think you need to improve your corporate reputation management skills and are looking for an interesting career enhancement while continuing to work, this is the program for you"*

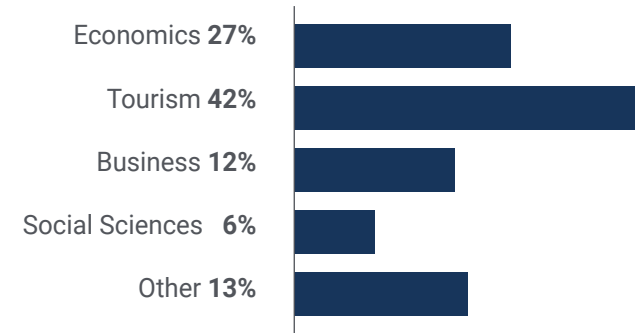
### Average Age

Between **35** and **45** years old

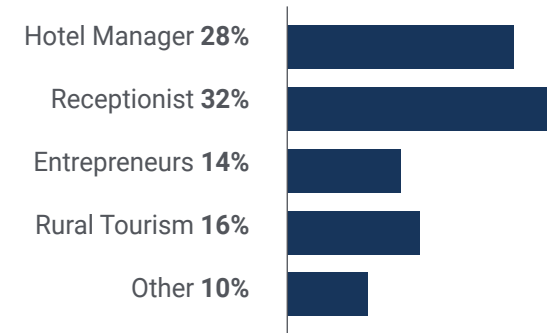
### Years of Experience



### Training

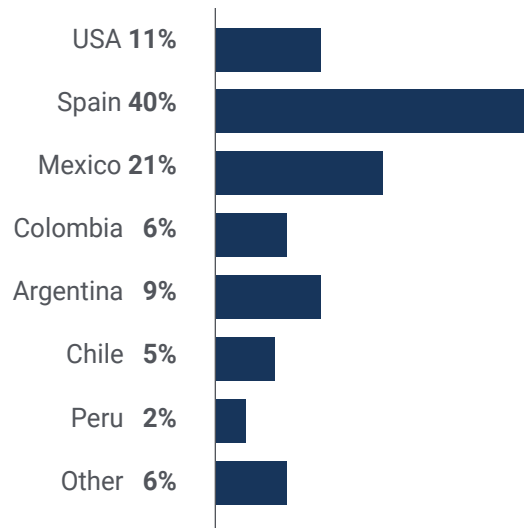


### Academic Profile



## Geographical Distribution

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## Miguel Hernández

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Hotel Manager

*"Thanks to the Postgraduate Certificate in Tourism Distribution Channels I have been able to learn the latest techniques and strategies in Tourism Marketing. Without a doubt, this is a recommended education for anyone who wants to give their business a boost"*

08

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.



“

*Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"*

## Are you ready to take the leap? Excellent professional development awaits you.

The Postgraduate Certificate in Tourism Distribution Channels at TECH Technological University is an intense program that prepare students to face challenges and business decisions internationally. The main objective is to promote personal and professional growth. Helping students achieve success.

Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

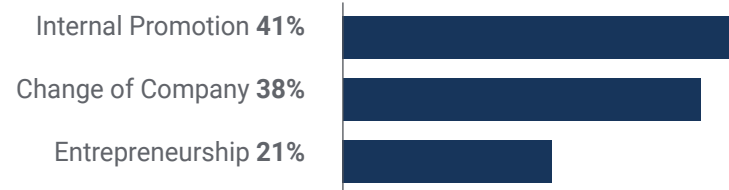
*Take a professional leap after completing this program on Tourism Distribution Channels.*

*Learn about the main challenges of tourism planning and work to lead your company to success.*

### When the change occurs



### Type of change



### Salary increase

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This program represents a salary increase of more than **25.22%** for our students



09

# Benefits for Your Company

The Postgraduate Certificate in Tourism Distribution Channels contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. It is a program that prepare the student to reach the professional elite through a superior qualification guaranteed by TECH. Furthermore, participating in this program is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.







“

*Higher specialization in this field will allow you to bring more effective strategies to be successful in your work”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.

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06

### **Increased competitiveness**

This Postgraduate Certificate will equip your professionals with the skills to take on new challenges and therefore drive the organization forward.

# 10 Certificate

The Postgraduate Certificate in Tourism Distribution Channels guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Tourism Distribution Channels** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Tourism Distribution Channels**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate Tourism Distribution Channels

- » Modality: online
- » Duration: 1 month
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Tourism Distribution Channels

