SYLLABUS FOR BOARD OF STUDIES ADOPTION — generated from the live catalogue record

Tourism Technology and Digital Distribution

X-M4 · 3 days (configurable 1–5 days) · Management · Business & Finance · Years: 2nd, 3rd, PG

CONTENTS

1. Overview 2
2. Hours and credit position 2
3. Course outcomes 2
4. Course content — modules 2
5. Assessment scheme (100 marks) 2
6. CO–PO mapping 2
7. Every participant receives 3
8. Fee 3
9. Designed by 3

Catalogue X-M4 · version 2 · generated 2026-11-08

OVERVIEW

Students manage a property's online distribution across OTAs, channel managers and reviews.

Tourism is recovering and digitising fast; graduates who can manage online distribution and revenue are directly employable by hotels, travel firms and online travel agencies.

HOURS AND CREDIT POSITION

Contact hours: 24 Guided project: 6 Self-study: 0 Notional total: 30

Credit claim: 1
30 notional hours ÷ 30 hours per credit (NSQF track, UGC Micro-credentials Guidelines §5.3.3) = 1 credits.

COURSE OUTCOMES

CO1. Describe the digital travel distribution ecosystem (K2)
CO2. Manage a property's listings across online travel channels (K3)
CO3. Calculate revenue-management metrics including RevPAR (K3)
CO4. Analyse booking data for demand patterns (K4)
CO5. Produce a distribution and revenue plan (K5)

COURSE CONTENT — MODULES

Hours shown are the recommended format; module time scales proportionally when the engagement runs 1–5 days.

Module 1 — Tourism technology landscape (4h recommended)
Theory: The digital travel ecosystem
Lab: Map the distribution ecosystem
Output: Ecosystem map

Module 2 — Online distribution (4h recommended)
Theory: Online travel agencies, GDS, channel managers
Lab: Configure a channel manager
Output: Channel setup

Module 3 — Revenue management basics (4h recommended)
Theory: Pricing, occupancy, RevPAR
Lab: Compute revenue metrics
Output: Revenue metrics

Module 4 — Digital presence (4h recommended)
Theory: Listings, reviews, reputation
Lab: Optimise a property listing
Output: Optimised listing

Module 5 — Travel analytics (4h recommended)
Theory: Booking data, demand patterns
Lab: Analyse booking data
Output: Booking analysis

Module 6 — Capstone (4h recommended)
Theory: A distribution and revenue plan for a property
Lab: Build a distribution plan
Output: Distribution plan

ASSESSMENT SCHEME (100 MARKS)

Continuous exercises — 40 marks
Case project — 40 marks
Presentation & defence — 20 marks

CO–PO MAPPING

CO1 !' PO1 (strength 2)
The distribution ecosystem is foundational knowledge.

CO2 !’ PO5 (strength 2)
Channel managers are modern-tool usage.
CO3 !’ PO3 (strength 2)
Revenue metrics are applied calculation.
CO4 !’ PO4 (strength 2)
Booking analysis is investigation.
CO5 !’ PO10 (strength 2)
The plan is professional communication.

EVERY PARTICIPANT RECEIVES

- Certificate of completion
- Course material
- LMS access
- Interview question bank
- Mock interview & viva practice
- Optional nasscom NSQF assessment (priced per candidate on your quotation)

FEE

¹700 per student, incl. GST
Excludes the optional nasscom assessment where offered. Final pricing on your college's quotation.

DESIGNED BY

Venkat Kurela — Founder & Director, Kurela Cognisive Private Limited