



# MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for TPC9 – APPLIED BUSINESS TOOLS AND TECHNOLOGIES



**VISION:** Mabalacat City College envisions itself to be the top choice in the community it serves for quality education and training by 2025.

**MISSION:** The Mission of Mabalacat City College is to meet the needs of its community as a center for learning aiming for open admission policy.

## COURSE DESCRIPTION:

This course identifies common tools, technology and techniques used in the Tourism and Hospitality industry. It includes an overview of the applications or systems composed of technical processes, methods, software and hardware that have evolved and streamlined certain functions in the workplace. These applications and systems include those used in (1) an organization's internal functions, (2) business-to-business consumer transactions. The goal is to expose students to different applications so he/she can identify, learn, analyze and understand available devices and solutions, from which they can select the one/s that is most appropriate for the business function. Topics covered: how to utilize information technology applications; how to use various communication channels in dealing with guests and colleagues; how to access and retrieve electronic-based data; how to perform administrative and clerical procedures; how to retrieve and process reservations; how to source and to provide destination information and advice; how to produce applicable travel documentation, etc. The student will also learn to appreciate the impact of technological innovations to the economy, the industry, the organization's business model and to specific functions/operations of the organization. This will also ensure that the students will also know the value of including tools and technology in its business strategy.

## PROGRAM INTENDED LEARNING OUTCOMES (PILO) (BASED ON CMO):

1. Demonstrate knowledge of tourism industry, local tourism products and services
2. Interpret and apply relevant laws related to tourism industry
3. Observe and perform risk mitigation activities
4. Manage and market a service-oriented business organization
5. Prepare and monitor industry specific financial transactions and reports
6. Perform human capital development functions of a tourism-oriented organization





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7. Utilize various communication channels proficiently in dealing with guests and colleagues
8. Plan, implement and monitor tours sales and activities
9. Research, plan and conduct various tour guiding activities
10. Develop appropriate marketing programs and arranges travel services
11. Plan/ organize, implement and evaluate Meetings, Incentives, Conferences and Exhibitions (MICE) activities
12. Plan, develop and evaluate tourism sites and attractions

**PRE-REQUISITE:** None

**NUMBER OF UNITS:** 2 Units Lecture / 1 Unit Laboratory

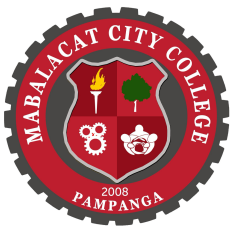
## LEARNING OUTCOMES:

1. Identify and learn available devices that is most appropriate for the business function
2. Analyze and understand available solutions for the business function
3. Familiarize in utilizing information technology applications
4. Understand the use of various communication channels in dealing with guests and colleagues
5. Learn the use and importance of SABRE – Computer Reservation System.
6. Learn the use and importance of AMADEUS – Computer Reservation System.
7. Appreciate the impact of technological innovations to the economy and to the Industry
8. Appreciate the value of including tools and technology in its business strategy.

## COURSE OUTLINE

Week	Topic	Learning Materials (with references following OER plagiarism and IPR policies)	Intended Learning Outcomes (ILO)	Assessment Tasks (Requirements with schedule or)	Sustainable Development Goals (SDG) Coherence
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				time allotment)	
<b>GLOBAL KNOWLEDGE</b>					
1	<p>Information and Communication Technologies (ICTs) in Tourism</p> <ul style="list-style-type: none"> <li>➤ Definitions and Concepts</li> <li>➤ Benefits of the Internet and ICTs</li> <li>➤ Limitations of the Internet and ICTs</li> </ul> <p>E-Tourism: Supply and Demand</p> <ul style="list-style-type: none"> <li>➤ Supply: The Tourism</li> </ul>	<p><b>PowerPoint presentation:20 minutes</b></p> <p>E-Tourism (PDF)</p> <p>Dimitrios Buhalis, Ph.D., International Centre for Tourism and Hospitality Research, Bournemouth University, UK</p> <p>Soo Hyun Jun, Ph.D., Tourism Management and Marketing, School of Services Management, Bournemouth University, UK.</p> <p>Page 3-13</p> <p><b>Suggested Reading Material:</b></p> <p>Information and Communication Technologies (ICTs) in Tourism: Concepts and Developments:  <a href="https://www.researchgate.net/signup.SignUpInstitution.html">https://www.researchgate.net/signup.SignUpInstitution.html</a></p> <p><b>Videos: 3 minutes</b> Approximately</p> <p>ICT TOURISM: <a href="https://www.youtube.com/watch?v=cJVgpgpul7A">https://www.youtube.com/watch?v=cJVgpgpul7A</a></p> <p><b>PowerPoint presentation:20 minutes</b></p> <p>E-Tourism (PDF)</p> <p>Dimitrios Buhalis, Ph.D., International Centre for Tourism and Hospitality Research, Bournemouth University, UK</p> <p>Soo Hyun Jun, Ph.D., Tourism Management and Marketing, School of Services Management, Bournemouth University, UK.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Describe the definitions and concepts use in Tourism and Hospitality Industry</li> <li><input type="checkbox"/> Distinguish each benefit of the Internet and ICTs</li> <li><input type="checkbox"/> Explain the Limitations of the Internet and ICTs</li> <li><input type="checkbox"/> Identify the Tourism Industry Sectors supply</li> <li><input type="checkbox"/> List all the Travel Markets and Consumers demand</li> </ul>	<p><b>Work output 1:</b> Written Quiz 30/30</p> <p><b>Work Output 2:</b> Oral Quiz 20/20</p> <p>Date: Sept. 4-8, 2023</p>	<p><b>SDG</b></p> <p><b>4</b> – Quality Education</p> <p><b>5</b> – Gender Equality</p> <p><b>9</b> – Industry, Innovation and Infrastructure</p>







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		<p>Soo Hyun Jun, Ph.D., Tourism Management and Marketing, School of Services Management, Bournemouth University, UK. Page 29-30</p> <p><b>Suggested Reading material:</b> e-Tourism beyond COVID-19: a call for transformative research: <a href="https://link.springer.com/article/10.1007/s40558-020-00181-3">https://link.springer.com/article/10.1007/s40558-020-00181-3</a></p> <p><b>Video: 6 minutes</b> Approximately Future Technology In Hospitality And Tourism (2030): <a href="https://www.youtube.com/watch?v=DJTxeL6jgEs">https://www.youtube.com/watch?v=DJTxeL6jgEs</a></p> <p>Tourism ( Principles, Practices, Philosophies) – Eleventh Edition Charles R. Goeldner and J.R. Brent Ritchie Part 6: Tourism Prospects Chapter 20: Tourism’s Future</p>			
2	Computer Reservation System – SABRE	<p><b>PowerPoint presentation: 2Hours</b> <b>Introduction to Computer Reservation System And Reservation Terminology</b> <a href="https://colorwhistle.com/computer-reservation-system/">https://colorwhistle.com/computer-reservation-system/</a></p>	<p><input type="checkbox"/> Learn the use and importance of SABRE – Computer Reservation System. Learn the terms used in the reservation industry</p>	<p><b>Work Output 3:</b> Written Quiz 30/30 <b>Work Output 4:</b> (Situational Analysis) 20/20  Date: Sept. 11-15, 2023</p>	<p><b>SDG</b>  <b>4</b> – Quality Education <b>5</b> – Gender Equality <b>9</b> – Industry, Innovation and Infrastructure</p>





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3	<p><b>SABRE</b></p> <ul style="list-style-type: none"> <li>➤ Sabre Keyboard</li> <li>➤ Sign-in and Sign-out</li> <li>➤ Sabre Work Areas</li> <li>➤ City Pair Availability</li> </ul>	<p><b>PowerPoint presentation: 3 Hours</b></p> <p>Sabre Manual</p> <p><a href="https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf">https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf</a></p>	<p><input type="checkbox"/> Learn the importance of SABRE – Global Distribution System. Learn how to use SABRE GDS</p>	<p><b>Work output 5:</b> Situational Analysis <b>30/30</b></p> <p><b>Work Output 6:</b> Written Quiz <b>20/20</b> Date: Sept. 18-22, 2023</p>	<p><b>SDG</b></p> <p><b>4</b> – Quality Education <b>5</b> – Gender Equality <b>9</b> – Industry, Innovation and Infrastructure</p>
4	<p><b>SABRE</b></p> <ul style="list-style-type: none"> <li>➤ Create and Modify Passenger Name Records Itinerary Field</li> </ul>	<p><b>PowerPoint presentation: 3 Hours</b></p> <p>Sabre Manual</p> <p><a href="https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf">https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf</a></p>	<p><input type="checkbox"/> Learn the importance of SABRE – Global Distribution System. Learn how to use SABRE GDS</p>	<p><b>Work output 7:</b> <b>Written Quiz</b> <b>20/20</b></p> <p><b>Work Output 8:</b> <b>Situational Analysis</b> <b>30/30</b></p>	<p><b>SDG</b></p> <p><b>4</b> – Quality Education <b>5</b> – Gender Equality <b>9</b> – Industry, Innovation and Infrastructure</p>





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				Date: Sept. 25-29, 2023	
5	<b>SABRE</b> ➤ Name Field	<b>PowerPoint presentation: 1 Hour</b>  Sabre Manual <a href="https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf">https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf</a>	<input type="checkbox"/> Learn the use and importance of SABRE – Computer Reservation System.  <input type="checkbox"/> Learn the terms used in the reservation industry	<b>Work output 9: Written Quiz 20/20</b>  <b>Work Output 10: Situational Analysis 30/30</b>  Date: Oct. 2-6, 2023	<b>SDG</b>  <b>4</b> – Quality Education <b>5</b> – Gender Equality <b>9</b> – Industry, Innovation and Infrastructure
6	<b>SABRE</b> ➤ Phone Field ➤ Ticketing Field Receive From Field	<b>PowerPoint presentation: 1 Hour</b>  Sabre Manual <a href="https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf">https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf</a>	<input type="checkbox"/> Learn the use and importance of SABRE – Computer Reservation System.  <input type="checkbox"/> Learn the terms used in the	<b>Work output 11: Written Quiz 20/20</b>  <b>Work Output 12: Situational Analysis 30/30</b>	<b>SDG</b>  <b>4</b> – Quality Education <b>5</b> – Gender Equality <b>9</b> – Industry, Innovation and Infrastructure





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			reservation industry	Date: Oct. 9-13, 2023	
7	<b>SABRE</b> ➤ Optional PNR Data	<b>PowerPoint presentation: 1 Hour</b>  Sabre Manual <a href="https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf">https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf</a>	<input type="checkbox"/> Learn the use and importance of SABRE – Computer Reservation System.  Learn the terms used in the reservation industry	<b>Work output 13: Written Quiz 20/20</b>  <b>Work Output 14: Situational Analysis 30/30</b>  Date: Oct. 16-20, 2023	<b>SDG</b>  4 – Quality Education 5 – Gender Equality 9 – Industry, Innovation and Infrastructure
8	<b>SABRE</b> ➤ Divide, Increase/Reduce, and Clone PNRs ➤ Sabre Replay	<b>PowerPoint presentation: 1 Hour</b>  Sabre Manual <a href="https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf">https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf</a>	<input type="checkbox"/> Learn the use and importance of SABRE – Computer Reservation System.	<b>Work output 15: Written Quiz 20/20</b>  <b>Work Output 16:</b>	<b>SDG</b>  4 – Quality Education 5 – Gender Equality 9 – Industry, Innovation







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	<ul style="list-style-type: none"> <li>➤ Common Calls and Error Responses</li> </ul> <p>Additional References</p>		Learn the terms used in the reservation industry	<p><b>Situational Analysis 30/30</b></p> <p>Date: Oct. 23-27, 2023</p>	and Infrastructure
9	<b>MIDTERM EXAM/Mental Health Break</b>			<b>Nov. 6-11, 2023</b>	
10	<p>Computer Reservation System – <b>AMADEUS</b></p> <ul style="list-style-type: none"> <li>➤ Amadeus Keyboard</li> <li>➤ Sign-in and Sign-out</li> <li>➤ Amadeus Work Areas</li> <li>a. City Pair Availability</li> </ul>	<p style="text-align: center;"><b>PowerPoint presentation: 1 Hour</b></p> <p style="text-align: center;">Amadeus Manual</p> <p style="text-align: center;"><a href="https://air.flyingway.com/books/amadeus/Amadeus_Guide.pdf">https://air.flyingway.com/books/amadeus/Amadeus_Guide.pdf</a></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Learn the importance of AMADEUS Computer Reservation System.</li> <li><input type="checkbox"/> Learn the use of AMADEUS Computer Reservation System</li> </ul>	<p><b>Work output 19: Written Quiz 20/20</b></p> <p><b>Work Output 20: Situational Analysis 30/30</b></p> <p>Date: Nov. 13-17, 2023</p>	<p><b>SDG</b></p> <p><b>4</b> – Quality Education</p> <p><b>5</b> – Gender Equality</p> <p><b>9</b> – Industry, Innovation and Infrastructure</p>
11-12	<p><b>AMADEUS</b></p> <ul style="list-style-type: none"> <li>➤ Create and Modify</li> </ul>	<p style="text-align: center;">PowerPoint presentation: 1 Hour</p> <p style="text-align: center;">Amadeus Manual</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Learn the importance of</li> </ul>	<p><b>Work output 21:</b></p>	<p><b>SDG</b></p>





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	<p>Passenger Name Records</p> <ul style="list-style-type: none"> <li>➤ Itinerary Field</li> <li>➤ Name Field</li> <li>➤ Phone Field</li> <li>➤ Ticketing Field</li> </ul> <p>a. Receive From Field</p>	<p><a href="https://air.flyingway.com/books/amadeus/Amadeus_Guide.pdf">https://air.flyingway.com/books/amadeus/Amadeus_Guide.pdf</a></p>	<p>AMADEUS Computer Reservation System.</p> <p><input type="checkbox"/> Learn the use of AMADEUS Computer Reservation System</p>	<p>–</p> <p><b>Written Quiz 20/20</b></p> <p><b>Work Output 22: Situational Analysis 30/30</b></p> <p>Date: Nov. 20-24, 2023, Nov. 27-Dec.1, 2023</p>	<p>4 – Quality Education</p> <p>5 – Gender Equality</p> <p>9 – Industry, Innovation and Infrastructure</p>
13-14	<p><b>AMADEUS</b></p> <ul style="list-style-type: none"> <li>➤ Amadeus Replay</li> <li>➤ Common Calls and Error Responses</li> </ul> <p>Additional References</p>	<p>PowerPoint presentation: 1 Hour</p> <p>Amadeus Manual</p> <p><a href="https://air.flyingway.com/books/amadeus/Amadeus_Guide.pdf">https://air.flyingway.com/books/amadeus/Amadeus_Guide.pdf</a></p>	<p><input type="checkbox"/> Learn the importance of AMADEUS Computer Reservation System.</p> <p><input type="checkbox"/> Learn the use of AMADEUS Computer</p>	<p><b>Work output 22: Written Quiz 20/20</b></p> <p><b>Work Output 23: Situational Analysis 30/30</b></p>	<p>SDG</p> <p>4 – Quality Education</p> <p>5 – Gender Equality</p> <p>9 – Industry, Innovation and Infrastructure</p>





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			Reservation System	Date: Dec. 4-8 and 11-15	
15	FINAL EXAM/ OUTPUT			Date: Dec. 18, 2023	
16-18	AMADEUS TRAINING			Date: Jan. 3-20,2023	

### SUMMARY OF REVISIONS:

Revision	Date	Updated by	Short Description of Changes
1.0	August 22, 2022	Giezel S. Aquino	Added 2 Specific Computer Reservation System (Sabre and Amadeus)
2.0	August 16, 2023	Giezel S. Aquino	Updated to New Format (MCC Community College Natin to)

### GENERAL GUIDELINES AND POLICIES:

As the College currently follows Hybrid Delivery of Learning on its instruction, the following general guidelines and policies are set by the School to be followed by the faculty-in-charge and the students of the course.

#### Attendance





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Checking of attendance during face-to-face classes is a requirement and will be strictly observed.

## Academic Integrity

Observance of the outmost academic integrity shall be observed by the students of the course. Plagiarism, cheating, and other forms of academic dishonesty shall not be tolerated by the faculty-in-charge nor the Institute.

## Accomplishment of Requirements

All requirements given by the instructor/faculty-in-charge of the course to the students shall be called/referred to/addressed as “**work output**”. Each work output must be accomplished by the students until the schedule set by the instructor/faculty-in-charge. Final student’s output must also be accomplished by the schedule set by the instructor of the course.

## Line of Communication

The course’s official line of communication shall be through the following:

1. Class Group Chat via Messenger
2. MS Team – Official Class Group
3. Instructor’s MCC Number – 0928-503-9474

The outmost respect and courtesy must be observed by students in communicating to their instructor/faculty-in-charge of the course and to their classmates and vice versa. Any form of disrespectful and discourteous way of communication shall not be tolerated by the School.

## Instructional Materials (IMs)

Working students may avail of the modular type of teaching. MS Teams on-line platform may be utilized by the instructor/faculty-in-charge of the course to the students – adapting the flexible learning scheme.

## Grading System:





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## Work Output

Major Exam (Midterm and Finals)

### Course Requirement:

- Amadeus Training
- Amadeus Training Diploma

### References:

MCC Library Book resources: Travel Dictionary (Claudine Dervaes)

Tourism (Principles, Practices, Philosophies) – Eleventh Edition - Charles R. Goeldner and J.R. Brent Ritchie

Other resources:

<https://link.springer.com/article/10.1007/s40558-020-00181-3>

<https://www.youtube.com/watch?v=cJVgpgpu17A>

[https://www.academia.edu/164817/eAirlines Strategic and tactical use of ICTS in the Airline Industry](https://www.academia.edu/164817/eAirlines_Strategic_and_tactical_use_of ICTS_in_the_Airline_Industry)

[https://docs.google.com/presentation/d/1nTPvFJejGh05zihT\\_5DVM1tmMlomKzy6LfxdCpNv8jo/htmlpresent](https://docs.google.com/presentation/d/1nTPvFJejGh05zihT_5DVM1tmMlomKzy6LfxdCpNv8jo/htmlpresent)

<https://colorwhistle.com/computer-reservation-system/>

[https://air.flyingway.com/books/Sabre Reservation Manual.pdf](https://air.flyingway.com/books/Sabre_Reservation_Manual.pdf)

[https://air.flyingway.com/books/amadeus/Amadeus Guide.pdf](https://air.flyingway.com/books/amadeus/Amadeus_Guide.pdf)





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Prepared by:

**Giezel S. Aquino**

*BSTM Program Head/Instructor*

Reviewed by:

**Harold Van Aquino, MSHRM**

*BSHM Program Head*

Approved by:

**Jennyfer Merza, MBA**

*IHTM Dean*

cc: **OVPAA**

