

**SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Revenue and Distribution Management					
TSC	Room Distribution Channel Management					
TSC Description	Manage room distribution channels to leverage on a chain of channel partners to sell property's inventory globally to optimise sales and maximise revenue					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			HAS-HTO-3013-1.1	HAS-HTO-4013-1.1	HAS-HTO-5013-1.1	
			Monitor various distribution channels and systems used by the organisation and determine suitable channel partners to maximise revenue	Manage and evaluate contributions generated by channel management strategies and pricing techniques to maximise revenue for the organisation	Pursue opportunities for improved performance by implementing strategic reservation distribution channels through collaboration with various partners	
Knowledge			<ul style="list-style-type: none"> • Organisation's distribution landscape and associated technologies and systems used • Distribution channel development and business models • Implications of distribution strategies • Information systems and technologies used in the organisation • Application of information systems and technology by hospitality organisations for e-commerce purposes • Search engine optimisation and relationships to distribution 	<ul style="list-style-type: none"> • Distribution channels and channel cost analyses • Organisation's distribution landscape, and associated technologies and systems used • Organisation's segmentation and distribution strategies • Business models associated with each distribution channel • Organisation's competitor set • Impact of distribution models on profitability and the optimal zone of distribution • Overbooking strategies 	<ul style="list-style-type: none"> • Global distribution systems (GDS) and their interactions with third-party travel sites, search engines and travel agent websites • Booking technology partners to collaborate with to link property management systems with GDS and other systems • Benefits of collaborating with meeting planners and group travel websites to sell the organisation's meeting and conference facilities • Integration of search engines, non-traditional and metasearch sites with the organisation's reservation systems in an integrated distribution channel network • Trends and importance of mobile applications for linkage to reservation systems as part of an integrated distribution channel 	

					<ul style="list-style-type: none"> Organisational framework for customer experience management Property management systems used by the organisation 	
Abilities			<ul style="list-style-type: none"> Identify room distribution channels and key partners to maximise room sales Identify and analyse business models associated with each distribution channel Evaluate cost per booking from each distribution channel for profitability Analyse cost implications of all distribution business models and the long and short-term impacts on business Identify and analyse the impact of metasearch tools in maximising distribution Identify and evaluate supporting systems available for distribution channel management to determine potential for collaboration Recommend profitable distribution channels to maximise profitability 	<ul style="list-style-type: none"> Determine key players and suitable distribution channels to maximise revenue Evaluate cost per booking from each distribution channel for profitability Create distribution channel strategies to ensure optimal channel mix and profitability, according to demand Manage rates and restrictions across key channels and switches Analyse cost implications of the business models in the long and short-term Optimise online travel agent placements and demand Evaluate effectiveness of third-party and website booking models in distribution for generating sales Perform revenue evaluation by linking forecasts to budget, operations and sales and marketing plans Propose alignment of goals and incentives, and integration of other profit centres into revenue strategies 	<ul style="list-style-type: none"> Identify the benefits of adopting global distribution channels Evaluate property management and central reservation systems for ability to integrate with GDS and intermediaries Identify third-party travel sites, tour operators and travel agent distribution channel websites, which provide media distribution networks, for customer reservation options Establish systems and processes for integrated distribution reservation channel systems Implement techniques to optimise revenue and profits through integrated distribution channels Develop opportunities to improve sales performance with implementation of integrated reservation distribution channel systems 	