MANGALORE UNIVERSITY
Department of Business Administration
MBA-Tourism and Travel Administration
TMS - 406 E - TOURISM

Credits: 3:

Learning Objective
- To familiarize students with aspects of information system relevant for tourism and IT & to develop skills to design & implement simple computer based business system.

Learning Outcome:
- To prepare the students to use various advanced technological methods in booking and reservation

Pedagogy : Lectures, practical sessions, seminars, & assignments

UNIT I Tourism Information Technology and their Synergy - Introduction, Tourism: an Information Intensive industry, Typologies of tourism information, Strategic Management of Information.

UNIT II Information Systems used by Intermediaries - Information Systems in Travel Intermediaries, CRS/GDS, Front Office Systems, Back Office Systems, Travel Agency Systems/Agency Management System, Customer Relationship Management Systems, Management Information Systems, Tour Package planning systems, Influence of technology in the distribution of travel products, Online Travel Agency, Computer reservation systems and travel distribution, History, Major Global Distribution Systems - cases of GALILEO, AMADEUS, SABRE, World Span, and ABACUS. Specialties channel r use of IT- meeting and convention planners- corporate travel planners, e- tickets, Disintermediation-causes and effects
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UNIT III Consumer access to Travel Information systems - The internet and Tourism - the world wide web- travel news groups, electronic bulletin boards and chat rooms. Consumer access to GDS - GDS on line- automated ticket machines. Information Kiosks. TV based tourism Information Retrieval and booking- videotext system -interactive TV. Voice input and recognition systems. Social media and ICT influence in travel decision making model of electronic consumer access.

UNIT IV E-Commerce in Tourism – Importance, Meaning, Classifications, Advantages and Demerits, Relation between E-Business and E-Commerce, Business models, E-Commerce in India and Functions of E-Commerce.

UNIT V Remote Sensing and GIS in Tourism- Introduction, Need and Applications of Remote Sensing and GIS for Tourism Development. Digital Tourism Database. Database Management System (DBMS) – Data Access methods and Data Processing. Applications of Database Systems.

Practical Sessions:
MS OFFICE & HTML/FRONT PAGE
- *Draft letters using WORD*
- *Prepare Cost Sheet using EXCEL*
- *Prepare PowerPoint presentation*
- *Functions of DBMS & Report Generation – Using ACCESS.*

References:

1. Andrew J. Frew (2004), Information and Communication Technologies in Tourism, Springer.
2. Buhalis, D. (2003), E- Tourism. Prentice Hall, New Delhi
3. Dileep, M.R. (2011), Information Systems in Tourism. Excel Books. New Delhi.
4. Dimitrios Buhalis, (2003), E-Tourism: Information Technology for Strategic Tourism Management, Financial Times Prentice Hall Publisher
5. Gupta, A. (2000), Management Information System. S. Chand &Co New Delhi.
6. Inkpen, G. (1998), Information technology for travel and tourism. Addison Wesley Longman Limited.
7. Mcleod, R. (1996), Management Information System. Macmillan.

8. Obrien, J. (2002), Management information systems. Tata McGraw-Hill Education.
9. Poon, A. (1993), Tourism, technology and competitive strategies. CAB International.
10. Rhind Maguire Goodchild LongleyPaul A.Longley, Geographic Information System and Science, 3rd Edition John Villey and Sons Publish.