

TMS – 556: INFORMATION TECHNOLOGY FOR TOURISM

Credits: 3:

Course Objective:

1. To familiarize students with aspects of information system relevant for tourism and IT & to develop skills to design & implement simple computer-based business system.
2. To have an understanding of application of computers and information technology to tourism business contexts.
3. Impart skills to apply information technology effectively in specific tourism business circumstances.
4. To communicate and network effectively within their organizations.
5. To have ability to develop efficient and effective working with computer reservation system.
6. To analyze the relationship between information technology and the Tourism Industry Components.
7. To study about technology used in tourism and marketing.

Course Outcomes:

- CO1:** To prepare the students to use various advanced technological methods in booking and reservation
- CO2:** Understand the fundamentals of computer and acquire basic knowledge of operating System.
- CO3:** Develop an idea about interpretation and application of remote sensing and GIS in tourism.
- CO4:** Identify Information Systems for Tourism Management Decision Support.
- CO5:** Apply the Information and Communication (ICT) systems in Tourism.
- CO6:** Understand Reservation Systems for Air, Rail, Road, Hotel etc.
- CO7:** Explain technologies used in E-commerce, dynamics of World Wide Web and internet.

Pedagogy: Lectures, practical sessions, seminars, & assignments

UNIT I Tourism Information Technology and their Synergy - Introduction, Typologies of tourism information, Strategic Management of Information. Concepts of Data, Information and knowledge. Concepts of Database Management Systems, Concepts of RDBMS, MIS, EIS, GPS, RS/GIS, Decision Support Systems, Knowledge Based Systems, Entertainment, Leisure, Trade Bodies, Bench Marking and TQM.

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 (OTA), Computer reservation systems and travel distribution, History, Major Global Distribution Systems - cases of GALILEO, AMADEUS, SABRE, World Span, and ABACUS. Specialties channel use of IT - meeting and convention planners - corporate travel planners, e- tickets, Sabre Information Network, agency Data Systems, Voyager Systems, TARSC systems.

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, meaning and definitions of remote sensing and Geographic Information System. Importance and applications of Remote Sensing and GIS in tourism industry. Tourism resource identification – tourism impact analysis - Digital Tourism and tourism database management.

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 Longley Paul A. Longley, Geographic Information System and Science, 3rd Edition John Willey and Sons Publisher