



**MANGALORE UNIVERSITY**  
**Department of Business Administration**  
**MBA-Tourism and Travel Administration**

**TMS-556: INFORMATION TECHNOLOGY FOR TOURISM**

**Credits: 3**

**Learning Objectives**

- To understand the need and importance of Information technology in tourism;
- To familiarize with various concepts of Information technology and their applications in tourism industry

**Learning Outcome:**

- Should be able to choose and use the best technology available in tourism industry.

**Pedagogy:** Assignment, Cases and Seminars, Lecture-cum-discussions

**UNIT I**

Fundamentals of computers, Evolution of Computing Machines, Input/output devices, Microprocessors, Storage and Retrieval of massive data on computers. Classification of software - Operating systems. MS Word, MS-Excel for statistical analysis of data, MS PowerPoint.

**UNIT II**

Networking of computers. LAN, WAN, networks, Internet technologies, WWW and Internet uses. E - Mail, Electronic payment systems, Electronic Fund Transfer (EFT) and Electronic Data Interchange (EDI). Electronic Payment Systems, Websites and design principles. WAP, Bluetooth, VPN. Client/Server applications using PCs. E-commerce and m-commerce.

**UNIT III**

Information Systems for Tourism Management Decision Support. 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 IV**

Application of Information and Communication (ICT) systems in Use in Tourism and their advantages, Travel and Tourism Information Systems, International Tourism event Information Systems, Reservation Systems for Air, Rail, Road, Hotel etc, Concepts of SCM, CRM, BPR, Agency Management, Agency Management functions, Sabre Information Network, agency Data Systems, Voyager Systems, TARSC systems.

**UNIT V**

Computerization - Prospects and Problems: Information Technology as a strategic tool for achieving competitive edge in Tourism Industry. Infrastructure requirement, Selection of Hardware and Software, Implementation and transition problems. Skills - upgradation and re-deployment of staff as a result of computerization. Implementing issues, IT outsourcing, Cyber crimes and cyber laws. Computer viruses, Digital Signature, Cryptography.

**References:**

1. Automating Managers: the implications of IT for Managers, John Moss Jones, Pinter, London 2000.
2. Dimitrios Buhalis; eTourism: information technology for strategic tourism management, Financial Times Prentice Hall, 2003.

3. Pauline J. Sheldon; Tourism Information Technology, CAB International, 2002
4. Steven Otfinoski; Computers; Marshall Cavendish, 2007.
5. Manuel Ortega, JosÈ Bravo; Computers and education in the 21st century; Springer, 2000.

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