

Centre for Management Studies

Dibrugarh University

Course Code : TM20500

Course Name : IT Applications in Tourism Management

Course Type : Core

Prerequisites : None

Objective : This course is intended to sensitize the students regarding the increasing role played by IT in the tourism industry and the need to make good and productive use of IT in the relevant areas of tourism management.

Evaluation : *Internal assessment*: 40 marks (1 Sessional Examination – 10 marks; 1 Practical Examination – 25 marks, Attendance – 5 marks); *End Semester Examination*: 60 marks

Instructor : Himadri Barman (himadri@cmsdu.org; <http://himadri.cmsdu.org>)

Detailed Course Outline

Unit 1: IT Application Areas & Productivity Tools

Introduction to IT – basic concepts; IT and the tourism industry – relevance, importance and dependence; Word processors and word processing; electronic spreadsheets; presentation tools; database; preparing computer generated reports.

Unit 2: Information and Reservation Systems

Tourism and Information needs, Definition, Advantages, Disadvantages and Types of Information Systems, Importance of Information and Reservation Systems and their role in the tourism industry; requirements of such systems and their use as marketing tools; Passenger Reservation Systems - CRS versus GDS

Unit 3: Information Technology Applications to Travel intermediaries

Travel Agency use of IT- Global Distribution System; Electronic ticketing; Internet usage by travel agents- travel agent back office systems; Tour Operator Use of IT- Package creations, distribution of tour packages reservations and customer management; IT applications in the accommodation sector- Property Management Systems, Telecommunications in a hotel; IT applications in the food service sector- point – of – sale systems, restaurant management systems

Unit 4: Internet, TV & Radio and Mobile Telephony

Internet and Services available over it; WWW, Emails, Chat, News Groups, etc. and their use in reaching out to travelers; Mobile telephony – evolution of 3G and its potential to transform the Tourism Industry; Use of TV & Radio – DTH & FM; Interactive Kiosks, Privacy issues and ethics

Suggested Books:

1. Bharihoke Deepak, Fundamentals of Information Technology, Excel Books
2. Introduction to Information Technology – IITL Education Solutions Ltd, Pearson Education
3. Gupta S, Gupta G, Mastering Internet, Excel Books
4. Laudon & Laudon, Management Information Systems, 10th Edition, Pearson Education
5. Taylor D, Hospitality Sales and Promotion – Strategies for Success, Butterworth Heinemann