

MTTM 204

MIS for Tourism

Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 2nd Semester

Course Objectives:

This course will provide an orientation about the increasing role of management information system in managerial decision making with the help of computers and how information is processed, stored and utilized.

Block 1	
Introduction to MIS	
Unit 1	Meaning, Concept and Scope of MIS,
Unit 2	Key Components and Elements of MIS,
Unit 3	Approaches to Information Systems.
Unit 4	Various types of Information Systems and their Implications
Block 2	
MIS & Computers	
Unit 5	Computer s and Components of a computer System
Unit 6	Operation of manual information system and Conversion of Manual to Computer based systems,
Unit 7	Data Processing, Data Bank Concept and Types of Computer based Applications,
Unit 8	Data Based Management Systems
Block 3	
Planning Designing and Implementation of MIS	
Unit 9	Planning MIS: Need, Dimensions and Techniques
Unit 10	Systematic Process involved in Designing MIS
Unit 11	Implementing MIS: Steps in Implementation
Unit 12	Decision Making and MIS

Block 4 MIS and Tourism	
Unit 13	MIS and Tourism – Scope and Significance
Unit 14	Application of CRS in Travel Trade and Hospitality Sectors of Tourism
Unit 15	Business Applications of Computers in Tourism Industry with Special Reference to - Financial Analysis and Marketing
Unit 16	Scope of Computer Applications in Destination Planning and Development