

| Allgemeine Angaben | |
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| Name des Moduls | Informationsmanagement im Tourismus / Information Management in Tourism |
| Lehrender | Lecturer Prof. Dr. Markus Landvogt |
| Fachverantwortlicher | Module coordinator Prof. Dr. Markus Landvogt |
| Modul-Nr. | 8.1.1, Modulbereich 8 Managementkompetenzen |
| Veranstaltungstyp | Category of lecture Lecture |
| Leistungspunkte | ECTS credits 2 ECTS |
| Zeitlicher Umfang | Workload 2 SWS lecture in Information Management in Tourism |
| Semester | Module level Advanced, students from year two and three |
| Sprache | Teaching language English |
| Angebotsturnus | Frequency of module offer each semester |
| Beschreibung | |
| Ziel | <p>Aim of this course</p> <p>Today information management is a huge and indispensable part of tourism and tourism businesses.</p> <p>In tourism, information has to be managed both on the supply side as well as on the demand side. The management of information runs through the entire distribution chain from tourism service providers to intermediaries and further to tourists and travellers.</p> <p>The management of information is inseparable from the development of information and communication technologies. Technological innovations lead to ever-changing innovations for information management in tourism and therefore for tourism. This can be traced, for example in the development of computers, computer networks up to the Internet or from devices such as laptops and smartphones.</p> <p>Due to the ever progressive penetration of tourism with information technologies, in-depth knowledge of information management in tourism are essential for tourism management students. More than ever, management tasks in tourism are linked to the management of information and their technologies.</p> <p>The aim of the course is to provide</p> <ul style="list-style-type: none"> • a comprehensive insight into the information management of all sectors in tourism, • knowledge of industry-specific information and communication technology, • an understanding of the strategic importance of information management in tourism, • access to the challenges of information management in |

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| | <p>tourism by using case studies from the tourism industry,</p> <p>At the end of this course, students will be able:</p> <ul style="list-style-type: none"> • to understand the importance of information in tourism and the management of information in tourism, • to explain the developments in information and communication technology and its impact on the management of information, • to develop strategies for using information and communication technologies and • to apply analytical and strategic information management to the tourism industry. |
| Lehrinhalte | <p>Course Content</p> <ol style="list-style-type: none"> 1. Introduction into information management in tourism 2. Information management at airlines 3. Information management of global distribution system 4. Information management of travel agencies 5. Web 1.0 information management for travellers 6. Information management in accommodation and hospitality 7. Information management in destination management organisation 8. Information management for Revenue Management 9. Information management for tour operators 10. Information management with social media 11. Information management for distributions channel management 12. Information management for customer relationship management 13. Information management for market information 14. Geo information management in tourism <p>For each chapter a case study has to be prepared and discussed in class.</p> |
| Voraussetzungen für die Teilnahme | <p>Participation requirements</p> <p>General participation requirements apply for taking part in this module and fluency in English.</p> |
| Verknüpfung zu anderen Modulen / LV | <p>Links with other courses</p> <p>This course is inseparably connected with E-Marketing (Module 8.1.2).</p> |
| Literaturempfehlungen | <p>Suggested readings</p> <ul style="list-style-type: none"> • Schulz, A., Weithöner, U., Goecke, R. (2010): Informationsmanagement im Tourismus, Oldenbourg, München. • Schulz, A., Weithöner, U., Egger, R. Goecke, R. (2014): eTourismus: Prozesse und Systeme: Informationsmanagement im Tourismus, De Gruyter Oldenbourg, München. • Egger, R., Buhalis, D. (2008): E-Tourism Case Studies: Management and Marketing Issues, Butterworth-Heinemann, Oxford. • Buhalis, D. (2003): eTourism: Information Technology for Strategic Tourism Management, Pearson, London. • O'Connor, P. (1999): Electronic Information Distribution in Tourism and Hospitality, CAB International, Oxford. |
| Prüfungsmodalitäten | |
| Art der Prüfung | <p>Exam modalities</p> <p>There is one written exam for both Information Management in Tourism and E-Marketing (90 minutes in total, which means 45 minutes for each part).</p> |
| Zeitpunkt der Prüfung | <p>Exam timing</p> |

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| | At the end of the semester. |
| Zugelassene Hilfsmittel | Authorized equipment in the exam Script, books and calculator. |

Mit freundlichen Grüßen

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