

Business Process Reengineering to Assist Development of Tourism in Capital and North Delta Planning Districts

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Rationale and Justification

The proposed research supports the goal of promoting, expanding, and improving tourism and recreational activities. As tourism is directly dependent upon transportation, the research will also study the ways in which the transportation network can be improved.

The aim of this study is to support the achievement of goals by analyzing various inter-entrepreneurial as well as intra-entrepreneurial activities pertaining to tourism and transportation that are occurring in the two regions related to this study and suggest recommendations to improve those activities.

Objectives of this Study

The specific objectives of this study are: 1) identify and categorize various entrepreneurial activities pertaining to tourism and transportation in the two regions; 2) prepare data flow diagrams (DFD) of those activities; and 3) reengineer the processes by combining, eliminating, and/or creating new transactions with a view to improve efficiency and effectiveness.

Research Methodology

Business Process Reengineering (BPR) advocates that enterprises go back to their basics and reexamine their very roots. The emphasis is on understanding the existing process thoroughly so that it can be reengineered into a much better process. A business process is a series of steps or activities that are designed to produce a product or render a service. Research methodology consists of developing data flow diagrams (DFD) of all transactions, and then begin a process of reengineering by eliminating, combining, and/or introducing new activities that will make for a much improved process. Data flow diagrams are quite effective since every meaningful activity is always associated with a corresponding data flow.

Outcome and Impact

Produce two technical reports (one for each district) and distribute the reports to various stakeholders in the districts. Policy makers and planners can use these reports to implement changes in the existing procedures related to activities pertaining to promotion of tourism, and improving the efficiency of the transportation network.

Future Research

Potential future research related to this study includes developing a Decision Support System (DSS), specifically designed to assist tourism development of this region as well as developing a database of entrepreneurial opportunities relevant to this region.