

BC (Voc)-506

**INFORMATION, COMMUNICATION AND AUTOMATION IN TOURISM
INDUSTRY-I**

External Marks: 60

Internal Marks: 20

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 10 marks each.

Importance of information in tourism, management information system, role of market research in information management.

Communication in tourism industry, between different partners, integrated communication system, advertising and public relations as a tool of communication.

Automation in tourism industry, use of information technology and computers, central reservation system in different sectors.

REFERENCES

- Kotler Philip, Bowen John and Makens James Marketing for Hospitality & Tourism. Person Education.
- Lovelock Christopher, Wirtz Jochen--Services Marketing, Pearson Education.
- Alan Jefferson & Leinard Lickorish, "Marketing Tourism", Longman.
- Andrew Vladimir, a Complete Travel marketing handbook NTC, Business Books, Illinois.
- Asworth, Gregory and Brian G. (ed.) Marketing Tourism Places, Routledge, London.
- Christopher, H. Lovelock, Services Marketing, Prentice Hall, Eaglewood Cliffs.
- Donnelly, J.H. and George, W.H. Marketing of Service Chicago.
- Green, P. and Tull, D., Research for Marketing Decision Prentice Hall.
- Holloway, J.C. and Plant R.V. Marketing for Tourism, Pitman Publishing, London.
- Kotler, Philip, Marketing for Non-Profit Organisation, Prentice Hall, New Jersey.
- McCarthy, E.J., Basic Marketing. A Management Approach, Irwin Publishers.