

BC (Voc)-606

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

External Marks: 80

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 15 marks each.

E-Commerce: concept, features, functions and limitations of E-commerce, E-tourism: concept, case study of online travel agencies, selling E-tourism: yatra.com and makemytrip.com.

Challenges of automation of information: impacts on organization, work structures & manpower training.

Future trends of automation of information in Indian travel industry; utility of social networking sites in travel industry

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.