

# **LITERATURE REVIEW**

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## **LITERATURE REVIEW**

The literature review is one of the important parts of the whole dissertation that provides detail knowledge and understanding of the topic. This section includes current knowledge along with substantive finding as well as theoretical and methodological contributions to a particular topic. This section includes various statement, views, opinion, and statement of the different authors regarding the main subject that considers in the whole research study. By this section, a researcher can gather secondary information about the subject by use of several books, journal online articles etc. In the present research study, a scholar has the main aim is to identify the impact of information technology on the tourist behavior in India along with case evaluation of Cox and Kings. To achieving this aim, a scholar will consider upon the various objectives such as the role of information technology, the impact of information technology on the tourist behavior. Following is various themes designed regarding the research objective-

### **The tourism industry in India**

Armstrong, Delia, and Giardina, (2016) stated that Travel and tourism have not only become one of the world largest industry but also grows consistently every year. Travel and tourism represent approximately 11% of the worldwide grew at the average rate of 4-3% per annum. As per the view of Schivinski and Dabrowski, (2016) in India, travel and tourism industry plays a very crucial role in order to improve the economy. As per the report of world travel and tourism council in 2017, around 15.24 Lakh Crore and 9.4% of GDP in India. It has been estimated that 41.622 million jobs and 8% of its total employment in the India tourism industry. In India 2017, over 10 million foreign tourists arrived and that represented a growth of 15.6%. In the 2014-2015, Tamil Nadu, Maharashtra, Uttar Pradesh, Delhi, Mumbai, Chennai, Agra, Jaipur is the most visited cities in India that visited by foreign tourists.

### **Types of Technologies used in the Tourism industry**

In the opinion of Agnihotri and et.al., (2016) in the present time, the picture of travel and tourism sector has completely changed as compared to the previous time. Information technology has made several changes in the operation, program, function, and activities in the travel and tourism sector. There are several technologies that used in the tourism sectors such as reservation system, mobile communication, internet, in-room technologies, technology in travel Agency etc.

As per the view of Alves, Fernandes and Raposo, (2016) internet are one of the most useful and important technologies that used in the travel and tourism sector in a large manner It has a powerful impact on hospitality and tourism. By use of the internet, several kinds of activities can become easier in the Travel and Tourism sector. It is vital for a business to effectively utilize online advertising, social media, blogs, online purchasing to aid convenience their customers. With help of the internet, travel and tourism organization can create its own website on the internet. This website criterion can assist the organization in providing detail information about the travel and tourism product and services. By creating an innovative and attractive website on the internet, Tourism organization can provide complete information about the tourism product to its customers like Geographical location, prices of tourism services, types of transportation facilities, cost of services, features, additional benefits housekeeping information, Time and schedule, kinds of facilities etc. By use of the internet, Tourism organization can create its effective website that supports the organization in running its business activities and function in the market. Another use of the internet in Travel and tourism is social media. Ahmad, Musa, and Harun, (2016) stated that in the present time, Social media is one of the platforms that are used by the youth in a large manner. It consists of various platforms such as Facebook, Twitter, YouTube, Instagram etc. By use of these channels, Travel and tourism organization can promote and advertise its product and services in the market. By use of the Facebook, YouTube, Instagram etc, Travel and tourism organization can create page and profile through which it can attract large numbers of audience and customers toward the business activities and tourism product. By use of Facebook, YouTube and another channel, Tourism organization can upload the post, pictures, video, link, content, and information regarding the Destination, Hotel, Room and other facilities that provide by tourism organization. In the travel and tourism sector, social media marketing refers to the procedure of gaining traffic or attention through social media sites. By use of the strategy of social media marketing, travel and tourism organization can easily promote and advertise the product and services in the market. By use of social media marketing, an organisation can use post-purchase activity. Other customers can easily get the reviews and other customers feedbacks regarding the services and product that offered by travel and tourism organization. This assist tourism company in understanding the actual requirement, perception and satisfaction level of potential travelers. George and et.al., (2017) stated that by use of the internet, tourism organization does not only use the social media platform but also use direct

email marketing. By sending the direct Email, tourism organization can inform the customer about the service information, time, schedule, cost, destination location, registration information, housekeeping detail etc.

As per the view of Rodney and Wakeham (2016) mobile communication is another one of the technology that assists to travel and tourism organization in improving its business activities and function. Mobile tablets and smartphones have replaced large desktop computers, making them virtually extinct. Mobile phone assists the organizer to keep information to the guest about their Hotel booking, timing, schedule, location, contact detail etc. To keep buyers updated on changes many tourism and hospitality business use mobile communication. Travel updates can easily provide by Tourism Company to their potential customers by use of websites and Mobile application. Many airline and tourism corporation provides updated flight information via text and automated calls. With help of information technology, communication among various operational departments can easily conduct. Improved communication technology has greatly widened the criteria in which a travel agency can communicate not only with customers but also with sponsors, business connections, partner service etc. With help of high-speed internet connection, information can send almost instantaneously from the agency to an airline, hotel, and another service. Several agencies, agents, partners, the stakeholder in the travel and tourism can exchange information and maintain coordination in an effective manner.

### **The relationship between information technology and Tourism**

According to the view of Godey and et.al., (2016) information technology plays a very crucial role in the travel and tourism industry. As in the present time, with help of information technology organization in the tourism industry has brought several innovation and changes. Several activities and functions in the travel and tourism sector such as operation, administration, customer service, communication, marketing and promotion, guest service system, financial management etc operate and manage with help of information technology. In these various activities, information technology has played a great role in the travel and tourism sector. There is the direct relationship between the travel and tourism organization and information technology as in various activities of travel and tourism, information technology mostly used. In the opinion of Doolin, Burgess, and Cooper, (2002) in the marketing and advertisement activity, information technology plays a great role by which services and tourism product can easily promote and advertise in the market. With help of social media, an organization can design its own page in the

Facebook, YouTube, Instagram, and information to customers about the tourism product and services. By posting attractive images, video, pictures, links and content, an organization can attract and influence the large numbers of customers toward the business product and services. Hence, it can be said that in the marketing and advertising activities in the travel and tourism sector, information technology assists in the organization in an effective and efficient manner. In the contradicting view Frew, (2000) stated that not only social media but also Tourism application and website plays a very crucial role in order to promote and advertise the tourism product and service in the market. Several tourism organizations have their own business application through which customers can check their registration, traveling time, housekeeping information, location detail, price etc and make the order for final booking. Hence, it can be said that with help of the website, mobile application, computer system assist to tourism organization in carrying out advertising and marketing activities in an effective manner. Álvarez, Martín and Casielles, (2007) said that mobile, internet, laptop and computer can use in the tourism organization in internal business management. As there are several functional departments in the organization such as financial, marketing, operation, administration etc. In order to communication and coordination among these departments, information technology plays a great role. By use of internet, Laptops, computers etc, various departments in the organization can transfer information and collectively carry out business activities and functions.

As per the view of Anwar and Sohail, (2004) there is the main three sector in the travel and tourism industry such as the Transport sector, Accommodation sector, and Attraction sector. In the transportation sector, information technology uses in the Airline ticketing, railways booking, car/bus rental etc. In India and all over the world, the Transport sector is almost online and all the airline railways booking are done online and with the computerized system. As per the research, it has been found that in India almost 97% of airline booking is done by use of the internet, mobile application and website. Technology helps in developing the great occupancy rate. Almost all the railway ticket and cargo booking are done online and IRCTC is the corporation in the travel and tourism sector that deliver online reservations facility to its customers. In the car rental sector, there are several players like Ola, Uber that provides effective services to customers of transportation by use of internet and mobile application. Computerization of car rental industry in the nascent stage in the travel and tourism sector.

According to the view of Jobber and Ellis-Chadwick, (2012) accommodation is one of the most significant sectors in the travel and tourism sector that lacked very much in the direct connectivity to customers. In this sector, several functions and activities operate with help of information technology. With the use of the advent of technology, an organization in the travel and tourism sector targeting this segment and developed the interface by which they can provide the interface to books hotels, conference hall online. GDS is technology that delivers data regarding the availability and price to agents and booking agencies. Furthermore, an attraction is one of the sectors that are the most coveted field which requires intense communication to inform tourist about it. In the procedure of communication in the attraction sector, information technology plays a very crucial role. In the opinion of Kotler, Bowen and Makens, (2006) booking system is one of the most crucial technologies that provide the facility to book tickets from the home and on the go. Self-service booking is the key function of the information technology that largest impact upon the travel and tourism industry. One of the largest influences on the travel agency has been a rise of online or e-booking.

As per the view of Kozinets, (2002) E-tourism includes the various travel technology such as Flight Tracking system, Dynamic packaging, computer reservation system, global distribution system, extensible markup language, customer relationship management system, Audio tours, GPS tours, Biometric passport, visual tour, mobile technology, social network, space tourism. These all technology facilitates the customers in the present time through which they can easily get facility and services in the travel and tourism sector.

### **Impact of information technology on Tourist behaviour in India**

As per the view of Middleton and et.al., (2009) Tourist is the King of the travel and Tourism industry and the entire growth and profitability of this sector is depends upon the Tourist satisfaction. It is very important for the travel and tourism organization to understand and identify the actual demand of tourism and behavior of them so as they can deliver the right services to right customers.

In this travel and tourism industry, tourist behavior is very dynamic and complex. At the time of selection of destination, booking hotel, selection of transportation and so on various factors that affect the mind and choice of buyers. Tourism and another context of consumption is a key indicator of the quality, effectiveness, and suitability of work in tourism and other activities. Tourist behavior includes various decisions, idea, experience, activities that satisfy the

requirement and demand of them. Tourist past experience, other feedback, quality of services, cost, destination features, distance, effectiveness, brand name etc are that factors that can affect the tourist behavior at the time of purchasing the product and services. Other factors include physiological need, Hunger, thirst, sex, sleep, air, safety needs, freedom from threat, social need, feeling of belonging, esteem needs, etc that influence the choice and selection of the tourist product and services in the travel and tourism industry.

As per the view of tom Dieck and Jung, (2018) stated information technology have put the great influence on the mind and choice of tourist in the travel and tourism sector. As compared to the earlier time the travel and tourism industry growth have significantly increased in India. Travel and tourism represent approximately 11% of the worldwide grew at the average rate of 4-3% per annum. Travel and tourism council in 2017, around 15.24 Lakh Crore and 9.4% of GDP in India. It has been estimated that 41.622 million jobs and 8% of its total employment in the India tourism industry.

With help of information technology and technical advancements in the travel and tourism sector, customer demand and selection procedure have significantly improved. Prebensen, Chen, and Uysal, (2018) stated that by use of internet and website, Tourist can search the best traveler, hotel, accommodation, transportation etc. On the organization website, customer can search their full information regarding tickets, hotel, housekeeping, transportation, destination, location, cost of services, features of the destination and make comparison with other brand in the travel and tourism sector. By make online ticket booking, a customer can save their time and it facilitates customers in a large manner. By the use of internet and mobile application, they can search the best location, destination, hotel and other facilities like transportation in very few times and book their tickets and get the reservation. Thus it can be said that the internet has made huge facilities for the customer as they can explore the large numbers of tourism organization and services at home.

As per the view of Zarezadeh, Benckendorff and Gretzel, (2018) stated that social media marketing in the travel and tourism sector has affected the tourist behavior in a large manner. Several tourism organization has designed their page on the social media channels such as Facebook, Twitter, YouTube, Instagram etc through which tourist can search the information about hotel, accommodation, transportation, tourism destination etc. The organization can post attractive images, pictures, video, audio, content information etc on the social media page



through which large numbers of tourist can acknowledge organization services. Wang, Cole, and Chen, (2018) stated that social media is one of the best options to inform the large number of customers regarding travel and tourism services. This social media marketing affects the purchasing behavior of tourist in a large manner. One of the best benefits of social media is that tourist organization can conduct post-purchase activity on the several channels of social media like Facebook, Youtube, Instagram, etc. While tourist searches the services of tourism organization on the page of social media then they identify and consider other customers views, feedbacks, comments, and opinion that they shared on the page. These comments, feedbacks, opinion and shared experience by another tourist can affect the purchasing decision of customer in a large manner. In the opinion of Rizal and et.al., (2018) At the time of selecting the services in tourism organization, their feedback and experience affect the selection criteria, choice, and perception of tourist. Thus, it can be said that the travel and tourism sector is largely affected by information technology through which tourist behavior can automatically affect. By use of the social media channel, Tourism Corporation can easily affect the decision of tourist regarding purchasing of tourist product and services. It is stated by Mohseni and et.al., (2018) With help of posting attractive images, pictures, video, and content regarding the Hotel, destination, transportation etc, Tourism Corporation can influence and attract the large numbers of tourist in a large manner. By use of the social media marketing, an organization can regularly update its business information and offer attractive discount policy, Gift vouchers, reward points etc that helps in influencing the decision of customers regarding the tourism product and services.

Godey and et.al., (2016) stated that mobile communication is another information technology used in the travel and tourism sector through which corporation can affect the decision making criteria of customers. By use of the mobile communication technology, travel and tourism organization keep customer advised of changes and delay in the reservation, offer deals and advertise by using GPS tracking. This feature of communication technology facilitates customer regarding the travel and tourism services and products. In the perspective of Nagai, H., Ritchie, Sano, and Yoshino, (2018) There are several kinds of mobile application developed that facilitate customers in purchasing the tourism services and product. By use of the application in mobile and laptop, tourist can easily make their purchase at any time and at any place. They do not need to go to the tourism organization for booking their tickets and hotels. They can search and select the best alternative option of travel and tourism service by use of the mobile application. By use

of the internet, mobile communication, online application, the customer can make their payment in an easy manner. The organization provides various options for making the payment such as Debit card, credit card, internet banking etc through which tourist can easily make payment. Several organizations also offer the facility of refund on cancellation through which tourist can largely be benefited. Tourist can get their money back after canceling the service of transportation, accommodation etc. On the basis of the survey, it has been found that a majority of respondents are satisfied with this payment method in the travel and tourism sector. In the perspective of Ramamoorthy and et.al., (2018) by use of the online payment option, tourist can make their payment in the fastest manner and also get the refund if they cancel their booking and tickets. This is a very easy and secure method of payment on the internet. This kind of feature attracts the tourist in the travel and tourism sector that help in improving the profitability of tourist business. Thus, it can be said that the payment system in online travel and tourism assist to customers in making their payment easy. Hyder, (2016) said that on the website and mobile application of travel and tourism organization, customer service is another one of the options that affect the decision of tourist in a large manner. On the website and mobile application of tourism organization, there is the option of customer care support, Helpline, Report etc that assist tourist to make their complaint, post their queries, feedbacks etc. This facility is available on the website and application for 24\*7 hours through which tourist can easily call to corporation representative and customer care support representative for ask their queries and make complaints. By use of this option on the website and mobile application, tourist can easily ask the queries regarding the services and tourist product and get their solution at any time. This kind of facility is only available through information technology so it can be said that information technology in the travel and tourism sector has assisted to a customer as well as the corporation in a large manner. By solving their complaints and queries of tourist, the organization can effectively facilitate them. Furthermore, by connecting with the organization in the travel and tourism sector; tourist can take their tourism decision in a fast and effective manner. This internet, website, mobile technology, a mobile application can assist tourist by solving their complaints and queries through which they can take the effective decision regarding the purchase of tourist product and services.

As per the view of Stephen, (2016) stated that only payment and customer care service do not affect the tourist behavior but also wide information available on the website and internet assist

to make their decision in a fast manner. Tourist can gather wide information regarding the hotels, destination, transportation and other services that provide by the travel and tourism organization. Tourist can make a comparison of the tourism services with another brand in the tourism industry with help of internet and information technology. On the basis of a large amount of information available on the internet, tourist can search the best alternative option for tourism service and make their purchase in the most effective and efficient manner. Other customer's reviews, feedbacks, comments also assist to tourist in making their purchase so easy and fast. At the time of making a decision of purchasing tourist service, tourist considers other buyers reviews, feedback, complaints and positive comments on the internet. This kind of facility is available for tourist because of the information technology. Hence, it can be said that information technology plays a very crucial role in the time of purchasing decision of tourist in the travel and tourism sector. The behavior of tourist is largely affected by the information technology in the present time.

#### **Impact of internet and information technology tools on Cox and Kings**

In the perspective of Felix, Rauschnabel, and Hinsch, (2017) Among different travel organizations in India, Cox and Kings Ltd. is one of the organizations that deliver travelers with all the travel and tourism services in India. The organization delivers their clients with required facilities in India with a legitimate use of various factors under data innovation. Since its foundation in 1758, the organization has advanced on a huge scale because of its versatile nature. As of now, the organization is a standout amongst the most vital parts of Indian the travel industry for giving both worldwide and in addition local visiting administrations. The organization additionally has a powerful staffing and clients that add to its inheritance as one of India's most punctual travel association. The fundamental tasks at Cox and Kings Ltd. involve three administrations which are to be specific, Bharat Dekho, Inbound and Outbound tours. In the context of inbound service of the Cox and Kings Ltd includes ticketing, planning round trips and booking hotels, air/train ticket booking, round trip, and event planning for different purposes. Furthermore, Outbound services available at Cox & Kings include various packages for international destinations, the international tour packages in different categories of the budget, luxury, and standard. These packages are distinct based on the basis of standards, budget, and luxury. The Bharat Dekho package is one of the latest and crucial service options in the Cox and Kings Ltd that attract a large number of customers toward the brand. The Bharat Dekho

package which is of major importance to the company includes trips to different places of historical and cultural importance. The Cox and Kings Ltd have invested a large amount of capital in providing online facility and services to Tourist. It has expanded the business by offering a wide range of products and services as well as utilization of online booking and customer relationship management approaches. The information technology and internet have assisted Cox and Kings Ltd business in the large manner through which its revenue and numbers of a customer has increased worldwide. Information technology and its various tools like the computer, Laptop, mobile communication, Social media, mobile application, company website etc have assisted Cox and Kings Ltd in a large manner. Navío-Marco, Ruiz-Gómez, and Sevilla-Sevilla, (2018) stated that By use of the mobile, internet and website, it has improved the connectivity with direct customers. The organization can identify the actual demand and requirement of tourist regarding the tourist product and services by use of the internet, website and social media. Cox and Kings Ltd is also beneficial by improving connectivity with customers through which they can influence and attract toward the brand. Travel and tourism organization no only identify the actual complaints, feedback, and reviews regarding the tourism services and facility but also they can influence by communicating various attractive offers, discounts, and benefits associated with travel and tourism package. An organization does not need to engage with a traditional method of promotion and advertisement like radio, newspaper, billboard etc. They can design their own mobile application, social media page and internet page by use of information technology. This assists in saving their time as well as cost also. Travel and tourism business unit can inform the large number of customers about the tourist product packages, price, features, and distribution etc in a fast and effective manner.

In the opinion of Hudson and et.al., (2016) social media marketing strategy has assisted to Cox and Kings Ltd in the large manner through which it was able to improve its marketing and promotional activities and function in an effective manner. On the social media pages like Facebook, Twitter, Instagram, Youtube, it was able to post attractive pictures, images, video, content information regarding tourism product and services and influence customers. Dahl, (2018) stated that one of the best advantages of information technology in the travel and tourism industry is that Cox and Kings Ltd can identify the actual demand, requirement, reviews, complaints of tourist regarding existing tourism services and products. This helps to tourism organization to improve its existing tourism facilities, services, tour packages etc. Thus, it can be

said that information technology has assisted to Cox and Kings Ltd in not only marketing and advertisement activity but also it helped to improve the existing services and tourist packages and product by acknowledging actual requirement and demand of tourist in countries. By use of information technology, Tourism organization can also improve the relationship with customers. Customer support option, Help Line, Report option can assist to a corporation as well as customers in improving connectivity through which firm can acknowledge the queries of potential traveler and tourist and solve that queries in a fast manner. Hence, it can be said that customer service in the tourism sector has been improved by the use of several tools of information technology through which revenue has increased in the India tourism industry.

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