

Information and Communication

Assignment Guidelines:

Examine the role of communication tools in tourism, including social media, apps, and AI technologies. Analyze how these tools influence consumer decisions, enhance the tourist experience, and drive customer loyalty. Use real-world examples to demonstrate both opportunities and challenges in digital communication.

Submission Format:

- Detailed project report
- **Font:** Times New Roman, Size: 12, Spacing: Double
- Word Count: **4000–5000 words**
- Submission Deadline: **24th October 2025**

Assessment Criteria:

- Application of consumer behaviour theories (20%)
- Critical evaluation of behavioral trends (20%)
- Innovativeness in strategy recommendations (20%)
- Use of real-world data and case studies (20%)
- Structure, clarity, and APA formatting (20%)

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Methodology
- Findings
- Discussion
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: The Role of Social Media in Shaping Tourism Decisions: A Study of Instagram and TikTok Influences

- Investigate how social media platforms, particularly Instagram and TikTok, are used by tourism businesses to influence travel decisions.
- Analyze trends in visual content and user-generated posts to see how they shape consumer perceptions and booking behaviors.

Option 2: Enhancing Customer Communication in the Tourism Industry: The Use of AI and Chatbots

- Examine the integration of AI tools, such as chatbots, in improving communication between tourism businesses and customers.

- Discuss how these tools enhance customer engagement, personalization, and customer service.

Option 3: Digital Transformation in Tourism Marketing: How Websites and Apps Are Changing Communication with Tourists

- Analyze how digital tools, including mobile apps, websites, and CRM systems, are being used by tourism companies to enhance communication with their customers.
- Explore the benefits of personalized communication and the role of data analytics in improving customer experiences.