

Tourism Distribution Channels

Assignment Guidelines:

Analyze the evolution of tourism distribution channels, focusing on OTAs, direct sales, and niche platforms. Discuss how consumer behaviors and digital transformation impact distribution strategies. Provide recommendations for businesses to adapt to changing market dynamics, especially in the post-pandemic context

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 Online Travel Agencies (OTAs) in Shaping the Future of Tourism Distribution Channels

- Discuss how OTAs like Expedia, Booking.com, and Airbnb have impacted traditional travel agencies and their role in tourism distribution.
- Analyze the pros and cons of working with OTAs for both consumers and tourism businesses.

Option 2: Direct Sales Channels in Tourism: The Power of Hotels' Direct Booking Platforms

- Examine the importance of direct sales channels (e.g., hotel websites, direct calls) in the tourism industry.
- Discuss the strategies for encouraging customers to book directly with tourism businesses, bypassing third-party platforms.

Option 3: The Rise of Niche Tourism and Specialized Distribution Channels

- Explore how niche markets (e.g., adventure tourism, eco-tourism, wellness travel) have created new distribution channels.
- Analyze how tourism companies are adapting their sales strategies to reach these specialized groups of consumers.