

Assignment Guidelines:

Submission Format:

Detailed project report

Font: Times New Roman, Size 12, Double Spaced

Word Count: 4000–5000 words

Submission Deadline: 14th February 2025

Assessment Criteria:

Depth of Knowledge (20%)

Critical Analysis (20%)

Application of Theory (20%)

Real-World Relevance (20%)

Adherence to APA Formatting Guidelines (20%)

Mandatory Sections:

Title Page

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Abstract

Introduction

Literature Review

Methodology

Findings

Discussion

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Appendices

Assignment 1: The Evolution of Tourism Distribution Channels

Assignment Guidelines:

Explore the evolution of tourism distribution channels, focusing on how the distribution system has changed over time.

Discuss traditional distribution channels, such as travel agencies and tour operators, and how digital technology has reshaped these systems.

Analyze the role of Online Travel Agents (OTAs), Global Distribution Systems (GDS), and direct bookings through suppliers' websites.

Examine the impact of social media, mobile applications, and personalized marketing on tourism distribution.

Provide examples of how different tourism businesses, such as hotels and airlines, have adapted to the digital age in their distribution strategies.

Assignment 2: The Role of Online Travel Agencies (OTAs) in Tourism Distribution

Assignment Guidelines:

Analyze the role of Online Travel Agencies (OTAs) in the tourism distribution landscape, focusing on their market share and influence on consumer behavior.

Examine the advantages and disadvantages for both consumers and suppliers in using OTAs as a distribution channel.

Discuss the relationship between OTAs and tourism service providers, including hotels, airlines, and tour operators.

Critically evaluate the challenges OTAs present to traditional distribution channels, such as travel agencies.

Provide case studies of leading OTAs (e.g., Expedia, Booking.com, Airbnb) and discuss their impact on the global tourism distribution network.

Assignment 3: Tourism Distribution Channels and Customer Experience

Assignment Guidelines:

Examine how different tourism distribution channels impact customer experience and satisfaction.

Analyze the importance of seamless integration across various channels, including online platforms, call centers, and in-person interactions at travel agencies.

Discuss how personalization, ease of access, and customer service quality play a role in the effectiveness of distribution channels.

Explore the role of customer reviews, ratings, and user-generated content in shaping the decision-making process within tourism distribution.

Provide examples of tourism businesses that have excelled in creating a positive customer experience through multi-channel distribution.
