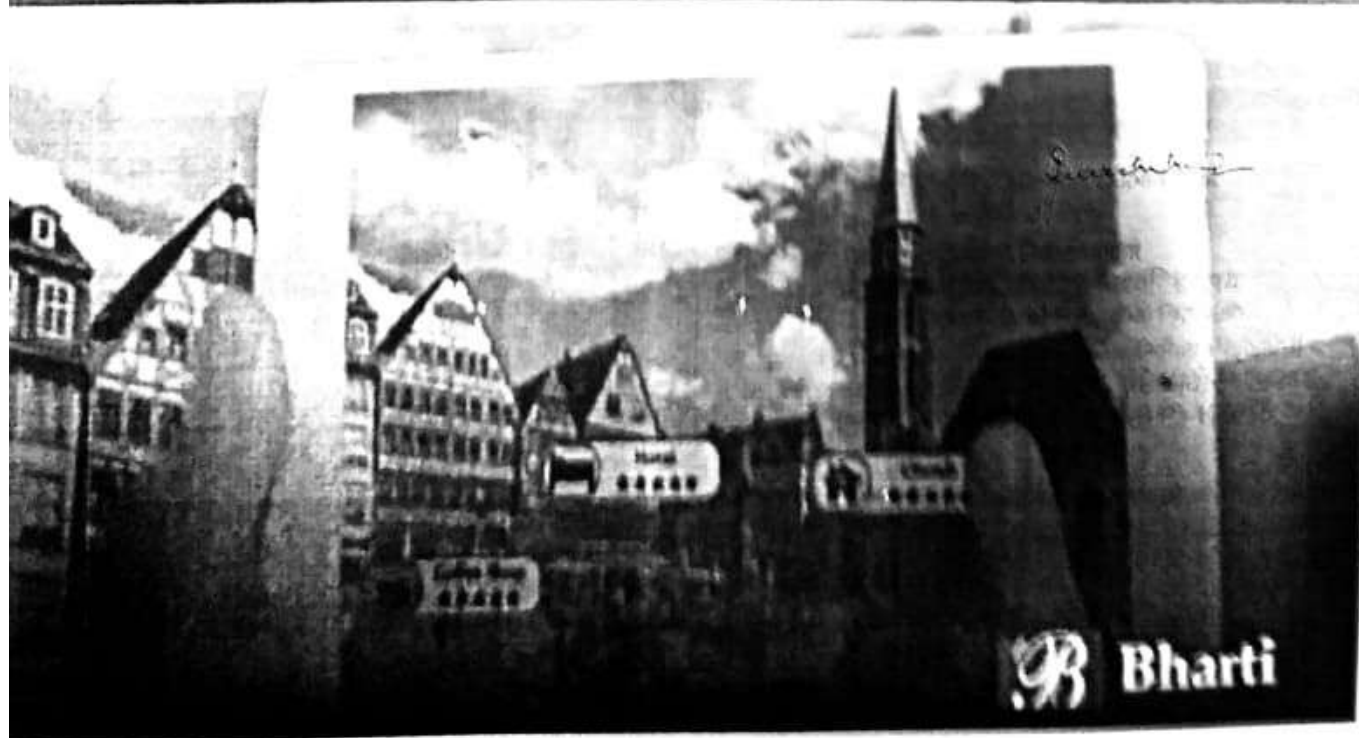


ICT WITH TOURISM & MANAGEMENT

Edited by

**Dr. Jagdish Gupta | Ankur Mittal
Pankaj Chaudhary**



Copyright © 2021, Editors

Title: ICT with Tourism & Management

Editors: Dr. Jagdish Gupta, Ankur Mittal, Pankaj Chaudhary

All rights reserved. No part of this publication may be reproduced or transmitted, in any form or by any means, without permission. Any person who does any unauthorised act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

First Published, 2021

ISBN: 978-93-91681-65-4

Published by :

Bharti Publications

4819/24, 2nd Floor, Mathur Lane

Ansari Road, Darya Ganj, New Delhi-110002

Phone: 011-23247537, Mobile: +91-989-989-7381

E-mail: bhartipublications@gmail.com

info@bharatipublications.com

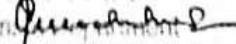
Website: www.bhartipublications.com

Printed in India, by: S P Kasushik Enterprises, Delhi

Disclaimer: "Responsibility for the facts stated, opinions expressed, conclusions reached and plagiarism, if any, in this book is entirely that of the contributing authors. The publisher and editors of the book bear no responsibility".

विभागाध्यक्ष / Head of Department

रा. प्र. वि. सं. का. विभाग

ट्रॉलर & टून, 

विभागाध्यक्ष, केंद्रीय विद्यालय

Chandigarh University of Himachal Pradesh

सि. का. वि. सं. का. विभाग - II, Dauladhar Palsar-II

सि. का. वि. सं. का. विभाग (दिल्ली) - 176215

Phone: 011-23247537, Mobile: +91-989-989-7381

8. **Social Media and Its Influences on Tourism**
Sukhvinder Singh & Vikas Kathpal 72-74
9. **Technology a Significant Force in Promotion of Budget Hotels**
Brijesh Kumar 82-84
10. **The Scope of Adopting MICE for the Growth of Business Tourism in An Emerging Market Pune City**
Dr. Dhanraj Kalgi & Dr. Atul Ramgade 91-102
11. **To Study Role of Functional Foods in Human Health**
Rahul Desai & Girish Deore 106-1
12. **Virtual Tourism: Concept and Future**
Sandeep Naik, Asmita Patil & Pralhad Botre 114
13. **Climate Change: Its Impact on Indian Tourism Industry**
Ashwini Talaulikar & Asmita Patil 125
14. **Technology Intervention for Creating ICT Enabled Tourism Social Enterprises in Rural India: A Conceptual Model Framework**
Dr. Arun Bhatia 131
15. **Responsible Tourism: A Pathway Towards Sustainable Tourism Development**
Sandeep Kumar
16. **Emerging Technological Innovations in Tourism & Hospitality Industry**
Dr. Akhilesh Singh

Technology Intervention for Creating ICT Enabled Tourism Social Enterprises in Rural India: A Conceptual Model Framework

Dr. Arun Bhatia*

Abstract

A large number of models have been developed in the past to show cross-connections among the number of exogenous and endogenous variables in technology acceptance. Some of the adoption and diffusion models predate the Internet era and some of the models are developed later to the same. Communication channels to connect to the consumer are more focused on the predominantly old methods of communication from advertising, sales promotion, publicity, public relations. The post-internet phase after the 1990s after understanding the real benefits of the internet has been accepted truly in the 21st century to connect and convert potential customers to the real ones. The present research predominately uses the concept of social entrepreneurship to help creating the bottom up strategies for the Bottom of the Pyramid reducing the digital disparities for the rural poor in the Indian context. The envision of the model in the research article helps to use Inverse Pyramid approach to divide the entire rural population in different groups to create self-sustained, cooperative and collaborative societies thus making the communities self-dependent and independent using ICT and rural tourism as a tool.

Keywords: Bottom of the Pyramid, Cooperative, Collaborative, Inverse Pyramid, Self-Sustained, Social Entrepreneurship

Head of Department
 Travel & Tourism Department
 Central University of Himachal Pradesh
 Dharamkot, Jaisam Road, Kangra (H.P.)-176215

* Assistant Professor, Department of Travel and Tourism, Central University of Himachal Pradesh, Dharamkot, H.P.