

Information and Communication Technology in Accounting & reporting Practices: Evidence from Indian Tourism Industry.

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Abstract

We have conducted a descriptive study on the role of Information and Communication Technology in the accounting and reporting practices in the Indian tourism industry. Taking a sample of the largest firms operating under the tourist industry, we highlight the significant roles of ICT and the challenges companies face in the adoption of these services. We have constructed a structured questionnaire based on the Likert rating scale. The results demonstrate the increasing role of ICT in the Indian tourism industry. However, with the growing role of ICT, companies are facing various challenges as well, such as issues of privacy and data stealing.

Keywords: ICT, Tourism Industry, Accounting, and Reporting, Likert rating scale

1. Introduction

The tourism sector is one of the first services sectors to adapt and use information and communication technology (ICT) for promoting its services. Nowadays, ICT has deeply affected the way business is performed and organizations compete (Porter, 2001; Mavri and Angelis, 2009).

Tourism is usually defined as services for people traveling to and staying outside their usual environment for less than one consecutive year for leisure or for business purposes. The sector in Tourism involves transportation, accommodation, restaurants (foods), cultural and entertainment activities, which makes us think this as a market rather than an industry (Mavri and Angelis, 2009). Once we introduced the electronic and digital means in the industry, it takes the shape of modern e-business similarly the case with the tourism industry. Buhalis (2004) defines e-tourism as: "e-Tourism reflects the digitalization of all processes and value chains in the tourism, travel, hospitality

and catering industries. At the tactical level, it includes e-commerce and applies ITs for maximizing the efficiency and effectiveness of the tourism organization. At the strategic level, e-Tourism revolutionizes all business processes, the entire value chain, as well as the strategic relationships of tourism organizations with all their stakeholders" (Andersen and Henriksen, 2000). In the contest to many other services, e-tourism products are almost exclusively dependent upon the electronic medium, including audio-visual presentation and descriptions, that is, they cannot be physically displayed or inspected at the point of sale. However, this is, in itself, impose a challenge on the tourist industry at the origin of the customer where Information about the tourist destination has to be presented in an attractive and convincing manner. The traditional mediums of marketing the products for the tourism industry include ads and brochures with intriguing photos of hotels, local attractions, nature, and culture, which have been widely used by these firms to sell their products. This raised a new form of tourism in the place of traditional tourism.

With this increasing pace of the tourism sector, it has been acknowledged by Government, leading industry and professional associations, employers, and the education and training sector that there is an urgent need of excellent IT infrastructures, including courses and careers to school students. This will enhance their understanding regarding the pace, and the demand of the sector. Understanding the need of these programs, the Romanian Government is taking several steps to provide basic ICT skills at school level and also encouraging higher education institutions, businesses, and individuals in providing the framework to promote ICT skill formation through vocational training and in ongoing lifelong learning.

Not only Romanian, but the increasing importance of ICT in tourism can also be seen all over the world. From developed countries to emerging ones, all have given significant emphasis on developing the tourism sector in their respective state. Worldwide, the tourism industry has experienced steady growth almost every year. As per the report of Staistia.com, International tourist arrivals increased from 528 million in 2005 to 1.19 billion in 2015. Figures were forecasted to exceed 1.8 billion by 2030. Each year, Europe receives the most international tourist arrivals. It also produces the most travelers: with approximately 607 million outbound tourists in 2015, the region had more than double that of the second-largest tourist origin, the Asia Pacific region. These facts

indicate the need for industries to adopt modern infrastructure and ICT development. But where this growth opens the window of opportunities, they bring various challenges with them as well. We have discussed these challenges and opportunities for ICT in the following section.

The paper is constructed as follows: Second section contains the literature review; section three establishes the hypothesis; section four explain the methodology, section five display the results followed by part six of conclusion.

2. Literature Review

2.1 ICT and Tourism: Challenges and Opportunities

The revolution in ICTs has profound implications for economic and social development. It has influenced every aspect of our life, whether it is health, education, economics, governance, entertainment, and other activities. The accessibility and adoption of these technologies have become an indicator of the growth strategy of a country. The most important aspect of the accessibility to these facilities is the increase in the supply of Information, which is shared and disseminated to a larger audience. Secondly it also gives a cost advantage. Knowledge is produced, transmitted, accessed and shared at the minimum cost. The reduction in the transactional costs, leads to a reduction in the degree of inefficiencies and uncertainty. Thirdly, it has overcome the constraints of distance and geography. ICTs have cut across the geographic boundaries of the nation-states. It makes it possible for buyers and sellers to share Information, specifications, production process, etc. Across the national borders. It enables the accessibility to the broader markets and global supply chains. Fourthly transparency comes in the operations as networking and information sharing lead to demands for greater openness and transparency. Efforts are underway to integrate ICTs into all sectors and developmental activity. Tourism is one such potential area. Tourism and the economy are closely interconnected. Discussion on Tourism involves the debate about economic enterprise also. For example, according to the World Travel and Tourism Council (WTTC) (2016), tourism remains a primary foreign exchange earner and a pillar industry for many countries across the globe.

However, the development of ICT and social media in the last ten years has influenced tourism dramatically. Karimidizboni (2013) argues that the accelerated collision between technology and

tourism in recent years has brought about necessary changes in the understanding of the nature of tourism. Taking the example of internet advancement, Werthner and Klein (1999) shows the relationship between the overall ICT, and the variables that are linked to it in the tourism sector. Since ICT and the Internet have become the essential communication tool for the industry, the overall structure of the industry has been transformed. Bughin et al. (2011) state that the importance of the Internet, and of online presence is demonstrated employing the high levels of Internet penetration. The availability of Internet resources has opened a wide window of tourism industry opportunities to provide wide, deep and customized services without compromising with the cost and quality (Buhalis, 2002).

According to Shanker (2008), “the contemporary information society has made tourism a highly information-rich and intensively structured sector, as the dispersion of ICT has huge potential impacts for tourism business”. Alam (2009) states that due to the full application of ICT, the business world has become deeply influenced by it. The impact of ICT on businesses relates to the facilitation of communication among organizational stakeholders, with it serving as an active sales channel, and providing an effective platform for engaging in marketing and other like-minded pursuits (Wang & Xiang, 2012).

Similarly, according to (Stiakakis & Georgiadis, 2011), “Due to their increasing impact on the efficiency and effectiveness of tourism establishments, ICTs may be seen as being a fundamental part of modern tourism business”. The fast-tracking and synergistic interface between information and communications technologies (ICTs) and tourism in recent times has brought about necessary changes in the industry. (Law et al., 2009), in both developed as well as developing economies.

In the available literature, ICT has been broadly used as referring to multiple communication technologies, including wireless Internet and smartphone applications. Digital radio, television, and cameras (Shanker, 2008) are creating a new global marketplace that is more competitive by the day (Sedmak et al., 2016). Stiakakis and Georgiadis (2011) argue that ICT has gradually generated a new paradigm shift, altering the tourism industry's structure, and developing a whole range of opportunities and threats. Consequently, Aghaei et al. (2012) argue that ICTs provide a powerful tool that can be considered an essential tool from the promotional and strengthening of the tourism

industry's strategy and operations, in general. Omar (n.d.) states that, shortly, countries without having a proper ICT infrastructure are likely to be behind in coping up with the active tourism growth compare to other countries that have a significant ICT infrastructure. Existing literature that has focused on examining how ICT has in recent time played an important role in reshaping the tourism industry, agree that ICT has provided and continue to provide a range of opportunities, for sub-sectors such as tour operators, accommodation, restaurants, travel agencies in a globalize context (Bojnec & Kribel, 2004; Buhalis & Kaldis, 2008; Irvine & Anderson, 2008; Spralls et al., 2011; Stiakakis & Georgiadis, 2011; Weigel, 2004; Werthner & Ricci, 2004). Furthermore, a major contribution that has been touted for the tourism industry also includes improving productivity market and market share (Aramendia-Muneta & Ollo-Lopez, 2013; Buhalis, 2003; Buhalis & Molinaroli, 2003; Chandler & Munday, 2011), improve competitive advantage (Buhalis, 1998, 2003; Namasivayam et al., 2000) and business performance(Shanker, 2008), as well as reducing operational costs (Bojnec & Kribel, 2004; Buhalis & Kaldis, 2008; Buhalis & O'Connor, 2005). However, despite the advances and growth in technology that have occurred on a global scale, and the arguments made in favor of ICT developments, Ashari et al. (2014) contend that there are few studies which measure the impacts of ICT on tourism businesses especially in developing countries such as India.

2.2 Financial Reporting and ICT

The literature gives a wide range of benefits a business unit can get by adopting ICT. The above literature has shown the impact of ICT on the tourism industry as a whole. It includes the advantage of ICT from marketing and promoting the products to the efficiency and accuracy of functions performed by the business units. Now the question is, can the use of ICT be proved an effective tool in preparing and reporting financial statements of the companies? There are very few pieces of literature that have been focused on the role of ICT in preparing and reporting financial statements. The investors are dependent on the true and fair picture of the financial reporting to a large extent. But the increased complexity of data and multiple operations of the companies have raised a doubt on the accuracy and timely availability of this Information. Here the role of ICT

comes into the picture. The existing literature does not speak much about the role of ICT in reporting practices; we have tried to fill this gap through our study.

3. Hypotheses

Based on the literature we have formulated the following hypothesis:

“ICT does not impact the accounting and reporting practices of tourism industry”. The alternative hypothesis is that “ICT positively influence the accounting and reporting practices in tourism industry”.

4. Data and Methodology

To test our hypothesis of the role of Information and communication technology in Accounting and reporting practices, we have surveyed the firms in the tourism sector. A structured questionnaire was formulated in order to get the responses we used Likert's five rating scales in order to record the responses. The questionnaire was sent to 50 companies of which only 31 companies did respond and after screening only 17 questionnaires were able to qualify for further analysis. The questionnaire consists of 37 questions on different aspects of Information and communication technology, including its role and challenges in firms' accounting and reporting. We formulated the hypothesis that there is no significant impact of Information and communication technology on firms accounting and reporting practices. We have shown the results of the survey in details as follows-

5. Results of the survey-

5.1 Percentage of the use of ICT in daily operation-

Table 1 is showing the responses regarding the role of ICT in firms' daily operations. We can see from the table that out of seventeen, nine (53%) firms on average, perform 72.5% of the routine works by using ICT. However, one more observation that we can make is that the percentage of the firms using IT for performing their operations above 75% is very less that is only 6%. Similarly firm using IT for less than 25% is also very low and consists only 12% of the total. It indicates that the human role is still important in reporting practices.

<i>1. Use of ICT in daily Operations</i>		
Percentage of the usage	No of firms	Percentage of firms
0-25%	2	12%
25-50%	5	29%
50-75%	9	53%
75-100%	1	6%
Total	17	100%

5.2 Reasons of using ICT in accounting and reporting of financial statements- we tried to know the reasons behind the use of Information and communication technology in the daily operations of the firms. Table 2 is showing the responses along with the number of corresponding firms. The table shows that the maximum 41% of firms accepted ICT as time-saving, followed by cost-saving (35%), efficiency (18%) and correctness (6%) of the operations.

<i>2. ICT in Accounting and Reporting of Financial Statements</i>		
Reasons	No of firms	Percentage of firms
Time-Saving	7	41%
Saving of Costs	6	35%
Efficiency	3	18%
Accuracy	1	6%
Others	0	0%
Total		

Increasing demand for IT facilities and the massive investment in these facilities by the firms indicate the importance of ICT in today's business world and especially when it comes to the tourism sector. However, there is no universal consensus over these advantages; firms may have different requirements and expectations from these facilities, but, still, there are some common benefits of ICT for which the business firms have widely adopted these services. We used a Likert's five rating

scale to get the opinions of firms operating in tourism services, on the advantages of using Information and communication technology in their business operation. The range consists of five scales where one includes strongly agree, and five strongly disagree. These advantages include ease of handling business, cost-saving, fast functioning of the business unit, preparing reports, increased efficiency etc. Table 3 is representing the opinions of the surveyed firms on the advantages they are getting through ICT facilities.

3. Views on the advantages of ICT						
opinion	Agreed	Strongly agreed	Neutral	Disagree	Strongly disagree	Total
Making financial statement is safe?	8 (47%)	4 (23.5%)	4 (23.5%)	1(6%)	0 (0%)	17
Electronic fund transfer is much convenient than going to bank	6(35%)	10(59%)	1(6%)	0 (0%)	0 (0%)	17
Preparing financial statement electronically is time savvy-	10(59%)	6(35%)	1(6%)	0 (0%)	0 (0%)	17
Easy to get financial information	11(65%)	3(17.5%)	3(18%)	0 (0%)	0 (0%)	17
Reduced the risk of fraud-	7 (42%)	1(6%)	8(47%)	1 (6%)	0 (0%)	17
Managing order is easy	13 (76%)	1 (6%)	3 (18%)	0 (0%)	0 (0%)	17
Handling of more than one business is easy.	13 (76%)	1 (6%)	3 (18%)	0 (0%)	0 (0%)	17
Easy to grab the frauds	10 (59%)	6 (35%)	1 (6%)	0 (0%)	0 (0%)	17
Effectively receive details of my transaction through mail-	13 (76%)	3 (18%)	1 (6%)	0 (0%)	0 (0%)	17
Easy to provide real time information to stakeholders	8 (47%)	5 (29%)	3 (18%)	1 (6%)	0 (0%)	17
Increased customer base-	9 (53%)	3 (18%)	4 (24%)	1 (6%)	0 (0%)	17
Chance of errors have reduced	15 (88%)	0 (0%)	1 (6%)	1 (6%)	0 (0%)	17
Easy storing, sharing and publishing of financial data	11 (65%)	4 (24%)	2 (12%)	00 (0%)	0 (0%)	17

Reduced the costs of financial information.-	11 (65%)	4 (23%)	1 (6%)	1 (6%)	0 (0%)	17
Reduced the dependency on more number of people-	10 (60%)	5 (29%)	1 (6%)	1 (6%)	0 (0%)	17
Exchange of financial information is easy	8 (47%)	6 (36%)	2 (12%)	1 (6%)	0 (0%)	17
Easy handling of big data	8 (47%)	4 (34%)	4 (24%)	1 (6%)	0 (0%)	17
Computerization of services (Online reservation of Hotels and Transportation medium) made easy functioning of tourism sector.	13 (76%)	0 (0%)	2 (12%)	0 (0%)	2 (12%)	17
Mobile communication is going to be the next high demand service that facilitates tourism in India-	8 (47%)	7 (42%)	2 (12%)	0 (0%)	0 (0%)	17

Table 3 presented above is reflecting the firm's opinion regarding the use and importance of ICT in the tourism industry as our focus is merely limited to the tourism industry only. In the table, we have shown the various advantages of ICT and the corresponding responses of the firm regarding the same. If we observed the reactions, we could identify easily that most of the firms agreed on the different kind of advantages of using ICT and there are very few firms which denied the benefits of the ICT. These responses are clearly against the hypothesis we made initially regarding the use of ICT. However, there are several aspects left on which we need to measure the reactions of the firms. In the following section, we will go through these aspects.

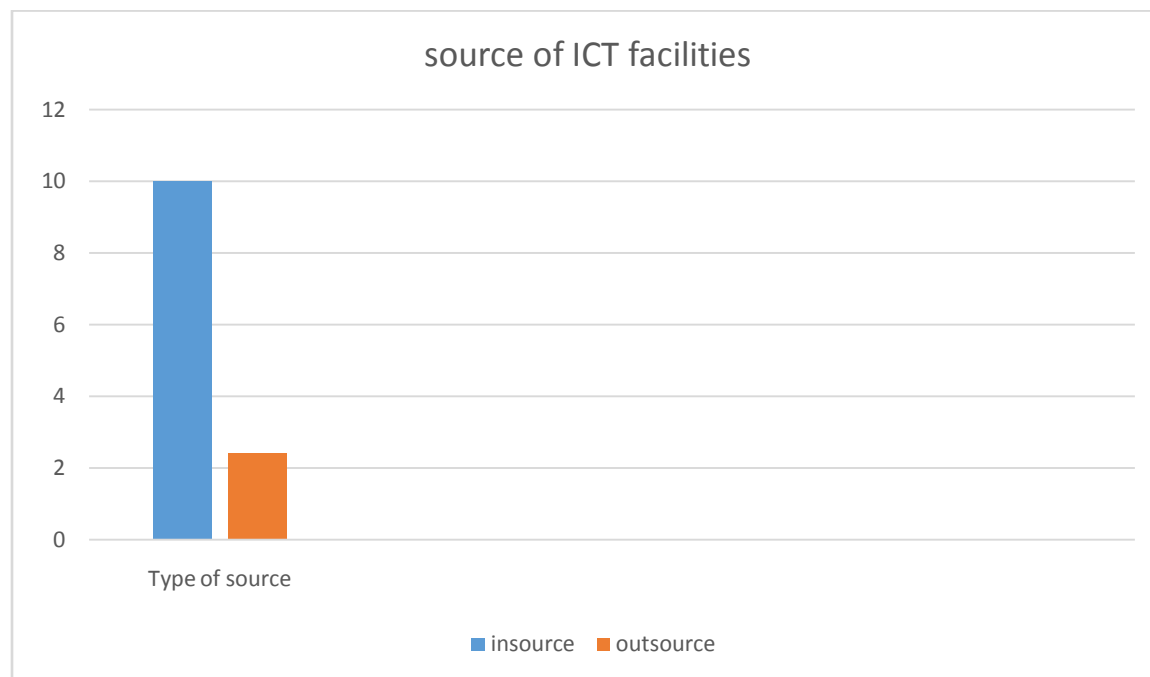
5.3 Firms' communication medium-Technology change is taking place at a very rapid pace, and no firm wants to keep itself behind in adopting the changing environment, especially when it comes to the communication medium. In the last decade, the medium of communications have taken a new shape, and the electronic medium is replacing the traditional medium of communications very rapidly. However, the adoption of these latest communication media varies from industry to industry. As our study is limited to the tourism industry only, we tried to examine the growth of communication medium in the industry, which is highly dependent on better communication today than before. We included a segment in our questionnaire to get the Information on communication medium used by the firms indulged in tourism sector. Table 4 is presenting the number of firms

along with the medium they used for the communication purpose. The responses we have presented in the table show that almost 100% percent of the firms have adopted the electronic medium of communication. The reason is quite obvious, the tourism sector is so dynamic that dependency on traditional medium of communication is no longer required in the present time.

4. Communication Medium		
Communication Medium	No. of firms using	Percentage
Electronic mail	12	70%
Telephone	4	24%
Letter	0	0%
Others	1	6%
Total	17	

5.4 Affordability of ICT-Table 5 was showing that firms are rapidly adopting IT facilities, but with the fast development of ICT, the question of the rising cost is obvious. Firms can afford these facilities either by their own or through outsiders, for which they have to pay some amount. Whatever the source a firm wants to use it's sometimes depends upon the requirement of the facilities. The Pie chart below is showing how the firms are affording the IT services.

The bar chart presented below is clearly showing that mostly firm affording ICT services by their own. The reason might be the recent development in ICT due to which the cost has been reduced of affording these services. However there are still some companies which still looking to outsiders for using these technologies.



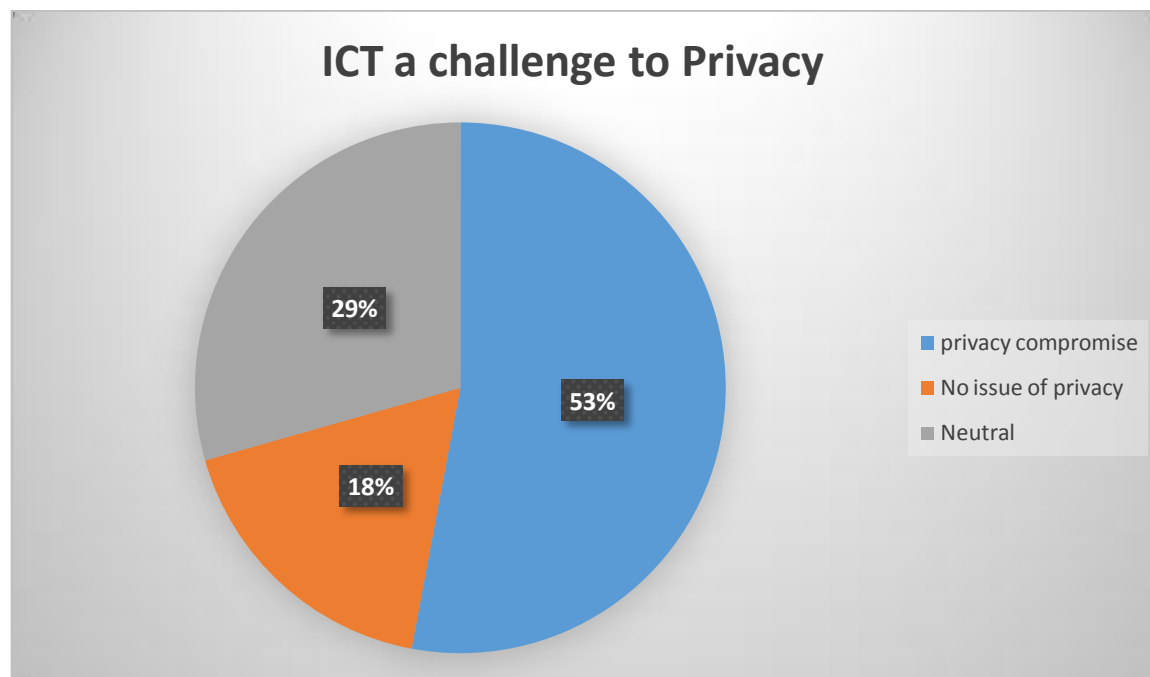
5.5 Operations performed by the firms using ICT tools-The role of Information and communication technology is so diverse that we can experience its use in performing multiple operations. From communication medium to preparing and reporting financial reports the use of IT has made its prominent presence in the current business scenario. In order to examine the dominated tasks performed through ICT by business firms, we asked firms regarding the important roles they performed with the help of ICT. Table 5 is presenting the Information regarding the same.

5. Operations performed by ICT		
Operations	No of firms	Percentage
Billing	3	18%
Making and getting orders	3	18%
Inventory management	1	6%
Information Floatation	0	0%
Preparing financial reporting	3	18%
Others	5	40%
Total	17	

From the results presented in table 5 it can be observed that the dominated tasks performed through ICT include billing, preparing financial reporting and order, which are equal in terms of percentage. However, there are several other uses also of ICT which are not presented in list. This also reflects the fact that the use of ICT is very diverse and making a list of some operations is not enough to define its role.

The development and integration of ICT is not an easy path. It is full of challenges and especially in developing economies where the problems of better infrastructure and skilled workforce are already very prominent. However, there are some common challenges before the development and growth of ICT, which we can identify quickly. These challenges involve the issue of privacy, fraudulent cases, better infrastructure, skilled workforce etc. in this section, we have presented some of these challenges and firms' opinions on the same.

5.6 *Compromise with privacy*-The most common concern in using IT services is the issue of privacy. There have been various cases around the world in the past where firms have paid a huge cost in terms of privacy loss due to misuse of IT services. Millions of people were victims of identity theft, which led to financial loss and even legal problems. With the increasing demand of these services, the case of fraud and leakage of private Information have also been increased. But what firms actually thinks regarding the privacy issues and use of ICT services? To find the answer to this question, we asked firms their opinion on the privacy issue. The pie chart presented below showing the three segmentation in which one represents those firms that agreed that they are compromising with privacy by adopting ICT services, whereas the other segment represent the firms that think that there is no compromise by using IT services in terms of privacy. The third segment is representing those firms that have neutral stand on this issue.



As we can see from the pie chart presentation that more than 50% firms agreed that they are compromising with privacy by adopting the ICT. The compromise can be in terms of data, identity, or any other. However, 18% firms have no privacy concern in using ICT. The third segment is showing that 29% are neutral. These are the firms that represent those who are not clear about the privacy they are compromising in using ICT.

5.7 Level of contribution-Although there have been several issues regarding the use of IT services, its adoption of these facilities, to such a large extent, presents a different story. The fast adoption indicates ICT contribution in easing the business operation. But the question is on the magnitude of the contribution. To understand the contribution of ICT in the business operations we asked the surveyed firms about the contribution of these services in their operations. Table 6 is presenting the level of contribution and corresponded firms. The table shows that only 35% of firms agreed that the contribution of ICT is high in the daily operation, followed by very high (12%), whereas 53% of firms say it's normal. No single firm assumed the contribution of ICT as low.

6. Contribution Level of ICT		
Level of contribution	No. of Firms	Percentage
Normal	9	53%
High	6	35%
Very high	2	12%
Low	0	0%
Very low	0	0%
Total	17	

5.8 Factors influencing the use of ICT in firms- From the above analysis, it is obvious that the role of ICT is becoming very important and it is increasing day by day. But there are many factors which influence the use of ICT including availability of infrastructure, skilled employee, financial constraints etc. we tried to get firms opinion on these factors. Table 7 is presenting the results below.

7. Influencing factors of ICT		
Factors	No. of firms affected	percentage
Infrastructure	2	12%
Skilled manpower	5	29%
Finance	5	29%
Others	5	30%
Total	17	100%

The table shows that the finance and lack of skilled person (both are 29%) are the major factors which influence ICT even more than infrastructure. However, 30% of the firms mentioned other factors that are influential for ICT.

6. Conclusion

The environment of business is changing globally at a breakneck pace. Failing in adopting these changes has become a question of survival for the business firms. We conducted a study in this paper on the role of ICT in firms' daily operations by giving a major emphasis on accounting and reporting aspects. For our study, we collected data from 31 firms out of which only 17 firms were able to qualify for further analysis. The responses have been collected through a structured questionnaire, which was divided into two parts, one was regarding the firm's operation with reference to financial and accounting aspects, and the other one was on the marketing aspect. We formed a hypothesis that there is no impact of ICT on firms accounting and reporting practices in favor of the alternative hypothesis that there is a positive impact of ICT in accounting and reporting practices. The results we obtained indicate the effect of ICT on the firms' operations, which lead us to reject the null hypothesis in favor of the alternative one. A future study can be conducted by taking the financial data of both the firms, those who are using ICT and those who are not using, and a comparison can be made between the business performances. Apart from that, we have demonstrated only a descriptive study; the significance of the results can be tested. The shortcoming of our study is the sample availability, which consists of only 17 firms in our research. In future scholars can take a larger sample for their research.

Appendix

Questionnaire

Kindly fill up the questionnaire. Your Information would be kept secret. The questionnaires have been designed to collect the Information regarding “the role of information and communication technology (ICT) in financial reporting and promotional activities of Indian companies with reference to tourism industry”. The Information is being collected for research purpose.

Role of Information Technology in Reporting and Daily Operation-

1. What percentage of your total work is done by computer?

1. 0-25% 2. 26-50% 3. 51-75% 4. 76-100%

2. What are the reasons behind doing work by computer?

1. Time saving 2. Cost saving 3. Accuracy of the work 4. Efficiency of the work 5. other--

3. Do you think making financial statement electronically is much better than manually?

1. Yes 2. No

4. Rate the level of satisfaction with the following statements

4.1 Using IT in making financial statement is safe?

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

4.2 Electronic fund transfer is much convenient than going to bank

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

5. Which payment method do you follow?

Online (internet banking/mobile banking/payment wallet etc.)

2. Offline

If online please specify the reasons.....

6. Preparing financial statement electronically is time savvy-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

7. It is much easy to get financial Information through Internet-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

8. Which communication medium do you use in sending Information-?

1. Electronic mail 2. Letter 3. Telephone 4. other—

9. How do you afford IT services-?

1. Outsource 2. Insource

10. Use of IT service has reduced the risk of fraud-

2. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

11. Managing order is much easier thorough computer applications-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

12. What do you think about the role of IT in floating of Information among the members-?

1. Cheap 2. Fast 3. Slow 4. Expensive

13. Using IT services ensure the handling of one or more business processes-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

14. Please mark the operations which you perform using IT services-

1. Billing
2. Taking and giving order
3. Inventory management
4. Floatation of Information
5. Preparing financial reporting
6. Other accounting services

15. It is easy to grab the frauds with the help of soft wares-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

16. I effectively receive details of my transaction through mail-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

17. The introduction of IT system has made it easy to provide real time information to stakeholders-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

18. Using IT has increased your customer base-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

19. Chance of errors have reduced after introducing IT –

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

20. Rate the level of efficiency speed and convenience through it from 1 to 10 where 1 is very less and 10 is very high-

- 1 2 3 4 5 6 7 8 9 10

21. IT has made storing, sharing and publishing of financial data easier-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

22. IT has also reduced the costs of financial information.-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

23. Using IT has reduced the dependency on more number of people-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

24. The finance function has to process loads of data that becomes easier with financial management software and information systems-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

25. Exchange of financial data and Information between various functions is easier with the use of Information Technology-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

26. IT reduces this probability and helps handle large loads of data with efficiency and relieves finance managers and companies from the most cumbersome task-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

27. I believe that using IT systems is a compromise with the data privacy-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

28. How do you detect accounting errors described in the annual report of the companies-?

1. through soft wares 2. Manually

29. Does IT control deficiencies affect financial reporting-

1. YES 2. NO

30. What are the contribution of ICT to the growth and development of financial activities-?

1. Normal 2. High 3. Very high 4. Low 5. Very low

31. What are the factors that influence ICT in your firms?

1. Lack of infrastructure 2. Lack of skilled people 3. Finance 4. Other-

Role of Information Technology in Promotional Activities-----

32. Are you using any social media such Facebook/Twitter for marketing your product?

1. Yes 2. No

32. Do you think that social media such as Facebook/twitter etc. media are effective mediums of marketing your product online?

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

34. Do you think that Internet medium (facebook, youtube, google etc) occupies equal priority along with mass medium (tv,,radio,) in tourism promotion ?

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

35. Computerization of services (Online reservation of Hotels and Transportation medium) contributed to a great extent in easy and fast functioning of tourism sector in India. -

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

36. Mobile communication is going to be the next high demand service that facilitates tourism in India-

1. Agree 2. Strongly agree 3. Neutral 4. Not agree 5. Strongly disagree

37. Please mark the challenges you feel of going online-

1. Data privacy

2. Tough competition

3. Expensive Promotion

4. Customer attraction

5. Others.....

Thanks

NAME (Optional).....

ORGANISATION (Optional).....

DESIGNATION.....

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