Co-Creation Among Small Scale Tourism Firm: 
Role of Information Communication and Technology in Productivity and Sustainability

Sudhanshu Joshi, Doon University, Dehradun, India
https://orcid.org/0000-0003-4748-5001
Manu Sharma, Doon University, Dehradun, India
Satinder Kumar, Punjabi University, Patiala, India
Manoj Kumar Pant, State Planning Commission, Govt of Uttarakhand, India

ABSTRACT

ICT enabled tourism brings planners and actors into a common platform. Uttarakhand falls under the L4 (above average) category as per an e-readiness report and subsequently within the span of 5 years, it has climbed to level L3 after the infusion of web-based technologies. Tourism Firm’s innovation is primarily based on following criteria: coexistence with existing competitors, cross-value chain income generating activities (IGA) along tourism, new products/processes developed in the past 2 years. An intensive literature review has been done, out of which three critical success factors were identified: (a) Internet usage; (b) firm’s innovation and competitiveness; (c) income generating activities (IGA) by the firm. Together, these critical success factors (CSFs) express high cumulative variance. The study identifies co-innovation strategies among supply chain actors at the micro and small levels, which is based on cross-functional linkage between allied industries, and on internet use and IGAs. Validation has been done using an explorative study.

KEYWORDS
Communication and Technology (ICT), Firm’s Innovation and Competitiveness, ICT Solutions, Income Generating Activities (IGA), Information, Small Scale Tourism Firms, Tourism Mses

DOI: 10.4018/IJSITA.2018100101
1. INTRODUCTION

In the past few decades, Tourism has established itself as the world fastest growing industry (Goffi, Cucculelli, & Masiero, 2019; Rivera & Tuazon, 2019; Hall, 2019). This growth positively affects the allied industries and tourism supply chain actors (Arifin, Ibrahim and Nur, 2019; Richards and Font, 2019). Alongside, due to growth potential, the industry becomes more competitive (Goffi, Cucclelli, & Masiero, 2019; Xu, 2019).

In recent times, Adoption of ICT solutions, determine the competitive advantage of Tourism supply chain actors (Babu, Kaur & Rajendran, 2018; Mwesiumo & Halpern, 2019; Saner, Yiu & Filadoro, 2019). Usage of IT certainly advanced operational efficiency, reduces cost and improved service delivery and hence become a tool for maintaining customer relationship and transformed Conventional tourism into smart tourism (Li et al., 2017; Trinchini & Spyriadis, 2019; Wang et al., 2016). Both Demand and Supply actors are extensively using IT solution including Web 2.0 based applications for services (Distributing travel Products via e-portals or handling online service inquiries) and feedback purpose (Balci et al., 2018; Tavakoli & Mura, 2018).

Generally, Supply Chain partners in the Tourism industry are small scale in operations with limited access to resources (Aguilar-Fernández & Otegi-Olaso, 2018; Battistella et al., 2018; Lin, 2017). With the emergence of IT, The industry adopted the new trends of Outsourcing and cost-effective service solutions to enrich the overall productivity and sustainability (Gössling & Michael, 2019; Stangl & Pesonen, 2018). Due to this research gap in this domain, It is important to identify Critical Success factors among Tourism Supply Chain partners for business decision making (Fu & Chakpitak, 2019; Joshi, 2018; Misso et al., 2018; Trinchini & Spyriadis, 2019).

The aim of this paper is to identify selected CSF that influences the Productivity of Micro, Small tour business firms and also affect their sustainability.

2. LITERATURE REVIEW

Critical Success Factor (CSF) is highly preferred approach used in business planning and partnership management (Ab Talib & Abdul Hamid 2014; Cakar, 2018; Engelbrecht, Kruger, & Saayman, 2014; Eusébio, & do Rosário, 2018; Hanafiä & Zulkifly, 2019; Jusoh et al., 2018; Law,Qi & Buhalis, 2010; Lundberg & Fredman, 2012; Lucchetti & Font, 2013; Kozak, Rita, & Bigné., 2018; Ramos, Santos, & Almeida, 2018; Vonder & Cochrane, 2012). As a strategic tool, CSF determines the sustainable performance of a firm across all functional areas (including, Human Resource, Finance Management, Supplier Relationship Management, etc). The prominent factors determined under management area could be organization commitment, ICT readiness, Technological mindset, and co-innovation, Education / Training. In other words, ICT has significant role in enabling the business process for competitive advantage and co-creation (Chala, Bermudez & Molano, 2018; Cimbaljević, Stankov, & Pavluković, 2018; del Vecchio, Secundo, & Passiante, 2018; Jovicic, 2019; Kono, 2018; Mandić & Praničević, 2019).
Methodology for Detecting Advanced Persistent Threats in Oracle Databases
www.igi-global.com/article/methodology-for-detecting-advanced-persistent-threats-in-oracle-databases/114617?camid=4v1a