

Role of Communication Networks in Enhancing Sales Performance and Sustainability in the Tourism Industry

OPEN ACCESS

Volume: 13

Special Issue: 1

Month: February

Year: 2026

P-ISSN: 2321-4643

E-ISSN: 2581-9402

Citation:

Ashitha Ashok, C, and Menaka, B. "Role of Communication Networks in Enhancing Sales Performance and Sustainability in the Tourism Industry." *Shanlax International Journal of Management*, vol. 13, no. S1, 2026, pp. 198–204.

DOI:

<https://doi.org/10.34293/management.v13iS1-i2-Feb.10407>

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Abstract

Communication network is very essential for maintaining consumer awareness and sales success since the tourism sector is purely information driven and it is service oriented. Travellers rely mostly on these communication networks for collecting information, decision making and building trust because these products are highly intangible. The study focus on how these internal and external communication sources might improve the sales hike in travel and tourism industry. It focusses mainly on how these digital platforms and organisational communication boost customer engagement and enhance service coordination and thereby increase customer satisfaction and booking efficiency. With particular reference to tourism business in Alapuzha district, Kerala the study focusses on how these communication network will improve and increase the sales performance in the tourism sector. Efficient communication is very essential in creating the customers impressions, trust and purchase decision because these products are intangible. Using a structured questionnaire 50 workers from travel agencies, tour operators, house boat services provides primary data for the study. The study also reveals how these communication network improves and increase coordination, customer satisfaction and sales proceeds in tourism firms by focussing on the internal and external communication networks, digital networks, response to customer queries and information exchange

Keywords: Communication Networks, Sales Performance, Tourism Industry, Customer Satisfaction, Service Marketing

Introduction

Tourism market is one of the most service intensive industries and which inculcates high correlation between the sales performance and communication exchange between a service provider and its customer. Compared to material goods, tourism products like tours, accommodation, or destination experience cannot be inspected prior consumption. Consequently, tourists are increasingly dependent on communication networks for information seeking, comparing options and decisions making. In the tourism sector, good communication is

instrumental in forming customer perceptions and developing trust, ultimately resulting in customer purchases.

Tourism communication networks include internal and external transmission lines that tie travel agencies, tour operators, accommodations, carriers and tourists together. Within the company good communication between staff and management facilitates coordination, service uniformity, and rapid customer response. Outside, communication networks are digital platforms, social media, online travel agents, CRM systems and human interactions. These networks promote exchange of true and timely information and knowledge allowing tourism organizations to effectively market services as well as respond to market realities.

As the digital communication technology has been reinforced in recent years the importance in creating sales performance in the tourism sector is very crucial. Instant message system, marketing through social medias, mobile networks, online reviews have changed completely how these travel services are advertised and sold. Those business that uses these efficient communication network in a better way to create ultimate consumers trust, boost reservation rates and for preserving an everlasting customer relationship. For improving the sales performance and to achieve sustainability in tourism sector, it is very important comprehend these communication networks.

Statement of the Problem

Communication networks play an important role in creating sales performance in these highly competitive and service focused tourism sector. Tourism products are highly intangible and due to these nature tourism products like tour packages, hotel services communication is very essential in motivating, educating and convincing and creating trust of their clients. Interaction between all these services and client via conventional and digital platforms are examples of communication networks in tourism industry. But there are certain factors like unhappy customers, misleading information and delayed communication will result in inefficient communication and decreased sales performance.

Many tourism firms still struggling for successfully integrating internal and external communication networks despite the industries digital platforms, social media and CRM systems. Inconsistent message, untimely information and poor customer collaboration will result in customer dissatisfaction and decreased sales results. Inorder to evaluate their efficacy and methods for developing communication practices that create higher sales and long term growth, it is very important to research the communication networks to boost sales performance in tourism sector.

Significance of the Study

Because of the information driven and service driven sector tourism plays a crucial role in efficient communication and sales determination. This study is very relevant because it shows how coordination between travel agencies, tour companies, hotels and digital platforms as well as other sources contributes to effective sales performance and enhance consumer involvement. The study shows how these communication networks decrease the customers risk and influence their buying decisions by examining the function of communication in communicating the cost, availability and service quality. These firms should focus on improving their service delivery, build trust and boost booking conversations. Also, the study will help the managers, marketers and sales professionals in creating communication strategies that will increase the overall sales performance. The study gives various insights into how these communication networks can be used to improve customer relations and obtain a competitive advantage where digital platforms, social media and online travel platforms predominate. Practically speaking, the study offers suggestions

for enhancing coordination, customer satisfaction and income creation within the industry while it adds communication network efficacy with sales outcomes.

Purpose of the Study

The study focusses on the importance of communication network in improving the sales performance of the tourism sector. Now a day's tourism related services are highly informative and it is intangible so it is very essential to have good communication networks. The study is very crucial to show how these communication networks like digital medias, tour operators, travel agencies and other internal organisation boost to create customer trust and thereby increase the sales records in tourism industry. It aims to identify how the customers are satisfied and make repeated purchase in tourism sector affected by efficient communication networks. The research tends to give insights which can help the tourism firms to maximise their communication strategies by understanding how timely and coordinated efforts in communication helps sales initiatives. The conclusion of the study help the tourism sector and sales representative to improve communication channels in order to boost the sectors competitiveness and future growth.

Objectives of the Study

- To understand the effectiveness of the communication network to promote tourism
- To know how the communication network supports tourism
- To find how satisfied are the employees with the communication.

Literature Review

Weaver, D. B. (2011) *Theory and Practice* shows a comprehensive framework for understanding the performance and sustainability in tourism sector. The book integrates theoretical knowledge with practical applications for examining how tourism can balance environmental conservation, economic viability and social equity. Weaver discussed the key features like alternative tourism, responsibility tourism, Life styles, policy implementations and also challenges related to globalisation and climate change. Through case studies and critical analysis, the work emphasizes the transition from unsustainable tourism practices toward more responsible and resilient tourism systems.

Bramwell, B., & Lane, B. (2011) explore the role of communication in advancing sustainable tourism through a critical perspective research experience. The article shows how institutional arrangements, communications, stakeholder participation, power relations, and policy frameworks influence sustainability outcomes and in tourism destinations. Emphasis is given to collaborations, public private partnerships and adaptive management policies. The authors argue that effective governance is central to addressing complex sustainability challenges and call for more critical, interdisciplinary research to better understand governance processes and their implications for sustainable tourism development

Tepelus, C. M., & Apostol, L. (2019) gives a systematic literature on tourism sustainability focus on key academic contributions and the emerging technology trends in the tourism field. The study examined how sustainability has been concept and operational across environmental and economic dimensions. It highlights dominant themes such as corporate social responsibility, community-based tourism, policy integration, and measurement indicators. The authors identify research gaps, particularly in implementation and impact assessment, and suggest future research directions to strengthen the practical relevance of sustainability discourse in tourism studies.

Gössling, S., Scott, D., & Hall, C. M. (2021) examine the complex relationship between tourism and climate change, focusing on interactions, impacts, and governance challenges. The article

discusses tourism’s contribution to greenhouse gas emissions, particularly through transportation, alongside the sector’s vulnerability to climate-related risks. The authors assess mitigation and adaptation strategies, highlighting policy inertia and structural barriers to meaningful change. They argue that transformative shifts in tourism systems are necessary to align the industry with global climate goals and ensure long-term sustainability.

Higham, J. E., Cohen, S. A., & Peeters, P. M. (2013) analyze the environmental and social costs associated with aviation, focusing on externalities such as carbon emissions, noise pollution, and climate impacts in the United States. The study maps and projects the growing scale of these external costs in relation to tourism-driven air travel demand. By quantifying aviation’s broader impacts, the authors highlight the unsustainable nature of current mobility patterns and emphasize the need for policy interventions, technological innovation, and behavioral change to reduce aviation’s environmental footprint within the tourism sector.

Research Methodology

In order to analyse how the communication networks, enhance sales performance the present study used a descriptive approach. The study is limited to 50 workers from travel agencies, tour operators, house boat services located in Alappuzha district, Kerala. Using structured questionnaire primary data were collected from the respondents focussed on elements including customer interaction, online channels corporate communication and their impact on sales performance. To support the study, secondary data was gathered from journals, travel reports, and relevant websites. Convenient sampling method was used to choose the respondents and basic structured techniques such as tables, charts and percentage analysis were used. The study’s conclusions seek to comprehend the ways in which efficient communication networks enhance consumer pleasure, improve stakeholder cooperation in the tourism industry, and boost sales success. Because the study was restricted to a small sample size and a particular geographic area, the findings might not apply to the tourism sector as a whole.

Data Analysis and Interpretation

Gender of Respondents

Table 1 showing the gender of the customers

Sl. No	Particular	Frequency	Percentage (%)
1	Male	29	58%
2	Female	21	42%
3	Others	-	-
	Total	50	100%

Source: primary data

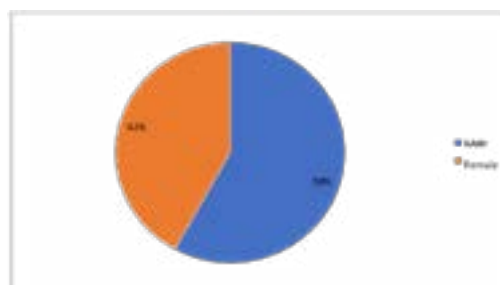


Figure 1 shows that 58% of the respondents are male and 42% of the respondents are female. So that the majority of them are male.

Effectiveness of communication network in terms of giving information to the team

Table 2 Showing the Effectiveness information to the team. of the communication network in terms of giving

Sl. No	Particular	Frequency	Percentage
1	Very Effective	27	52
2	Effective	17	34
3	Neutral	6	14
4	Ineffective	0	0
5	Very Ineffective	0	0
	Total	50	100

Source: primary data

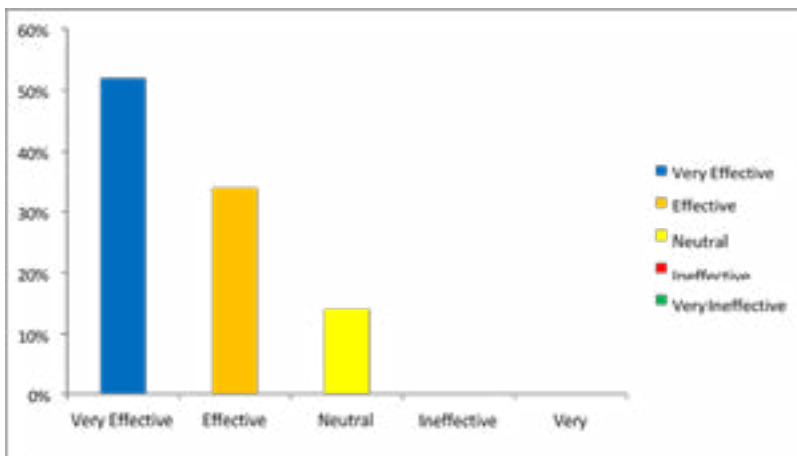


Figure 2 shows that 52% of the respondents says communication network is very effective in terms of giving information.

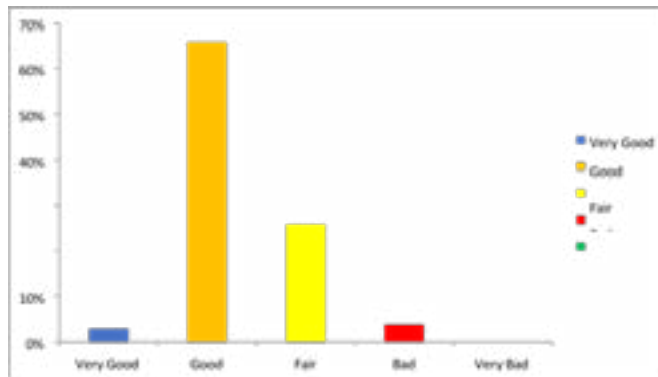
Response of communication network in addressing enquires and concerns.

Table 3 showing the response of communication network in addressing enquires and concerns.

Sl.no	Particular	Frequency	Percentage
1	Very Good	2	4
2	Good	33	66
3	Fair	13	26
4	Bad	2	4
5	Very Bad	0	0
	Total	50	100

Source: primary data

Figure shows that 66% of the respondents says that the response of communication network in addressing the enquires and concerns is good and 26% says it as fair.



Effectiveness Of Communication Network in Providing Updates on the Activities

Table 4 shows the effectiveness of communication network in providing updates on sales.

Sl.no	Particular	Frequency	Percentage
1	Very Effective	4	8
2	Effective	28	56
3	Neutral	18	36
4	Ineffective	0	0
5	Very Ineffective	0	0
	Total	50	100

Source: Primary Data

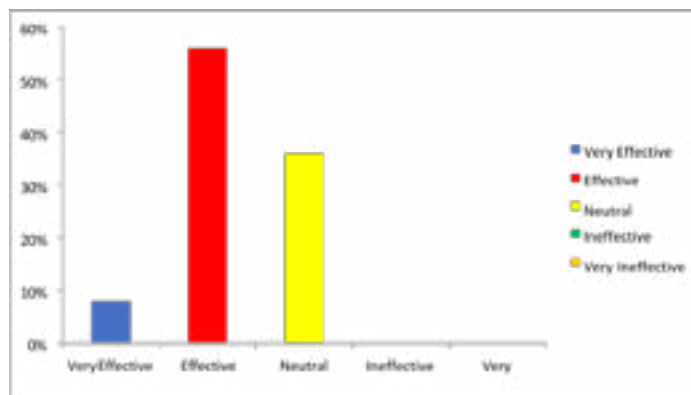


Figure shows 56% of respondents says communication network is effective in providing updates on sales activities, 36% of respondents are neutral and 8% says it is very effective.

Findings

The study reveals that communication networks play a significant role in enhancing sales performance in the tourism industry. A majority of the respondents reported that the communication network within their organization is very effective in providing timely and accurate information to team members indicating strong internal communication practices. Related to customer queries and concerns communication system shows efficient handling and service delivery. Also, the respondents stated that the communication networks are very effective in providing new updates on sales activities focussing the relevance and importance on operational and marketing efforts.

Overall, the findings shows that efficient communication network will improve coordination , reduce delay proceedings and there by enhance customer satisfaction and have a positive outcome to sales performance.

Conclusion

Communication network plays an important role in determining the sales performance and sustainability in the tourism industry. The industry will remain stable and sustain only if all those factors related to the communication network remains efficient. By implementing well- structured internal and external communication channels the industry can improve the client experiences, booking efficiency, trust, which will affect the sales performance. Interpersonal communication, digital platforms, and internal coordination all work together to increase consumer engagement and operational efficacy. Businesses in the tourism industry who make investments to improve their communication systems are better positioned to gain a competitive edge and experience long-term commercial success. Therefore, in order to improve service quality, customer satisfaction, and long-term sales performance, tourist managers and legislators should give top priority to developing integrated and responsive communication strategies.

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