JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL INFORMATICS AND INNOVATIVE SYSTEMS

UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF

INTERNATIONAL TOURISM

2ND YEAR 2ND SEMESTER 2013/2014 ACADEMIC YEAR

CENTRE: MAIN

COURSE CODE: BTM 3225

COURSE TITLE: COMPUTER APPLICATION IN TOURISM

EXAM VENUE: AH   **STREAM: BA. International Tourism**

DATE: 10/12/2013   **EXAM SESSION: 11.30 – 1.30 PM**

TIME: 1 ½ HOURS

Instructions:

1. **Answer ALL questions in section A and ANY other 2 questions in section B**
2. **Candidates are advised not to write on the question paper.**
3. **Candidates must hand in their answer booklets to the invigilator while in the examination room.**

SECTION A (COMPULSORY- 30 Marks)

Question One

a) Tourism as an industry has three major components i.e Attraction, Accommodation and Transport. Giving examples, elaborate how ICT can be used to better service provision in the three components. {9 marks}

b) List five existing computer applications today and discuss their applicability in the tourism sector. {10 marks}

c) Discuss the impacts of electronic payment on tourism. {5 marks)

d) Has e-tourism changed traditional tourism value chain? Discuss. {6 marks}

SECTION B

Question Two

a) Define e-tourism

{3 marks}

b) Elucidate on the advantages of ICT usage in tourism

{4 marks}

c) Explain how the following customized computer applications have transformed the tourism sector {9 marks}
    i.   CRS
    ii. GDS
    iii. GIS

d) What is DMO and how has it impacted on tourism marketing

{4 marks}

Question Three

a) Enumerate five core areas that the airline industry uses ICT . {5 marks}

b) The airline industry is the most technologically advanced in the tourism sector. Discuss FIVE specialized computer systems that aids the industries operations , decision making and forecasting. {10 marks}

c) What are some critical challenges that threatens airline industries operations with respect to tourism   {5 marks}

Question Four

a) Why is the hospitality industry the most un-automated in the tourism sector? Discuss

{5 marks}

b) Hospitality organizations increasingly use computerized systems to accomplish some crucial tasks. Explain FIVE core areas giving examples.   {10 marks}

c) Discuss how the internet can be used to boost direct marketing in tourism.   (5 marks}

Question Five

a) The illustration below is THISCO's GDS, explain how it is used for accommodation of tourists   {6 marks}
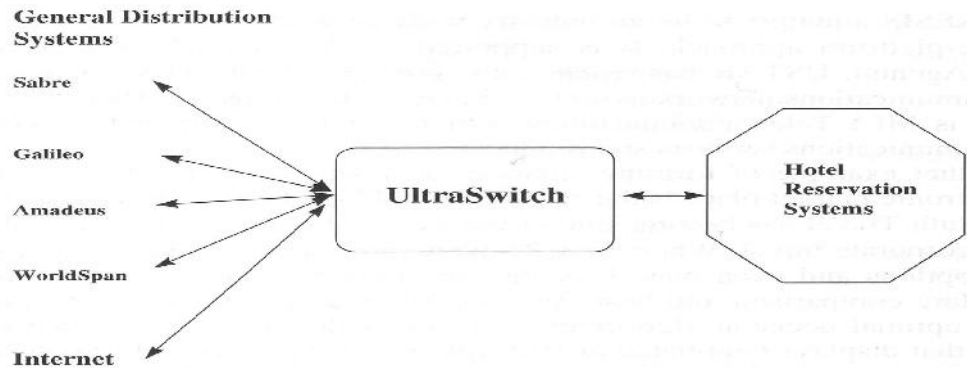
b) Mention FOUR advantages it brings to the tourism sector.   {8 marks}

c) Discuss THREE ICT technological challenges that tourism as a sector faces today

{6 marks }