



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}

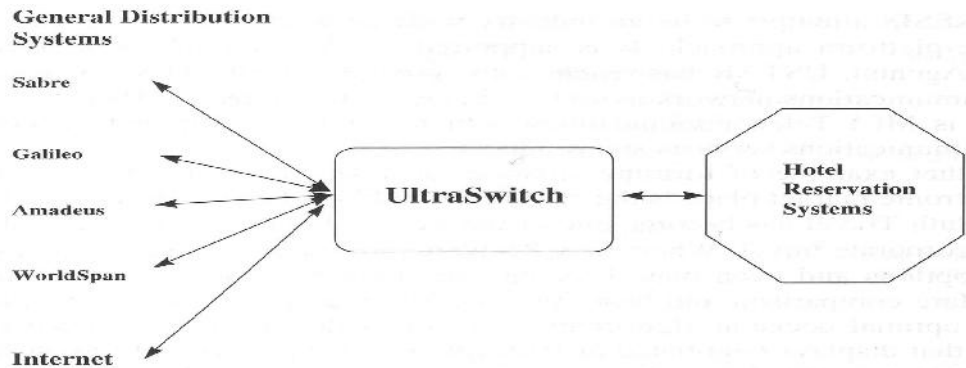
- c) What are some critical challenges that threatens airline industries operations with respect to tourism { 5 marks }

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 }