JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

BACHELOR OF INTERNATIONAL TOURISM MANAGEMENT END OF SEMESTER EXAMINATION

BTM 3213: TECHNOLOGY IN TRAVEL AND TOURISM INDUSTRY

YEAR II, SEMESTER I

Instructions: Answer **Question One** and any **Other TWO QUESTIONS** in the answer booklet provided.

QUESTION ONE (30 MARKS)

a) Explain the following technologies in travel and tourism industry
   - i.) Artificial Intelligence (5 marks)
   - ii.) Virtual reality (5 marks)

b) Explain any ten technologies applied in the travel and tourism industry (10 marks)

c) Describe five roles played by the internet in the growth and development of the tourism industry (10 marks)

QUESTION TWO

a) Give definitions of geographic information systems (GIS) following the five definitive perspectives (5 marks)

b) Discuss the application of geographic information systems (GIS) within the travel and tourism industry (15 marks)

QUESTION THREE

a) Discuss the impacts of information technology applications on the tourism industry (15 marks)

b) Explain five back-office applications that can be used in the tourism industry (5 marks)

QUESTION FOUR

a) Briefly describe five types of databases used in the tourism industry (10 marks)

b) Give a summary of how a global distribution system works when applied for reserving travel related products and services such as airlines and hotels (10 marks)

QUESTION FIVE

a) Define the term multimedia as used in travel and tourism technologies and explain the essential components of multimedia (5 marks)

b) Describe the stages through which multimedia development for a tourism region undergo (15 marks)