



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS.

**UNIVERSITY EXAMINATION FOR THE DEGREE IN INTERNATIONAL
TOURISM.**

2ND YEAR 1ST SEMESTER 2024/2025 ACADEMIC YEAR.

MAIN CAMPUS.

COURSE CODE: BTB 1205 DATE:13/1/25

COURSE TITLE: TECHNOLOGIES IN TRAVEL &

TOURISM

EXAM SESSION:14-16.00HRS

TIME: 2.00 HOURS.

INSTRUCTIONS:

- 1. Answer Question ONE (COMPULSORY) and ANY other TWO questions.**
- 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.**

QUESTION ONE (30 MARKS)

a. Define the following terms, as used in the domain of technologies in travel and tourism Management.

- i.** Internet of Things **(2 Marks)**
- ii.** Block chain technology **(2 Marks)**
- iii.** Enterprise Resource planning **(2 Marks)**
- iv.** Global distribution systems **(2 Marks)**
- v.** Property management systems **(2 Marks)**

b.) Select the correct answer in the following statements. **(10 Marks)**

- i. Common central reservation system used in tour and travel industry;
 - a.** Salesforce.
 - b.** Microsoft Word.
 - c.** Sabre.
 - d.** Adobe Photoshop.

- ii. What is the primary benefit of using chatbots in travel and tourism industry?
 - a.** Replace human staff completely.
 - b.** They provide round the clock customer service
 - c.** They reduce the need of data analytics
 - d.** They increase cost of service

- iii. Which of the following technologies is most commonly used for booking and managing travel itineraries?
 - a.** Virtual Reality.
 - b.** Block chain.
 - c.** Augmented Reality
 - d.** Customer Relations Management systems.

- iv. Below are true in reference to multimedia web development EXCEPT one?
 - a.** Enhances user experience.
 - b.** Provides information in appealing manner.
 - c.** Engages users.
 - d.** Less interaction with travelers.

- v. The term cloud computing refers to:
 - a.** Real time inventory.
 - b.** End user.
 - c.** Trouble shooting.
 - d.** Service over the internet.

vi.) The following are true about online booking engines Which of the following is not?

- a.) Compare prices.
- b.) Make reservations online.
- c.) Get to see the reservations agent.
- d.) Read reviews.

vii.) Networking devices perform the following duties in travel and tourism

EXCEPT one:

- a.) Transaction processing.
- b.) Seamless communication.
- c.) Travel business to connect globally.
- d.) Handling security breach.

viii) A software that allows for creation, retrieval, update and management of data is called a:

- a. Central reservations system.
- b. Check out systems.
- c. Online management systems.
- d. Database management system.

ix) Travel agents use Input devices to interact with the computer by entering data and commands EXCEPT?

- a. At check in.
- b. To enter booking information
- c. To manage customer itinerary
- d. To process payment.

x) The software that manages hardware resources and provide a platform for running applications is referred to as

- a. Operating systems.
- b. Application software.
- c. Memory
- d. Central processing Unit

c.) Describe property management system applications and benefits in managing hotel operations. **(4 Marks)**

d.) In travel and tour industry, customer is the king. **Discuss THREE** importance of customer relations management computer applications **(6 Marks)**

QUESTION TWO.

a.) Impact of ICT in tourism is more than just doing business. Discuss **(10 Marks)**

b.) Explain reasons with area of application as to why travel and tourism industry have resorted to computerized reservation system.

(10 Marks)

QUESTION THREE

a.) Discuss **FIVE** applications of geographical systems **(10 Marks)**

b.) Describe **FIVE** emerging trends in tourism information systems in terms of application and impact in the travel sector.

(10 Marks)

QUESTION FOUR.

a.) As a marketing manager in travel and tourism discuss **FIVE** roles of computer in e-business in operations. **(10 Marks)**

b.) Describe **FIVE** uses of computer in travel and tourism industry. **(10 Marks)**

QUESTION FIVE.

a.) Explain **FIVE** importance of data base management systems **(10 Marks)**

b.) Explain **FIVE** ways in which technology (automation and computerization) is applied in travel and tourism management. **(10 Marks)**