



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INTERNATIONAL TOURISM MANAGEMENT
2ND YEAR 2ND SEMESTER 2022/2023 ACADEMIC YEAR
(MAIN CAMPUS)

COURSE CODE: ITB9208

COURSE TITLE: COMPUTER APPLICATIONS IN TOURISM

EXAM VENUE: STREAM :(BITM)

DATE: EXAM SESSION:

TIME: NO of STUDENT: 30

INSTRUCTIONS:

- 1) Answer Questions 1 (Compulsory) and ANY other Two (2) 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**
- 4) No mobile phones in the examination room.**

QUESTION 1 (30 Marks)

- a) Bondo Pride hotel has implemented a system for its operations. Outline four measures the hotel could put in place to secure its data. What measures can be taken to secure data and information. (4 marks)
- b) Tourism and Hospitality Companies are increasingly going global in their business operations. Identify the advantages a company is likely to reap as a result of going global (6 marks)
- c) Kempinski Villa Rosa a 5* Hotel in Nairobi has introduced the use of E-Commerce. Explain three challenges that the hotel may face. (6 marks)
- d) State the importance of any three general purpose computer applications to the Hospitality and Tourism Industry. (6 marks)
- e) The Alumni of the JOOUST wish to hold a conference whose theme is “the roles and impacts of the internet on businesses”. You have been selected as one of the discussants of the subject during the conference. Discuss any 4 roles of the internet and show how these roles have impacted the businesses. (8 marks)

QUESTION 2 (20 Marks)

- (a) Briefly Explain three functions of Property Management Systems (PMS) in Hospitality and Tourism Industry. (6 marks)
- (b) Briefly Explain any two Impacts of Property Management Systems (PMS) in Hospitality Industry (4 marks)
- (c) Briefly State and Explain any five computer Input devices used in the foodservice area (10 marks)

QUESTION 3 (20 Marks)

- a) Briefly State and Explain any five software which have aided the development and also of benefit to the hospitality industry (10 marks)
- b) Briefly state and explain how Desktop publishing has found use in the hospitality and tourism industry (10 marks)

QUESTION 4 (20 Marks)

- a) Briefly Explain how ICTs assist in the reduction of operation and communication costs in Hospitality and Tourism Industry (10 marks)
- b) Highlight any five Major drivers that make ICTs an integral part of the Hospitality and Tourism Industry (10 marks)

QUESTION 5 (20 Marks)

- a) Describe five features of a good hotel website. (10 marks)
- b) Mary, a manager at *Weston hotel* would like to acquire new software for the hotel. Explain five factors that she would consider. (10 marks)