CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DIPLOMAINTOURISM AND HOTEL MANAGEMENT

DTHM 0161: COMPUTER APPLICATIONS IN HOSPITALITY

STREAMS: DTHM Y1S2   **TIME: 2 HOURS**

DAY/DATE: FRIDAY 07/12/2018   **11.30 A.M – 1.30 P.M**

INSTRUCTIONS:
- Answer question **ONE** and **TWO** other questions
- Do not write anything on the question paper
- This is a **closed book exam**, No reference materials are allowed in the examination room
- There will be **NO** use of mobile phones or any other unauthorized materials
- Write your answers legibly and use your time wisely.
- Marks are awarded for clear and concise answers.

QUESTION ONE (30 Marks)

a. Briefly explain how the following web technologies are used in tourism promotion
                                                                          (6 Marks)

      i. TripAdvisor
     ii. FlightRadar24
    iii. Amadeus

b. Briefly explain THREE precautions a tourist should take before making payments online
                                                                          (6 Marks)

c. While stating which type of system, explain the role of the following systems in the tourism and hospitality industry   (4 Marks)

      i. Worldspan
     ii. Sabre

d. List any FOUR credit card providers that accept online payments   (4 Marks)

e. Computers can malfunction and crash causing loss of data and information. State any FIVE precautions one needs to take to prevent this.   (5 Marks)

f. State any THREE advantages of presentation graphics software   (3 Marks)

g. According to you, discuss how the Kenyan government can use computers to boost local tourism and boost employment in the hospitality sector.   (2 Marks)

SECTION B (Answer any TWO questions)

QUESTION TWO (20 Marks)
   a. Discuss the application of ICT in the FOUR maintourism sectors.   (8 Marks)
   b. You have been hired by a tour company to do promotion, sales and marketing of their tourism packages. Describe TWO kinds of computer software that you would use in your responsibilities.   (4 Marks)
   c. Briefly explain FOUR major flagship projects and key initiatives in tourism Kenya Vision 2030 blueprint   (8 Marks)

QUESTION THREE (20 Marks)

   a. Briefly explain how social networks and informal ICT systems can be used in promoting tourism.   (6 Marks)
   a. List FOUR examples of Internet Distribution Systems   (4 Marks)
   b. Discuss FIVE advantages and FIVE disadvantages in the use of ICT in tourism.
          (10 Marks)

QUESTION FOUR (20 Marks)
   a. Digital Marketing is a fast growing phenomenon in the world today. Briefly explain FIVE benefits of digital marketing to the tourism and hospitality sector.   (10 Marks)
   c. Kenya aims to be among the top ten long-haul tourist destinations globally. Discuss the problems facing the Kenyan tourism industry today and suggest an appropriate solution for each problem.
          (10 Marks)

QUESTION FIVE (20 Marks)
   a. Briefly explain each of the following innovative trends of ICT in tourism   (10 Marks)
       i. Collaborative Filtering
      ii. Computer Reservation System
     iii. Destination Management System
      iv. Global Distributed System
       v. Geographical Information System

   b. State and explain FIVE limitations in the use of ICT in tourism and hospitality.   (10 Marks)