CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM
AND HOSPITALITY MANAGEMENT**

BTHM 343: TOURISM INFORMATION SYSTEMS

STREAMS: BTHM Y3S2   **TIME: 2 HOURS**

DAY/DATE: WEDNESDAY 18/04/2018   **11.30 A.M. – 1.30 P.M.**

INSTRUCTIONS:
- **Answer ALL questions in section A (30 marks) and any other two in section B (40 marks).**
- **Do not write on the question paper.**
- **Cheating is prohibited.**

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION (30 MARKS)

1.   Describe the importance of information in tourism and hospitality sectors. (6 marks)

2.   Explain the benefit of the Central Reservation System in the tourism sector (CRS)
                                                                                (6 marks)

3.   Differentiate between the following concepts

      (i)   Operational system and management systems.   (3 marks)
      (ii)   Decision support systems and End user systems.   (3 marks)

4.   (a)   Describe the various types of end user systems.   (3 marks)

      (b)   Describe and explain the importance of the tourism satellite account. (3 marks)

5.   Explain the characteristics of Geographical Information System.   (6 marks)

SECTION B: ANSWER ANY TWO QUESTIONS IN THIS SECTION (40 MARKS)

6.   (a)   Discuss the application of E-Business and E-Commerce Information Systems in
              tourism and hospitality industry.   (10 marks)

(b)   Explain the challenges facing automated systems application in the tourism industry.   (10 marks)

7.   (a)   Explain the components and usage of Property Management System. (12 marks)

        (b)   Discuss the characteristics of Destination Information management systems.
                           (8 marks)

8.   (a)   Tourism is vulnerable to information. Discuss.   (12 marks)

        (b)   Describe the sources of tourism information.   (8 marks)