

CHUKA



UNIVERSITY

---

**SUPPLEMENTARY/ SPECIAL EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF SCIENCE IN ECOTOURISM AND BACHELOR OF TOURISM  
MANAGEMENT**

**BECO 371: TOURISM AND HOSPITALITY INFORMATION SYSTEMS  
MANAGEMENT**

**STREAMS: BECO, BTHM Y3S2**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 01/02/2021**

**2.30 PM – 4.30 PM**

---

**INSTRUCTIONS:**

- Answer all questions in section A
- Choose two questions in section B
- Cheating is not allowed

**SECTION A: 30 MARKS**

1. Briefly explain two broad classification of information systems. (4 marks)
2. Describe various data types and sources in tourism and hospitality. (4 marks)
3. Highlight various information systems that can be applied in hotels front office division. (5 marks)
4. Briefly describe an ideal global distribution system. (6 marks)
5. Highlight the main classification of software. (5 marks)
6. Describe the main challenges of using Internet Reservation Systems in booking of tours. (5 marks)

**SECTION B: 40 MARKS**

- 7.a. Discuss the features of a tourism data warehouse. (10 marks)
- b. Explain the techniques applicable in managing big/global data in tourism industry. (10 marks)
8. Discuss the main elements of Customer Relationship Information Management System. (20 marks)
9. Explain the main components of a Geographical Information System. (20 marks)
-