



SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BTM 316: TRAVEL AND TOURISM AUTOMATION

January – April 2018/2019 End Semester Exam

- Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

- a) Travel and tourism deals with people away from home. This calls for a lot of support and advice when making different decisions while at the destination. Any travel counselor should be well equipped to be able to meet the diverse needs of travelers from all parts of the world. Identify any five duties of travel counselors and their importance **(10 marks)**
- b) Identify five possible automation areas in the travel and tourism industry **(5 marks)**
- c) Without the presence of airlines the travel and tourism industry cannot be as vibrant as we know it today. Support or refute this claim giving reasons for your choice of answer **(5 marks)**
- d) Differentiate computer reservation system (CRS) from global distribution system and give six possible users of the two systems in travel and tourism **(10 marks)**

QUESTION TWO

- a) Identify six advantages and six disadvantages of automation in the travel and tourism industry **(12 marks)**
- b) Discuss the reason tourism is referred to an export industry **(3 marks)**

QUESTION THREE

- a) Different information communication technology applications are used by players in the travel and tourism industry. Identify any five **(10 marks)**
- b) Identify any five possible airline travel payment methods that support tourism activities **(5 marks)**

QUESTION FOUR

- a) Discuss tourism industrial chain (10 marks)
- b) Each airline has policies on different operations that must be adhered to by both staff and passengers. Identify any five policies that may govern any passenger travelling with a child who is less than two years old (5 marks)

QUESTION FIVE

- a) Discuss five considerations that airlines must make before deciding on any mode of payment from their passengers (10 marks)
- b) Identify the importance of global connectivity in the growth of travel and tourism in Kenya (5 marks)