Machakos University College

(A Constituent College of Kenyatta University)
UNIVERSITY EXAMINATIONS 2013/2014
SCHOOL OF HOSPITALITY AND TOURISM
FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE
HTM 154: INTRODUCTION TO COMPUTER APPLICATIONS IN HOSPITALITY AND TOURISM

DATE: **TIME:** 8.30 a.m. – 10.30 a.m.

INSTRUCTIONS:

This paper has Section A & B
*Answer question **ONE** which is Compulsory and any other **TWO***

SECTION A: COMPULSORY (30 MARKS)

QUESTION ONE

(a) State four limitations to the use of ICT in Hospitality and Tourism Industry.   (4 marks)
(b) Differentiate between a Global Distribution system and a computerized reservation system.   (2 marks)
(c) (i)   Define a computer system
     (ii)   State the three factors of a computer system outlining the function of each component.   (6 marks)
(d) State five benefits of an e-ticket over old style paper tickets.   (5 marks)
(e) Differentiate the following terms as used in IT
     (i)   Internet
     (ii)   Intranet
     (iii)   Extranet   (3 marks)

(f) State five factors considered in acquiring a computer hardware.   (5 marks)
(g) (i)   Define the following terms

- Teletex
- Interractive TV   (2 marks)

(ii) State how each of the above systems is applied in Hospitality and Tourism Industry.
                                                                                     (2 marks)

SECTION B: (ANSWER ANY TWO QUESTIONS)

QUESTION 2 (20 MARKS)

(a) Briefly discuss five features that a Global Distribution system should have to improve on the general performance and customer service in Hospitality and Tourism Industry.
                                                                                     (10 marks)
(b) Mobile technologies, open new perspectives for the tourism industry providing mobile services. Briefly discuss any three mobile services in Tourism Industry and how these technologies facilitate them.   (10 marks)

QUESTION 3 (20 MARKS)

(a) As a consequence of dramatic ongoing development of the internet, new opportunities and threats have arisen. Discuss how the internet has been used to address the porters five competitive forces.   (15 marks)

(b) Theft of Intellectual property is on the rise today. Briefly illustrate how the internet has facilitated this.   (5 marks)

QUESTION 4 (20 MARKS)

"There are ten (10) technologies shaping the future of IT" Discuss any five of these technologies.

                                                                                     (20 marks)