

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Voc. - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - V

23UTTCT5011 - E-Tourism

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. List out the key tactical benefits of integrating IT systems in managing customer relationships and services in the tourism industry?
2. Explain how does real-time data processing and communication technology improve operational efficiency and decision-making in tourism businesses.
3. Illustrate the emerging trends in the GDS and CRS markets, and how are they shaping the future of hotel distribution systems on a global scale.
4. Differentiate Global Distribution Systems (GDS) and Central Reservation Systems (CRS) in terms of their roles and functionalities in the hotel distribution network?
5. Explain the rise of Consumer-to-Business (C2B) and Consumer-to-Consumer (C2C) models, like platforms for user-generated content and peer-to-peer booking systems, reshaped the landscape of the e-tourism sector.
6. Explain the function and importance of the Billing and Settlement Plan (BSP) in the tourism industry.
7. Explain the e-marketing tools and digital platforms transformed the promotion and sale of tourism products.
8. Describe the process of creating and managing a Passenger Name Record (PNR) using Amadeus software. How do you search, build, retrieve, display, and cancel a PNR for a customer booking.

Contd...

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Describe the tactical role of data analytics in tourism, especially in optimizing pricing strategies and customer service.
10. Considering the large volume of sensitive data processed through GDS and CRS systems, describe the potential security risks and data integrity issues that might arise. Apply this to a scenario where a hotel using multiple GDS platforms faces a data breach. What security measures should the hotel implement to protect customer information and ensure compliance with data protection regulations?
11. Explain How do online travel agencies (OTAs) such as Expedia or Booking.com use the B2C model to deliver customized travel packages directly to consumers, and what impact does this have on consumer behaviour.
12. Describe the role of payment gateways in e-tourism transactions. How do they facilitate seamless bookings, and what are the key considerations for ensuring secure and efficient online payments for customers?
13. Outline the procedure for ticket issuance in Amadeus. What information is required to complete the ticketing process, and how do you ensure that all fare and passenger details are correctly inputted before issuing a ticket?
