TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM M12)

BHT 2301: TOURISM SOFTWARES APPLICATION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

– This paper consists of Sections **A** and **B**.
– Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
– Mobile phones are not allowed into the examination room.
– Cheating leads to disqualification.
– ***This paper consists of Three printed pages.***

SECTION A (Compulsory) 30 Marks
QUESTION 1

a) Describe how the different Information Communication Technology tools can be used in the travel and tourism industry. **(10 marks)**

b) Describe **FIVE** benefits that can be associated with the use of social media in travel and tourism. **(10 marks)**

c) Explain **FIVE** technological limitations of using Information Communication Technology in the tourism industry in Kenya. **(10 marks)**

SECTION B (Answer any **TWO** questions) **40 Marks**
QUESTION 2

Describe how each of the following multimedia tools can be used in the travel and tourism Industry in Kenya.
a) Textual data tools
b) Graphic tools
c) Video tools
d) Picture tools
e) Sound tools. **(20 marks)**

QUESTION 3

a) Describe **FIVE** main functions of Opera Property Management systems in a hotel environment. **(10 marks)**

b) Highlight **FIVE** Microsoft application softwares and how they may be used in a travel agency business operations. **(10 marks)**

QUESTION 4

a) Below is a Galileo GDS display (screen shot 1) explain the content labeled in 1 – 15 in the display. **(15 marks)**

b) Describe the following Galileo GDS display of a Booking File (BF). **(10 marks)**