

Reg. No.

--	--	--	--	--	--	--	--	--	--



TMS 406

First Semester M.B.A. (TTM) Degree Examination, December 2018
TOURISM AND TRAVEL MANAGEMENT
E-Tourism

Time : 3 Hours

Max. Marks : 70

- Notes :** 1) Answer *all* Sections.
2) **No** additional answer booklet would be given.

SECTION – A
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. Explain the various Digital Transformation Trends and Challenges in Tourism and Hospitality sector.

SECTION – B

Note : Answer **any five** of the following. **Each** question carries **8** marks. Answer to the question should **not** exceed **four** pages. **(5×8=40)**

2. Discuss the importance of ICT initiatives in Travel Business.
3. Explain the merits and demerits of Manual and E-Ticketing.
4. Discuss the effectiveness of social media in destination promotion and marketing.
5. Discuss the applications of GIS in tourism development.
6. Discuss the influences of technology in the distribution of Tourism Products.
7. Elucidate the various Data Access methods and process of database system.
8. Explain the significance of Consumer access to Travel information system.
9. Explain the importance and functions of E-Tourism.

SECTION – C
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

10. Discuss in detail role of Tourism information system and its application in Travel and Tourism Business.
-