Discuss about Billing and Settlement Plan (BSP).

Write a short note on World Span.

What do you mean computer reservation system?

Explain the significance of online hotels.

What do you understand E-Tourism?

Write the role of technology in E-Tourism.

All the questions carry equal marks.

Answer any FIVE questions out of the following.

PART A — (5 × 6 = 30 marks)

Maximum: 100 marks

E-TOURISM

Tourism

Fourth Semester

DECEMBER 2014/ JANUARY 2015

M.B.A. DEGREE EXAMINATION

MBA 4005
7. Discuss about the Information technology in Tracking System.
8. Write a short note on E-ticket and its tracking system.

PART B — (5 x 10 = 50 marks)
Answer any FIVE questions out of the following.
All the questions carry equal marks.
9. Explain the significance of Tourism.
10. Discuss about the role of Information and Communication systems in tourism.
11. Explain the impact of Communication technology in tourism.
12. Discuss about the Global Distribution System (GDS).
13. Explain the role of Amadeus IT Group in the travel and tourism industry.
14. Write short notes on
   (a) Business to Customer (B2C).
   (b) Consumer–to–business (C2B).
   (c) Consumer to Consumer model (C2C).
   (d) Business to Government (B2G)
15. What are the threats for conventional business?
16. Explain the future of E-Tourism in India

Content Management

Your ability to publish, display and organize information is critical to your message and mission. Your audiences, whether internal or external, are impacted by the success of your content management. Whether it is documents, movies, text pictures, scientific information or addresses, a well thought out and implemented content management systems will transform your communication and productivity. Web world has been providing content management solutions for over a decade. We have experience with open source and proprietary CMS platforms.

Analyze and identify the problem and solutions in this case.
PART C — (1 x 20 = 20 marks)
site with an eye towards ease-of-use. County personnel, who have no knowledge of HTML or programming, can quickly and easily create, edit and publish content to the site.

Vibrant and Attractive Website

The website was designed to be attractive and useful for both tourists and citizens of Arlington County and contains a number of features that help people become more familiar with and enjoy themselves in Arlington. These include:

- Hotel booking feature on the homepage
- Maps and online guides to help people explore Arlington
- Calendar of local events and points of interest
- Easy access to photos and videos of Arlington

This website also contains a number of user-friendly features such as:

- Easy-to-use content management solution
- User friendly menu with drop-downs augmented with bread crumb navigation so a user can always retrace his/her steps
- Site-wide search
- Search engine friendly page templates

Results

Web world Technologies developed this robust, interactive, tourist and citizen-focused website for Arlington County VA. This vibrant and attractive website contains many features to help citizens and tourists alike take advantage of the sights, culture, food and experiences of Arlington County.

Customer Reference

"I wanted to take a moment to let you know how pleased we are with the relationship that Arlington Economic Development has with Web world Technologies. Since starting here, I have worked with your developers to add new features and functionality into AED's existing site, develop a brand new site for BRAC, and completely redesign the County's tourism site. In all three cases, your developers were instrumental to the successful completion of each project. I particularly appreciate how they go above and beyond by not simply focusing on the specifics of the requested task, but by thinking about the INTENDED GOAL of each task. This level of involvement sets your team apart as exceptional and has made them an invaluable partner in our web development efforts. I can't thank you all enough for your continued level of excellent service."