E. Tourism

1. What is E-Tourism? Brief its historical developments.

2. Explain the different levels of CRS participation.

3. Describe Hotel distribution system.


5. Write short notes on Travel blogs.

6. Elucidate the role of Payment Gateways in E. Tourism.


8. Explain the security issues in E. Tourism.

Answer any FIVE questions.

SECTION A — (5 x 6 = 30 marks)

Time: Three hours

Maximum: 100 marks

MBM 4005

M.B.A DEGREE EXAMINATION, JUNE 2014.

Fourth Semester
SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Throw light on the strategic, tactical and operational uses of IT in tourism.

10. Narrate the changing models of GDS.

11. Explain the unique features of Amadeus and Galileo. Why it is important in tourism industry?

12. Give a brief account on

   (a) B2C  (b) C2C.

13. Write a detailed note on BSP.

14. Jot down the challenges for conventional business models due to E-Tourism

15. How do E-marketing helps in the promotion of Tourism Products.

16. Project the future of E-Tourism.

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study:

Cloud computing is computing over the network enabling the delivery of IT resources over the network. Resources which can be delivered include applications and services, as well as infranet, business organizations can purchase or subscribe to them as and when needed. This will make IT resource as a “Commodity”, which can be bought at a desired time in the quickest possible time and in desired granularity.

(a) Trace the availability of Cloud computing in Tourism Industry in India.

(b) Frame a model for Cloud Computing for Pondicherry Tourism Board.

(c) “IT resource is becoming a commodity as well as a service”. Discuss.