

Roll.No.

23UTTCT5011

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.TT - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - V

23UTTCT5011 - E-Tourism

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Explain E-tourism and its significance in the modern travel industry.
2. Demonstrate the tactical use of IT in tourism operations.
3. Classify the various functions of CRS.
4. Illustrate the major Global Distribution Systems.
5. Describe the different e-tourism business models.
6. Prepare and elaborate the role of a payment gateway in online tourism transactions.
7. Interpret any two AI applications in e-tourism that enhance smart travel planning.
8. Examine the steps involved in building and canceling a PNR using Amadeus.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Describe E-Tourism in detail.
10. Classify the changing business models of Global Distribution Systems and their impact on the tourism industry.
11. Ascertain the various e-tourism typologies (B2B, B2C, C2B, C2C, B2E, B2G) with real-world tourism examples.
12. Relate the challenges of security and certification in e-tourism payment systems, and suggest measures to overcome them.
13. Deduce a smart travel itinerary using Amadeus software features (fare display propose, itinerary pricing, ticketing) and justify its efficiency for customers.
