



<b>FACULTY/COLLEGE</b>	College of Business and Economics
<b>SCHOOL</b>	School of Tourism & Hospitality
<b>DEPARTMENT</b>	Tourism Management
<b>CAMPUS(ES)</b>	APB
<b>MODULE NAME</b>	Travel Operations 3B: Tourism Information Management
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<b>SEMESTER</b>	1 <sup>ST</sup> Semester
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	Final Summative Assessment Opportunity June 2020

<b>ASSESSMENT DATE</b>	11 June 2020	<b>SESSION</b>	12h30 – 14h30
<b>ASSESSOR(S)</b>	Monique Jacobs		
<b>MODERATOR(S)</b>	Dr R Warren		
<b>DURATION</b>	2 hours	<b>TOTAL MARKS</b>	100

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	6
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#### INFORMATION/INSTRUCTIONS:

- This is an ONLINE assessment.
- **Answer ALL** the questions
- Read the questions carefully and answer only what is required.
- Number your answers clearly and correctly as per the question paper.
- Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
- The general UJ policies, procedures and rules pertaining to written assessments apply to this assessment.

**QUESTION 1: CASE STUDY****[47 MARKS]**

Read the case study and answer the following questions;

# Travel will get more personal

TMCS expect technology that allows greater personalisation will play an increasingly important role in the travel industry in South Africa.

"Voice technology and personalisation will be the talking points of 2017 and beyond," says Club Travel's **Wally Gaynor**.

XL Travel's **Marco Ciocchetti** says technology that can meet the unique expectations of millennials – such as mobile apps that will evolve into 'real companions' that can predict individual needs – will be one of the main game changers for 2017.

"Retail will permeate people's lives as mobile virtual assistants point out nearby restaurants and shops, and guide people's purchasing choices based on their personal preferences, buying history and moods at different times of the day," says **Paul de Villiers** of Amadeus.

He says the effects of

this new world, driven by consumer expectations, will rapidly spill over into the travel distribution industry.

Artificial intelligence is closer than everyone thinks and next year will see more experimentation of this in travel, says Sabre's **Dean Bibb**.

"For example, 'Logan' is a prototype chat bot embedded into Facebook's messaging system that you can ask to find flights, get check-in information and find hotel locations."

**Stephen Forbes**, spokesperson for British Airways in SA, says airlines have tapped into technology to improve both customer experience and operational efficiencies.

"Our parents' generation returned to the same resort or hotel year after year because of the comfortable familiarity of being recognised and having their needs anticipated.

"Today our digital profiles allow airlines, hotels and

even restaurants to provide more intuitive customer service."

"Personalisation is one of the major strategies adopted by airlines seeking to deliver a seamless experience and service throughout the passenger's journey while being responsive to the individual requirements of travellers," agrees **Robyn Christie** of Travelport.

Sabre recently asked African travellers how much they would pay to personalise their trips and the results showed that it was over US\$100 (R1 379). "Yet today, airlines on average only make US\$16 (R220) per passenger, so that's a lot of lost revenue for carriers," says Dean.

He says leveraging customer data insights and making ancillary services available across all distribution channels, including the agency one, will be key to success.

(In recognition of TNW, Jan 2017, No 2429)

- 1.1 Today tourists are technologically skilled and are looking for a personalised tourism experience. Name and explain five (5) ways personalised marketing can be used in the travel industry. (10)
- 1.2 Technology is however not without its challenges. Name two (2) disadvantages or challenges of implementing technology in the travel industry. (2)
- 1.3 According to Wally Gaynor from Club Travel, what will be the technological talking points in 2017? (2)
- 1.4 Paul de Villiers of Amadeus notes that virtual assistances will play a key role in guiding people's purchasing choices. What will these choices be based on as discussed in the case study. (3)

- 1.5 Explain the difference between virtual reality and augmented reality. (2)
- 1.6 Provide two (2) advantages and two (2) disadvantages of virtual reality. (4)
- 1.7 Explain what is 'Logan', as referred to in the case study. (1)
- 1.8 'Logan's' type of technology is being used more and more in the travel industry. Provide four (4) examples of robotics currently being used in tourism (name and explain their use) (8)
- 1.9 In the case study, Dean Bibb refers to artificial intelligence. Define this technology. (2)
- 1.10 Stephen Forbes mentions that airlines have also tapped into technology to improve customer experiences, with this in mind name and explain how airlines can enhance the travel experience **with mobile devices** as set out in the Amadeus *Navigating the airport of tomorrow* journal. (6)
- 1.11 Technology has also infiltrated the hospitality industry. Name five (5) ways smart technology is reshaping the hotel industry. (5)
- 1.12 With the recent COVID-19 pandemic technology became an importance means of communication. How has technology played a role in your life during this pandemic? (2)

## QUESTION 2: SHORT QUESTIONS

[18 MARKS]

- 2.1 Once a passenger is on-board a flight, customer services shift, to a large degree, towards entertainment. Name and explain the benefits of two (2) advanced digital devices airlines can offer on-board to deliver innovative service to their passengers as set out in the Amadeus *Navigating the airport of tomorrow* journal. (4)
- 2.2 Understanding each market segment's pain points is essential for the airport of tomorrow. Discuss five (5) passenger issues having the most severe impact on the travel experience as cited by Amadeus's study on *Navigating the airport of tomorrow*. (10)
- 2.3 Name the four (4) digital eras that shaped the travel and tourism space since the 1960s as set out in Thakran and Verma's (2013:240-247) journal on *The emergence of hybrid online distribution channels in travel, tourism and hospitality*. (4)

**QUESTION 3: DIAGRAMS****[21 MARKS]**

- 3.1 Figure 1 below shows examples of IoT (Internet of Things) sensors and devices that hotels can employ in their different service categories. Study this diagram and name each category being displayed. (4)

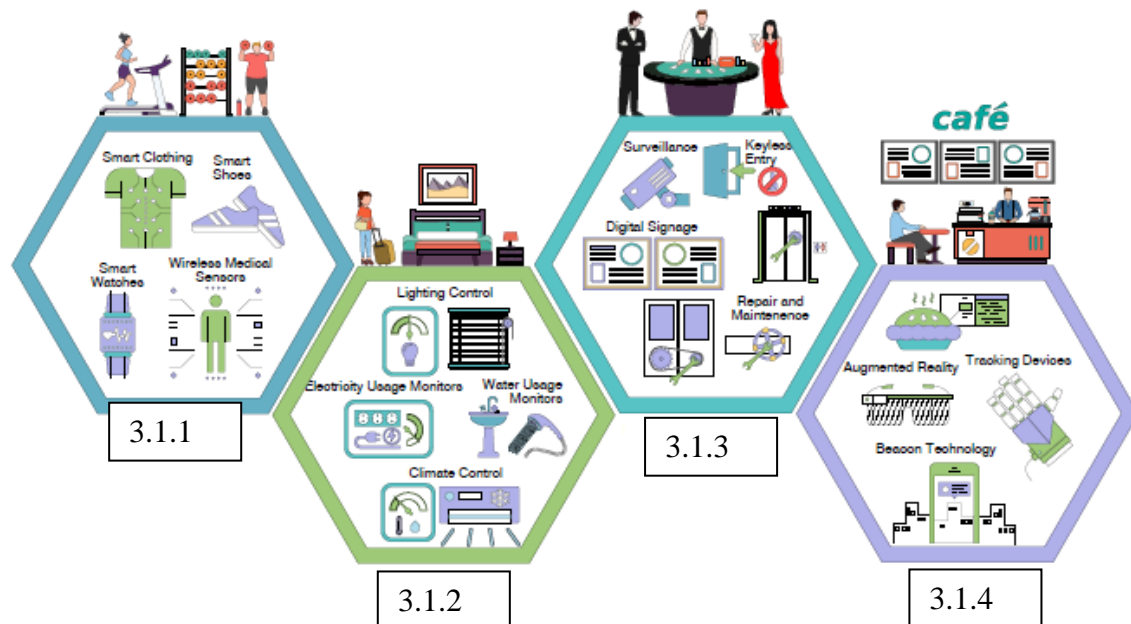
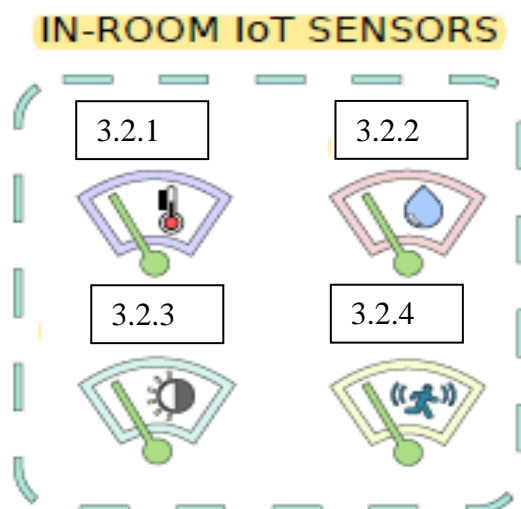


Figure 1: Scope of Future Hospitality Services

- 3.2 Guest-facing systems empower guests with the use of in-room sensors. Study the diagram below and identify each in-room unit being displayed. (4)



- 3.3 Complete the technology roadmap of the airport of tomorrow below, by indicating what technology each number indicates. (13)



**QUESTION 4: CASE STUDY****[14 MARKS]**

Read the case study below and answer the following questions;

**TECHNOLOGICAL REVOLUTION**

Maria, a 29 year old from Madrid loves culture, art and festivals and every other year visits the festivals of Edinburgh. She is thinking, what shall I do this year? Using her mobile phone, she watches the latest video on [www.visitscotland.com](http://www.visitscotland.com), an interactive film which follows the exploits of Hamish, holidaying in Edinburgh, whether it is bungee jumping off the Forth Road Bridge, a performance of the Chicago Ballet at the international festival or the Russian veteran political satirist Vladimir Vladimirovich Putin. As Maria watches the film, she 'tags' the things she wants to do, places to stay and makes arrangements for flights, all of which is brought together as an individual itinerary. Maria then confirms everything speaking to Susan, VisitScotland's intelligent agent, a 3D hologram image on her phone.

On arrival at Edinburgh airport, Maria wants to check some local information; the interactive visitor centre has a wealth of knowledge advising Maria on local restaurants and pubs. Arriving in the city centre, Maria checks into her hotel using an eye registration system. Before leaving for a tour of the old town, she purchases a 'witchery tour' app for her contact lens so that she can visualise what medieval Edinburgh would be like in 1650. This is all possible given the ubiquitous nature of the city's information network.

That night, dinner is at the Rhubarb restaurant with friends before heading to the Festival Theatre to watch Mr Putin's 'vodka politiks' comedy routine. The evening finishes about 1:00 am with drinks at the Balmoral Champagne Bar, a seven star bar which features mind reading bar attendants who offer immaculate service.

*(In recognition of Edinburg 2050: Technological Revolution)*

- 4.1 Explain how, in this case study, ICT is assisting Maria in dreaming, researching and booking her trip. (5)
- 4.2 Explain the benefit of an *interactive visitor centre* such as the one used by Maria upon her arrival in Edinburgh as noted in the case study. (2)
- 4.3 Identify the correct name for the type of technology that Maria used to check into her hotel. (2)
- 4.4 Explain the use of the 'witchery app' that Mary purchased. (2)
- 4.5 While having dinner at Rhubarb restaurant, Maria's friends start talking about 'facial recognition technology'. Explain this phenomenon to Maria. (3)

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