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FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Tourism & Hospitality
DEPARTMENT	Tourism Management
CAMPUS(ES)	APB
MODULE NAME	Travel Operations 3B: Tourism Information Management
MODULE CODE	TRL33B2
SEMESTER	1ST Semester
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Supplementary Summative Assessment Opportunity August 2020

| ASSESSMENT DATE	TBC	SESSION	TBC
ASSESSOR(S)	Monique Jacobs		
MODERATOR(S)	Dr R Warren		
DURATION	2 hours	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	5

INFORMATION/INSTRUCTIONS:
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- 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.
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QUESTION 1: ARTICLE   [44 MARKS]

Read the following article and answer the following questions;
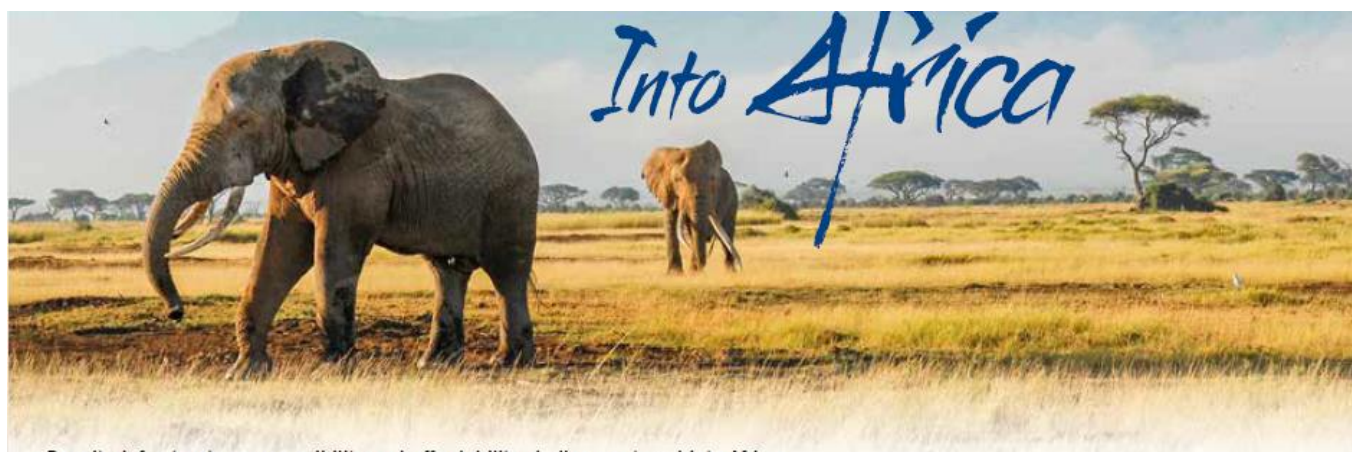
Despite infrastructure, accessibility and affordability challenges, travel into Africa continues to grow. *TNW* reports on some of the latest travel developments from across the continent.

Tech set to revolutionise African travel

WHILE some view Africa's infrastructure challenges as a major hurdle, others believe these historical limitations put the continent in a unique position to leapfrog over obsolete forms of technology. This is particularly true of the travel industry, where a number of innovations have revolutionised the retail sector.

Jannine Adams, senior marketing manager of Amadeus Southern Africa, says as consumer expectations grow, retail travel companies have had to innovate to include more choice, frictionless purchasing, inspirational shopping and personalised services.

Christy Tawil, research analyst at Euromonitor International, Africa, has seen increasing penetration of mobile and online. She said online travel continued to record double-digit growth. "The rising penetration of mobile devices is pushing players to develop mobile apps as well as develop mobile responsive website to capitalise on this trend."

Indeed, mobile is showing particularly rapid growth in Africa, where it is becoming the booking device of choice.

"Mobile devices are already shaping the market today and their role as a major disruptor in the industry will continue to grow," says Jannine.

"Their portability is modifying the way customers interact with the industry and are driving demand for 24-hour services during travel."

The next major trends for Africa, says Amadeus, are big data and artificial intelligence. "Today's processing power allows for real-time analysis of consumer preferences and responses to consumer requests. Virtual assistants are already being integrated into mobile devices and messaging apps, directly interacting with online conservations between friends and business colleagues," says Jannine.

"The growing sophistication of assistants and virtual reality will change consumer behaviour and shift greater power to those players who control the technology."

1.1   According to Jannine Adams, what should retail travel company's innovations be able to provide consumers?   (4)

1.2   Christy Tawil, research analyst, has seen an increase of which two technologies as mentioned in the article?   (2)

1.3   Technology is however not without its challenges. Name five (5) disadvantages or challenges of implementing technology in the travel industry.   (5)

The next major trends identified by Amadeus will be Big Data and Artificial Intelligence (AI), as noted in the article. With this in mind answer the following questions.

1.4   Big data should be treated as a valuable business asset and used to provide a personalised serviced to travellers. Name and explain five (5) ways personalised marketing can be used in the travel industry.   (10)

1.5   Define Artificial Intelligence (AI).   (2)

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1.6   Name and explain five (5) ways that AI has changed the travel industry?   (10)

Jannine further explains that assistance and Virtual Reality (VR) will further change consumer behaviour. Now answer the following questions on VR technology.

1.7   Define VR.   (2)

1.8   Provide two (2) advantages and two (2) disadvantages of virtual reality.   (4)

1.9   The use of VR within the travel industry is still in its infancy; however a number of companies are experimenting with VR. Name three (3) applications of VR observed within the tourism field to date.   (3)

1.10   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   [15 MARKS]

2.1   Visitors to attractions are becoming more tech-savvy. Blooloop predicts that one key trend is that of **interactivity.** Explain what this new trend entails with relevant examples.   (4)

2.2   Understanding each market segment's pain points is essential for the airport of tomorrow. Discuss the airline operational issues having the most severe impact on a travellers experience as cited by Amadeus's study on *Navigating the airport of tomorrow*.   (2)

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)

2.4   A number of different marketing strategies can be used by destination marketing organisations to help boost overall awareness of a destination and increase the number of visitors. Name any five (5) strategies that can be utilised to obtain these results.   (5)

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QUESTION 3: DIAGRAMS [32 MARKS]

3.1   Complete the missing information from the Table below.   (9)

Table 1: Role of Technology

ROLE	DESCRIPTION	EXAMPLE
Enabler	3.1.1	Ticketing System
3.1.2	Technology used to support and enhance the visitor experience	Orientation systems, guides
Attractor	Technology that acts as core attraction for the visitor	3.1.3
3.1.4	3.1.5	Climate Control, Alarm systems
Reminder	3.1.6	Recording social media, reviews
3.1.7	Technology used to recreate aspects to provide a substitute/extended experience	Virtual reality platforms
Destroyer	3.1.8	3.1.9

3.2   Illustrate, by means of a diagram, what passengers will be able to do, should NFC
         (Near Field Communication) readers be dispersed throughout an airport.   (10)

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

Navigating the Airport of Tomorrow
A technology roadmap

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QUESTION 4: CASE STUDY **[9 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, 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 Identify the correct name for the type of technology that Maria used to check into her hotel. (1)

4.3 Explain the use of the 'witchery app' that Mary purchased. (1)

4.4 While having dinner at Rhubarb restaurant, Maria's friends start talking about 'facial recognition technology'. Explain this phenomenon to Maria. (2)

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