

QP Code: D134721		Total Pages: 1	Name:
			Register No.
THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025			
(CUFYUGP)			
COM3VN202/COP3VN202-Digital Transformation in Tourism			
2024 Admission onwards			
Maximum Time :2 Hours		Maximum Marks :70	
Section A			
All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)			
1	Define the term Digital Transformation in tourism.		
2	State two main stages of digital transformation.		
3	Describe the role of Artificial Intelligence (AI) in hospitality.		
4	Explain the concept of Chatbots in tourism services.		
5	Identify two features of mobile apps used as marketing tools.		
6	What is Digital Interpretation?		
7	List two examples of audio/video guide tools in tourism.		
8	State any two interfaces linked with PMS.		
9	What is meant by Digitalization in Hotels?		
10	List any two challenges faced during digital transformation in tourism.		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)			
11	Examine the characteristics of digital tourists in today's travel market.		
12	Analyze how Artificial Intelligence enhances customer satisfaction in the tourism industry.		
13	Assess the importance of digital interpretation in cultural and heritage tourism.		
14	Discuss the role of blockchain and cryptocurrency in tourism transactions		
15	Evaluate the essential features of a successful tourism business website.		
16	Analyze how online payment systems and mobile banking support tourism operations.		
17	Describe the working of Property Management Systems (PMS) in hotels.		
18	Examine the ethical and privacy issues associated with digital tourism technologies.		
Section C			
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)			
19	Critically evaluate how Artificial Intelligence and Robotics are transforming the tourism and hospitality industry.		
20	Evaluate the opportunities and challenges of adopting emerging technologies (like AR, VR, ChatGPT) for sustainable tourism development.		