MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRI-BUSINESS AND COMMERCE

DEPARTMENT: TOURISM, HOSPITALITY AND LEISURE SCIENCES

MODULE: GLOBAL DISTRIBUTION SYSTEMS

CODE: THMA 216

SESSIONAL EXAMINATIONS
DECEMBER 2023

DURATION: 3 HOURS

EXAMINER: MRS R NYANDIMA

INSTRUCTIONS

1. *Answer any four (**4**) questions only*

2. *Each question carries 25 marks*

3. *Total marks 100*

QUESTION 1

a) Explain the four major Global Distribution System channels giving examples. [15 marks]

b) Discuss any five benefits of Global Distribution Systems to travel agent businesses. [10 marks]

QUESTION 2

a) Analyse giving examples, any two fundamentals of flight segments as measured by GDS. [10 marks]

b) Making reference to one supplier, explain any five factors which can be considered when locating a new supplier operation. [15 marks]

QUESTION 3

a) Analyse the GDS's evolution, highlighting the five stage events that have shaped its development . [10 marks]

b) Explain any 5 components of air ticket [15 marks]

QUESTION 4

a) Describe any five roles of GDSs in the travel industry. [15 marks]

b) Evaluate with five reasons why travel agents are still successful in the operation of GDSs [10 marks]

QUESTION 5

a) Code any 10 airports of your choice using the 3 letter IATA code. [10 marks]

b) With reference to specific examples, any five challenges facing the Global distribution Systems in the 21st century. [15 marks]

QUESTION 6

a) Explain any three reasons why some tourism and hospitality organizations are not on Global Distribution Systems [10 marks]

b) Discuss any five benefits of GDS to the hospitality and tourism industry [15 marks]

END OF EXAMINATION