

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 10381 K

Unique Paper Code : 6133400009 (NEP)

Name of the Paper : Artificial Intelligence in the
Tourism Industry (DSE)

Name of the Course : **B.A. (VS) Tourism
Management**

Semester : VII

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Part of the questions to be attempted together.
3. Attempt any **5** questions.
4. **All** questions carry equal marks.

1. Define Artificial Intelligence and trace its historical evolution.

P.T.O.

2. Evaluate the use of predictive analytics and big data in understanding tourist behaviour and planning marketing strategies.
3. Discuss the future of artificial intelligence in tourism with reference to sustainability and innovation. Cite suitable global or Indian examples to illustrate your answer.
4. Explain the concepts of Deep Learning and Natural Language Processing (NLP). Discuss their relevance to the tourism industry.
5. How is artificial intelligence transforming hotel management and customer relationship processes? Illustrate with real-world examples.
6. Discuss how Expedia or Airbnb use artificial intelligence to enhance customer satisfaction and business growth.
7. Examine the importance of data visualization and artificial intelligence dashboards in tourism planning.
8. Discuss the use of artificial intelligence in revenue management and dynamic pricing in airlines and hotels.