

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 9748 **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. Examine the role of Artificial Intelligence (A.I.) in transforming service delivery and operational efficiency in tourism and hospitality.

P.T.O.

2. Evaluate the contribution of Artificial Intelligence (A.I.) to hyper-personalized tourism experiences. How is this shaping tourist behaviour?
3. Evaluate the impact of Artificial Intelligence (A.I.)-powered recommendation engines on destination choice and tourist movement.
4. Analyze the risks of algorithmic bias in Artificial Intelligence (A.I.) systems used in tourism. How can such biases be reduced?
5. Critically examine the future challenges and opportunities of Artificial Intelligence (A.I.) adoption in tourism.
6. Compare traditional tourism marketing approaches with Artificial Intelligence (A.I.)- enabled marketing approaches.
7. Compare traditional customer service models with Artificial Intelligence (A.I.)-enhanced service delivery in tourism. What transformations are evident?
8. Evaluate the challenges of integrating Artificial Intelligence (A.I.) into traditional tourism services. What technological and organizational barriers exist?