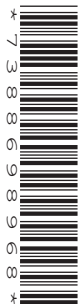


GCSE INFORMATION AND COMMUNICATION TECHNOLOGY

B063/02/PRE ICT in Context

Duration: 1 hour



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OCER Travel is a travel agency with five shops in the Midlands, connected using a Wide Area Network (WAN) and Virtual Private Network (VPN) technology. Customers can go into the shops and browse through traditional travel brochures to find a suitable holiday. Staff are also available to search for holidays using the OCER Travel computer system. Once a holiday has been selected, staff in the shop use information from the customer to check for availability. If the holiday is available it can be booked and a deposit is taken to secure the holiday.

Customers are given a confirmation form with details of the booking. They are asked to check the form to ensure all the details are correct. Two copies of the form are signed with one retained by the shop and the other by the customer. Eight weeks before their holiday, customers must pay the remaining cost. Payment can be made by cash, credit or debit card. They are then given tickets and other information about their holiday.

As well as the shops, OCER Travel also runs a website. Customers can browse the website for holidays, as they would a brochure, searching for specific types of holiday, checking for availability and making a booking. An Information Knowledge Based System (IKBS) can be used to help customers select their perfect holiday.

Before making an online booking, customers must register with OCER Travel. This is done by completing an online registration form. Once the form is submitted, the customer is emailed a link that they must click on to complete the registration process. They are then able to select the holiday they want and purchase it. As in the shops, a deposit is taken and a confirmation form is displayed. Customers again check the information is correct and once they are happy, click a 'Submit' button to complete the booking process. They are emailed a copy of the confirmation form as well as details on how to pay the remaining cost, eight weeks before travel.

Website customers can choose to receive an e-ticket or a paper ticket. E-tickets can be downloaded to the OCER mobile app. Paper tickets are emailed to the customer for them to print at home. If the customer does not have a printer, the tickets can be sent in the post.

OCER Travel has a call centre which all customers can use. Call centre staff have access to customers' bookings to allow them to make changes. The call centre is also used by customers when they are travelling in case they experience any problems with their holiday.

After receiving feedback via social media, OCER Travel has decided to improve the experience in its shops by installing virtual reality technology to allow customers to browse and book holidays.

You need to research the following in relation to a travel company:

- online advertising and web 2.0 technologies;
- technologies used when working from home including their benefits and limitations;
- virtual reality devices and technology including their benefits and limitations;
- networking technologies;
- using the world wide web for travel and holiday research and bookings;
- data management techniques;
- computer security;
- IKBS;
- use of social media and maintaining privacy.



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