



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***  
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF HOTEL & HOSPITALITY MANAGEMENT

**EIT 4140: E-TOURISM**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

*This paper consists of Two printed pages*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Discuss the use of the following terms in electronic tourism:  
i) Computer Reservation System (CRs)  
ii) Intermediaries  
iii) Infomediaries  
iv) Video conferencing  
v) Tourism portal **(10 marks)**
- b) Outline **FOUR** advantages of B2C e-commerce over tradition retailing. **(4 marks)**
- c) Discuss **THREE** advantages of phototyping as used in developing e-commerce. **(6 marks)**
- d) Outline tourism components considered when developing e-tourism. **(10 marks)**
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**SECTION B (Answer any TWO questions)**

**QUESTION 2**

- a) Discuss roles of hospitality information systems in a tourism industry. **(10 marks)**
- b) Discuss the functions of information technology in the airline industry. **(10 marks)**

**QUESTION 3**

- a) Discuss the steps in prototyping process in information systems development. **(10 marks)**
- b) Discuss benefits of e-tourism to the consumers. **(10 marks)**

**QUESTION 4**

- a) Discuss the benefits of e-business to the tourism industry. **(10 marks)**
- b) Explain any **FIVE** factors that have hindered development of effective destination management systems in the tourism industry. **(10 marks)**

**QUESTION 5**

- a) Describe the key requirement for protecting and safeguarding e-tourism sites security. **(6 marks)**
- b) Describe the main functions of Global Distribution Systems in tourism and travel. **(10 marks)**