



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

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)**

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)**