



# TECHNICAL UNIVERSITY OF MOMBASA

## *Faculty of Business & Social Studies*

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

### **EIT 4140: E-TOURISM**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**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 following terms as used in e-tourism:
  - i) Internet booking engine
  - ii) Video conferencing
  - iii) Global distribution systems
  - iv) Collaborative filtering. (12 marks)
- b) Define intelligent transport systems. (2 marks)
- c) Discuss the important roles provided by intelligent transport system in the tourism industry. (10 marks)
- d) State **THREE** disadvantages of prototyping as used in developing e-commerce. (6 marks)

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

- a) State and explain any **FIVE** factors that have hindered the development of effective destination. Management systems in the tourism industry. **(10 marks)**
- b) Discuss ways in which information technology is used to support tourism and marketing in the tourism industry. **(10 marks)**

**QUESTION 3**

- a) Discuss the 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 4**

- a) Discuss the functions of electronic communication networks in hospitality and tourism industry. **(10 marks)**
- b) Travel Port GDS/GALILEO GDs provides the content and booking tools in demand by today's travel professionals. Discuss the various advantages of Intergrating Travel Port GDs/GALILEO GDs to service provider. **(10 marks)**

**QUESTION 5**

- a) Discuss the benefits of E-business to the tourism industry. **(8 marks)**
- b) Tourism industry is made up of three major components. Discuss how these components contributes to the development of information technology in the tourism industry. **(12 marks)**