



# 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

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** JULY 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) Explain the following as used in information technology:
  - i) E-tourism
  - ii) E-commerce
  - iii) E-payment
  - iv) Computer reservation system
  - v) B<sub>2</sub>B

**(10 marks)**
  
- b) State and explain with examples **THREE** tourism components considered in developing e-tourism.

**(10 marks)**

- c) Electronic Data Interchange (EDI) is a term used in e-tourism and e-commerce. Discuss direct and indirect benefits of EDI in e-commerce. **(10 marks)**

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

**QUESTION 2**

- a) Identify and discuss **THREE** major categories and trends of e-commerce application in tourism industry. **(6 marks)**
- b) Identify and give examples of several key factors and web store requirements needed to succeed in e-commerce. **(14 marks)**

**QUESTION 3**

- a) Discuss **FIVE** types of security management strategies and defences. Explain how they can be used to ensure the security of business application of information technology. **(10 marks)**
- b) In your own view, propose **FIVE** ways that business managers and professionals can help lessen the harmful effects and increase the beneficial effects of the use of information technology in hospitality and tourism industry. **(10 marks)**

**QUESTION 4**

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

**QUESTION 5**

- a) State and explain the functions of electronic communication networks in hospitality and tourism industry. **(10 marks)**
- b) Travelport 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)**