



# 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 2013

**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 electronic tourism:
  - i) Global Distribution System (GDS)
  - ii) Video conferencing
  - iii) Electronic data Interchange (EDI) **(6 marks)**
- b) Discuss **FOUR** advantages of B<sub>2</sub>C e-commerce over traditional retailing. **(4 marks)**
- c) State **THREE** advantages of photocopying as used in developing e-commerce. **(3 marks)**
- d) Discuss ways in which information technology is used to support tourism information and marketing. **(7 marks)**

- e) Discuss the implications of e-tourism to tourism service providers. **(10 marks)**

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

**QUESTION 2**

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

**QUESTION 3**

- a) Protection of e-commerce and e-tourism sites from security attacks are built around various key concepts. Discuss the various key concepts used. **(10 marks)**
- b) State and explain with examples tourism components that are considered when developing e-tourism. **(10 marks)**

**QUESTION 4**

- a) Discuss the steps in prototyping process in information systems development showing the need for each stage. **(10 marks)**
- b) In the light of the three categories of management informational strategic, tactical and operational and three type of decision-structure, semi-structured and unstructured briefly define and describe the following:
- i) A Transaction Processing System
  - ii) A Customer Intergrated Systems
  - iii) A Management Information System
  - iv) Decision Support Systeym (DSS)
  - v) Executive Information Systems
- (10 marks)**

**QUESTION 5**

- a) Discuss functions of hospitality information systems in hospitality and tourism. **(10 marks)**
- b) Discuss the functions of electronic communication networks in hospitality and tourism industry. **(10 marks)**