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)

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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)**