

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF MASTERS IN TOURISM
MANAGEMENT**

MTOM 831: ELECTRONIC TOURISM

STEAM: MTOM (Y1B2)

TIME: 3 HOURS

DAY/DATE: TUESDAY 20/7/2021

8.30 A.M. – 11.30 A.M.

INSTRUCTIONS

- **Answer all questions in section A and Any other TWO in section B**
- **Cheating is not allowed**
- **Do not write Anything on the question paper**

SECTION A: (20 MARKS)

1. Describe the emerging issues attributed to the growth of electronic tourism in the 21st century (5 marks)
2. Explain five types of electronic business applicable in tourism business (5 marks)
3. Explain the structure of the Internet Distribution System (5 marks)
4. Explain the key processes of developing an interactive website (5 marks)

SECTION B: (40 MARKS)

5. Due to the rise of competition in the global airline trade, airlines have developed integrated websites in order to enhance their transport distribution and consumer interactions. While this has been done, various operative functions and consumer requests are not efficiently processed causing loss of consumer information by the company, and little preference by airline travellers. This is arguably caused by inefficient website features. Using various research frameworks, discuss the criteria for measuring the quality of an airline website design (20 marks)

6. (a) Explain 5 methods of analyzing web based data in tourism research (10 marks)
(b) Discuss the approaches of measuring productivity in electronic tourism trade markets (10 marks)
7. Integration of social media platforms and expansion of website applications have resulted to enhanced competitiveness of tourism companies. Apart from tourists' ease of use, preferences and higher sales outputs, organizations have discovered that integral website features boost product differentiation, corporate identity, multi-stakeholder and cross media collaboration. Discuss the future initiatives of website integration and growth in the tourism industry (20 marks)
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