

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF TOURISM MANAGEMENT

BTOM 453: E-TOURISM

STREAMS: BTOM (Y4S2)

TIME: 2 HOURS

DAY/DATE: MONDAY 06/04/2020

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer ALL questions in section A and any other TWO in section B
- Do not write anything on the question paper

SECTION A (30 MARKS)

1. Write brief notes on the evolution of e-tourism [6 marks]
2. Explain three levels of tourism product distribution channels [6 marks]
3. Explain the types of e-commerce transactions applicable in tourism [6 marks]
4. Describe three impacts of dis-intermediation in the travel distribution chain [6 marks]
5. Explain the influence of e-destinations on tourist numbers and expenditure at destinations [3 marks]
6. Explain how you would remain relevant in the travel retailing business in the digital world. [3 marks]

SECTION B (40 MARKS)

7. Discuss how the use of internet has revolutionized tourism product distribution in Kenya. [20 marks]
8. (a) Discuss the relevance of internet in promotion and positioning of Kenya as a tourist destination [8 marks]
- (b) Describe four challenges facing electronic tourism business in Kenya, and suggest a solution for each of them. [12 marks]

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9. Explain the process and channels of electronic distribution for tourism product suppliers

[20

marks]
