

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS  
CHUKA AND EMBU CAMPUS  
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF HOTEL  
MANAGEMENT**

**BTOM 453: ELECTRONIC TOURISM**

**STREAMS: BTOM Y4S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 07/08/2025**

**2.30 P.M. – 4.30 P.M**

---

**INSTRUCTIONS TO CANDIDATES:**

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

**SECTION A (30 MARKS)**

1. Briefly explain five demerits of using electronic tourism platforms in tourism organizations  
(5marks)
2. Briefly describe five business models that are supported by electronic tourism platforms  
(5marks)
3. Explain any five uses of the internet as a tool for competition in the hospitality industry  
(5marks)
4. Discuss five ethical issues that tourism organization need to address in dealing with electronic tourism platforms  
(5marks)
5. Explain five factors that influence the choice of e-tourism media for distribution of products for tourism organizations  
(5marks)
6. Briefly explain five benefits that tourism firms derive from application of e-tourism in their operations  
(5 marks)

**SECTION B (40 MARKS)**

- 7 a) Discuss five revenue maximization approaches used in e-tourism distribution (10marks)
- b) Explain five ways through which tour companies can use ICT to increase competitiveness  
(10marks)

## **BTOM 453**

8a) Explain five electronic tourism revenue maximization strategies used by tourism organizations  
(10marks)

b) Discuss five advantages of tourism distribution channels as experienced by tourism organizations  
(10marks)

9. Discuss the contribution of electronic tourism to the operations of tourism organizations in the tourism industry  
(20 marks)

-----