



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

INSTITUTE OF OPEN, DISTANCE AND E-LEARNING

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE IN TOURISM MANAGEMENT

MIT 505: INFORMATION TECHNOLOGY AND TOURISM MANAGEMENT

DATE: Tuesday 9th July, 2013

TIME: 2.00 p.m. – 5.00 p.m.

INSTRUCTIONS

1. Answer ALL questions in Section A and any TWO questions in Section B.
2. All questions in Section B have equal marks.
3. Kenyatta University rules and regulations regarding examinations apply.

SECTION A

QUESTION ONE

- (a) Discuss the implications of information technology on tourism businesses inclusive of airlines, accommodation service providers, attractions etc. [10 marks]
- (b) Explain the vital characteristics of Management Information Systems (MIS) as it applies to tourism and hospitality. [10 marks]

QUESTION TWO

Discuss the implications of eTourism in terms of the opportunities and threats posed by eTourism. [20 marks]

QUESTION THREE

Discuss the Customer Relationship Management concept clearly indicating the roles of CRS systems to Hospitality and Tourism establishment. [20 marks]

QUESTION FOUR

Discuss the implications of information systems on business strategy, clearly indicating how will technology revolutionize business strategy. [20 marks]

QUESTION FIVE

Explain the different tourism distribution technologies available within the contemporary sector. [20 marks]

QUESTION SIX

Discuss the impacts of social media and mobile technology on tourism marketing and promotion. [20 marks]