

# Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Hospitality, Tourism and Events  
Management



**FOURTH YEAR FIRST SEMESTER EXAMINATION – DECEMBER/JANUARY 2017**

**HTE 421-2 e-Commerce for Tourism**

### Instructions to candidates:

No. of pages : Three (03)  
No. of questions : Five (05)  
Time allocation : Two (02) hours  
Marks allocation : 100 marks

**Answer four (04) questions including questions no 01.**

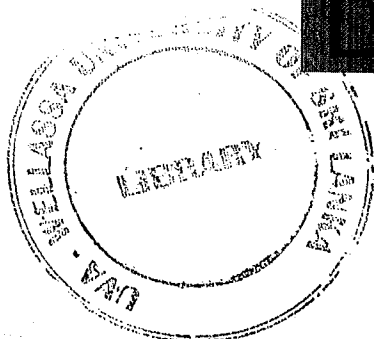
- 1) Mirissa Water Sports is a private organization which basically promotes Whale Watching in Sri Lanka. They use different kinds of promotional materials to attract customers towards to their business. The following e- Flyer of this company is available in their website and it can be downloaded easily.

**Whale Watching off Mirissa!**

**A Special THING TO DO In Sri Lanka**

- In 50 things to do Before you Die - BBC viewers made WHALE WATCHING No.4 plus 13+ million people go whale watching every year.
- The world's largest BLUE WHALE colony discovered off Sri Lankan coast (nearest to Mirissa Harbour).
- The Blue Whale is the largest creature ever to have lived on earth.
- Mirissa on the southern coast of Sri Lanka is considered to be the best place to go whale watching (Blue, Bryde, Sperm, Humpback & Killer Whales are most common. Spinner, Bottlenose & Striped Dolphins are numerous amongst other cetaceans).
- No. go FREE
- Sightings of whales are 90% guaranteed & 80% for dolphins.

Discover Whales with Mirissa Water Sports Pvt. Ltd.  
The pioneers and the most experienced crew in Sri Lanka.



(Source: Water Sports Pvt.Ltd, 2016)

- a) Suppose that you are a foreign traveler who searches information relevant to Whale Watching in Sri Lanka. Do you satisfy with the information given in E-flyer? Justify your answer.

(15 Marks)

- b) Assume that you are a consultant and the owner of the water sports company comes to you for advices. Along with identified important information, you are requested to suggest the most appropriate e-flyer for above business context.

(10 Marks)

(Total Marks 25)

- 2) Due to automation, much of the responsibility for room sales, revenue projections, and profitability analysis has shifted to the reservations department in a hotel.

- a) Evidently explain the steps of reservation process of a hotel through a Property Management System (PMS).

(10 Marks)

- b) Discuss the roles of internet in securing reservations in the travel and tourism industry.

(15 Marks)

(Total Marks 25)

- 3) According to Buhalis (2003), E-tourism is the digitization of all the processes and value chains in the tourism, travel, hospitality and catering industries that enable organizations to maximize their efficiency and effectiveness.

- a) Explain where Information Communication Technologies (ICTs) can be applied in travel and tourism field with suitable examples.

(10 Marks)

- b) Discuss the advantages and disadvantages of Information Communication Technologies (ICTs) in tourism industry.

(15 Marks)

(Total Marks 25)

4)

a) Email marketing and social media are used as effective strategies to promote destinations in world wide.

Do you think that above two (02) strategies perfectly fit with tourism industry? Justify your answer with related examples.

(10 Marks)

b) Critically discuss the impact of on- line marketing on the customer satisfaction in hospitality and tourism industry.

(15 Marks)

(Total Marks 25)

5) Write short notes on the followings.

- a) Integral requirements for any e-commerce system
- b) The role of government in e-commerce
- c) Computer hackers and other security threats
- d) Drivers for e-business in tourism
- e) Enterprise Resource Planning and tour operators

(5×5=Total Marks 25)

