

# Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management (BBM) in Hospitality, Tourism and  
Events Management

**FOURTH YEAR FIRST SEMESTER EXAMINATION – JULY/ AUGUST 2016**

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



**Instructions to candidates:**

No. of pages : Three (03) Pages  
No. of questions : Five (05) Essay Questions  
Time : Two (02) Hours  
Marks allocated : Hundred (100)

Index No:

Answer **only four (04)** questions **including question number one (1)**

1) Read the case and answer the following questions.

“The Villa”, established in 1999, is a privately owned guest house, located in Kandy, Sri Lanka. It was the owner’s initiation to embrace e-commerce into their business, which was actually recommended by one of his colleagues that has just finished attending an e-commerce seminar, organized by the government agencies. His colleague believes that e-commerce will help the business by cost reduction, increased by global visualization.

There is only one staff member with the appropriate skills in using a PC and e-mail applications. However, there is no staff with skills in designing and developing the website, so the only available solution for the owner is to hire a programmer to build the website that allows the potential customers to find out the available services.

Within just the first few months of e-commerce adoption, the company has started facing several challenges in managing their business online. The owner said that the company had received a number of complaints from customers who felt unsatisfied with the response time in replying to their message through email. In addition, the majority of customers appear to prefer traditional ways of gathering information, i.e. through phone and fax machine.

(Source: Abeysekara, U.G.D.L., 2011)



a) What is meant by e-tourism?

(02 Marks)

b) According to your observations, explain **four (04)** precarious reasons for the failures of implemented e-commerce solution in “The Villa” guest house?

(04 Marks)

c) Critically discuss the impact of e-commerce on the customer satisfaction in tourism and hospitality industry in Sri Lanka.

(06 Marks)

d) Discuss the challenges and benefits of ICT and its applications in the tourism and hospitality business operations.

(06 Marks)

e) Suppose that the owner of “The Villa” comes to you for your advices to overcome the existing issues related to e-commerce implementation. Therefore, you are requested to suggest a most appropriate e-tourism plan for the business.

(07 Marks)

**(Total Marks 25)**

**2) This massive increase in the uptake of e-commerce has led to a new generation of associated security threats, but any e-commerce system must meet four integral requirements.**

a) What is the responsible state organization for cyber security in Sri Lanka?

(01 Marks)

b) Briefly explain **four (04)** major roles of the above organization.

(04 Marks)

c) Describe the **four (04)** integral requirements of any e-commerce system using at least **one (01)** example for each.

(04 Marks)

d) Discuss the possible solutions to protect the e-commerce system from potential security issues.

(04 Marks)

e) Write short notes on **four (04)** of the following.

i) Cookie

ii) Malware

- iii) Trojan Horse
- iv) Computer hackers
- v) Computer virus



(03 Marks × 4 = 12 Marks)

**(Total Marks 25)**

3) **“Due to automation, much of the responsibility for room sales, revenue projections, and profitability analyses has shifted to the reservations department in a hotel”.**

a) Evidently explain the **seven (07)** steps of reservation process of a hotel through a Property Management System (PMS).

(12 Marks)

b) Discuss the roles of internet in securing reservations in the travel and tourism industry. Your answer should be elaborated with adequate examples from the industry.

(13 Marks)

**(Total Marks 25)**

4)

a) What is meant by e-marketing?

(02 Marks)

b) **“Online Marketing has changed the direction from Push to Pull”.**

Do you agree with this statement? Justify your answer providing sufficient examples from the travel and tourism industry in Sri Lanka.

(10 Marks)

c) Do you think that the **Online Marketing** fits perfectly with tourism? Discuss your answer with sufficient examples.

(13 Marks)

**(Total Marks 25)**

5) **Instances of fraud can be found in any marketplace. The Internet presents new challenges for lawmakers and regulators in determining whether existing laws and regulations are sufficient in the on-line marketplace.**

Discuss the role of government in protecting and facilitating electronic commerce.

(25 Marks)

**(Total Marks 25)**