

# UNIVERSITY OF COLOMBO

FACULTY OF ARTS

## DEPARTMENT OF ECONOMICS

### POSTGRADUATE DIPLOMA IN TRAVEL & TOURISM ECONOMICS AND HOTEL MANAGEMENT

FINAL EXAMINATION - 2016

(Semester II)

DTEHM C508: Applications of GIS, Information Technology and E-Tourism

Time Allowed: THREE [3] HOURS

Answer Four (4) Questions Only.

Each Question Carries Equal Marks

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- (1) a) What is meant by an E- Tourism Layer  
b) Explain different types of E- Tourism Layers with suitable examples from the industry.  
c) Discuss your experiences in the travel & tourism sector by analyzing in which layer you represent at present.
- (2) Discuss the importance of an ERP system in tourism businesses at present in relationship with different modules, different purchases options and also with different evaluation mechanisms available for such businesses. Provide your answer in selecting a hotel or travel agency, as an example, of your choice.
- (3) "Business Intelligence plays a vital role when it comes to business decision making at present". Do you agree with this statement? Explain your answer with the support of suitable examples.
- (4) "Digital Marketing has transformed as the most decisive driving force in tourism marketing". Explain your answer by discussing various channels and options available for tourism businesses.

- (5) Business processes mapping and reengineering may be needed before deploying an ERP system. Explain your answer with the core cross functional business process related to your industry.
- (6) a) Who are millennial travelers?  
b) How can they exert pressure for traditional tourism businesses to move into digital based businesses?  
Explain your answer with suitable examples. You can use your own domain experience as an example if you are working for a travel agency.
- (7) Your company is planning to make an expensive software purchase and what will be your role as a business user in a software purchase? Explain your answer with a proper justification why business users should be part of the steering committee to evaluate and deploy a software product for a company.
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