

A Review of Drivers of Technology Adoption and Effects on The Performance of Hospitality Industry in Kenya.

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ABSTRACT

In July, 2016, Kenya held a fourteenth session of the United Nations Conference for Trade and Development (UNCTAD) to discuss how emerging nations have the potential to unlock their growth on the back of technology. UNCTAD estimates that, the global value of ICT platforms has increased by 38% from 2013 to 2016. It is apparent that adoption of technology in SMEs offers enormous opportunities for growth and development of global economies especially in emerging nations. In Kenyan hotel industry, the small and medium hotel enterprises are often flooded with many similar, often easily substitutable service offerings, often of sub-standard quality products which directly affect the performance of the hospitality industry negatively. Adoption of information technology presents a platform for hotels to achieve their competitive advantage through attaining efficiency of operations and innovation of unique products and service. This study explored drivers of technology adoption and its effects on the performance of hospitality industry in Kenya. The study adopted a qualitative approach by reviewing and analyzing selected existent literature on the topic under study. Based on the review of literature, the findings of this study contend that in order to achieve operational efficiency, most hotels adopt basic technologies. This study proposed an integrated framework of drivers of technology adoption in hospitality industry. However, this paper, recommends a quantitative study to investigate the validity

and reliability of the proposed conceptual framework in order to gain insights into how technology can truly influence the performance of hospitality enterprises in the Kenyan market context.

Keywords: Hospitality; Information Communication Technology; Hotel performance