IMPACTS OF INFORMATION AND COMMUNICATION TECHNOLOGY ON COMPETITIVE ADVANTAGE IN 3-5 STAR HOTELS IN NAIROBI

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“A Research Proposal submitted in partial fulfillment of the Requirements for the Award of the Degree of Masters of Science in the School of Hospitality and Tourism of Kenyatta University.”

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Declarations:

This proposal is my original work and has not been presented for a degree in any other University.

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This Proposal has been submitted for review with our approval as University Supervisors:

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ABSTRACT

The main purpose of this study is to examine the role of Information and Communication Technology (ICT) in creating competitive advantage in selected hotels in Nairobi. The study also seeks to find out the extent to which the application of ICT in the hotel industry (in the 3-5 star hotels) has improved service delivery; the effect of empowered employees in relation to ICT application; to determine whether the use of ICT has improved Marketing and whether there is significant relationship between the introduction of ICT and competitive gain within the hotels. The study also intends to establish whether investing in IT (Information Technology) has created useful value chains within the hotel industry by creating core competencies capable of integrating and coordinating multiple technologies effectively, hence increasing the hotels’ operational efficiencies. The study will be carried out in 3-5 star hotels which form about 80% of the total income of the star-rated hotels in the country. The researcher will use a total sample size of 24, 3 to 5 star-rated hotels in the country. The study will employ the descriptive research design. This design will allow the use of both qualitative and quantitative methods of data collection and analysis which is a mixed method of data collection and analysis. Data will be collected through the use of questionnaires and interview methods. A total of two hundred and fifty nine (n=259) respondents will be targeted by the study from the 24 hotels. Questionnaires coupled with interview schedules as data collection instruments will give the study a reliable and valid representational approach. The well structured questionnaires will both be close and open ended. Purposive sampling technique will be used to sample the respondents for the study. The main advantage of this design is that it will allow only those perceived to have information required for the study will be sampled. The validity of the instruments will be determined by employing sampling validity subject to assessment of each of the content of each research item. The researcher will use the split- half technique to determine the reliability of the research instruments. The collected data will then be analyzed using the ANOVA, the linear and multiple regression analysis. The researcher’s anticipated findings will be to establish tangible sources within the hotel industry which use modern technologies, hence forming valuable value chains within the industry.