

DIFFUSION AND UTILISATION OF INFORMATION AND COMMUNICATION TECHNOLOGIES BY MICRO AND SMALL ENTREPRENEURS IN THE TOURISM INDUSTRY IN KENYA

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ABSTRACT

The study explores factors that influence the diffusion and utilisation of ICTs in the accessing of information by micro and small entrepreneurs in the tourism industry in Kenya. A multiple case study was used, focusing on urban-based micro and small enterprises (MSEs) in the tourism industry. The results indicate that information communication technologies (ICTs) have introduced opportunities for improving communication and access to information, as well as generating online content, through quality information systems that are bound to enhance the efficiency and effectiveness of most MSEs, as well as create new business opportunities. The results further indicate that MSEs use ICTs to access information, for e-mail services, to make reservations for flights, hotels and lodges, and to market their products and services. ICTs are also used for communication and money transfer services, word processing and storage of business information. The study revealed that most MSEs lack the prerequisite knowledge and skills, security and trust, financial resources and support to derive the full benefits of these technologies. The study concludes that information needs and subsequent seeking behaviour influence the diffusion and utilisation of ICTs by micro and small entrepreneurs in the tourism industry. In this regard, the study proposes a model that could be adapted as a framework for enhancing the diffusion and utilisation of ICTs by MSEs.