

**FACTORS AFFECTING IMPLEMENTATION OF TECHNOLOGY IN HOTEL
MANAGEMENT. A CASE STUDY OF HOTEL RESERVATION SYSTEM, NAIROBI,
KENYA**

MOHAMMED SALEH ALI

**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF MANAGEMENT AND
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DECLARATION

This Research Project is my original work and has not been presented for a diploma in any other University

Signature..... Date

MOHAMMED SALEH ALI

DICT/9/00027/1/21

This research project has been submitted for examination with my approval as University Supervisor

Signature..... Date

MR. BENARD RUTTO

The Management University of Africa

DEDICATION

I hereby dedicate this project to the Management university of Africa for giving me this responsibility in hand. Also, my loving mother, for her encouragement and advises in the daily downfalls and discouragement of life. My loving father Mr. Saleh Ali, who is an agent of success. My brothers/sister, relatives, children, and the administration for all they provided for my humble time.

ABSTRACT

Hotel Management (HM) in Kenya keeps in locating the approaches of assembly aspirations of the poor. One fundamental manner to strive attain this aim is with the aid of using imposing a few technological improvements. This paintings has explored technological improvements in a pattern of HM drawn from the net reservation system, Nairobi, Kenya. The outcomes discovered that computer-primarily based totally era is the maximum extensively used era then observed with the aid of using telephone, counting machine, internet, satellite, fax machine, and Hotel robotic waiters in that order. The take a look at located the implementation of those technological improvements to be substantially associated with elements which include board length, range of adult males in board, board tenure, frequency of board assembly, length of workforce, range of personnel with tertiary education, funding in R&D, range of branches or outlets, and reasserts of funding. According to the HM, lodge policy, competition, regulatory and prison environment, infrastructure and corporation unique elements which include patron go out rate, human aid potential and distributional demanding situations have an effect on their progressive behavior. A key advice flowing out of the take a look at is that, an awful lot because the implementation of technological innovation is good, it have to be finished with caution. A thorough danger evaluation have to be performed with the aid of using HM previous to the advent of any new era.

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LIST OF ACRONYMS OF ABBREVIATIONS

HM	Hotel Management
NGOs	Non-Governmental Organizations
ICT	Information and Communication Technologies.
IT	Information Technology

OPERATIONAL DEFINITION OF TERMS

Information Technology is the utilization of any PCs, stockpiling, organizing and other actual devices, foundation and cycles to make, process, store, secure and exchange all types of electronic information

Technology is a collection of information dedicated to making instruments, handling activities and the removing of material

Innovation The most common way of interpreting a thought or innovation into a decent or administration that makes esteem or for which clients will pay.

CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

This chapter involves presentation, foundation of the review indicating the topographical and region of the review, explanation of the issue, general goal, explicit targets, research questions, avocation/importance, scope and chapter summary.

1.1 BACKGROUND

Hotel has become an important part of development, poverty reduction and economic regeneration strategies around the world. Hotel management has evolved over the years. By the early 21st century, hotel management had become a vast global industry, comprising large numbers of governments, hotel s, aid agencies, Non-governmental Organizations (NGOs), Sankara's and consultancy firms.

The initial excitement about hotel, in most part, centered on Bangladesh's much extolled Grameen Hotel, which promulgated a 'bottom-up' approach that made the social mobilization of marginalized communities, and particularly women, a main focus. Many different models of microfinance now exist, and the main activity is focused on providing micro financial services, rather than the grander goal of social transformation. Hotel today is about drawing the benefits of contemporary capitalism down to those with low incomes, rather than promoting alternatives to capitalism. It is an embodiment of the post-Washington Consensus and not an alternative to the orthodoxy.

In this global age, new technologies are redefining hotel services delivery in innumerable ways, and they have the power to present significant opportunities to hotel management. Elsewhere in the world, some hotel already has automated machine, robot waiters, smart card operations in paying, and sophisticated computing technology, all of which greatly enhance efficiency and customer satisfaction.

A significant number of Hotel Management are still reluctant to apply new technologies and prefer to stick to tried-and-tested pre-technology ways. This slowness in the implementation of technology has cost and efficiency implications for the lagging HM. This problem of HM in managing technology is summarized by EMN IT & Innovation Working group in the following quote:

“Technology is consistently cited as one of the greatest challenges faced by HM around the world. While efficient use of technology can help reduce costs, improve efficiency, and increase outreach, many HM still find it difficult to harness the potential and avoid the pitfalls!”

According to the Economist, these technological changes have made it easier to address two main obstacles in providing financial services to poor people – managing information, and service delivery costs. The challenge for HM is to rethink their business models and to innovate with the ways they deliver and receive services, so that products are more convenient and cheaper for customers, services can be accessed by people in remote areas, and security is enhanced. Until now, the predominant use of technology among HM has been to internally manage information. However, technology has an immense potential in other areas, such as payment services and credit underwriting. For instance, as mobile phone usage expands, opportunities to provide financial services in remote rural areas become feasible.

The concept of mobile hoteling, ‘Self-service’, has great promise. According to Hishingsuren, ICT provides several benefits to clients and HM in various countries. The benefits to clients include but not limited to, access to hotel services, more convenient services, faster loan processing, less time in queues; and for HM, reduced transaction costs, less fraud, improved quality of financial information, increased outreach, reduction in operational costs, and increase in customer satisfaction and loyalty.

As HM attain an increasing importance in Kenya, researchers develop models to measure the extent of innovations in these institutions. For instance, a recent study by Dary and Issahaku explored innovation by HM in Kenya. The study found that, HM in Kenya have introduced several innovations in the past 3 years. These innovations, which have been adopted in varying degrees, include product innovation (savings, and loans), marketing innovations, micro insurance, location innovation, and R&D innovation. The authors on the basis of the introduction of new loan products

in the past 3 years found that, 4.9%, 39%, 36.6%, and 19.5% of HM were potential innovators, slow innovators, moderate innovators and high innovators respectively. The study further established significant relationship between company characteristics such as frequency of board meetings, educational profile of staff, ownership structure, number of branches/outlets, years of operation, company location, and some indicators of innovation.

The implementation rate of micro insurance was found to be very low (14.6%) among HM. The authors however failed to capture technological innovations adopted by HM in Kenya. In a similar study, Issahaku, Dary, and Ustarz established the relationship between financial characteristics and innovations by HM in Kenya. Employing a combination of Analysis of Variance (ANOVA), multiple regressions, and binary logistic regression, the study revealed that the loan repayment rate and interest rate affect the introduction of new savings products, and number of branches. Also, sources of funding involving hotel funding, and equity of owner were found to stimulate the development of new products by HM in Kenya.

The study however also has a weakness. It failed to incorporate technological innovations in the analysis. The present study plugs this loophole by covering technologies such as computer, internet, fax machine, and telephone-based technologies employed by HM in Kenya.

Informal sources of credit remain the major source of loans for households in Kenya. According to the Kenya Living Standard Survey (KLSS) the highest source of loan procured by households is relatives, friends or neighbors, with the proportion of loan recipients higher among male-headed households (56.3 %) than among female-headed households (50.4%) in all localities. In Nairobi where the study is based, 67.1% of male-headed households borrow from relatives, friends or neighbors, while among their female counterparts, 49.5 % borrow from relatives, friends or neighbors.

The second highest source of loan is the trader with more females (19.9%) than males having access to loans from traders. The third major source of loan reported is state hotels. About three in twenty male-headed households (15.3%) and about one in ten female-headed households (7.9%) that reside in other urban areas have loans from state hotels. Less than 10 per cent of the rural household population receives loans from state hotel, both among male- and female- headed households. While these statistics are symptomatic of limited access to formal credit, it also reveals

a significant capacity to save in rural areas, which in turn has generated a strong but largely unanswered demand for rural deposit facilities.

This addresses a chance for HM in particular to expand their services to the largely underserved households in the Kenya. And for this to happen, HM must embrace low-cost technologies.

1.2 Statement of the problem

Despite the capacity advantages of ICT and e-commerce, there may be debate approximately whether or not and the way their implementation improves resort overall performance. Use of and funding in ICT calls for complementary investments in skills, organization and innovation and funding and alternate includes dangers and expenses in addition to bringing capacity advantages. The effect of ICTs and e-enterprise techniques on resort overall performance are high quality overall, however that ICTs aren't a panacea in themselves.

Kenya resort offerings zone has witnessed many adjustments on account that the start of e-hoteling. Today, clients of resort s have efficient, rapid and handy resort offerings added thru technological improvements which include Hotel Robot, Online Hoteling, and Mobile hoteling.

The managerial and realistic hassle that this have a look at needs to cope with originates from the commentary that technological improvements are unstable ventures which might be liable to failure, multiplied fraud and also are liable to publicity tell of litigations and they'll consequently have a powerful high quality or bad impact on resort overall performance relying at the manner they're managed.

Aduda and Kingoo (2012) researched the Relationship among Electronic Lodging contributions and Monetary Execution among micro-finance foundations in Kenya and reasoned that there exists top notch dating among e-resort contributions and resort generally speaking execution. However, the have a look at had a studies hole because it did now no longer distinguish among the 3 classes of generation innovation, particularly purchaser independent, purchaser assisted and Customer obvious generation.

Nyamwembe (2011) carried out a have a look at on elements affecting the implementation of technological innovation with the aid of using microfinance establishments in Kenya and took a

case have a look at of Sankara resort f Kenya, Nairobi. The maker inferred that Impact of Mindfulness, Trust and Security, Saw Helpfulness, Saw Usability, Similarity, Relative benefit, Preliminary cap potential and Social Influences affected the implementation of generation. However, he failed to research the impact of technological innovation on monetary overall performance of HM.

1.3 Research Objective

The average objective of this reviews is to examine the elements affecting implementation of generation in micro-finance establishments in Kenya.

1.3.1 Specific objectives

- I. To find out the effect of Compatibility on the implementation of technology.
- ii. To find out the influence of social group influences on implementation technology
- iii. To find out the influence of Trust and Security on the implementation of technology
- iv. To find out the impact of Seen Usability on the execution of innovation.
- v. To find out if Awareness has an impact on technology implementation.

1.4 Research questions

- I. What is the effect of Compatibility on the implementation of internet technology?
- ii. What is the influence of social groups on implementation technology?
- iii. What is the influence of Trust and Security on the implementation of technology?
- iv. What is the impact of Seen Convenience on the execution of technology?
- v. What is the impact of Awareness on technology implementation?

1.5 Significance of the study

The project beneficiaries also called the target group or the target beneficiaries of this project are those who will benefit from the project. They are the people whose circumstances will change by implementing the idea. They will be affected directly or indirectly by the project. The group consists of; employees of Hotel reservation, Clients, Researchers and future Specialists.

1.6 Scope and Limitation of the Study

This has a look at centered microfinance establishments in Kenya specially Sankara motel of Kenya. These are establishments that take delivery of deposits, make bigger credit score and hazard control services. The have a look at taken into consideration Hotel reservation, in Nairobi. The fulfillment of the have a look at entirely relies upon at the co-operation of motel officials. However, because of the veil of secrecy located upon operation of monetary establishments, sure respondents have been reluctant to offer required data. However, the researcher confident them that data submitted turned into to be handled confidentially and used for instructional motive only, this minimized non-response.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter evaluates the literature applicable to this look at. The theories applicable to the look at vicinity are reviewed. In addition, the bankruptcy commences with the aid of using reviewing the theories that knowledgeable the dialogue on technological innovation. It then dwelt at the empirical research that talk the hyperlink among technological innovation and overall performance of business resort s.

2.2 Theoretical literature Review

This stage investigates the various hypotheses and designs that might give a clarification to the effect of mechanical advancement and execution at the monetary overall performance of HM. Several theories have been advanced; those include; diffusion of innovation theory, Disruptive Innovation Theory, Schumpeterian Theory of Creative Destruction.

2.2.1. Diffusion of Innovation Theory

Rogers' (1995) Dispersion of Innovation (DOI) idea is a well known variant used in measurements structures studies to give a clarification for individual execution of ongoing advancements. Rogers characterizes dissemination as 'the technique through method of method for which a development is imparted by means of positive channels over the course of the years the greater part of the people of a social society' (Rogers, 1995). A development is an idea or thing this is looked as though it would be new (Rogers, 1995).

As per DOI, the charge of dispersion is experiencing an advancement's relative addition, intricacy, similarity, preliminary limit and discernible. Rogers (1995) characterizes relative addition as 'the certificate to which a development is noticeable as being progressed to its ancestor'. Intricacy, that is relating to Cap's apparent convenience develop, is 'the recognition to which an advancement is noticeable through method of method for the limit adopter as being quite difficult to apply and comprehend'. Similarity alludes to 'the recognition to which a development is apparent to be all around coordinated with present qualities, convictions, reports and wishes of adopters. Preliminary limit is the 'diploma to which a concept may be experimented with on a restricted basis. Finally,

observability is the ‘diploma to which the consequences of an innovation are visible’ (Rogers, 1995).

The diffusion concept is applicable as it explains the motive why motel s adopts technical improvements. One of the motives because motel s undertake technical improvements is applicable gain. This way that motel s that undertake technical improvements have pretty higher monetary gain than people who do not.

2.2.2 Disruptive Innovation Theory

The disruptive innovation might be one of the maximum essential innovation theories of the closing decade. The middle ideas in the back of it circulated so speedy that already in 1998, 12 months after the guide of the principle, humans have been the use of the time period without making connection with Harvard professor Clayton Christensen or to his ee-e book The Innovator’s Dilemma (Harvard Business School Press).

The time period disruptive innovation as we are aware of it nowadays first seemed withinside the 1997 best-vendor The Innovator’s Dilemma. In the ee-e book Harvard Business School professor Clayton Christensen investigated why a few improvements that have been radical in nature bolstered the incumbent’s role in a positive enterprise, opposite to what preceding models (as an instance the Henderson – Clark model) could predict. More in particular he analyzed significantly the disk pressure enterprise as it represented the maximum dynamic, technologically discontinuous and complicated enterprise one should locate in our economy. Just don't forget that the reminiscence ability packed right into a rectangular inch of disk expanded via way of means of 35% in keeping with year, from 50 kilobytes in 1967 to 1, 7megabytes in 1973, 12 megabytes in 1981 and 1100 megabytes in 1995.

Disruptive principle is applicable in that it explains the sort of era resort s adopt. The resort offerings era is disruptive as it does away with conventional resort.

2.2.3 Schumpeterian Theory of Creative Destruction

Schumpeter (1928, 1939) who noticed improvements as perpetual gales of innovative destruction that had been crucial forces using boom fees in a capitalist system. Schumpeter’s questioning developed over his lifetime to the quantity that a few pupils have differentiated his early

questioning in which innovation turned into in large part depending on extraordinary people inclined to tackle extraordinary dangers as “an act of will”, i.e., entrepreneurs, from his later questioning that identified the position of big groups in organizing and helping innovation. This led to his emphasis at the position of oligopolies in development and which later transformed into dishonestly viewed as the essential commitment of his artworks. (Freeman, 1994)

Schumpeter (1928) highlighted the intermittent and troublesome nature of innovative alternate in capitalism that brings the inseparable mixture of short-time period instability and long-time period boom. He turned into now no longer a technological determinist however identified the social and corporation forces that performed key roles in his cyclical system of commercial alternate. Schumpeter argued that entrepreneurs, who will be impartial inventors or R&D engineers in big groups, created the possibility for brand new income with their improvements. In turn, agencies of imitators attracted through super-income could begin a wave of funding that might erode the income edge for the development. Be that as it may, sooner than the monetary framework might need to equilibrate a pristine development or set of upgrades, conceptualized through Schumpeter as Kondratiev cycles, could emerge to start the enterprise cycle over once more.

For all his perception at the position of innovation, Schumpeter nevertheless did now no longer surely give an explanation for the supply of innovation. He turned into capable of factor to its significance and its position in timing monetary cycles however did now no longer cope with its supply. This as an alternative curiously permitted Keynesian financial aspects to contend that phases of subsidizing had been the reason of innovation. It turned into now no longer till the Sixties that economists could start once more to look for the supply of innovation. The significance of innovation turned into highlighted through researchers like Abramovitz (1956) and Solow (1957) who had been capable of show how little neoclassical economics turned into capable of give an explanation for. Based on facts at the United States financial system from 1909-49, Solow confirmed that best 12. five percentage of the boom of according to capita output will be traced to expanded use of capital. This left a highly big 87. five percentage residuals that Solow attributed to technical alternate.

Romer (1986, 1994) echoes Solow’s remark and persisted the decision for innovation theorists to internalize the system of innovation inside their models. To this end, the artworks on advancement

that rose up out of the base set through Schumpeter has been focusing on the presentation of development and its next dispersion among firms, enterprises, and locales.

The Schumpeterian Theory is applicable due to the fact new generation replaces vintage generation that's higher due to the fact new generation is higher and provides price to the adopter.

2.3 Types of Hotel services Innovations

According to Fisher (1998), generation whilst implemented in brand new resort offerings surroundings falls into 3 unique categories: purchaser unbiased (a generation that includes a purchaser undertaking and finishing a transaction with a resort absolutely unbiased of any human touch with the association for example Inn robot, telecall smartphone resort offerings and Internet resort); purchaser assisted (a resort worker will use purchaser-assisted generation as a useful resource to finish a transaction e.g. name Centre's customer support officials will use a Customer.

Relationship Management (CRM) System to apprehend a purchaser's profile and offer immediate responses to clients' queries at the resort offerings transactions and up to date billings (Gutek & Welsh, 1999)); and purchaser obvious Customer generation which represents the actual center of resort operations and clients by no means see it however anticipate it.

2.3.1 HOTEL ROBOT

Hotel robots have been delivered first to feature as coins dishing out machines. However, because of improvements in technology, Hotel robotic are capable of offer a huge variety of offerings, together with making deposits, price range switch among or bills and invoice payments. Hotel s has a tendency to make use of this digital motel offerings device, as all others for aggressive advantage. Hotel robotic additionally keep clients time in provider transport as opportunity to queuing in motel halls, clients can make investments such timesaver into different effective activities. Hotel robotic are a cost-green manner of yielding better productiveness as they reap better productiveness in keeping with time frame than human tellers (a mean of approximately 6, four hundred transactions in keeping with month for motel robotic as compared to 4, three hundred for human tellers (Rose, 1999).

Furthermore, because the Hotel robotic keeps while human tellers stop, there's persistent productiveness for the motel s even after motel offerings hours.

2.3.2 Telephone Hoteling

Telephone resort offerings is a provider furnished with the aid of using a monetary group which permits its clients to carry out with the aid of using phone are referred to as telecall smartphone resort s (Cronin, 1997). Mostly phone resort offerings use an automatic telecall smartphone answering gadget with telecall smartphone keypad reaction or then again voice prevalence ability (Jane Blake, 2000).

To guarantee security, the buyer has to first authenticate via a numeric or verbal password or via safety questions requested with the aid of using a stay consultant positioned in a name middle or a branch, even though this option isn't always assured to be presented 24/7.

According to Leow (1999), tele- resort offerings have several advantages for each client and resort s. As a long way because the clients are concerned, it gives extended comfort, multiplied get entry to and massive time saving. On the opposite hand, from the resort s' perspective, the fees of handing over phone-primarily based totally offerings are extensively decrease than the ones of branch-primarily based totally offerings. It has nearly all of the effect on productiveness of resort robot, besides that it lacks the productiveness generated from coins doling out with the aid of using the Hotel robot. For, as a transport conduit that gives retail resort contributions even after retreat contributions hours (24hours every day) it accumulates persevering efficiency for the hotel. It gives retail resort contributions to clients at their workplaces/houses as a chance to going to the retreat branch/ATM. This saves clients time, and offers extra comfort for better productiveness.

2.3.3 Personal Computer Hoteling

“A PC-Hotel provider is a provider which lets in the inn's clients to get right of entry to records approximately their debtsthrough a restrictive organization, generally with the help of exclusive

programming program set up on their non-public laptop”. Once get right of entry to is gained, the client can carry out quite a few retail inn offerings functions. The growing consciousness of the significance of laptop literacy has ended in growing the usage of non-public computers. This truly helps the increase of PC inn offerings which sincerely establishes a department withinside the clients’ domestic or office, and gives 24-hour provider, seven days a week. It additionally has the blessings of Phone Lodging contributions and Inn robot (Abor, 2005).

2.3.4 Internet Hoteling

The idea of Web inn contributions steady with Essinger (1999) is: "to introduce clients get admission to their inn obligations through a web page and to allow them to authorize positive exchanges for them, given consistence with rigid security checks". To the Central bank Leading group of Chicago's Office of the Specialist of the Cash (OCC) Web Lodging contributions.

Handbook (2001), Internet Hotel offerings is defined as “the availability of traditional (hotel) offerings over the internet”. Internet motel offerings with the aid of using its nature gives greater comfort and versatility to clients coupled with a simply absolute manipulate over their hoteling. Service transport is informational (informing clients on motel’s products, etc.) and transactional (engaging in retail motel offerings).

2.3.5 Branch Networking

Systems administration of branches is the computerization and between interfacing of geologically dissipated stand-on my own hotel branches, into one brought together machine with inside the state of a Wide Region Organization (WAN) or Undertaking Organization (EN); for the creating and sharing of united consumer information/records (Abor, 2005). It gives faster fee of inter department transactions because the effect of distance and time are eliminated.

Hence, there's greater productiveness in line with time period. Also, with the numerous networked branches serving the consumer population as one machine, there's simulated department of hard work amongst lodge branches with its related fantastic effect on productiveness most of the branches. Furthermore, because it curtails consumer journey distance to lodge branches it gives greater time for customers’ efficient activities.

2.3.6 Electronic Funds Transfer at Point of Sale (EFTPoS)

An Electronic Funds Transfer on the Point of Sale is an on-line gadget that lets in clients to switch finances without delay from their inn bills to service provider bills while making purchases (at buy points). A POS makes use of a debit card to set off an Electronic Fund Transfer Process (Chorafas, 1988). Increased inn offerings productiveness effects from using EFTPoS to carrier clients buying charge necessities in preference to clerical responsibilities in managing cheques and coins withdrawals for buying. Furthermore, the gadget keeps after inn offerings hours, for this reason persistent productiveness for the inn even after inn offerings hours.

It additionally saves clients time and electricity in attending to inn branches or Lodging mechanical for coins withdrawals which might be saddled into different effective activities. As the significance of innovation in growing international locations increases, so does the want for studies at the subject.

2.4 Significance of Technological Innovation

A sturdy resort offerings enterprise is essential in each us of a and might have a good sized have an effect on in assisting financial improvement via green monetary offerings (Van Horne,2004). Kenyan resort s, however, in large part maintain to conduct greatest in their retreat contributions exchanges the use of conventional strategies. In Kenya, the position of the resort offerings enterprise accordingly desires to extrude, each on the procedural stage and on the informational stage. This extrude will consist of shifting from conventional distribution channel resort offerings to digital distribution channel resort ing. Given the nearly whole implementation of net, SMS and different technology via way of means of resort sin advanced countries, the reason for the deficiency of such execution in growing nations like Kenya is an essential studies query this is addressed via way of means of this examine.

Wang et al., (2005) declare that withinside the Nineties net resort offerings era turned into underutilized as commercial enterprise corporations used it best to marketplace their services and products.

Thornton and White (2001), who tested purchaser orientations and utilization of monetary distribution channels within the Australian monetary enterprise, discovered that greater lately maximum monetary establishments, confronted with aggressive stress after deregulation in 1983, have rethought their techniques to take complete benefit of net, mobiliary telecall smartphone and different contemporary-day strategies of engaging in commercial enterprise.

Tan and Teo (2000) be aware that the mission to extend and preserve resort offerings marketplace percentage has stimulated many accommodations s to make investments greater in making higher use of the net and different associated technology. The emergence of net and SMS resort offerings had made many accommodations s reconsider their Information Technology (IT) techniques in aggressive markets.

Lim et al., (2004) performed a meta-evaluation examine on the connection among IT funding and organizational performance, noting that preceding research analyzing IT investments go back have proven inconclusive results. From an evaluation of 3,883 topics received from previous research, they found solid aide for backpedal on IT speculations. Singh (2004) tested net era within the South African resort offerings enterprise and highlighted that net marketplace capacity is good sized due to the fact resort s has the possibility to goal maximum segments within the enterprise each domestically and internationally. The Cedar institution consulting firm (2004) survey mentioned that the technological innovation may want to play a chief position in remodeling the place of job to decorate productiveness via way of means of decreasing operational price and enhancing worker relationships via stepped forward carrier delivery. The investigators mentioned that because the transformation stepped forward within the place of job, the extent of state-of-the-art offerings additionally increased.

Bresenahan et al., (2002) tested the impact of IT at the organizational place of job via way of means of studying three hundred responses and confirmed that IT has the capacity to have an effect on technique and therefore talent levels. This means that the implementation of net era has implications for a way a commercial enterprise employer communicates internally and with their clients and providers in addition to how they reply to their clients.

As monetary guidelines have become greater burdensome monetary establishments discovered that most of the antique approaches of doing commercial enterprise have been now no longer

profitable, the monetary products and services they have been imparting to the general public have been now no longer selling (Mushkin, 2001). Many monetary intermediaries discovered that they have been now no longer capable of collect finances with their conventional monetary units and without those finances they could quickly be out of the commercial enterprise. To live on withinside the new financial environment, monetary foundations needed to explore and widen new administrations and items that meet buyer wants and show productive (Mushkin, 2001).

For a monetary organization to be the desired choice, innovation and immediately responsiveness ought to be the riding force. Any resort the ones wants to function itself as a marketplace chief must be on the slicing fringe of era, product structure and carrier delivery. Hotel s ought to enterprise to be a step-in advance of the opposition via way of means of continuously and proactively comparing present approaching purchaser desires and shifting hastily to cope with the same.

If the sector has been freed from all „imperfections“ along with taxes, guidelines, data asymmetries and transaction prices and if markets have been whole withinside the feel that present protections crossed all conditions of nature, we might need to show up at a M&M-like culmination concerning financial advancement. There could be no motivators for money related foundations to take on progressive exercises (Duffie and Rahi, 1995). The systems of development emerge as a result of the ensuing elements:

2.4.1 Responses to Change in Customer Needs

The maximum widespread extrude withinside the monetary surroundings that altered the call for economic merchandise in current years has been the drastic boom withinside the volatility of hobby rates. In the 1950s, the hobby on three- month Treasury invoice fluctuated among 1.0% and 3.5%, withinside the Seventies; it fluctuated among 4.0% and 11.5%. This volatility has become even greater suggested withinside the 1980s, at some stage in which the three-month T-invoice fee ranged from 5% to over 15% (Mushkin, 2001).

It is predicted that boom in hobby fee threat ends in boom call for economic services and products that lessen that threat. This extrude withinside the monetary surroundings might therefore stimulate

a look for worthwhile improvements through economic establishments that meet this new call for and therefore spur the introduction of recent economic contraptions that assist decrease hobby-fee threat. One economic innovation withinside the inn offerings zone that seemed in Seventies confirms this prediction changed into the improvement of adjustable-fee mortgage (Mushkin, 2001).

2.4.2 Responses to Changes in Technology

The maximum crucial supply of the adjustments in deliver situations that stimulate economic innovation has been the development in pc and telecommunication generation (Mushkin, 2001). These adjustments have made it worthwhile for economic establishments to create new economic services and products to the public. When pc generation that extensively decreased the expense of handling monetary exchanges have become available, economic establishments conceived new economic merchandise and units established in this generation that would enchantment to the public, such as the lodge credit score and digital lodge offerings centers. Hotel credit score and debit card, digital lodge offerings centers have arisen because of motels preference to satisfy their customer's demand. With the decline withinside the charge of private computer systems and their growing presence in homes, there may be in addition innovation withinside the domestic lodge offerings area, the advent of latest sort of lodge offerings institution, the digital lodge (Mushkin, 2001)

2.4.3 Avoidance of Existing Regulations

Monetary advancement happens in response to changes in call for and convey conditions. Notwithstanding, because of the reality the financial undertaking is firmly managed than various businesses, specialists' regulation is a more spike to development on this venture (Mushkin, 2001).

Government law results in monetary innovation with the aid of using growing incentives for corporations to skirt rules that limitation their cap potential to earn income. Kane (1986) describes this manner of keeping off rules as „loophole mining". The financial evaluation of innovation indicates that regulatory constraints are so burdensome that keeping off them could

make large income; loophole mining and innovation are much more likely to occur. Two units of rules have severely confined the cap potential of lodge s' income; reserve requirement and regulations at the hobby charges that may be paid on deposits. These rules had been some of the predominant forces at the back of monetary innovation in current years (Mushkin, 2001).

The motive because the reserve necessities have an effect on monetary development is to catch that they act in influence as a duty on stores. Since the Focal Lodging does now no longer pay hobby on reserve, the possibility fee of retaining them is the hobby that lodge may want to earn with the aid of using lending the reserves out (Mushkin, 2001). Just as taxpayers search for loopholes to decrease tax bills, lodge s seeks to boom their income with the aid of using loophole mining and with the aid of using generating monetary improvements that permit them to break out the tax on deposits imposed with the aid of using reserve necessities (Mushkin, 2001).

Legitimate and regulation changes withinside the course of considerably less limitation and substantially less protectionism liberation have fortified those innovative enhancements, yielding unreasonable phases of resistance sooner or later of the financial area. Expanded resistance from new commercial center participants on account of lessening insignificant capital prerequisite from Ksh 500 million and Ksh 375 million to Ksh 250 million and Ksh 2 hundred million for stop and non-hold up financial foundations individually. Additionally in light of access of non-customs reasserts very much like the Reserve funds and Credit Co-employable Social orders (SACCOs) and miniature money foundations (CBK, 2004). The hotel contributions Act Cap 488 confines side interest being paid on current record. This implies that hold up s can't make ventures financial plan on tying cash owed thus stop s developed the „Sweep account" or in a solitary day loaning wherein hold up s, (clear) on in a solitary day establishment inactive cutting edge account financial plan in their clients into leisure activity bearing protections (Tufano, 2002).

2.5 Factors Affecting Technology implementation

Digital hotel services are affected by a number of factors. Customers will adopt digital hotel services based on various reasons. Some the reasons could be due to convenience, perceived ease of use, accessibility, trust or security associated with the various modes of digital hoteling. The factors are discussed in details below.

2.5.1 Influence of Awareness

In a examine through Pikkarainen, et al (2004), focus of on-line lodge offerings become observed to be critical in figuring out customers" recognition of on-line hoteling. Similarly, Sathye (1999) concluded that clients taken into consideration how tons statistics that they'd approximately net lodge offerings earlier than adopting it and argued that the primary elements stumbling blocks of the implementation of on-line lodge offerings in Australia is lack of know-how on what may be executed thru on-line lodge offerings and the advantages of on-line. He diagnosed statistics approximately the product advantages as important in selling the product and for that reason for offerings which includes virtual hoteling, it's miles important for motels to make sure that customers are privy to their accessibility and cost expansion. Siedek (2008) completely agrees with this contention, noting that further for enterprise hoteling, lodge s has to make investments closely in advertising and marketing and marketing to make sure that capacity clients are privy to the offerings provided so as to accumulate mass implementation.

According to Rogers & Shoemaker (1971), customers enjoy technique entails focus, assurance, desire and confirmation earlier than turning into inclined to evolve to new technology.

The implementation or rejection of recent services or products starts off evolved with the capacity person turning into privy to the technology (Rogers & Shoemaker, 1971). Lack of focus is fundamental aspect so that it will decide whether or not a patron will take in net lodge offerings or not. (Sathye, 1999). The outcome of the above findings is that lodge s has to speak to their potential clients the advantages of virtual lodge offerings thru focused advertising operations. This will be accomplished thru focusing at the virtual price settings, important desires and arrangements, spontaneous desires and selections and mobility associated desires. (Sathye, 2009).

2.5.2 Trust and Security

The difficulty of consider is extensively addressed in writing, but there comes up short on compact meaning of the time span as it's that implies varies all through heaps of disciplines. Customer consider is an essential issue that impacts the achievement of virtual resort provider uptake. (Paylou & Gefen, 2004).

According to Kim et al. (2009), consider is a perception that a contrary birthday celebration will behave honestly. One birthday celebration is regularly inclined to be susceptible to the movements of every other with an implied threat and dependency on every different. Trust is an essential trouble in all relationships and there had been numerous research withinside the realm of IS/IT which have treated it (Gefen et al. 2003, Paylou & Gefen 2004).

Financial transactions specially the ones which can be executed digitally (or the use of non-traditions fashions including agents) entail a more threat for clients making it a key attention for the achievement of virtual resort offerings (Cheng et al. 2006). Within the IS/IT sector, consider may be prominent into realms; consider withinside the device of turning in offerings and consider in provider companies (Lee et al. 2007). Bhattacharjee (2002) likewise described and measured clients „consider for provider companies on the premise of ability, integrity and benevolence.

Systemic consider is important in encouraging customers to apply the technological device this is related to virtual resort. Here, safety of customers" price range and different private info is of maximum essential. Customers have a worry to offering their monetary info thru the net or mobile (Kim et al. 2009).

According to Cheng et al. (2006), they located out that net safety became a large attention for clients in figuring out whether or not to apply net hoteling. According to PwC (2011), clients might also additionally discover it hard to consider virtual generation due to device safety, mistrust of provider companies and provider reliability. The greater clients show off self-belief in virtual generation, they might be greater inclined to conform to virtual resort offerings (Kim et al. 2009).

2.5.3 Perceived Usefulness

Seen convenience not set in stone to be a key determinant impacting its execution (Lee et al. 2007). Buyers will undertake virtual lodge offerings in the event that they accept as true with that they provide brought price compared to the conventional offerings. Continued utilization of those offerings can even depend upon usefulness as showed with the aid of using ongoing utilization reports of the buyers. Seen Convenience is portrayed is the degree to which clients acknowledge as obvious with that the utilization of an advancement will development their efficiency (Davis, 1989).

Through various examinations (Davis 1989, Davis et al. 1989, Wang et al. 2003), Saw Convenience is thought to have a dating with uptake of facts technologies.

Robey (1979) argued that humans will now no longer undertake a generation so as to now no longer assist them carry out their jobs in a simpler way.

Davies et al. (1989) similarly argue that PU is fundamental withinside the fulfillment of responsibilities now no longer features withinside the use of IT itself especially managing person components of latest generation. In this context of virtual lodge offerings, the examiner investigated the effect of perceived usefulness at the implementation of virtual lodge offerings.

2.5.4 Perceived Ease of Use

Davis 1989 described Perceived ease of use because the quantity to which customers consider that the usage of a device can be smooth and effortless. Although studies on IS/IT device utilization have concluded that PU is essential in predicting implementation, there are few research that have determined a right away connection among the comfort with which a gadget is i.e., PEOU and the take-up of realities period. TAM argues that PEOU affects customers „implementation of IT without delay or in a roundabout way via PU (Davis et al. 1989), a controversy that has additionally been posited with the aid of using different research (Adams et al. 1992). PEOU is a degree of the opinions of customers" ease to apply era and the way without difficulty they discover ways to use it. It consequently offers with motivations primarily based totally on intrinsic aspect of era use specifically the system worried in the usage of the given era. PEOU impacts implementation while traits together with navigational use upload to the significance of the final results to which the era is used.

In their study, (Venkatesh & Davis 2000) argued that PEOU without delay and undoubtedly impacts the implementation of IS. The importance of PEOU is supported with the aid of using research on self-efficacy accomplished with the aid of using (Bandura 1982). Bandura described self-efficacy as reviews of the way green a person can carry out sports which can be required to address in all likelihood occasions and posits that during any situation, conduct could be satisfactory expected with the aid of using considering self-efficacy and final results beliefs-

associated with the significance to which conduct, as soon as properly executed, is notion to be related to fee incomes (Davis 1969).

2.5.5 Compatibility

Tan & Teo (2000) discovered that it's far less difficult for a person to begin the usage of an development assuming the individual trusts that the advancement might be like minded with their process necessities and the general cost acquired from the usage of the innovation. Internet resort offerings has been regarded as a channel the desires of a modern-day resort offerings client due to the fact with the development in technology, maximum resort offerings clients have abilities in pc use and route and this will build the probabilities of the client the usage of the net to perform their transactions.

In a comparable manner, the greater net resort offerings are regarded a device that allows capability adopters control their budget better, (Tan & Teo, 2000), the considerably more probably it's far that an individual with many resort bills and desires greater hands-on get right of entry to the bills in a quicker and handy manner day or night time might be inclined and persuaded into adopting virtual resort offerings.

2.5.6 Relative advantage

Studies have set up that perceived relative gain of an innovation impacts uptake of an innovation. (Roger, 1985). Internet lodge offerings offers lodge clients a possibility to higher control their more than one accounts. The blessings of virtual lodge offerings to the clients are many beginning from convenience, time saving, higher manipulate of one's finances. The many blessings that a lodge client has with the aid of using the usage of virtual lodge offerings has the probability of persuading the lodge client to undertake those offerings because of the perceived relative gain.

2.5.7 Trial ability

As indicated by Rogers (1995), a development that is confounded and presently no longer individual well disposed, wants an assortment of endeavor from the stop individual which puts execution of such an advancement down. To blast prospects of execution of such a development, Rogers embrace that the capacity adopter are given a likelihood to endeavor the advancement being investigated establishment to initially get to know the advancement. This will make them more noteworthy guaranteed and more prominent comfortable in the utilization of the development likewise developing the conceivable outcomes of the individual embracing the advancement. Rogers (1995), gives that assuming clients are equipped for utilize an advancement being investigated establishment, they might be leaned to apply the period and be more prominent guaranteed with the utilization of those innovation on complete time establishment.

2.5.8 Social Influences

Most humans are effortlessly inspired through the opinion, perceptions and attitudes of different humans withinside the society. A look at through Hartwick & Barki (1994) confirmed that social impacts are critical at some point of the early tiers of an innovation due to the fact customers have little or no statistics and revel in which prevents them from growing attitudes. Chua (1980) observed out that use's friends, own circle of relatives and associates are the principal companies which have the capability to steer the implementation of an innovation.

2.4 Conceptual Framework

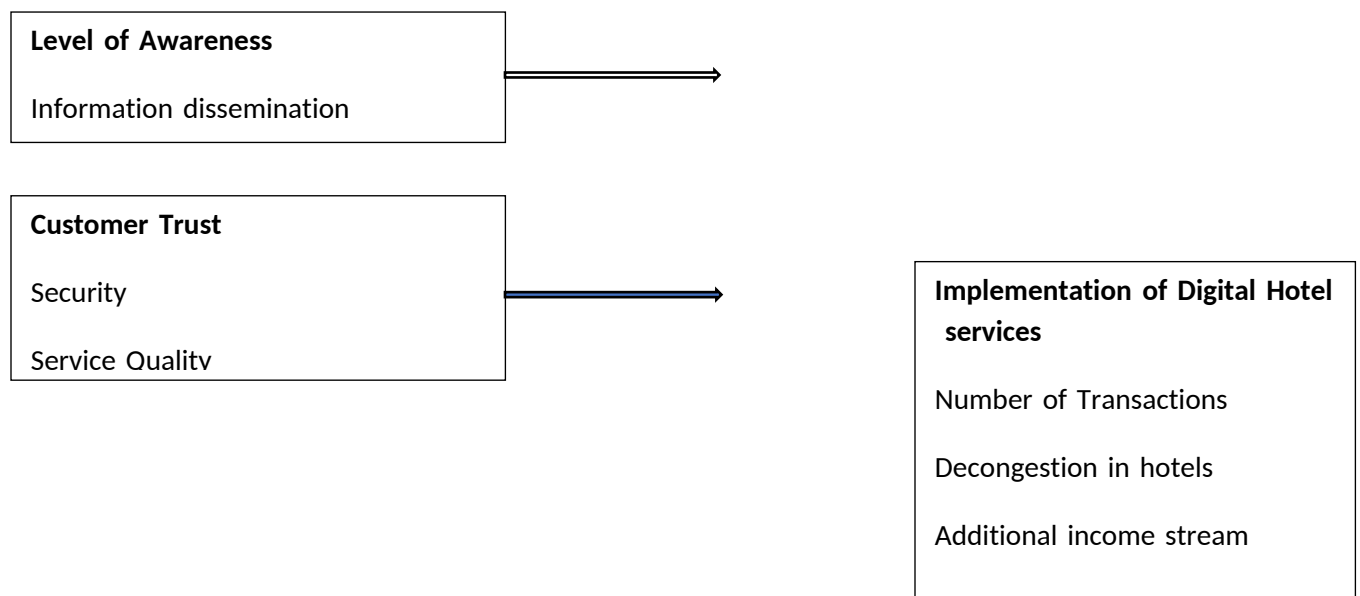
Figure 2.1 depicts the connection among the variables beneath Neath studies. The unbiased variables like focus of the opportunity channels, believe and safety of the canal, ease of use, perceived usefulness have an effect at the uptake of virtual motel offerings with the aid of using clients in Kenya. Awareness of the significance of virtual motel offerings and additionally of the offerings which can be to be had on provide is one of the variables withinside the research. The signs of this variable encompass the dissemination of facts with the aid of using the economic establishments and additionally client schooling and commercials to the capability customers for you to empower them. Trust and safety of an innovation become additionally mentioned as a

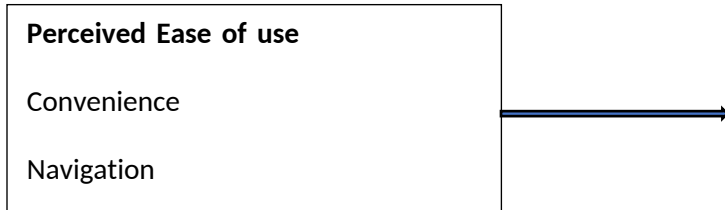
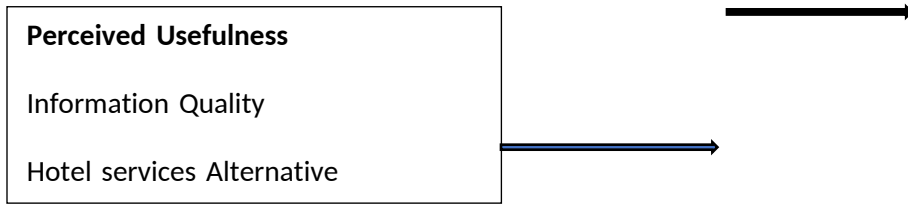
power toward the implementation of virtual motel offerings with the aid of using clients in Kenya.

Some components of believe might be taken into consideration in phrases of machine safety and the economic dangers which can be worried and additionally that of provider excellent. This is of significance in that clients want the guarantee that the machine will now no longer fail them whilst they're in use. Perceived usefulness had the signs at the excellent of facts, the several options that exist withinside the provision of virtual motel offeringswhat's more, of principal importance the efficiency that radiates from the work of those contributions. These will withinside the lengthy run, collectively with different variables be used to set up the extent of reputation or rejection of the offerings with the aid of using motel offerings withinside the United States with the aid of utilizing the objective gathering. Seen convenience addresses clients" viewpoints toward route in expressions of straightforwardness or intricacy of machine use in virtual hoteling.

The structured variable had its signs as dictated upon with the aid of using the unbiased variables. The signs covered extra profits stream, decongestion of the motel offerings halls called the brick-and-mortar motel offerings and beginning up of motel offerings possibilities to clients in a ways of regions accordingly economic inclusion for poverty alleviation.

Figure 2.1: Conceptual Model





Independent Variables

Dependent Variables

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.0 Introduction

Research technique gives evidence into what sort of studies this examine is all about. It additionally defines the populace of the examiner and the unique sampling strategies to be used, statistics evaluation and series methods. The bankruptcy additionally consists of design, pilot examine, validity, reliability and moral consideration.

3.1 Research Design

The observe used descriptive studies. This sort of studies become the ideal design since it allows the analyst to make sense of report and examine situations of the respondents of their contemporary country and additionally the observe will goal at presenting dependable and correct statistical information which represents the real contemporary state of affairs of the population.

Kothari (2004) defines studies layout because the shape through which studies is completed and talks about the information series techniques to be used, dimension of the information accrued and the information evaluation procedures. Quantitative method become then used to offer a precis of information.

3.2 Population of Study

Kothari (2004) described the populace of examine as a mixture of all people, offerings, elements, activities or families that the researcher seeks to perform a examine to investigate.

The populace of this examines produced from all clients and personnel of Sankara motel, Nairobi in Kenya. Due to fee and time challenges, it become now no longer viable to accumulate facts from every and each patron in Kenya, so the researcher focused one hundred clients and 20 personnel from Sankara motel Nairobi.

The clients on the motel offerings halls had been the fine respondents for the examiner as they're immediately affected and consequently supplied precious statistics at the implementation of virtual motel offerings that could now no longer had been supplied through the motel officers or different motel agents.

3.3 Sample Size

Sampling is the technique of choosing a few gadgets from the populace of observe to perform studies approximately it with the intention to make generalizations approximately the populace primarily based totally at the findings of the pattern. This approach that an example is a subset of variables contained withinside the populace of interest (Orodho 2003).

One hundred clients and 20 personnel from the Sankara motel Nairobi decided on have been then sampled to discover the connection among the variable. Systematic sampling changed into used to pick the clients to interview. An overall of one hundred clients have been sampled to symbolize the populace. The researcher approached each fifth motel consumer withinside the motel carrier shall withinside the Sankara motel, Nairobi as they held on to be served and regulated the surveys to the ones clients that gave their endorsement.

3.4 Data Collection

This looks at hired questionnaires to accumulate statistics from clients. The questionnaire used become dependent to make sure uniformity of responses and contained each open ended and closed ended questions. Five-factor Likert scales with ends beginning from strongly disagree to strongly agree become used to accumulate comments from respondents. The questionnaires had been surpassed in to clients withinside the inn carrier shall after soliciting for his or her permission and had been accrued returned earlier than the purchaser left the branch. For functions of disposing of any biasness, each fifth purchaser become approached to fill withinside the questionnaire.

To also ensure that there was uniformity, the researcher collected data during the peak hour and off-top hours and furthermore visited both the bustling branches and non-occupied ones.

3.5 Data Analysis

The facts amassed changed into first edited and checked for any errors, omissions or some other inconsistencies to make sure completeness and accuracy of facts crammed with inside the questionnaires. The facts changed into then coded and analyzed the usage of Statistical bundle for social scientists (SPSS). The facts changed into offered the utilization of tables, figures and bar diagrams.

The glance at utilized each descriptive and inferential information to investigate the facts even as regression evaluation changed into achieved to decide the connection among the unbiased and established variables through sporting out chi rectangular tests.

3.6 Validity

Validity is the capacity of a dimension device to degree what it is meant to degree. To make sure the validity of the facts collected, the questionnaire changed into reviewed through the scientist partners and the specialist chief and specialists. Also, the scientist guaranteed that each one the respondents understood what every query changed into asking to enhance at the high-satisfactory and accuracy of the comments and decrease on false impression and inconsistencies.

3.7 Reliability

Reliability is the cap potential of the studies tool to provide the equal outcomes or records every and whenever it's far used (Mugenda & Mugenda 2003). In order to make sure reliability of the dimension tool.

A pilot observes changed into executed at Hotel reservation Nairobi, wherein the specialist works. 20 group of laborers especially from the bleeding edge divisions like deals, promoting and showcasing and supplier offices partook and packed the poll. The records changed into assembled and broke down to really take a look at the aspects for inward consistency the usage of the strategies Cronbach's alpha. The price of Cronbach's alpha obtained (0.867) indicated a excessive stage of inner consistency for the observe scale.

3.8 Ethical Consideration

The researcher undertook diverse steps to make sure that the examiner adheres to analyze moral standards. Research creation letter become received from the collaborating entity.

3.8.1 Informed Consent

The analyst guaranteed that the statute of proficient assent transformed into all around completed and the scientist characterized to the respondents. The hopes of the gander at and that they have been mentioned to welcome inquiries wherein there has been a mixed signal to avoid hang-ups even as answering meetings.

3.8.2 Voluntary Participation

The scientist looked for assent from respondents sooner than managing the survey to the goal populace and the respondents had been dispatched a consent shape so as to take part withinside the studies have a look at and that they had been unfastened to choose out of the have a look at their very own will.

3.8.3 Confidentiality

The researcher granted the respondents of maximum confidentiality of the responses that they had been supplied and aside from the locating being intended for an examinable venture at Management University. That facts shall now no longer be availed to every other party.

3.8.4 Privacy

The researcher become accorded respondents the proper to privateness while taking part withinside the studies. Any player could be a part of the investigate and neither the scientist nor the investigate format nor the guide of the effects could ever perceive any player withinside the take a look at. The researcher abided to numerous suggestions for human issue studies to defend the take a look at individuals who selected to take part withinside the studies take a look at. The rights of the individuals who participated withinside the take a look at become protected.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.0 Introduction

In chapter four, the facts have been analyzed quantitatively. Analysis of facts is a manner of inspecting, transforming, and modeling facts with the purpose of highlighting beneficial information, interesting perceptions and helping determination making.

4.1 Presentation of research findings

4.1.1 Response rate

The scientist investigated the genuine quantity of the respondents that participated withinside the examiner from the full sample. The consequences have been tabulated withinside the desk as shown;

Table 4: 1: Response rate

Category	Frequency	Percentage
Response	59	97
Non-response	2	3
Total	61	100

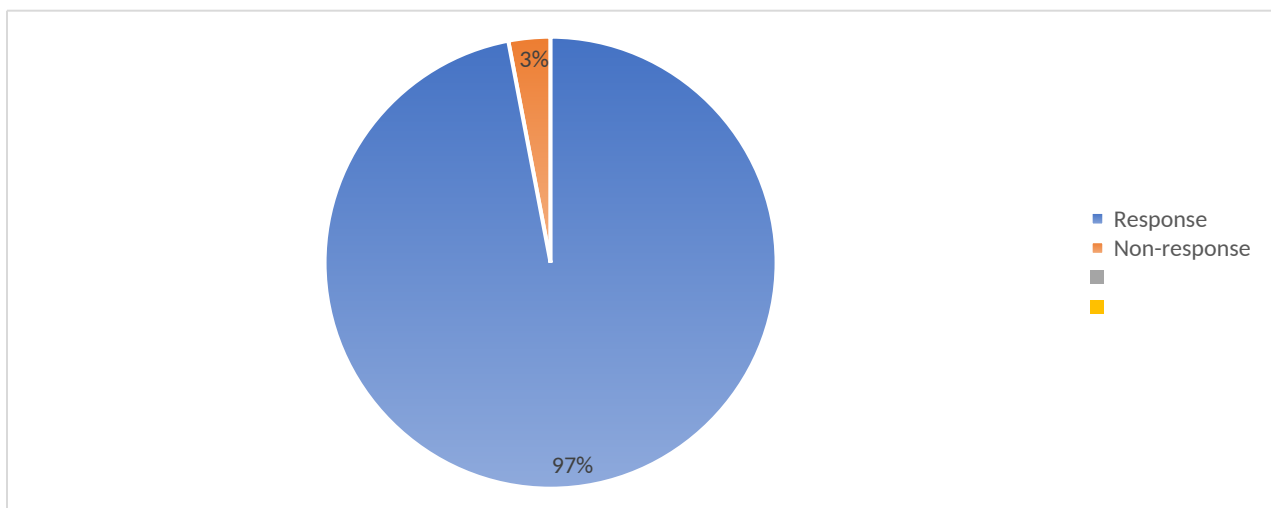


Figure 4: 1 Response rate

The view showed that people that respondent to the examine have been 97% simultaneously as people that did now never again have been 3%. The response charge met the edge of sufficient charge for the examine in light of the fact that it transformed into above half of the tested respondents (Kumar, 2015).

4.1.2 Background information

4.1.2.1 Age of respondents

The take a look at aimed toward setting up the age of the respondents and the effects have been tabulated withinside the desk as shown;

Table 4: 2 Age of respondents

Category	Frequency	Percentage
Below 25 years	10	16
26-30 years	15	25
31-35 years	22	36
36-40 years	9	15
Above 40 years	5	8
Total	61	100

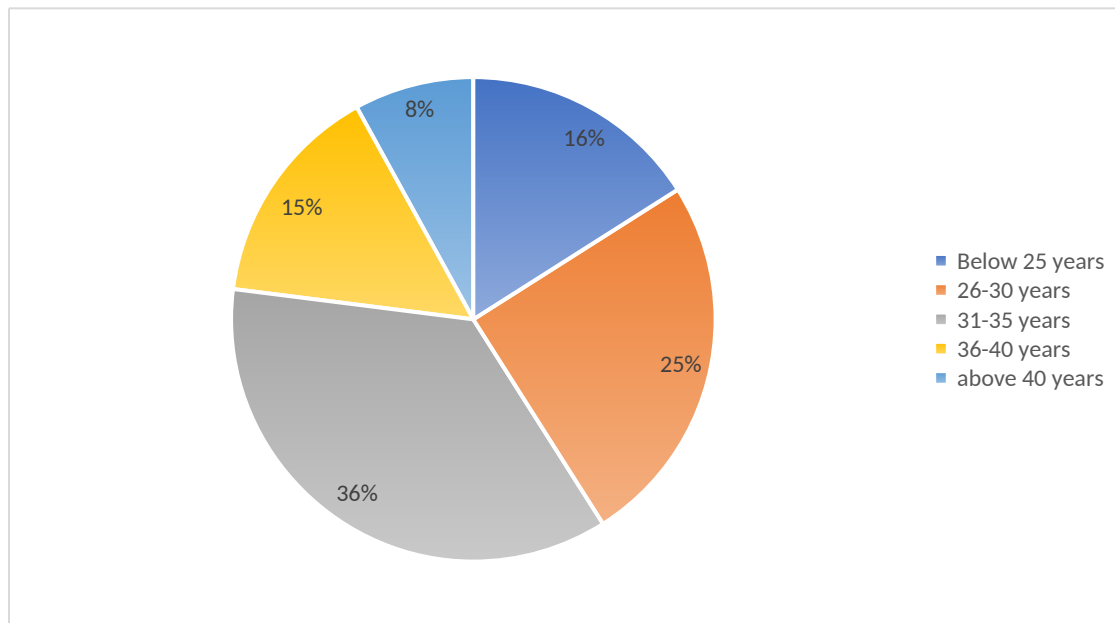


Figure 4: 2 Age of respondents

The time of respondents transformed into put in a position to be the ones underneath 25 years have been at 16%, among 26-30 years at 25%, among 31-35 years at 36%, among 36-forty years at 15% and individuals over forty years have been at 8%. The objective age conveyance for the view must be addressed to ensure a comprehensive 4.and certifiable examine (Rubin, 2012). The examine met this limit.

4.1.2.2 Gender of respondents

The observe sought to decide the age of these respondents that took element withinside the observe. The findings have been supplied at the desk as shown;

Table 4: 3 Gender of respondents

Category	Frequency	Percentage
Female	34	56
Male	27	44
Total	61	100

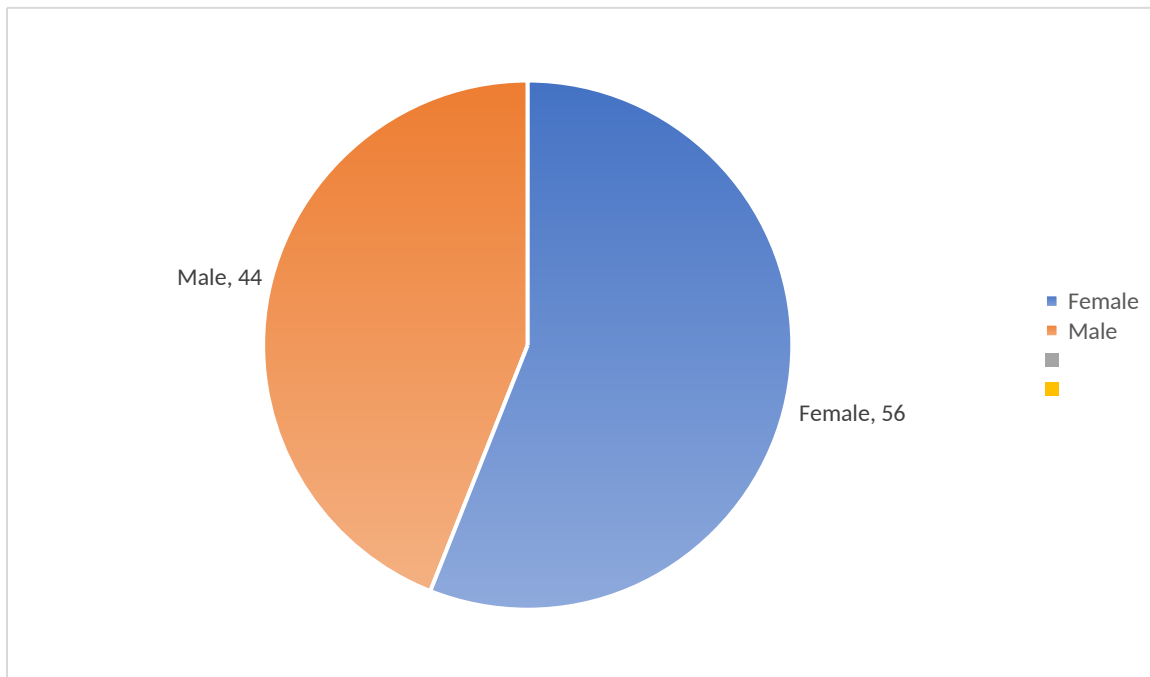


Figure 4: 3 Gender of respondents

The results indicated that 56% of the respondents were female while the remaining 44% were male. The belief of each gender withinside the take a look at changed into crucial what's more, the investigate met the 1/three orientation rule in Kenya (Kenyan Constitution, 2010).

4.1.2.3 Academic qualifications

The scholastic capabilities of the respondents had been looked for and the impacts had been organized at the work area as displayed;

Table 4: 4 Academic qualifications

Category	Frequency	Percentage
K.C.S.E	6	10
Certificate	10	16
Diploma	22	36
Degree	15	25
Post-graduate	8	13
Total	61	100

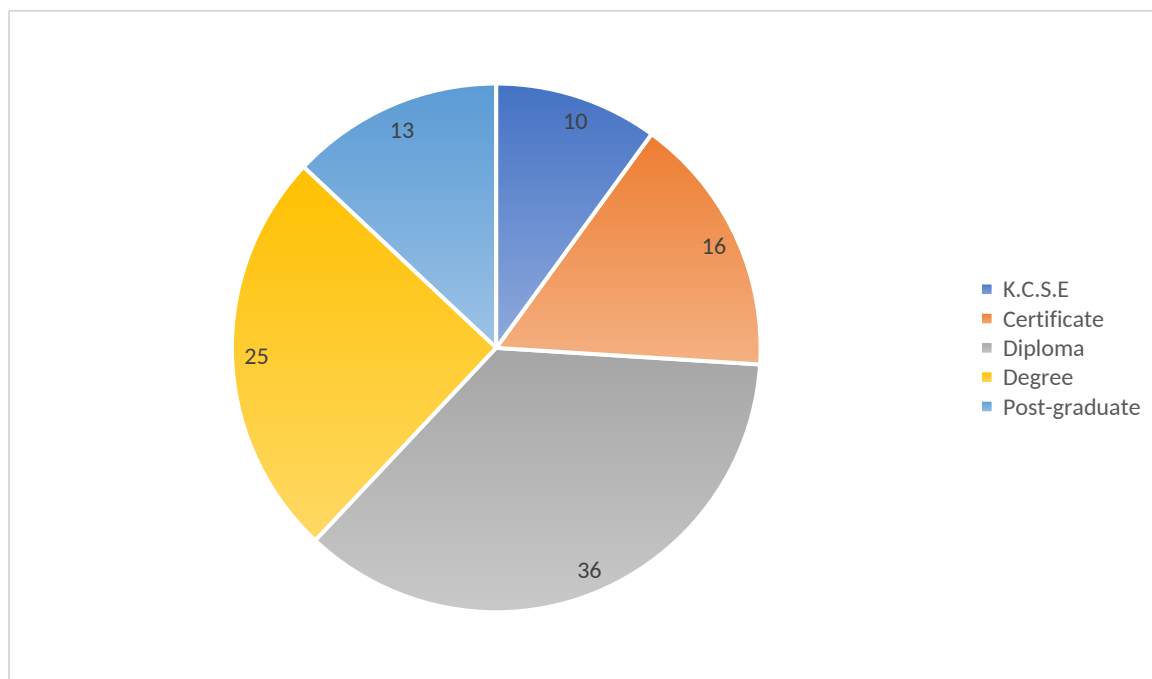


Figure 4: 4 Academic qualifications

The academic qualifications of respondents were established to be that those with K.C.S.E were at 10%, declaration at 16%, recognition at 36%, degree at 25% and post-graduate at 13%. Estimating of the scholarly degrees of respondents in a review is important to demonstrate the degree of impressive skill and legitimacy of the information got from the respondents (Aaker& Day, 2015).

4.1.2.4 Current position

The position that respondents hold in the organization was sought to be determined and the data introduced on the table as displayed

Table 4: 5 Current position

Category	Frequency	Percentage
Customers	50	82
Management staff	2	3
Marketing staff	4	7
General staff	5	8
Total	61	100

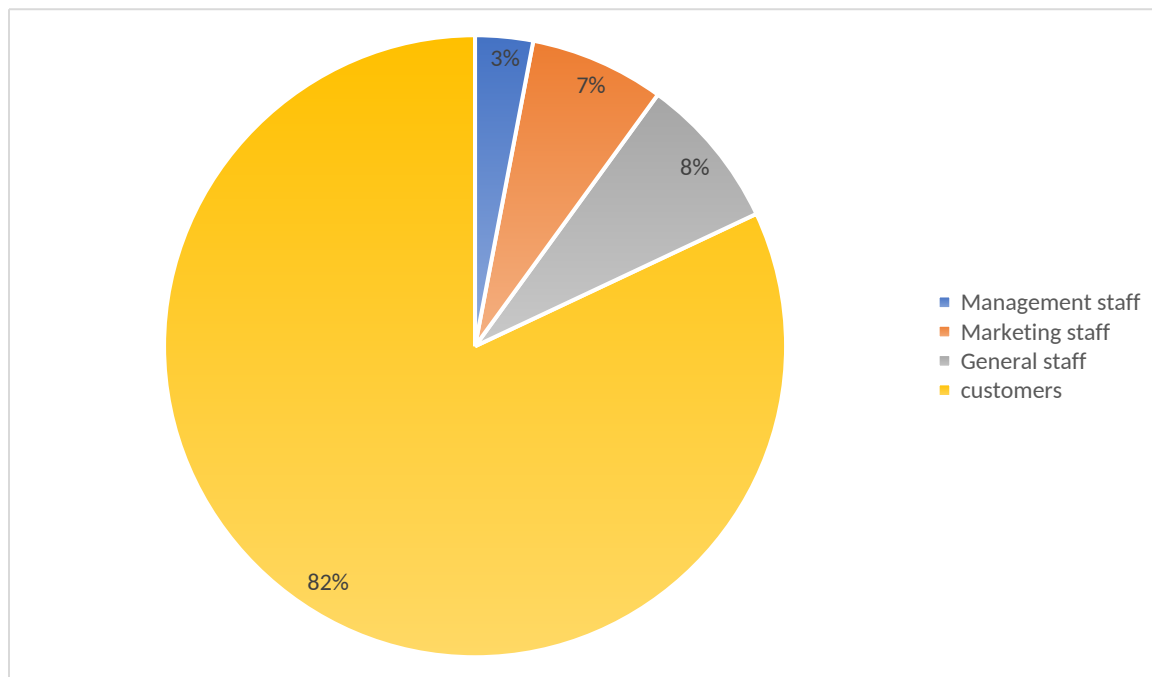


Figure 4: 5 Current position

The current position respondents held in the organization was determined to be that customer at 82%, management staff were at 3%, marketing staff at 7% and general staff at 8%. The departmental positions have been nicely represented withinside the examiner to satisfy the sought targets of the examiner from the positions held. The educational qualifications of the respondents, enjoy and knowledge in a area of hobby withinside the examine is essential in acquiring the applicable statistics for the examiner (Parahoo, 2010).

4.1.3 Level of awareness**4.1.3.1 Level of awareness on information dissemination**

The point of the scientist was to lay out regardless of whether level of mindfulness assists with expanding data dispersal. The information got was organized on the table as displayed;

Table 4: 6 Level of awareness on information dissemination

Category	Frequency	Percentage
Strongly agree	17	28
Agree	24	39
Disagree	11	18
Strongly disagree	9	15
Total	61	100

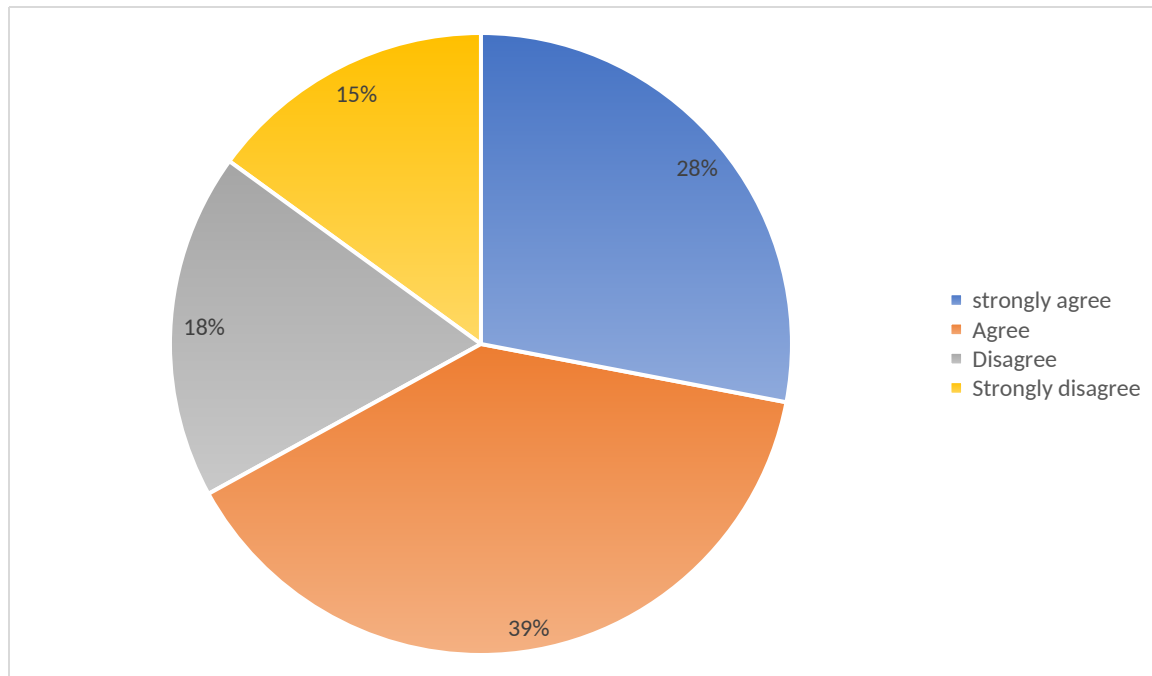


Figure 4: 6 Level of awareness on information dissemination

The use of awareness in organization helps to increase information dissemination according to 67% who agreed while the remaining 33% of the respondents did not agree.

4.1.3.2 Level of awareness on Perceptions

This was to determine the extent at which level of awareness helps in clarification of the perceptions of people in the implementation of technology in hotels. The outcomes were introduced on the table as displayed;

Table 4: 7 Level of awareness on Perceptions

Category	Frequency	Percentage
Great extent	25	41
Moderate extent	18	30
Less extent	10	16
No impact	8	13
Total	61	100

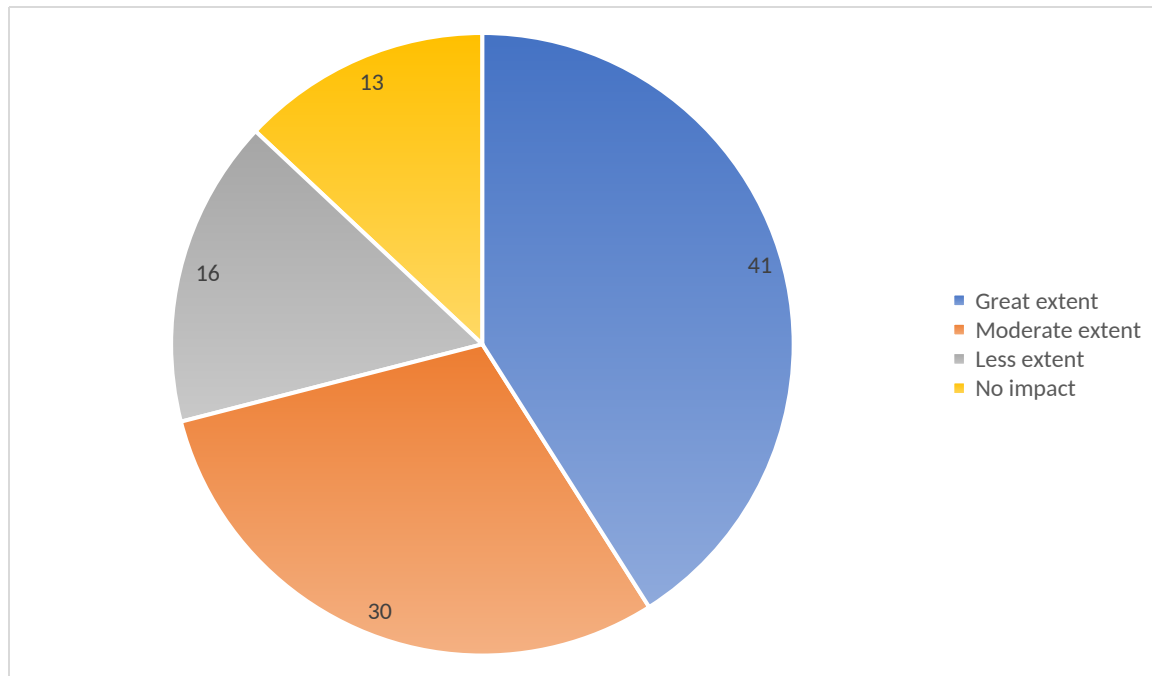


Figure 4: 7 Level of awareness on Perceptions

The viable degree of mindfulness was noted to help in explanation of discernments on the innovation in lodgings by and large as per 41%, moderate degree at 30%, less degree at 16% and no effect at 13%.

4.1.4 Customer trust

4.1.4.1 Customer trust on security

The study sought to determine whether customer trust help in reducing fear for effective implementation of technology or not. The findings were presented on the table as shown;

Table 4: 8 Customer trust on security

Category	Frequency	Percentage
Yes	35	57
somehow	15	25
No	8	13
Don't know	3	5
Total	61	100

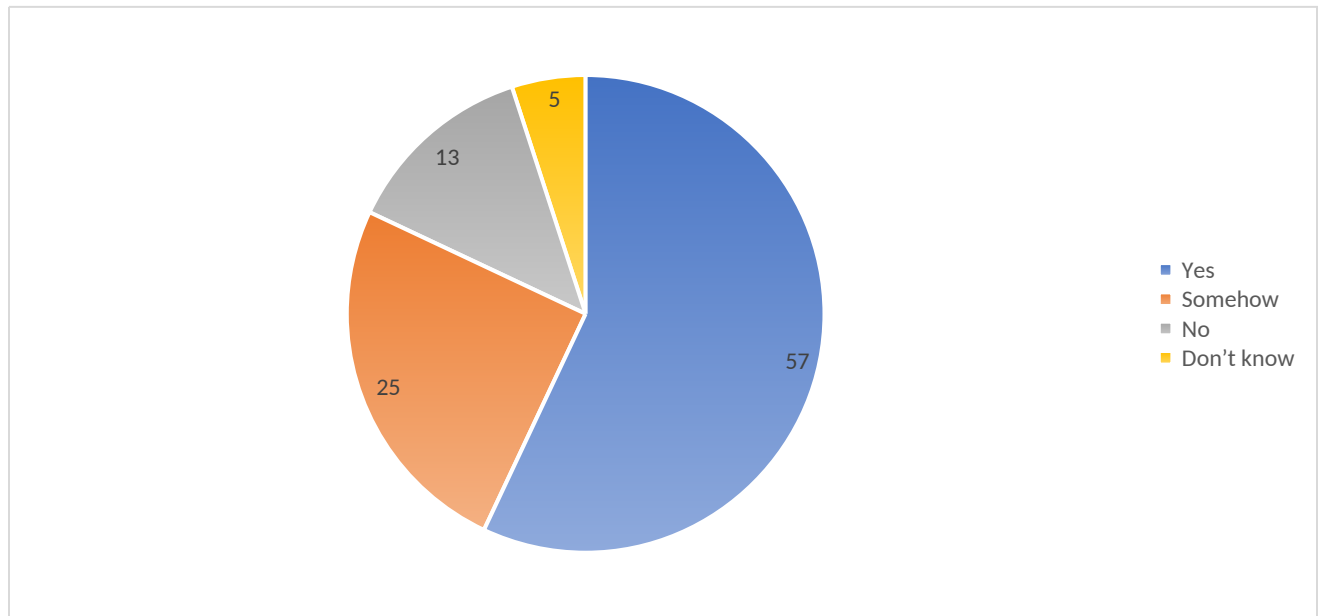


Figure 4: 8 Customer trust on security

The study established that customer trust helps in reducing fear for effective implementation of technology according to 57%, somehow at 25%, no at 13% and don't know at 5%.

4.1.4.2 Customer trust on service quality

The degree at which client trust is helping in expanding administration quality was looked for and the information introduced on the table as displayed;

Table 4: 9 Customer trust on service quality

Category	Frequency	Percentage
Great extent	35	57
Moderate extent	12	20
Less extent	9	15
No impact	5	8
Total	61	100

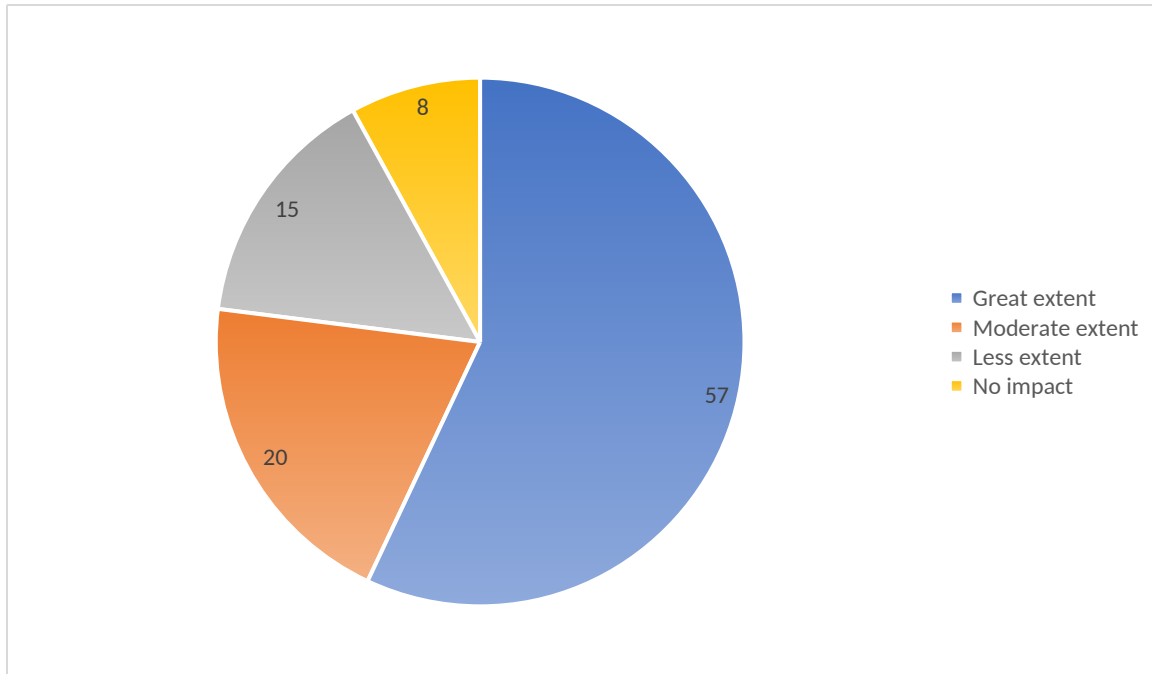


Figure 4: 9 Customer trust on service quality

The results indicated that customer trust helps in increasing service quality to a great extent according to 57%, moderate extent at 20%, less degree at 15% and no effect at 8%.

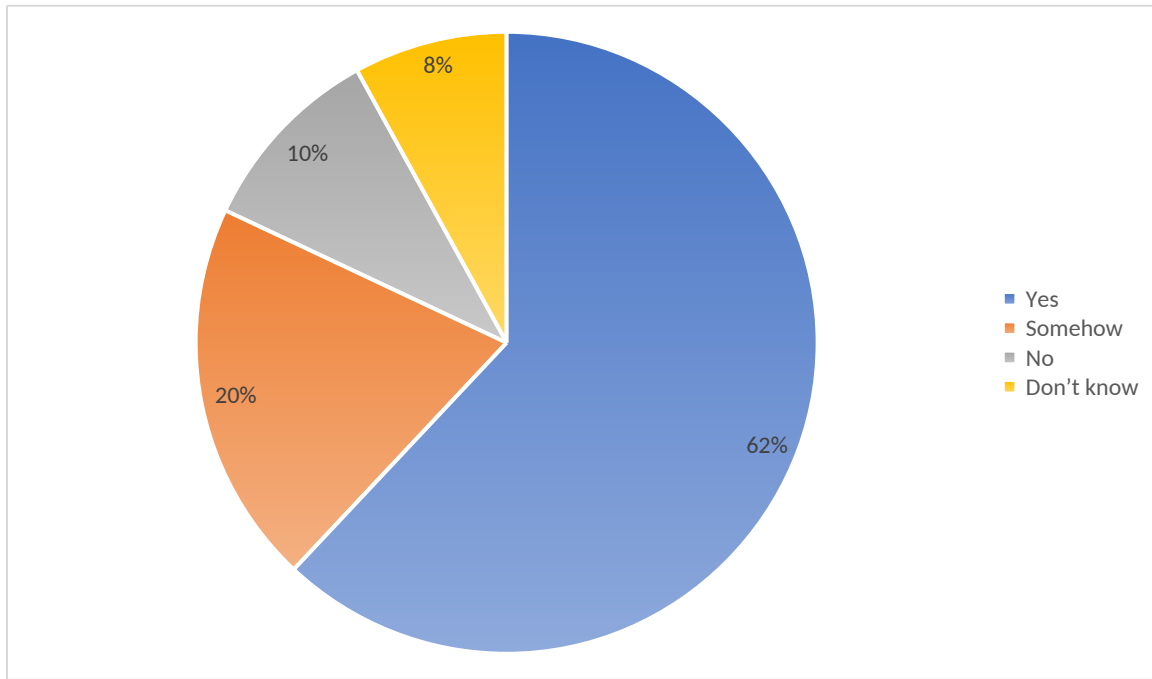
4.1.5 Perceived usefulness

4.1.5.1 Perceived usefulness on information quality

The study aimed at determining whether perceived usefulness adds advantage on information quality to the implementation of technology or not and the findings were organized on the table shown;

Table 4: 10 Perceived usefulness on information quality

Category	Frequency	Percentage
Yes	38	62
somehow	12	20
No	6	10
Don't know	5	8
Total	61	100

**Figure 4: 10 Perceived usefulness on information quality**

The study noted that Perceived usefulness adds competitive advantage to the implementation of technology according to 62% of the respondents, 20% for somehow, 10% for no and 8% for don't know.

4.1.5.2 Perceived usefulness on hotels alternative

This was to explore whether Perceived usefulness leads to hotels alternative option or not furthermore, the discoveries were organized on the table as displayed;

Table 4: 11 Perceived usefulness on hotels alternative

Category	Frequency	Percentage
Strongly agree	29	48
Agree	19	31
Disagree	10	16
Strongly disagree	3	5
Total	61	100

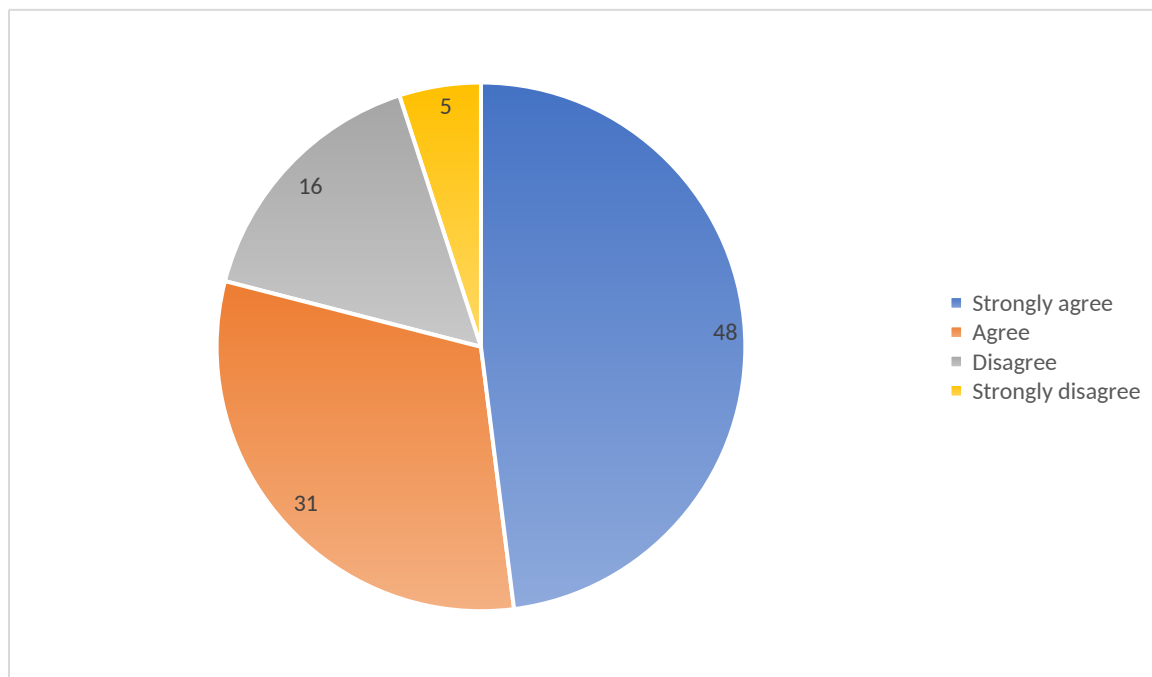


Figure 4: 11 Perceived usefulness on hotels alternative

The results established 79% agreed that perceived usefulness leads to hotels alternative options while 21% did not agree to this.

4.1.6 Perceived ease of use on convenience

4.1.6.1 Perceived ease of use on convenience

This was to decide if seen ease permits more accommodation for clients or not and the discoveries were introduced on the table as displayed;

Table 4: 12 perceived ease of use on convenience

Category	Frequency	Percentage
Yes	36	59
somehow	13	21
No	8	13
Don't know	4	7
Total	61	100

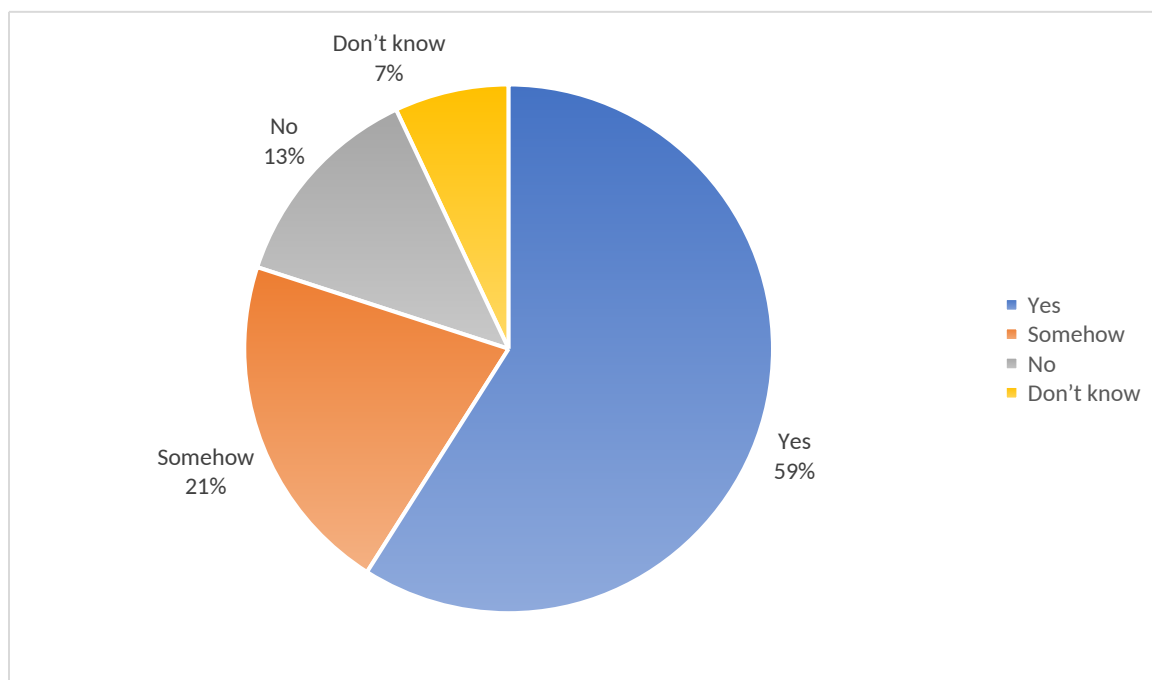


Figure 4: 12 perceived ease of use on convenience

The outcomes hypothesized that 59% consented to apparent usability permitting more convenience, 21% for somehow, 13% for no and 7% did not know.

4.1.6.2 Perceived ease of use on navigation

The scientist looked to set up the volume at which saw usability decides the route and the measurements become given at the work area as displayed;

Table 4: 13 perceived ease of use on navigation

Category	Frequency	Percentage
Great extent	30	49
Moderate extent	15	25
Less extent	9	15
No impact	7	11
Total	61	100

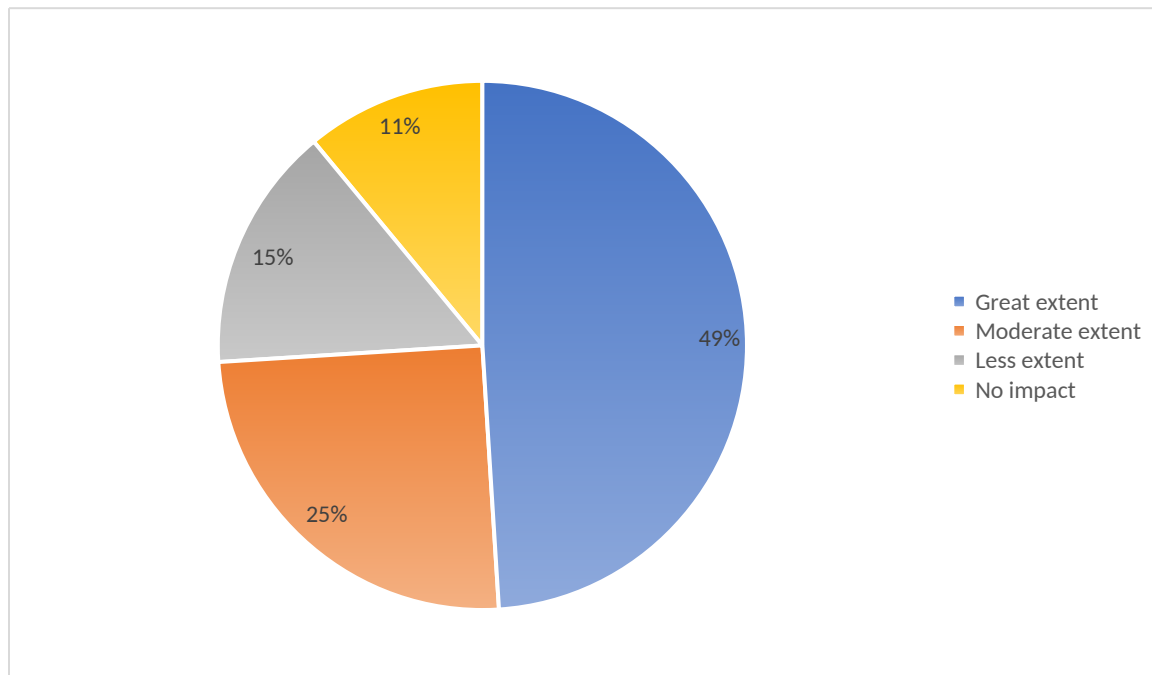


Figure 4: 13 perceived ease of use on navigation

The review noticed that see usability decides the route as per 49%, moderate degree at 25%, less degree at 15% and no effect at 11%.

4.2 Limitations of the study

In quest for this review, various limits have been experienced. Some staff did now no longer arrangement every one of the inquiries withinside the survey. A few clients felt find it

overwhelming transformed into a burn through in their loved time even as others comprehend it as irritating and this impacted their readiness to genuinely fill the inquiries in general. This transformed into settled through growing a higher method and handiest centering strength at the wonderful clients.

The study was limited to Hotel reservation, Nairobi due to the limited resources available to carry out studies in other several hotels. The researcher did not have enough time to have a wider scope of study in other branches of Sankara countrywide and even full day at the head office since the only time available during the study was in the afternoon which was not convenient for some respondents.

4.3 Chapter Summary

The investigate designated at the discoveries from the area with the guide of involving conferring measurements from each factor in unmistakable sub-going to make specific investigations. The measurements become provided in well sorted tables and diagrams from which a translation become made and a couple of statement made to make clean the discoveries for smooth assessment withinside the resulting section.

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS AND CONCLUSIONS

5.0 Introduction

The chapter offered the precis of the findings from bankruptcy 4 from which the belief at the variables below have been made. The hints giving the manner ahead and in addition research have been performed primarily based totally at the studies questions below study.

5.1 Summary of Findings

5.1.1 Background information

The investigate demonstrated that people that respondent to the investigate had been 97% even as people that did now no longer had been three%. The response charge met the edge of sufficient expense for the investigate on the grounds that it became above half of the inspected respondents (Kumar, 2015). The period of respondents become connected to be the ones under 25 years had been at 16%, among 26-30 years at 25%, among 31-35 years at 36%, among 36-forty years at 15% and individuals over forty years had been at 8%. The objective age circulation for the investigate should be addressed to ensure a comprehensive 4.and real investigate (Rubin, 2012). The investigate met this edge. The impacts showed that 56% of the respondents had been woman even as the end 44% had been male. The thought of every orientation withinside the investigate become significant and the investigate met the 1/three orientation rule in Kenya (Kenyan Constitution, 2010). The informative capabilities of respondents had been connected to be that individuals with

K.C.S.E had been at 10%, endorsements at 16%, degree at 36%, certificate at 25% and post-graduate at 13%. Estimating of the instructive levels of respondents in a take a look at is essential to suggest the extent of professionalism and authenticity of the information received from the respondents (Aaker& Day, 2015). The modern function respondents held withinside the company become decided to be that purchaser at 82%, control team of workers had been at three%, advertising team of workers at 7% and standard team of workers at 8%. The departmental positions had been appropriately addressed withinside the investigate fulfill the looked for objectives of the investigate the positions held.

The educational capabilities of the respondents, enjoy and understanding in a area of hobby withinside the take a look at is vital in acquiring the applicable records for the take a look at (Parahoo, 2010).

5.1.2 Level of awareness

The use of awareness in organization helps to increase information dissemination according to 67% who agreed while the remaining 33% of the respondents did not agree the effective level of awareness was noted to help in clarification of perceptions on the technology in organization to a great extent according to 41%, moderate extent at 30%, less degree at 16% and no effect at 13%.

5.1.3 Customer trust

The review laid out that customer trust helps in reducing fear for effective implementation of technology according to 57%, somehow at 25%, no at 13% and don't know at 5%. The results indicated that customer trust helps in increasing service quality to a great extent according to 57%, moderate extent at 20%, less extent at 15% and no impact at 8%.

5.1.4 Perceived usefulness

The study noted that Perceived usefulness adds competitive advantage to the implementation of technology according to 62% of the respondents, 20% for somehow, 10% for no and 8% for don't know. The results established 79% agreed that perceived usefulness leads to banking to alternative options while 21% did not agree to this.

5.1.5 Perceived ease of use

The outcomes hypothesized that 59% consented to apparent usability permitting more accommodation, 21% for some way or another, 13% for no and 7% didn't have the foggiest idea.

The review noticed that see convenience decides the route as indicated by 49%, moderate degree at 25%, less degree at 15% and no effect at 11%.

5.2 Recommendations

5.2.1 Level of awareness

In the strategic planning of an organization to enhance awareness information dissemination should be considered since it's a reliable factor on technology implementation. Controlling of the different perceptions is determined by the level of awareness to a great extent and therefore this should be considered.

5.2.2 Customer trust

Every organization looks for ways to increase the customer security on implementation of technology therefore customer trust should be embraced for effective implementation of technology. Service quality is of essence especially during the purchasing process and so organizations should adopt customer trust to reduce customer dissatisfaction to a great extent.

5.2.3 Perceived usefulness

Information quality is very crucial in an organization in the technology implementation and is very important and therefore perceived usefulness should be well affected to achieve this. Also, for proper planning, perceived usefulness should be given priority for effective retention of more customers.

5.2.4 Perceived ease of use

The organizations carrying out technology implementation process should consider using more convenience alternatives for reduction of more complications. Since saw usability decides route of data generally, this ought to be vital to associations in innovation execution.

5.3 Conclusion

On level of awareness, the study concluded that the use of awareness in organization helps to increase information dissemination for implementation of technology. The conclusion determined that effective awareness helps in clarification of perceptions on the technology in organization to a great extent.

On customer trust, the conclusion was that security helps in reducing fear for effective implementation of technology. It was also concluded that that customer trust helps in increasing service quality to a great extent.

On perceived usefulness, the study noted that Perceived usefulness adds competitive advantage to the implementation of technology. Also, the conclusion was that perceived usefulness leads to hotels alternative options. On perceived ease of use, the conclusion noted that perceived ease of use allows more convenience. The conclusion also noted that see convenience decides the route by and large.

5.4 Suggestions for Further Studies

The contemporary examines become completed in Hotel reservation, Nairobi; comparable examine may be carried out withinside the Hilton resort at the same time as preserving equal variables. Equally, creation of a moderating variable may be taken into consideration in destiny research. The moderating variable may be on management and control style. Further research also can keep in mind comparing chance control techniques at the economic overall performance of tourism and resort control sector.

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APPENDIX I
Work Plan

ACTIVITY	Mar 2022	-	Apr 2022	May 2022	June 2022	July 2022	Aug 2022	-	Oct 2022
Proposal writing									
Submission of the proposal									
Data Collection									
Data Analysis									
Report writing									

APPENDIX II
Research Budget

ITEMS	No of UNITS	COST per UNIT	TOTAL COST
Foolscaps	½ ream	400	200
Pens	10	15	150
Pencils	2	10	20
Rubbers	2	20	40
Rulers	1	20	20
Folders	1	50	50
Flash Disks	1	600	600
Proposal writing	50 pages	5	250
Project writing	70 pages (2)	5	700
Proposal Binding	50 pages	80	80
Project Binding	70 pages	80	80
Questionnaire Copies	96 copies	5	480
Miscellaneous	1 principal researcher	2000	2000
TOTAL			4670/=

APPENDICES

APPENDIX III: QUESTIONNAIRE

SECTION A: BACKGROUND INFORMATION

(N.B Answer by Ticking where applicable)

1. Gender

Male ☐

Female ☐

2. Age bracket

Below 25 years ☐

26-30 years ☐

31-35 years ☐

36- 40 years ☐

40 years and above ☐

3. Academic level

KCSE ☐

Certificate ☐

Diploma ☐

Degree ☐

Postgraduate ☐

4. Position in Organization

Customers ☐

Management Staff ☐

Marketing Staff ☐

☐

SECTION B:

a. Compatibility

1. Do you think Similarity affects the execution of innovation in Kenya

Yes ☐

No ☐

2. How would you rate the similarity innovation according to control activity in your organizations?

Very high ☐

High

Moderate ☐

Poor ☐

Not at all ☐

3. What phase of innovation advancement be treated more in a serious way in similarity?

The Idea ☐

Research ☐

Development ☐

Testing ☐

Analysis ☐

Introduction ☐

Social group influences

1. Do you suppose data gathering impacts the executives control activity in firms in Kenya?

Yes ☐

No ☐

2. How would you rate the gathering impact according to innovation control activity in your organizations?

Very high ☐

High ☐

Moderate ☐

Poor ☐

Not at all ☐

Trust and Security

1. Do you suppose Trust and Security innovation impacts activity in firms in Kenya?

Yes ☐

No ☐

2. How would you rate the Trust and Security in connection innovation activity in your organizations?

Very high ☐

High ☐

Moderate ☐

Poor ☐

Not at all ☐

3. What areas of activity do you suppose requires present day data innovation most?

Stock Checking ☐

Inspection ☐

Storage unit ☐

Thanks a lot for your cooperation