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ADOPTION OF ICT IN STAR GRADE HOTELS IN SRI LANKA

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by



DM Chaminda Dassanayake
(RJT/MBA/2008/54)



ACC NO	29843
CALL NO.	658.94068 DAS

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Abstract

Hospitality businesses hold a distinct position amongst the most of the businesses that use Information and Communication Technology (ICT). The usage of ICT in a hotel includes the areas such as room and function reservations, front office activities, restaurant billing, procurement and inventory control, accounting and financial reporting, security and life safety systems, property management, e mail, computer networks etc.

As described in the past studies, utilization of ICT in majority of hospitality businesses points to a medium or low levels due to little integration with functions, underutilization of installed systems, technological mismatches, rejecting by workforce, employee turnover, system inefficiency, productivity paradox and bad environmental effects etc. Therefore, acceptance and utilization of ICT is one of the critical issues in ICT research context. In Sri Lanka, few studies on ICT adoption have been conducted in the hospitality industry.

The main objectives of this research study were to identify factors that affect adoption of ICT in Sri Lanka hotel industry, and to examine the impact of those factors on adoption of ICT. Technology acceptance Model and Task Technology Fit model were used as a basis for developing the research conceptual framework.

Data collected from 151 senior hotel managers, on a structured questionnaire, were used for this study. The results showed that Perceived Usefulness and Task Technology Fit had a stronger impact on Intention to Adopt ICT than the impact of Ease of Adoption, indicating that hotel's intention to adoption of ICT depends primarily on the usefulness and degree of the technology support for carrying out tasks. Further, Intention to Adopt ICT, Environmental Factors and Organizational Factors were found to be positively correlated with Actual Adoption of ICT. Moreover, Organizational Factors showed the highest positive relationship with Actual Adoption of ICT, indicating that supportive management and appropriate organizational setup play a vital role for adoption of ICT. The univariate analysis too showed that the impact of Perceived Usefulness, Task Technology Fit, Perceived Ease of Adoption, Organizational Factors, and Environmental Factors is higher in upper star hotels than in lower star hotels. Moreover, the impact of the same variables is higher in larger hotels than in smaller hotels, and higher in city hotels than in resorts.

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