

# IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) ON QUALITATIVE SERVICE DELIVERY IN HOSPITALITY INDUSTRY

Folalu A. A.

Department of Hospitality Management  
The Federal Polytechnic Ilaro, Ogun State

\*Correspondence: omobolanle202@[gmail.com](mailto:omobolanle202@gmail.com) +2348068226515

## ABSTRACT

The study focused on impact of information and communication technology (ICT) on qualitative service delivery in hospitality industry using five selected hotels in Abeokuta as study area. It is an empirical study whose major source of data was primary source through questionnaire which was conducted among 102 respondents. The main objective of this research work is to find out the major Impact of Information and Communication Technology (ICT) on Qualitative Service Delivery in hospitality industry. It is a research whose data analysis method involves the use of descriptive statistics techniques such as frequencies and simple percentages was done and hypothesis tested via Chi-square ( $X^2$ ). It was found out from the study that the availability of technological facilities within selected hotels in the study area significantly improve the Qualitative Service Delivery in the selected hotels. Also, the respondents indicated that technology has improved rate of patronage, reduced cost of operations, improved customer service and increased awareness in the usage of the various available technological facilities in the study area respectively.

The study therefore recommends that hotels in the study area should ensure the adequacy of these technological facilities in their hotels and also ensure the effectiveness and efficiency of these facilities. Hotels in the study area should ensure regular maintenance of these technological facilities in order to ensure profit maximization.

The study concludes that if the information communication technologies in the study area are used effectively, it will yield a positive impact on guest experience and that of the industry but their service could be more improved when most of these technological facilities are more effective in their usage.

*Keywords: hospitality, Information, technology.*

## 1.0 INTRODUCTION

Technology development is generally regarded as a catalyst for national development, because it offers among other things, the necessary support for change in all the major sectors of the economy, most especially in hotels and industrial sectors. It is unarguably the prime source of change, that is, of innovations and adaptations required for improving production methods needed to propel growth and development (Kayode, 2010).

According to Walker (2010) technology has a great impact on the hospitality industry in recent years, and this will continue to increase the uses of computers and the growth of information technology in general.

Technology has a wide range of definitions; nevertheless, it is a term traceable to “*techne*” which means activities by which man seeks to adapt to his environment. It is defined by Hornby (2012) as a scientific knowledge, used in practical ways, especially in the designing of new machines, machineries and equipment.

Information Communication Technology (ICT) is defined as the use of digital tools for business function and processes. ICT includes the use of hardware, software, groupware, telecommunications, net ware and the intellectual capacity also known as human ware to develop programmes and preserve equipment (Cooper et.al, 2013).

Emergence and use of technologies in hospitality industries such as Local Area Wireless Computer Networking (Wi-Fi-hotspot) internet service, Close Circuit Televisions (CCTVs), online booking, in-room entertainment system, smoke detector, Liquid Crystal Display (LCDs) etc. have made it easier for professionals to convert, store, manipulate and share data and information both individually and within organizations, small and large, public and private. Technology has become an integral part of human daily activities that sometimes we barely notice its effect and has made a major impact on the way we live, work and play. The way hotel industries provide services

to their customers has changed over the past few years. The use of networking in front office helps very much in strong information across the hotels in chain. Nwakanma, *et.al*, (2014).

Hotel managers have come to expect benefits from this technology in the form of enhanced customer services and operational efficiency. Wireless technologies have also experienced an unprecedented growth despite the rising concerns about security issues. Some of the most significant information technological applications involve the use of mobile handheld devices, such as personal digital assistants (PDA), tablet PCs, and cellular phones. Additionally, one of the most common wireless technologies impacting the hotel industry is Wi-Fi. This allows hotel customers to access the internet from a bar, restaurant, lobby or guest room. Gartner Group reported that hotels remained the leading Wi-Fi hotspot locations in the world with more than 60,000 sites.

Many hotel guests have come to think of their hotel room as a home away from home (Paret, 2011). As such they expect hotels to offer at least the same level of options for entertainment as they have at their homes. This increasing level of guest expectations has brought about a surge of methods for integrating consumer entertainment technologies into hotel rooms (Beldona, and Cobanoglu, 2010).

## 2.0 MATERIALS AND METHODS

### Study Area

This study was carried out in selected hotels in Abeokuta areas of Ogun State.

### Study design

The study was cross sectional and descriptive in nature and involved hotel workers in selected hotels in Abeokuta Ogun state.

### Sample size and techniques

Five (5) hotels were purposely selected for this research work in Abeokuta Ogun State. A total of 102 respondents were selected through a simple random sampling technique.

### Data collection

A semi structured questionnaire was administered for data collection, questions were asked on areas peculiar to the study; Section A contains the socio-economic characteristics of the respondents. Section B contains the various information communication technologies available for use among hospitality industries in the study area , Section C contains the Perception of the respondents to the effectiveness of technological facility in the study area while Section D Challenges Facing Customers in the use of hotel technologies in the study area

## 3.0 DATA ANALYSIS

Data collected on this study was subjected to descriptive statistic using statistical packaged for social scientist (SPSS) version 20.

### Results

Table 1 shows the socioeconomic characteristics of the respondents. It shows that 52.9% of the respondents were male and 47.1% of the respondents were female respectively. It also shows that 55.9% of the respondents were between the age limit of 31-40yrs, 44.1% were between 20-30yrs respectively. It also revealed that 64.7% of the respondents were married, 35.3% were single respectively. The table also shows that 88.2% of the respondents were HND/BSc holders, 11.8% were SSCE holders respectively. The table further reveals that 32.4% of the respondents are waiters, 29.4% of the respondents are receptionist, 11.8% of the respondents are kitchen staff, 8.8% of the respondents are security, 7.8% of the respondents are chef, and 5.9% of the respondents are manager and 3.9% of the respondent as laundry.

The table also shows that 67.6% of the respondents have been working for 5-10 years, 32.4% of the respondents have been working for 2-5 respectively. The table also reveals that 78.4% Of the respondents are Christians while 21.6% of the them are practicing islam respectively.

**Table 1: Distribution of respondents by socio-economic characteristics**

Socio-Economic Characteristics	Frequency	Percentage
<b>Sex</b>		
Male	54	52.9
Female	48	47.1
<b>Age</b>		
20-30 years	45	44.1

31-40 years	57	55.9
<b>Marital status</b>		
Single	36	35.3
Married	66	64.7
<b>Educational qualification</b>		
SSCE Holders	12	11.8
HND/BSc	90	88.2
<b>Position in the hotel</b>		
Manager	6	5.9
Waiter	33	32.4
Kitchen staff	12	11.8
Receptionist	30	29.4
Chef	8	7.8
Laundry man	4	3.9
Security	9	8.8
<b>Working experience</b>		
2-5 years	33	32.4
5-10 years	69	67.6
<b>Religion</b>		
Christianity	80	78.4
Islam	22	21.6
<b>Total</b>	<b>102</b>	<b>100.0</b>

Table 2 shows the technological facility available in the selected hotels. 73.5% of the respondents said that there is no mechanical lift while 26.5% of the respondents said there is in their hotel. Also from the table 100% of the respondents said wifi-hotspot is available in their hotels. It can also be seen from the table below that 100% of the respondents said online booking is available in their hotels. The table also revealed that 81.4% of the respondents said there are no recreational games while 18.6% of there is in their hotels. The table also reveals that the majority of the technological facilities available for use in the study areas include In-room check out ( 96.1%), online check-in and out (96.1%), mobile handheld devices (92.2%), intercom in all rooms (100.0%), CCTV camera (84.3%), smoke detector (97.1%), biometrics for staff members' time and attendance records (80.4%), personal digital assistant (84.3%) and printer/fax machines (100.0%) respectively.

**Table 2: Technological facility available in the selected hotels**

Technological facilities	Availability			
	Available		Not available	
	Frequency	%	Frequency	%
Mechanical lift	27	26.5	75	73.5
Wifi-hotspot (wireless) internet service	102	100.0	-	-
Online booking	102	100.0	-	-
Recreational video games	19	18.6	83	81.4
In-room check out	98	96.1	4	3.9
Online check-in and out	98	96.1	4	3.9
Mobile handheld devices	94	92.2	8	7.8
Intercom in all rooms	102	100.0	-	-
CCTV Camera	86	84.3	16	15.7
Smoke detector	99	97.1	3	2.9
Biometrics for staff members' time and attendance records	82	80.4	20	19.6
Personal digital assistant (PDA)	86	84.3	16	15.7
Printers and fax machines	102	100.0	-	-

Table 3 shows the perception of the effectiveness of the technological facility provided in the Study Area

The table reveals that 97.1% of the respondents agreed that the use of technologies has reduced hotel charges thereby reducing production costs while 2.9% of the respondents strongly agreed respectively. Also from the table 100% of the respondents agreed that Technology has improved rate of patronage of customers in their hotels respectively.

And it was further revealed that the majority if the respondents of about 97.1% agreed that Hotel technologies have reduced operational cost, improved customer service and has increased awareness in the study area.

**Table 3: The perception of the effectiveness of the technological facilities provided in the Study Area.**

Perceptual Statements	SA		A		U		D		SD	
	Frq	%	Frq	%	Frq	%	Frq	%	Frq	%
The use of technologies has reduced hotel charges thereby reducing production costs	3	2.9	99	97.1	-	-	-	-	-	-
Technology has improved rate of patronage	-	-	102	100.0	-	-	-	-	-	-
Hotel technologies have reduced operational cost	3	2.9	99	97.1	-	-	-	-	-	-
The use of ICT has improved customer service	3	2.9	99	97.1	-	-	-	-	-	-
The use of ICT has increased awareness in the study area	3	2.9	99	97.1	-	-	-	-	-	-

Table 4 shows the challenges militating against the usage of technological facilities in the study area. The table revealed that majority the respondents of about 73.5% indicated erratic power supply as a very serious problem facing the use of hotel technological facilities among sampled hotels in the study area. It was further revealed from the table that 62.7% of the respondents network problem as another very serious challenge facing technology usage in the study area respectively. The table also shows that majority of the respondents of about 100%, 97.1% revealed that there is a Lack of technical usage on the part of the customers, Fear of fraud and the Inability to maintain the technological facilities in the study area.

**Table 4:** challenges militating against the usage of technological facilities in the study area

Challenges	Very serious		Serious		Not serious	
	Freq	%	Freq	%	Freq	%
Erratic power supply	75	73.5	3	2.9	24	23.5
Network problem	64	62.7	2	2.0	36	35.3
Lack of technical usage on the part of the customers	-	-	-	-	102	100.0
Fear of fraud	-	-	3	2.9	99	97.1
Inability to maintain these technological facilities	-	-	3	2.9	99	97.1

Table 5 showing Chi-square analysis of the relationship between respondents' perception and the use of technological facilities revealed that the chi-square calculated score ( $\chi^2 = 174.070^a$ ,  $p \leq 0.05$ ) is greater than the chi-square tabulated ( $\chi^2 = 171.286$ ,  $p \leq 0.05$ ). The null hypothesis is therefore rejected. The implication of this is that respondents' attitude towards the availability and effectiveness of hotel technological facilities has a direct relationship with how respondents use technologies available in hotel industries in the study area.

**Table 5:** Chi-square analysis of the significant relationship between respondents' attitudinal responses and technology deployment

Variables	df	X <sup>2</sup> tab	$\chi^2$ cal	Sig.	Decision
Respondents perception	46	171.286	174.070 <sup>a</sup>	Significant	Reject H <sub>0</sub>

#### 4.0 SUMMARY

The study focused on the impact of Information and Communication Technology (ICT) on qualitative service delivery in Hospitality Industry using five selected Hotels in Ogun state. It was found out from this research that the hotels have various technological facilities available for use among hotel industries in the study area. An evaluation of the availability of technological facilities within selected hotels in the study area revealed that facilities available which include, wifi-hot spot internet services, online booking, in-room check out, online check-in and out, mobile handheld devices, intercom in all rooms, CCTV camera, smoke detector, biometrics for staff members' time and attendance records, personal digital assistant and printer/fax machines which is in line with Beldona, S., & Cobanoglu, C. (2007). Apart from this, the result also shows that use of technologies has reduced hotel charges thereby reducing reduced production costs in the study area. Also, the respondents indicated that technology has improved rate of patronage, reduced cost of operations, improved customer service and increased awareness in the study area respectively. It was also obtained from the respondents that most of the challenges facing technological utilization among hospitality industries in the study area are power supply and network problem which are the highest ranked problems facing hotel technology utilization.

#### 5.0 CONCLUSION AND RECOMMENDATIONS

##### 5.1 Conclusion

It can be concluded from this research that information communication technologies were in use in most of the hospitality industries in the study area with a positive impact on guest experience and that of the industry but their service could be more improved when most of these technological facilities are more effective in their usage.

##### 5.2 Recommendations

Hotels in the study area should ensure the adequacy of these technological facilities in their hotels and also ensure the effectiveness and efficiency of these facilities and hotels in the study area should also ensure regular maintenance of these technological facilities in order to ensure profit maximization.

#### REFERENCES

- Beldona, S., & Cobanoglu, C. (2007). Importance-performance analysis of guest technologies in the lodging industry. *Cornell Hotel and Restaurant Administration Quarterly*, 48(3), 299-312.
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2013). *Tourism principles and practice*, (5th Ed). London: Pearson Education Limited.
- Hornby, A.S (2002). *Oxford advance learners dictionary*. Ministry of Information 1990. Policy Papers on National Development Plans in Nigeria, 1: 1-22.
- Kayode, J.O. (2010). Technology development in Nigeria: The Nigerian Machine Tools Industry Experience J Economics, 1 (2): 85-90 (2010).
- Nwakanma, et.al, (2014): Factors affecting the adoption of ICT in the hospitality industry in Imo State IJCSI *International Journal of Computer Science Issues*, Vol. 11, Issue 4, No 1, July 2014 ISSN (Print): 1694-0814 | ISSN (Online): 1694-0784 [www.IJCSI.org](http://www.IJCSI.org).
- Parets, R.T. (2011). Hotel rooms are high-tech homes away from home. *International Gaming and Wagering*, 25(3), 26-31.
- Walker, J.R (2010). *Introduction to hospitality management*. 3rd edition USA: Pearson Education Inc