

DETERMINANTS OF INFORMATION COMMUNICATION TECHNOLOGY IN KENYA'S HOTEL INDUSTRY: A CASE OF MT KENYA TOURISM CIRCUIT

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ABSTRACT

The study sought to investigate the critical determinants influencing adoption of information technology in Kenya's hotel industry. The study was carried out in Mount Kenya tourist circuit and focused five objectives as follows: Examine the influence of organizations' resources on adoption of information communication technology ; Establish effect of managers' characteristics on adoption of information communication technology; Establish the role of employee characteristics on adoption of information communication technology; Establish the influence of size of the organization to the adoption of information communication technology; Establish the effect of competition on the adoption of information communication technology. The study was guided by diffusion of innovation theory which identifies, the innovation itself, the communication channels used to spread information about the innovation, time and nature of the group to which it is introduced as the most prominent factors influencing information technology adoption. The study adopted the survey design with a descriptive approach. A sample of 124 managers was drawn through simple random sampling technique from a target population of the 180 hotels in Mount Kenya tourists' circuit. The findings of the study indicate the fact that the five factors (Organization resources, Manager Characteristics, Employees Characteristics, Hotel size and Competition.) are important though in different ways. Singly the factors may not adequately influence ICT adoption, but the combined effects were found to be very strong accounting for about 87.2% of ICT adoption.

Key Words: *Information and Communication of Technology, ICT adoption, Hotel, Registered Hotel, Tourism Circuit*