



Effects of Technological Integration on Performance of Hotel Industry in Kenya

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Abstract: Kenya's hotel industry faces significant challenges including intense competition, rising operational costs, inconsistent service quality, and evolving guest expectations for digital services. Many hotels have been slow to adopt comprehensive technological solutions, creating a gap between potential benefits of technology integration and actual performance improvements realized. This study investigated the effect of technological integration on the performance of Kenya's hotel industry. The research was grounded in the Technology Acceptance Model, which explains technology adoption through perceived usefulness and ease of use factors. A descriptive research design was employed targeting eight Accor hotels in Kenya. The study population comprised 168 individuals including frontline staff, customer care representatives, and managers. Using stratified random sampling and Yamane's formula, a sample size of 118 participants was selected. Data collection utilized structured questionnaires, achieving an excellent response rate of 81.4% with 96 completed responses. Quantitative data analysis was conducted using SPSS version 27.0, employing descriptive statistics and regression analysis. The regression analysis revealed compelling findings demonstrating a strong positive relationship between technological integration and hotel performance ($R = 0.806$). Technology integration explained 72.5% of performance variance ($R^2 = 0.725$), with the regression coefficient ($\beta = 0.735$) indicating substantial performance enhancement per unit technology improvement. Statistical significance was confirmed through ANOVA results ($F = 112.891$, $p < 0.001$) and coefficient testing ($t = 10.626$, $p < 0.001$). The study therefore concluded that technological integration serves as a primary driver of hotel success in Kenya's hospitality sector. The study hence recommended that hotels should prioritize comprehensive

technology investment, focus on guest service technologies, invest in human capital development, foster industry collaboration, and implement robust performance monitoring systems to achieve sustained competitive advantage.

Keywords: Technological Integration, Hotel Performance, Digital Transformation, Hospitality Industry.

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1.0 INTRODUCTION

A. Background to the Study

Technological integration in the hospitality industry involves the systematic incorporation of digital technologies, systems, and processes into business operations to enhance efficiency, improve service delivery, and create competitive advantages. In Kenya, the hotel industry has increasingly adopted various digital solutions such as property management systems, customer relationship management platforms, mobile applications, artificial intelligence, Internet of Things (IoT) devices, and automated service delivery mechanisms to streamline operations, enhance guest experiences, and optimize business performance across multiple dimensions (Moenga & Rotich, 2023).

The global hotel industry has undergone significant transformation in recent decades, largely driven by rapid technological advancements and changing consumer expectations. Technology has become a critical differentiator in the hospitality sector, enabling hotels to provide personalized services, improve operational efficiency, and maintain competitive positioning in an increasingly crowded marketplace (Aroko et al., 2025). From basic reservation systems to sophisticated artificial intelligence-powered concierge services, technology has revolutionized how hotels operate and interact with their guests (Buhalis & Leung, 2018).

In Kenya, the hotel industry plays a crucial role in tourism development and foreign exchange earnings. The sector has experienced substantial growth over the past decade, driven by increased domestic and international tourism, business travel, and the country's strategic position as a regional hub for East Africa. The industry encompasses various accommodation types, from luxury international hotel chains to boutique establishments and budget-friendly options, all serving diverse market segments with varying technological needs and capabilities (Kenya Association of Hotelkeepers and Caterers [KAHC], 2020).

However, the Kenyan hotel industry faces numerous challenges that technological integration could potentially address. These challenges include intense competition from international hotel chains, rising operational costs, inconsistent service quality, limited skilled workforce, seasonal demand fluctuations, and evolving guest expectations for digital services (Ngari & Mwangi, 2023).

Additionally, the COVID-19 pandemic has accelerated the demand for contactless services, automated processes, and enhanced health and safety protocols, making technological integration more critical than ever for industry survival and growth (Tourism Research Institute [TRI], 2021).

Despite the recognized importance of technology in hospitality operations, many hotels in Kenya have been slow to adopt comprehensive technological solutions. This reluctance stems from various factors including high implementation costs, limited technical expertise, resistance to change, inadequate infrastructure, and uncertainty about return on investment. Some establishments continue to rely on manual processes and legacy systems that limit their ability to compete effectively in the modern hospitality landscape (Hospitality Association of Kenya, 2022).

The performance of hotels is typically measured through various key performance indicators including occupancy rates, average daily rate (ADR), revenue per available room (RevPAR), customer satisfaction scores, operational efficiency metrics, and profitability measures (Kemunto et al., 2025). Technological integration has the potential to positively impact all these performance dimensions by streamlining operations, reducing costs, enhancing guest experiences, and enabling data-driven decision making. Understanding the relationship between technological integration and hotel performance is crucial for industry stakeholders seeking to optimize their investments and competitive positioning (Chen & Nath, 2019).

B. Statement of the Problem

The Kenyan hotel industry continues to face significant performance challenges due to insufficient adoption of modern technology. Despite a projected annual growth rate of 6.89% between 2024 and 2029 and a 26% increase in accommodation sector revenue in Q3 2023, many hotels have not fully implemented advanced technological solutions, limiting their operational efficiency and profitability (Travel and Tour World, 2023; Cytonn Investments, 2023). Limited investment in digital infrastructure, high costs of technology adoption, and a shortage of technical skills remain major obstacles to effective technology integration (Moenga & Rotich, 2023). Furthermore, national digital infrastructure constraints exacerbate these challenges, as only 44% of urban residents and 17% of rural populations have internet access, with many lacking basic digital literacies required for effective use of technology (KICTANet, 2022; Strathmore University CIPIT, 2022). The consequences of low technological integration are evident in hotel performance metrics. While some establishments utilize basic booking or management systems, these measures fall short of improving operational efficiency, revenue optimization, and guest satisfaction. Globally, 57% of hotels report revenue growth following digital adoption; however, many Kenyan hotels continue to underperform in these areas due to limited technology utilization (Hotel Technology News, 2025). Moreover, there is a notable lack of localized research examining how technological integration affects hotel performance in Kenya. This knowledge gap hinders managers from making informed technology investment decisions, restricting the sector's capacity to achieve sustainable growth and competitive advantage.

C. Purpose of the study

The purpose of this study was to investigate the effect of technological integration on performance of Hotel Industry in Kenya.

D. Research Hypothesis

HO1: Technological integration has no significance influence on performance of Hotel Industry in Kenya.

2.0 LITERATURE REVIEW

A. Theoretical Review

Technology Acceptance Model (TAM)

The Technology Acceptance Model, developed by Fred Davis in 1989, provides a theoretical framework for understanding how users come to accept and use technology in organizational settings. TAM suggests that two key factors influence technology adoption: perceived usefulness and perceived ease of use. In the context of the hotel industry in Kenya, this theory helps explain why some hotels successfully integrate technology while others struggle with adoption. Perceived usefulness refers to the degree to which hotel management and staff believe that using particular technology will enhance their job performance and contribute to better business outcomes. Perceived ease of use relates to how simple and user-friendly the technology appears to staff and guests. When applied to the Kenyan hotel industry, TAM suggests that successful technological integration depends on how well hotels can demonstrate the practical benefits of technology to their employees and guests while ensuring that the systems are intuitive and easy to operate. Hotels that can effectively communicate the value proposition of their technological investments and provide adequate training to their staff are more likely to achieve successful integration and realize performance improvements. However, a limitation of TAM is that it primarily focuses on individual acceptance and may not fully capture organizational and environmental factors that influence technology adoption in the hospitality context.

B. Empirical Literature Review Technological Integration and Operational Efficiency

Technological integration significantly impacts operational efficiency in hotels through automation of routine tasks, streamlining of processes, and optimization of resource utilization. A study by Kim et al. (2020) in South Korean hotels found that property management systems (PMS) integration reduced check-in and check-out times by 40% while improving accuracy in room allocation and billing processes. Similarly, research conducted by Prentice et al. (2019) in luxury hotels across Asia demonstrated that integrated technology platforms improved housekeeping efficiency by 35% through real-time communication systems and automated task scheduling. In the African context, research by Mwangi and Kariuki (2021) examining technology adoption in Tanzanian hotels revealed that establishments using integrated booking and management systems experienced 28% improvement in operational efficiency compared to those relying on manual processes. The study

highlighted that technology integration reduced administrative workload, minimized human errors, and enabled staff to focus on value-added activities that directly impact guest satisfaction. These findings suggest that operational efficiency gains from technological integration can be particularly significant in developing country contexts where manual processes are still prevalent.

Studies have also shown that technology integration affects staff productivity and job satisfaction. Research by Ndungu et al. (2020) in Nairobi hotels found that employees using integrated technology systems reported higher job satisfaction and productivity levels. The study attributed this to reduced repetitive tasks, improved information access, and enhanced ability to provide better customer service. However, the research also identified challenges including initial resistance to change, need for comprehensive training, and ongoing technical support requirements. A comprehensive study by Johnson and Williams (2021) across European hotels examined the impact of various technological solutions on customer satisfaction. The research revealed that hotels with integrated customer relationship management (CRM) systems achieved 30% higher customer retention rates and 25% improvement in guest satisfaction scores. The study emphasized that technology's impact on customer satisfaction depends largely on seamless integration and staff competency in using technological tools to enhance rather than replace human interaction.

Research specific to the African hospitality context by Ochieng et al. (2020) in Kenyan safari lodges found that technology integration improved guest satisfaction through enhanced communication, personalized services, and efficient problem resolution. The study noted that guests appreciated realtime information access, digital concierge services, and seamless booking experiences. However, the research also highlighted the importance of maintaining a balance between technological convenience and authentic hospitality experiences that guests expect in African tourism contexts. A longitudinal study by Thompson et al. (2019) tracking hotel performance over five years revealed that hotels investing in integrated technology platforms experienced average revenue growth of 15% annually, compared to 8% for hotels with minimal technology integration. The research identified key technology drivers of revenue growth including dynamic pricing systems, integrated distribution channels, customer data analytics, and automated marketing platforms. These findings suggest that technology integration creates multiple pathways for revenue enhancement beyond simple operational efficiency gains.

Research by Kipkoech and Mutai (2021) examining technology adoption in Kenyan beach hotels found that establishments using integrated booking and payment systems increased their direct reservation revenues by 32% while reducing dependence on third-party booking platforms. The study highlighted that technology integration enabled hotels to capture higher profit margins by reducing commission payments and building direct customer relationships. Additionally, the research found that hotels with mobile-friendly booking platforms experienced 45% higher conversion rates from website visitors to confirmed bookings. A study by Wanjiku et al. (2021) investigating technology implementation failures in East African hotels revealed that poor planning, inadequate staff training, and lack of senior management support were primary causes of unsuccessful technology integration projects. The research emphasized that successful technology

integration requires comprehensive change management strategies, ongoing technical support, and alignment with organizational culture and objectives.

3.0 RESEARCH METHODOLOGY

The study employs a descriptive research design to systematically analyze quantitative data and identify patterns in hotel performance influenced by strategic practices such as employee engagement, technological integration, customer feedback mechanisms, and leadership support. The target population comprises eight Accor hotels, including frontline staff, customer care representatives, and managers, totaling 168 respondents. Stratified random sampling is used to ensure proportional representation, resulting in a sample size of 118 participants determined using Yamane's formula. Data will be collected through structured questionnaires and semi-structured interviews to capture quantitative and qualitative insights. Validity and reliability will be ensured through pilot testing and test-retest procedures. Quantitative data will be analyzed using SPSS v27.0, employing descriptive statistics (frequencies, percentages, means) and (regression) to examine the impact of strategic implementation on hotel performance.

4.0 RESEARCH FINDINGS AND PRESENTATION

A. Response Rate

Table 1 shows the response rate achieved during the data collection process for this study.

Category	Target Sample	Actual Responses	Response Rate (%)
Frontline Staff	50	41	82.0
Customer Care Representatives	42	38	90.5
Managers	26	17	65.4
Total	118	96	81.4

Source: Field Data (2025)

The study recorded an overall response rate of 81.4%, with 96 out of the 118 targeted respondents completing the questionnaire. This high response rate is considered excellent and exceeds the 70% threshold recommended by Mugenda and Mugenda (2019) for meaningful statistical analysis. Specifically, response rates by category were 82.0% for frontline staff, 90.5% for customer care representatives, and 65.4% for managers. The strong participation, particularly among frontline and customer care staff, indicates a high level of engagement with the research topic. Although the managerial response rate was slightly lower, it still provided sufficient data for analysis. The overall high response rate enhances the credibility, reliability, and generalizability of the study findings within the target population.

B. Descriptive Statistics

Descriptive findings refer to the results of data analysis that describe the characteristics of a sample or population under investigation. The study aims to investigate the effect of technological integration on performance of Hotel Industry in Kenya.

Technological Integration Measures

Technological integration was evaluated across several dimensions, including operational systems, guest service technologies, communication platforms, and data management systems. Table 2 presents the findings.

Table 2: Technological Integration Levels

Technological Integration	N	Mean	Std. Deviation
New technologies have streamlined our hotel operations, reduced costs and improving efficiency significantly.	96	4.24	0.880
The use of hotel management systems has enhanced real-time access to customer and operational data.	96	4.13	0.909
Integration of mobile booking and check-in systems has improved guest experience in our hotel.	96	4.05	0.863
Staff receive continuous training on using new digital tools for improved service delivery.	96	4.20	0.790
Technological upgrades have enabled faster communication and service provision across departments.	96	4.10	0.827
Management tracks performance indicators using digital dashboards integrated into the hotel's system.	96	4.40	0.640
Automation in daily operations has helped reduce errors and improve customer satisfaction levels.	96	4.00	0.834
Investment in technology has positively influenced our hotel's performance and competitiveness.	96	4.30	0.783
Average	96	4.18	0.816

Source: Field Data (2025)

The findings indicate that the participating hotels have achieved high levels of technological integration, particularly in areas that enhance operational efficiency and managerial oversight. Management dashboards recorded the highest mean score ($M = 4.40$, $SD = 0.640$), suggesting that real-time performance monitoring is widely embraced and effectively applied across hotel operations. Similarly, investment in technology and process automation scored highly ($M = 4.30$ and $M = 4.24$, respectively), reflecting the importance of technology in streamlining operations, reducing errors, and enhancing service delivery. The relatively low standard deviations across most measures indicate consistent adoption of these technologies across hotels. This aligns with findings by Sigala (2018), who noted that technological innovations in hotel operations improve efficiency, reduce operational costs, and enhance customer satisfaction. Continuous staff training on digital tools ($M = 4.20$) highlights the recognition that human capacity development is critical to maximize the benefits

of technological investments, consistent with conclusions by Lu et al. (2020), who emphasized that employee competence is a key determinant of successful technology adoption in hospitality. While operational technologies are well-integrated, more strategic and analytical tools, such as advanced data analytics, appear underutilized, mirroring global trends where hotels adopt frontline digital tools before investing in complex strategic technologies (Gretzel et al., 2015). This suggests an opportunity for hotels to leverage analytics for better decision-making, revenue optimization, and competitive advantage.

Hotel Performance Measures

Hotel performance was assessed using operational efficiency, customer satisfaction, financial outcomes, and competitive positioning. Table 3 presents the descriptive statistics.

Table 3: Hotel Performance Indicators

Performance Measure	Mean	Standard Deviation
Our hotel's occupancy rates have improved significantly	3.89	0.967
Revenue per available room has increased consistently	3.95	0.923
Customer satisfaction scores have improved notably	4.21	0.834
Operational efficiency has enhanced significantly	4.18	0.876
Staff productivity has increased measurably	4.07	0.912
Our competitive positioning has strengthened	3.82	1.045
Guest retention rates have improved consistently	4.14	0.889
Overall profitability has increased substantially	3.73	1.123
Service delivery speed has improved significantly	4.26	0.798
Guest complaint resolution has become more efficient	4.19	0.856
Average	4.04	0.923

Source: Field Data (2025)

The analysis shows consistent improvements across operational and service delivery dimensions. Service delivery speed recorded the highest mean score ($M = 4.26$), followed by customer satisfaction ($M = 4.21$) and guest complaint resolution efficiency ($M = 4.19$), indicating that technology adoption directly enhances guest-facing services. Operational efficiency ($M = 4.18$) and guest retention ($M = 4.14$) also demonstrated substantial gains, showing that technological integration produces benefits beyond immediate service improvements, extending into longer-term operational and customer relationship outcomes. Financial performance measures, such as overall profitability ($M = 3.73$) and competitive positioning ($M = 3.82$), showed more modest improvements with higher variability, reflecting that while operational enhancements are immediate, translating these gains into financial success and market competitiveness may require strategic alignment, effective marketing, and sustained investment over time. These findings align with prior research by Ivanov and Webster (2017), who found that operational technologies improve efficiency and service quality, but financial outcomes often lag until strategic and managerial decisions capitalize on these operational gains.

5.3 Regression Analysis

Model Summary

Table 4 examines the goodness of fit of the regression model, assessing how effectively the predictors explain variance in hotel performance outcomes.

Table 4: Technological Integration Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806	.725	.680	.9574

a. Predictors: (Constant), Technological Integration

Source: Field Data (2025)

The regression model demonstrates excellent predictive validity with a multiple correlation coefficient of $R = 0.806$, indicating a very strong positive linear relationship between technological integration and hotel performance. The coefficient of determination ($R^2 = 0.725$) reveals that technological integration accounts for 72.5% of observed variance in hotel performance, representing substantial explanatory power. The adjusted R^2 value of 0.680 remains considerable after adjusting for model complexity, confirming the relationship's robustness. The standard error of estimate (0.9574) falls within acceptable parameters for predictive accuracy, supporting the model's utility for forecasting performance outcomes based on technological integration levels.

ANOVA

Table 5 presents the ANOVA analysis examining the influence of technological integration on hotel industry performance in Kenya.

Table 5: Technological Integration ANOVA Results

Model	Sum Squares	of	df	Mean Square	F	Sig.
1 Regression	103.467	4			112.891	.000b
Residual	109.158	91		103.467		
Total	212.625	95		.917		

a. Dependent Variable: Hotel Industry Performance in Kenya

b. Predictors: (Constant), Technological Integration

Source: Field Data (2025)

The ANOVA results establish strong statistical significance for the regression model with $F(4,91) = 112.891$, $p < .001$, providing compelling evidence that technological integration significantly predicts hotel performance variance. The regression sums of squares (103.467) relative to the residual sum of squares (109.158) confirms substantial explanatory power. The highly significant F-statistic exceeds critical values at all conventional significance levels, validating technological integration as a statistically robust and practically meaningful predictor of hotel performance in Kenya's hospitality sector.

Regression Coefficient for Technological Integration

Table 6 presents the standardized coefficients assessing technological integration's contribution to predicting hotel industry performance in Kenya.

Table 6: Technological Integration Coefficients

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.892	.228		3.912	.000
	Technological Integration,	.735	.069	.696	10.626	.000

a. Dependent Variable: *Hotel Industry Performance in Kenya*

Source: Field Data (2025)

The regression equation $Y = 0.892 + 0.735X$ reveals significant predictive relationships. The intercept (0.892) represents baseline performance without technological integration, which is significantly different from zero ($p < 0.001$). The slope coefficient ($B = 0.735$) indicates that each unit increase in technological integration effectiveness produces 0.735 units of performance enhancement. The standardized coefficient ($\beta = 0.696$) confirms a strong effect size, while the t statistic (10.626) with $p < 0.001$ demonstrates high statistical significance. The standard error (0.069) indicates precise coefficient estimation, supporting the reliability of the technology performance relationship.

Hypothesis Testing

H₀₁: Technological integration has no significant influence on the performance of Kenya's hotel industry.

The regression analysis results provide strong evidence against the null hypothesis. With $\beta = 0.735$, $t = 10.626$, and $p < 0.001$, technological integration demonstrates a positive and statistically significant effect on hotel performance. The standardized coefficient ($\beta = 0.696$) indicates a large effect size, while the model explains 72.5% of variance in hotel performance. Therefore, the null hypothesis (H₀₁) is rejected, confirming that technological integration has a significant influence on the performance of Kenya's hotel industry. This finding establishes technological integration as a critical determinant of hotel success in the Kenyan hospitality sector.

5.0 SUMMARY, CONCLUSION AND RECOMMENDATION

A. Summary of Findings

This study investigated the effect of technological integration on Kenya's hotel industry performance with compelling results. The regression analysis revealed a strong positive relationship ($R = 0.806$) between technological integration and hotel performance, with technology explaining 72.5% of performance variance ($R^2 = 0.725$). The regression coefficient ($\beta = 0.735$) indicates substantial

performance enhancement per unit technology improvement. Statistical significance was confirmed through ANOVA ($F = 112.891$, $p < 0.001$) and coefficient testing ($t = 10.626$, $p < 0.001$), establishing technological integration as a critical success determinant in Kenya's hospitality sector.

B. Conclusions

This study concludes that technological integration has a profound and statistically significant impact on Kenya's hotel industry performance. With technological factors explaining 72.5% of performance variance ($R^2 = 0.725$), the research provides compelling evidence that technology serves as a primary driver of hotel success.

The strong correlation coefficient ($R = 0.806$) and highly significant F-statistic ($F = 112.891$, $p < 0.001$) confirm this relationship's robustness. Hotels demonstrating higher technological integration levels consistently outperform their counterparts across key metrics including operational efficiency, customer satisfaction, revenue generation, and service delivery speed.

The regression coefficient ($\beta = 0.735$) indicates that each unit improvement in technological integration yields substantial performance enhancement, establishing technology as a critical success factor. Furthermore, the study reveals that while basic technologies like Wi-Fi and digital payment systems show widespread adoption, sophisticated analytical and management technologies remain underutilized, representing significant opportunities for performance optimization through strategic technology investment.

C. Recommendations

Based on these findings, several strategic recommendations emerge for Kenya's hotel industry:

Strategic Technology Investment: Kenyan hotels should prioritize comprehensive technological integration as a strategic imperative, developing phased implementation plans that balance immediate operational needs with long-term competitive positioning. Given the demonstrated strong impact, hotels should increase technology budgets and establish dedicated IT teams to manage integration processes effectively.

Guest Service Technology Priority: Priority should be given to guest service technologies, which demonstrate the strongest performance correlation. This includes mobile services, automated systems, and personalized platforms that directly enhance customer experience and satisfaction.

Human Capital Development: Hotels must invest substantially in staff training and change management to ensure successful technology adoption. Technology effectiveness depends critically on user competency and organizational acceptance, making continuous professional development essential.

Industry Collaboration: Industry stakeholders should collaborate to establish technology financing mechanisms, technical assistance programs, and best practice sharing platforms to accelerate sectorwide digital transformation. This collaborative approach can reduce individual hotel costs while maximizing industry-wide benefits.

Performance Monitoring Systems: Hotels should implement robust performance monitoring systems to track technology return on investment and optimize investments continuously. This ensures sustained competitive advantage through strategic technology utilization and enables datadriven decision-making for future technology investments.

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