

**THE IMPACT OF INFORMATION TECHNOLOGY ON SALES PERFORMANCE
OF HOTELS :A CASE STUDY HOTELS IN KAMPALA**

ELVIS DESIRE TUMUSIIME

S21B63/035

**A DISSERTATION SUBMITTED TO THE SCHOOL OF BUSINESS IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE AWARD OF A DEGREE OF BACHELOR OF TOURISM
AND HOSPITALITY MANAGEMENT OF UGANDA CHRISTIAN UNIVERSITY**

September, 2024



**UGANDA CHRISTIAN
UNIVERSITY**

A Centre of Excellence in the Heart of Africa

DECLARATION

I, Tumusiime Desire Elvis hereby declare that this is my original work, is not plagiarized and has not been submitted to any other institution for any award.

Sign.....

Date...../...../.....

Tumusiime Desire Elvis

S21B63/035

APPROVAL

I hereby confirm that this dissertation authored by TUMUSIIME DESIRE ELVIS registration number S20B63/035, was conducted under my supervision and is now ready for submission.

Signature..........

Date.....20/09/2024.....

MR. KARIBWIJE DANIEL
ACADEMIC SUPERVISOR

DEDICATION

I dedicate this work to the All-Powerful God, who has been my source of wisdom, grace, and strength during this course. With His grace and favor, I have been able to complete my coursework and overcome every challenge I have faced in my studies.

ACKNOWLEDGEMENT

First and foremost would like to show my heartfelt gratitude to the Almighty God for have enabled me to come this far, I would have not finished this academic journey without the love and help from my parents and elder siblings .First and foremost I would like to appreciate the school of Business and its staff members for their aid and support. Would especially thank my academic supervisor for his help and support and always encouraging me to do the best, I appreciate the hotels that agreed to be part of the survey process to allow me use their establishment for data collection and gained valuable knowledge and experience and also formed great friendship with the people that answered my questionnaire.

ABSTRACT

The impact of Information Technology (IT) on sales performance of hotels is examined in this dissertation, with a particular focus on hotels in Kampala District. As a student of Culture and Society, with a specialization in Tourism and Hospitality Management, I undertook extensive research on how IT advancements influence operational efficiency and customer satisfaction, which in return affected sales results. The study analyzed both qualitative and quantitative methods, with data gathered from various hotels in Kampala. The findings demonstrated a significant correlation between the adoptions of advanced IT systems and improved sales performance, suggesting that hotels adapted to technology for marketing, reservations, and customer relationship management see enhanced revenue generation and customer retention.

My academic journey of pursuing a Bachelor of Tourism and Hospitality management from Uganda Christian University while attaining training from different areas has given me the understanding i need to comprehend the complex dynamics of sales performance in the hospitality industry taking into account both the operational and customer facing aspect of hotel management

This study has added to the body of knowledge in the field of tourism and hospitality management by providing industry practitioners with useful suggestions for boosting sales through the implementation of Strategic IT.

TABLE OF CONTENTS

DECLARATION	i
APPROVAL	Error! Bookmark not defined.
DEDICATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT.....	v
LIST OF TABLES	xii
ABBREVIATIONS AND ACRONYMS	xiii
CHAPTER ONE	1
INTRODUCTION.....	1
1.1 Introduction	1
1.2 Background Study	1
1.3 Problem statement.....	2
1.4 Purpose of the study.....	3
1.5 Objective of study	3
1.6 Research questions.....	4
1.7 Scope of the study.	4
1.7.1 Content scopes	4
1.7.2 Geographical scope	5
1.7.3 Time scope	5

1.9. Conceptual framework	7
CHAPTER TWO	8
LITERATURE REVIEW	8
2.1 Introduction	8
2.2 Impact of Online Booking Systems on Customers	8
2.2.1 Similarities between E-ordering and Organization performance.	9
2.2.2 Impact of E-Ordering On Customer Satisfaction.	10
2.2.3. Impacts of E-ordering on the organization performance according to authors.	12
2.2.4 Impacts of E-ordering on the organization performance.	14
2.3 Impact of social media markets on sales	16
2.3.2 Social impact of social media marketing	16
2.3.3 Economic impact of media marketing on hotel sales.	17
2.3.4 The impact of customer relationship management (CRM) on Occupancy Rates.	18
2.4 The impact of technology adoption on revenue generation and customer satisfaction in hotels	18
2.5 The relationship between technological advancement and competitive advantage in hospitality sector.	19
2.6. Financial performance.	19

2.6.1 Employee performance and financial performance.....	20
2.6.2. GAP	20
CHAPTER THREE	22
RESEARCH METHODOLOGY	22
3.0 Introduction	22
3.1 Research Design	22
3.1.1 Research Approach.....	22
3.1.2 Research Strategy	22
3.1.3 Research Classification	23
3.2 Table for determining sample size of a known population	23
3.3 Study Population and Sample size	25
3.4 Sampling techniques	25
3.5 Data Collection Methods and Instruments.....	26
3.5.1 Validity and reliability of the research instruments	26
3.5.2 Validity and Reliability of the Instrument.	27
3.5.3 Respondents Background Information.....	27
3.5.4 Age of the respondents	28
3.5.5 Highest Academic Qualification.....	28
3.5.6 Sources of data.	28
3.6 Data collection.	28

3.6.1 Questionnaire guide.....	28
3.6.2 Interview guide.	29
3.7 Data Collection Procedure	29
3.7.1 Data Processing.....	30
3.7.2 Data analysis	30
3.8 Ethical Considerations	31
3.9 Limitations of the study.....	31
CHAPTER FOUR	32
DATA ANALYSIS	32
4.1 Introduction	32
4.2 Demographic information:	32
4.2.1 Gender of respondents.....	32
4.2.2 Marital status.	33
4.2.3 Age of the respondents	34
4.2.3 Education Level of the Respondents.....	35
4.2.4 Category of respondents:	36
4.2.5 IT Adoption.....	37
4.3 Presentations of the research findings as per the research objectives	38
4.3.1 The research findings on the impact of online booking system on customers? (Tick as Appropriate).....	38

4.3.2 The research findings on the impact of impact of social media markets on sales? (Tick as Appropriate).....	41
4.3.3 The research findings on the impact of customer relationship management on occupancy rates? (Tick as Appropriate).....	44
4.3.4 The research findings on the impact of technology adoption on revenue generation and customer satisfaction in hotels? (Tick as Appropriate)	47
4.3.1 The research findings on the relationship between technological advancement and competitive advantage in the hospitality sector? (Tick as Appropriate).....	50
CHAPTER FIVE	54
Discussion of Findings.....	54
5.0 Introduction	54
5.1 Discussion of finding	54
5.1.1 The impact of online booking system on customers in hotels.....	54
5.1.2 The impact of social media markets on sale in hotels.....	55
5.1.3 The impact of customer relationship management on occupancy rates in hotels	55
5.1.4 The impact of technology adoption on revenue generation and customer satisfaction in hotels.	56
5.2 Conclusions	56
5.3 Recommendations.....	59
5.3.1 Recommendations for policy Makers.....	59
5.3.2 Recommendations for further studies.....	60

CHAPTER SIX	62
Conclusions and Recommendations	62
6.0 Introduction	62
6.1 Conclusions	62
6.1.1 Impact of Online Booking Systems on Customers in Hotels.....	62
6.1.2 Impact of Social Media Marketing on Sales in Hotels	62
6.1.3 Impact of Customer Relationship Management on Occupancy Rates in Hotels.....	63
6.1.4 Impact of Technology Adoption on Revenue Generation and Customer Satisfaction in Hotels	63
6.2 Recommendations.....	63
6.2.1 For Hotels.....	63
6.2.2 Future Recommendations	64
6.3 Conclusion.....	65
REFERENCES.....	66
APPENDIX.....	71
Appendix I: Study Questionnaire.....	71

LIST OF TABLES

Table 1 shows the sample size for the study.....	25
Table 4.1: showing respondent’s gender	33
Table 4.2: showing marital status.	33
Table 4.3: showing age of the respondents	34
Table 4.4: showing Education Level of the Respondents.....	35
Table 4.5: showing the job role of respondents:.....	36
Table 4.6: showing IT Adoption at Kampala Hotels	37
Table 4.8: The impact of online booking system on customers	39
Table 4.9: The impact of social media markets on sales.	42
Table 4.10: The impact of customer relationship management on occupancy rates ..	45
Table 4.11: The impact of technology adoption on revenue generation and customer satisfaction in hotels.....	48
Table 4.12: The impact of relationship between technological advancement and competitive advantage in the hospitality sector	51
Table 2: The impact of online booking system on customers.	74
Table 3: The impact of impact of social media markets on sales	75
Table 4: The impact of customer relationship management on occupancy rates.....	76
Table 5: The impact of technology adoption on revenue generation and customer satisfaction in hotels.....	77
Table 6: The relationship between technological advancement and competitive advantage in the hospitality sector?.....	78

ABBREVIATIONS AND ACRONYMS

Information technology	IT
Internet of Things	IoT
Customer relationship management	CRM
Point-of-sale	POS
Partial least Squares	PLS
Content validity Index	CVI

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This section introduces the major concept of the research study. It explains the key that is information technology .This chapter includes the back ground of study, objectives, and research questions, scope of the study and significance of the study.

1.2 Background Study

Information technology (IT) encompasses the use of computers, software, networks, and other digital tools to store, retrieve, transmit, and manipulate data for various purposes. It has developed countless aspects of modern life, including communication, business operations, healthcare, education, and entertainment. (Nist 2018). Information technology (IT) has become increasingly important in current years due to its multifaceted impact on various aspects of society, business, and everyday life.IT has streamlined business processes, automates tasks, and improved decision-making through data analytics, leading to increased productivity and cost savings (Economist Intelligence Unit, 2019). Information technology has also profoundly impacted society. According to Moore's Law, the processing power of computers doubles approximately every two years, driving innovation in IT. (Moore, G. E., "Cramming more components onto integrated circuits," Electronics Magazine, 1965)

The rise of the World Wide Web in the 1990s revolutionized how information is accessed and shared globally. Since then, IT has continued to developed rapidly,

encompassing areas such as icloud computing, artificial intelligence, cyber security, and the Internet of Things (IoT), shaping modern society and driving economic growth. The Internet, a global network of interconnected computers, is one of the most significant developments in IT history. It enables communication, information sharing, and online services. (Leiner, B. M. et al., "Brief history of the internet." Internet SoSociety, 2012). Accordingly, information technology (IT) has dramatically transformed the hotel industry in current years (Buhalis & Leung, 2018). The increasing use of IT in business processes has led to lower costs (Ahmad and Scott, 2019) and higher revenues (De Pelsmacker et al., 2018);Kim & Chae, 2018), thereby improving the financial performance of hotels that have adopted useful IT tools (Buhalis & Leung, 2018; Jeong et al., 2016).

1.3 Problem statement.

Information technology promoted instant communication through email, social media, video conferencing, and messaging apps, breaking down geographical problems and enabling global connections in hotels (Kumar and Chaturvedi, As a result, people have access to a wealth of knowledge, enabling them to study, investigate, and remain current on a variety of subjects. This has enabled digital marketplaces, e-commerce platforms, and online financial services, expanding economic opportunities globally. (Brynjolfsson, E. and McAfee,). The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies. Forest Cottage, and Kabira Country Club Hotel have put in place advancements in information technology, like the use of IT in business processes, which has led to lower costs (Forest Cottage report 2023) and

generated higher revenues (Kabira Country Club Report 2020), thereby improving the financial performance of hotels that have adopted useful IT tools.

Despite all the efforts done by these hotels, there is still a problem of Pandemic-related disruptions that affect payments to vendors and suppliers, potentially straining future relationships, Technological Innovation and Adaptation, Common Operational Challenges like long lines at the front desk, slow room turnover, and lack of guest information from online travel agencies, but these hotels are trying to put in place safety measures to improve security, establish clear communication channels with suppliers to prioritize timely payments and maintain positive relationships to ensure a smooth supply chain, and encourage the adoption of digital solutions, including artificial intelligence and robots, to achieve reduced physical distancing protocols in order to overcome those problems.

1.4 Purpose of the study

This study aims to investigate the impact of IT on the sales performance of hotels in the hospitality industry which places the study within the context of Forest Cottage Hotel and Kabira Country Club Hotel. Fairway Hotel Kampala, Golden Tulip Hotel Kampala, Melanin Trace Hotel Kampala, Hotel Seven Seasons in Entebbe, Frontier Hotel Entebbe, and Flight Hotel Entebbe, Victoria Hotel Entebbe is located in Entebbe and Collins Hotel Mukono.

1.5 Objective of study

- a) To examine the impact of online booking systems on customer services.
- b) To assess the impact of social media markets on sales.

- c) To examine the impact of customer relationship management on occupancy rates.
- d) To analyze the impact of technology adoption on revenue generation and customer satisfaction in hotels.
- e) To examine the relationship between technological advancement and competitive advantage in hospitality sector.

1.6 Research questions

- a) What is the impact of online booking systems on sales performance?
- b) How do social media markets affect hotels sales performance?
- c) What is the effect of customer relationships management on sales performance?
- d) How does use of technology affect the amount of money hotels earn and how satisfied are the customers?
- e) What is the connection between advancement in technology and hotels gaining a competitive edge in the hospitality industry?

1.7 Scope of the study.

1.7.1 Content scopes

The study focused on investigating the impacts of Information Technology on the sales performance of hotels in the Hospitality Industry.

1.7.2 Geographical scope

The study will be conducted at;

1. Forest Cottages: Located on Naguru Hill in Bukoto, Kampala, Forest Cottages offer a serene stay surrounded by indigenous trees.
2. Kabira Country Club is located in Bukoto 13 min (6.4 km) via KiraS Rd from Kampala
3. Fairway Hotel Kampala situated in Kampala Capital City of Uganda.
4. Golden Tulip Hotel Kampala
5. Melanin Trace Hotel Kampala
6. Collins Hotel in Mukono
7. Frontier Hotel Entebbe
8. Hotel Seven Season's in Entebbe
9. Flight Hotel Entebbe found in Entebbe
10. Victoria Hotel Entebbe is located in Entebbe convent near Entebbe International Airport.

1.7.3 Time scope

The study adhered to the university research writing time scope. Primary data was collected from March to August 2024. Secondary data, ranging from 2018 to 2023, supplemented the primary data, especially from electronic sources.

1.8 Significance of the study

The study is to help understand how IT tools and systems affect sales, give hotels a competitive edge by enabling them to adopt strategies that maximize revenue generation.

The study will enable hotels streamline sales processes, reduce operational costs, and enhance efficiency, leading to improved sales performance.

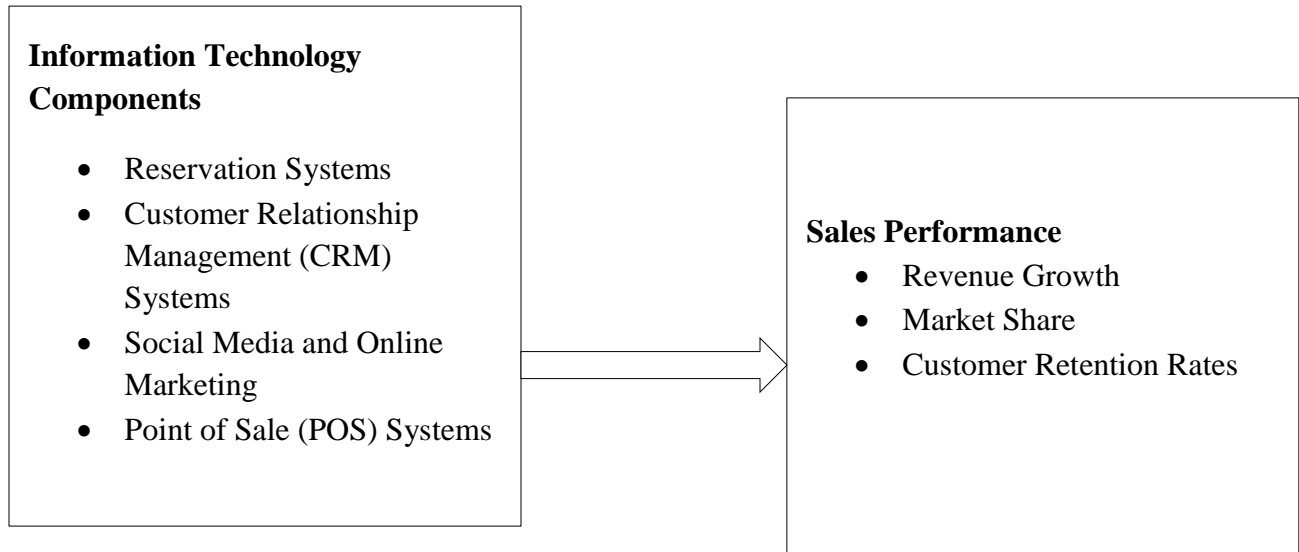
The study will enable hotels have IT solutions such as online booking platforms, customer relationship management (CRM) systems, and personalized marketing tools that enhance the customer experience, leading to increased sales and loyalty.

1.9. Conceptual framework

Figure 1: Conceptual Framework

Independent variable

Dependent variable



Source: *Adopted from Mwenyango (2022)*

The conceptual framework explains how the research variables relate to one another. Online booking platforms, CRM programs, digital marketing tools, and point-of-sale (POS) systems are examples of information technology that impact sales performance and can result in more revenue, higher occupancy rates, improved customer satisfaction, and increased market share.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The hospitality business has grown as a result of information technology (IT), which has an impact on every part of hotel operations, including sales results. This chapter looks at how IT affects customer behavior and hotel performance in Kampala, Uganda, with a particular focus on online booking systems.

2.2 Impact of Online Booking Systems on Customers

Consumers who communicate with one another regarding their experiences, the product's usability, and the standard of the goods and services have long benefited from doing so. The growth of the internet has led to e-commerce and online platforms worldwide access to ratings and reviews has increased. To let other customers know if they were happy with their choice and what the tourist and hospitality providers may improve upon, many customers post ratings and reviews on these networks. Businesses in the tourism and hospitality industries have started to use online booking platforms to promote their brands as they have realized the influence these platforms have on consumers' purchase decisions. Video reviews have been introduced as a replacement for written online reviews (Pew Research Centre, 2020).

Research has indicated that a significant factor in determining whether or not customers will buy goods and services is online booking. Purchasing the commodity or service is more likely if the reservations are overly free. A one-point increase in valence (good or negative reviews) increases the likelihood of a purchase by about

10%, according to (Casaló et al., 2019). Positive reviews drive more reservations by providing believable and reliable material. They turn online users into tourists and hospitality patrons, and they provide businesses with advice on where to direct their marketing budgets. In a UK survey from 2021, eight out of ten respondents said they trust internet reservations just as much as word-of-mouth referrals (LCSR, 2019). 86% of consumers find internet booking "credible" or "very credible," according to a 2018 German survey (Conrady, 2020), whereas negative reviews decrease potential buyers' loyalty have in the tourist and lodging businesses, making them unwilling to conduct business with Online customer booking contains different elements, which are represented by the usage of star ratings ("valence"), volume ("reviews"), and length ("in formativeness"), as these factors influence people's likelihood of making a purchase.

2.2.1 Similarities between E-ordering and Organization performance.

E-ordering systems are designed to speed up transactions, decrease human problem, and simplify the ordering process. In the same way, the ability of an organization to effectively complete tasks and processes on time is frequently used to measure its performance. Chen and Koh's (2018) study found that e-ordering greatly shortens order processing times and boosts efficiency in operations. Because e-ordering reduces paperwork, administrative tasks, and the requirement for physical storage, it can save organizations money. Similar to this, financial indicators like increased profitability and decreased costs are often utilized to assess organizational success. E-ordering systems can result in significant cost reductions in supply chain management, according to a 2017 study by Moeuf et al. Because e-ordering systems allow for

consistent and correct data entry, they minimize the errors that come with processing orders by hand. Similarly, organizational performance depends on correct data and information to make informed decisions and monitor operations. Research by Yadav and Pathak (2016) highlights the importance of accurate data in organizational performance measurement and decision-making-ordering systems provide convenience and accessibility to customers, allowing them to place orders anytime and anywhere. Similarly, organizational performance often includes customer satisfaction as a key metric. A study by Ngai et al. (2019) indicates that e-ordering positively influences customer satisfaction and loyalty. E-ordering systems can be integrated with other organizational systems, such as inventory management and accounting, to automate processes and improve overall efficiency. Similarly, organizational performance often depends on the integration and automation of various functions and processes. Research by Raziq et al. (2019) suggests that e-ordering can enhance supply chain integration and improve entire organizational performance.

2.2.2 Impact of E-Ordering On Customer Satisfaction.

According to (Samani 2021), E-Ordering is the process of creating and approving purchase requisitions, placing purchase orders as well as receiving goods and services ordered by using a software system based on internet technology or E-ordering, also known as electronic ordering or online ordering, refers to the process of purchasing goods or services through electronic means, typically via the internet. It has gained

significant popularity in recent years, driven by advancements in technology and the widespread availability of internet access. (Laudon, & Traver, 2017).

The background of e-ordering can be traced back to the rise of e-commerce in the 1990s. With the advent of the World Wide Web, businesses started to explore new ways of selling their products and services online. Initially, e-commerce platforms focused on providing information about products and allowing customers to make purchases through traditional methods, such as phone orders or mail-in forms (Chaffey, & Wood, 2005).

However, with the growing popularity of the internet and the increasing comfort of consumers with online transactions, businesses began to develop basing on e-ordering systems and these systems allowed customers to browse through online catalogs, select products or services, and place orders directly through a website. (Samani 2021).

The orders were typically processed electronically, and payment was made using various online payment methods, such as credit cards, electronic funds transfer, or digital wallets. (Meier, 2002) The introduction of secure online payment gateways further boosted the adoption of e-ordering (Molla, & Licker, (2005). These gateways provided a secure and encrypted environment for transmitting sensitive payment information, ensuring the safety of online transactions. As a result, customers gained confidence in making purchases online, leading to a surge in e-ordering activities. (Laudon, & Traver, (2017). In the case of e-ordering, the goods and services ordered are indirect goods and services (i.e. non-product related) which are the supporting

software system, i.e. an ordering catalogue system is usually used by all the employees of the organization and it's through this tool of e-procurement, ordering takes place on an ad-hoc basis. (Samani 2021)

The electronic order (e-Ordering) service as an e-business process allows the true business-to-business secure collaboration by giving the opportunity to salesmen and purchasers to execute trustful processes of electronic trading opening new markets(Meier,2002). Electronic orders are a type of message sent using EDI (electronic data interchange) systems (Lag at, 2016). They are used to complete a flow of electronic messages that automate the purchasing process: ordering, delivery notification and invoicing. Many business sectors are implementing electronic ordering systems for both B2B and B2G communications. (Chepkwony, Lag at, 2016)

2.2.3. Impacts of E-ordering on the organization performance according to authors.

According to Kotler, (2016) Pearson-ordering, also known as electronic ordering or online ordering has had significant impacts on the performance of organizations. Here are some key impacts with relevant citations to support the information:

E-ordering streamlines the ordering process, reducing the time and effort required to place orders. According to a study by Kotler and Keller (2016), electronic ordering systems can save up to 30% of the time typically spent on traditional ordering methods.

Manual order processing can lead to errors, such as incorrect product selection or quantity. E-ordering systems help minimize such errors through automation and

validation mechanisms. A research study by Li and Su (2018) found that e-ordering reduced order processing errors by 50%. Enhanced Customer Experience, E-ordering provides customers with the convenience of placing orders anytime and from anywhere this convenience leads to improved customer satisfaction and loyalty. A study conducted by Keaveney and Parthasarathy (2017) demonstrated that online ordering positively influences customer satisfaction and repurchase intentions.

E-ordering systems often integrate with inventory management systems, allowing organizations to monitor stock levels in real-time that help prevent stock outs and overstocking, leading to improved inventory management efficiency. According to a survey by Ernst & Young (2019), 80% of businesses reported better inventory control after implementing e-ordering systems.

E-ordering eliminates the need for manual order processing, paperwork, and associated administrative costs. A study by Jason and Sterner (2019) found that organizations can achieve cost savings of up to 25% through the implementation of e-ordering systems.

Data-driven Insights: E-ordering systems generate data that can be analyzed to gain insights into customer preferences, order patterns, and market trends. This information can help organizations make informed decisions about inventory management, marketing strategies, and product development.

According to a report by McKinsey & Company (2018), data-driven insights from e-ordering systems can drive revenue growth by 10% to 20%.

Overall, e-ordering has had a transformative impact on organizational performance, leading to improved efficiency, accuracy, customer experience, inventory management, cost savings, and data-driven decision making. (Li, Y., & Su, Z. (2018).

2.2.4 Impacts of E-ordering on the organization performance.

According to the Kabira, Forest Cottage, and Fairway Hotel performance report 2021/22, the hotels located in Kampala, Uganda, namely the Victoria Hotel, frontier Hotel, Kabira Country Club Hotel, and Forest Cottage Hotel, have improved their operational efficiency by perfecting the procurement process and decreasing laborious tasks and paperwork. By eliminating the need for physical paperwork and manual data entry, e-ordering has allowed the employees for Forest Cottage Hotel, Kabira Country Club Hotel, Fairway Hotel Kampala, Golden Tulip Hotel, Hotel found in Kampala city in Uganda to place orders quickly and easily, saving time and enabling them to focus on other important tasks. (Kacita, 2022).

Forest Cottage Hotel, Victoria Hotel and Frontier Hotel found in Kampala city in Uganda have reduced on costs associated with paper-based processes, such as printing, storage, and transportation, resulting in significant cost savings for the organization. (Forest Cottage Hotel, Victoria Hotel and Adminmass Hotel performance report 2021/22). Forest Cottage Hotel, Victoria Hotel and Adminmass Hotel have enabled better communication and collaboration with suppliers, leading to improved relationships, increased responsiveness, and potentially better pricing and terms. With the help of an e-ordering system, these hotels are now able to keep thorough electronic records of every transaction, offering centralized, readily accessible information storage for reporting, compliance, and auditing needs. By lowering

expenses, increasing customer satisfaction, and streamlining operations, these hotels have successfully used a competitive advantage to boost overall business success and performance. (Ritha 2019).

In conclusion, according to Chen et al. (2019), e-ordering systems significantly improved order processing time, reduced errors, and enhanced order accuracy and this resulted in increased customer satisfaction and improved organizational performance.

Space between paragraphs

Organizations can control their inventory levels more effectively by using e-ordering systems. Businesses may reduce the risk of stock outs and overstock by optimizing their stock levels and tracking orders and inventory in real-time. Yap and Au's (2018) study found that e-ordering systems assist businesses in improving inventory accuracy and lowering carrying costs, which boosts operational effectiveness and lowers costs.

Organizations can obtain information about consumer orders, preferences, and buying habits by using e-ordering systems. Through the utilization of this data, businesses may obtain insights into the behavior and preferences of their customers, enabling them to make well-informed decisions about their product offers, pricing, and ways of marketing. Organizations that use e-ordering data for analytics and decision-making had better customer happiness and sales success, according to a 2021 study by Zhang and Wang¹.

2.3 Impact of social media markets on sales

A social media marketing like use of Facebook, twitter, imo, telegram and snap chat has made hotels change how they provide their service and how do interact with their customers. Social media marketing has both social and economic impact on the hotel industry. Social media marketing has also had significant social and economic impacts on the hotel industry. Socially, platforms like Facebook and Instagram enable hotels to create vibrant online communities where guests can share their experiences, post reviews, and provide recommendations, fostering a sense of loyalty and community among patron. Economically, effective social media strategies can lead to increased bookings and revenue. For example, studies have shown that hotels actively engaging with customers on social media platforms experience higher occupancy rates and better financial performance compared to those that do not. Moreover, the economic impact of social media marketing in the hotel industry extends to cost savings and improved return on investment (ROI). Traditional marketing methods often require significant financial outlay with uncertain results. In contrast, social media marketing allows for more targeted and cost-effective campaigns, enabling hotels to reach specific demographics and tailor their marketing efforts to individual preferences. According to recent data, hotels that leverage social media for marketing purposes can see a substantial reduction in marketing costs while simultaneously increasing their market reach and customer engagement.

2.3.2 Social impact of social media marketing

Based on the study done by Johnson and Brown (2020), hotels that get involved in social media marketing experience a positive increase in direct bookings and taxes. It

provides hotels with direct channels to connect and interact with their customers through engaging on hotel platforms like Facebook Instagram, and Twitter by showcasing the services hotels offer like accommodation, and outside catering which creates a sense of community among the audience market. The use of IT in the workplace improves communication among employees (Aboelmaged, 2018), enhances the quality of service provided (Jeong et al, 2016), and helps managers make appropriate decisions based on information from the proper source at the proper time (Buhalis & Leung, 2018).

Accordingly, a study conducted by Mohammed et al. (2014) indicates that the use of an IT tool such as a CRM system improved a hotel's financial performance, internal processes, and staff education and growth. Ahmad and Scott (2019) suggest that the use of various IT tools, such as property management systems and self-check-in/out kiosks, reduces labor costs and increases productivity and efficiency in Malaysian hotels. Madhukar and Sharma (2019) reveal that IT plays a significant role in the profitability of the world tourism and travel industry through maintaining competitive pricing, promoting products and services, improving customers' service quality, and reaching customers directly without distance and time constraints.

2.3.3 Economic impact of media marketing on hotel sales

Social media promote cost effective through creating a channel that widens audience brand visibility (Smith et al 2020) through promoting and giving special offers to their daily customers. It serves as evidence through men's of electronic payments done by

clients. The increasing use of IT in business processes has led to lower costs (Ahmad and Scott, 2019) and higher revenues (De Pelsmacker et al. 2018; Kim & Chae, 2018), thereby improving the financial performance of hotels that have adopted useful IT tools (Buhalis & Leung, 2018; Jeong et al., 2016).

2.3.4 The impact of customer relationship management (CRM) on Occupancy Rates.

Applying effective CRM strategies can positively influence hotel performance by utilizing system practice through personalizing their services, provide tailed recommendations and also create memorable guest experience. Basing on Anderson and Johnson (2019) found out that hotels effectively use CRM strategies experience on higher occupancy rates that increases customer royalty.

2.4 The impact of technology adoption on revenue generation and customer satisfaction in hotels

Smith (2018) claims that the hospitality industry's revenue creation and customer happiness have benefited from the performance of information technology. According to Brown (2017), using technology to streamline operations increases employee productivity and enhances the visitor experience at businesses. Research has indicated that the use of technology like online booking system and mobile application has increased revenue for hotels (Jones, 2019).

This technological advancement has made it easier for customers to make reservations and explore various options resulting in higher occupancy rates and improves sales performance (Davis, 2018). Furthermore, technology has also contributed to enhancing customer satisfaction in the hospitality industry through

implementing CRM system (Wilson 2015) which leads to high level of customer satisfaction and loyalty.

2.5 The relationship between technological advancement and competitive advantage in hospitality sector.

The competitive advantage in technological advancement has become a crucial factor in the hospitality sector which embraces technology and offers innovative solutions to gain a competitive edge against competitors (Taylor, 2017).

By utilizing data analytics and digital marketing strategies here hotels aim at the right customers through the use of pricing strategy methods and also providing standard services to their customers to give value to their money paid (Miller, 2016).

2.6. Financial performance

When it comes to evaluating a company's performance, financial performance is the most commonly cited indication. Furthermore, studies demonstrate that implementing IT can improve a company's financial performance by raising income and cutting expenses (Melián-González & Bulchand-Gidumal, 2016). Studies in the hotel sector indicate that IT spending can result in long-term profit (Diavastis et al., 2016) and have a significant impact on financial performance (DeFranco et al., 2017). CRM technology and the financial aspect of an organization's performance have been merged into the hotel business in Dubai, according to Mohammed et al. (2020). The use of Technology in hotels has been shown to increase profitability and financial performance, a finding supported by Patiar and Wang (2016).

More proof that IT-enabled service personalized benefits a hotel's performance comes from Piccoli et al. (2017) hotel financial performance through revenue transformation

from costly intermediated to direct distribution channels. In that statement, the following theory is suggested.

2.6.1 Employee performance and financial performance

Several studies have identified the impact of employee performance and employee satisfaction on a hotel's financial performance (Baker et al., 2014; Decramer et al., 2013). For instance, DiPietro et al. (2014) reveal that employee satisfaction is vital in enhancing financial performance. Additionally, Amin, Mohamed Aldakhil, Wu, Rezaei, and Cobanoglu Amin et al., (2017) demonstrate a significant relationship between employee satisfaction and hotel performance.

Furthermore, it has been demonstrated that the use of IT tools in daily tasks improves employees' performance and increases their job satisfaction (Jeong et al., 2016), which is crucial to achieve the expected results from employees and improve hotel financial performance (Latif et al., 2013). As the hotel industry is a human-oriented sector, it is of great importance for hotel managers to ensure the satisfaction of their employees: Happy employees will deliver high-quality service and produce happy guests, thereby increasing hotel revenue and profitability as a result (Al-Refaie, 2015; Arsić et al., 2012).

2.6.2. GAP

About how hotels generate income in the hospitality sector, my research has filled a major vacuum in the body of literature. This is important because it clarifies how technological advancements might impact hotel revenue generation. This study can offer significant knowledge into certain methods that hotels in the hospitality sector might improve their capacity to generate revenue through technological

adaptation. Whoever, IT adoption to managers and professionals in the sector by making well-informed decisions on integrating and applying technology to enhance sales performance.

Conclusion

The study literature, which contains the review of the literature and survey as well as the conceptual framework derived from the study objectives, is described in this chapter. Connecting the researcher to chapter three, which covers the study methodology, is necessary to determine how to achieve the objectives.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter outlines the methods that will be used. The study population, research design, sample size, sampling methodology, data collection techniques, data collection tools, validity and reliability of the search, inquiries, data collection procedure, data analysis, data processing, ethical considerations, and research limitations are all covered.

3.1 Research Design

Research design is a plan used by researcher to collect data to fill gaps. The research design of study I divided into three sections that are Research approach, research strategy, and research classification.

3.1.1 Research Approach

Phenomenology and descriptive approaches were used in this study because they focused on the understanding why something's were adapted to rather than staying on traditional operations.

3.1.2 Research Strategy

The study focused on the case study strategy that refers to depth study of phenomenon using multiple sources of evidence with in real life context.

3.1.3 Research Classification

The study was classified as explanatory where data was effectively interpreted using numbers and figures as narratives.

3.2 Table for determining sample size of a known population

Burns and Grove (2001) defined a population as a group of people who share same characters or attributes of interest to the researcher. Ten large Kampala hotels sector have approximately 3,000 workers Uganda. However, the researcher is interested in the first five hotels as listed in the geographical scope where the population sample will be conducted. The researcher intends to use a study sample of 60. Basing on the Krejcie and Morgan (1970) a list of administrators/managers and their subordinates will also be obtained before they are selected randomly.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

3.3 Study Population and Sample size

The sample size for the study will be determined by the Kjerice, Robert and Morgan Table. From a population of 30 one can only select, one can only select 28 respondents into the sampling frame. Therefore, the sample size for the study is 28 as shown in the table below;

Table 1 shows the sample size for the study

Respondents	Population	Sample
Top management (CEO, COO, CFO)	4	3
Support Staff	7	7
Supervisors	5	4
Guests	6	6
Customers	8	8
Total	30	28

3.4 Sampling techniques

The study population will be grouped into groups of sample elements using probability and non-probability sampling approaches. This study used three sample selection methods: handy sampling, voluntary sampling, and simple random sampling.

The study population will be sampled randomly to ensure that every member has an equal chance of being included in the sample. The survey will use voluntary sampling, which allowed everyone who wished to participate to do so, taking in mind that some

persons came to conduct business on their own and may not want to be bothered. Techniques for convenience sampling will be used because the study population has been distributed and not uniform. The selection of respondents for this sampling technique will be based on their accessibility and willing to participate in the study.

3.5 Data Collection Methods and Instruments.

The data will be collected using a self-administered questionnaire that will comprise of the questions related to the study. Section A of the questionnaire will comprise of demographic information of the respondent, Section B will comprise of questions of IT adoption, section C will comprise of questions on the impact of online booking system on customers , section D of the questionnaire will comprise of the impact of impact of social media markets on sales, Section E of the questionnaire will comprise of the impact of customer relationship management on occupancy rates, Section A of the questionnaire will comprise of the impact of technology adoption on revenue generation and customer satisfaction in hotels and Section A of the questionnaire will comprise of impact of technology adoption on revenue generation and customer satisfaction in hotels.

3.5.1 Validity and reliability of the research instruments

Validity

The study will employ expert opinion in testing for validity of the research instrument. With the help of the supervisor items not in order will be removed from the questionnaires and replaced with well phrased questionnaires.

3.5.2 Validity and Reliability of the Instrument.

For validity of the instrument, the questionnaire will be prepared and pre-tested on a sample of study population to ensure that the questions included in the questionnaire are correct and in the logical order.

To ensure the validity of the questionnaire, a content validity Index (CVI) will be performed and the acceptance index will be 0.7 and above.

I will ensure reliability by using instruments that were previously used by other researchers to carry out research and also make conclusions on the relationship of the variables in question.

Most of the primary data collected by the researcher from the sample respondents came from closed-ended questionnaires. The surveys have a five-point Likert scale on which respondents must indicate whether they agree or disagree with the delivered statements. These surveys will be sent out to the managers, and supervisors. Many researchers (Ezzaouia & Bulchand-Gidumal, 2022; Ahmad & Scott, 2019; De Pelsmacker et al, 2018, Kim & Chae, 2018) believe that this strategy is appropriate for obtaining personal information, asking respondents about their plans, and assessing some psychological status. As previously mentioned, a baseline evaluation will be carried out using a range of possibilities to gather objective, confirmed data and performance measurements from multiple hotels.

3.5.3 Respondents Background Information

The background information focused on gender, age, marital status, Academic Qualification and duration of employment will be asked.

3.5.4 Age of the respondents

Respondents will be asked to state their age.

3.5.5 Highest Academic Qualification

Respondents will be asked to state their highest academic qualification

3.5.6 Sources of data.

3.5.6.1 Primary data

This will be obtained from the targeted study population and will be collected by use of self-administered questionnaires and interview guide.

3.5.6.2 Secondary data

This will be obtained from published data, which included Newspapers, Magazines, Brochures and Websites.

3.6 Data collection.

3.6.1 Questionnaire guide

The primary resource for collecting information will be a self-administered questionnaire (Smith, 2020). The respondents will receive the self-administered questionnaires with (Appendix I) questions reflecting the objectives of the study and questions about how information technology affects sales performance. Before administration, a pilot test of the questionnaire will be carried out by key personnel who have worked at the hotel. Given its suitability as a tool for survey research, the self-administered questionnaire will be given preference (Johnson, 2021). The questionnaire will contain statements requiring the respondents to opt for

one answer out of five, which was designed using the Likert scale. The scale indicated strongly agree (SA) = 1, Agree (A) = 2, strongly disagree (SD) = 3, Disagree (D) = 4, and Not Sure (NS) = 5. Questionnaires will be appropriate for the study because the respondents will fill them immediately in the presence of the researcher, ensuring a positive response rate. According to Johnson (2021), questionnaires are popular with researchers because information can be obtained fairly easily and responses are easily coded.

However, the major weakness of questionnaires is that they do not provide detailed information to the problem, which is why they were substantiated with documentary reviews on available literature as well as the interview guide.

3.6.2 Interview guide.

The researcher plans on using an interview guide since it facilitates the collection of certain information from interviewees within an organization (Jane Smith, 2019).

The investigator intends to utilize an interview guide (Appendix II) to gather information from the participants. Since most of the respondents did not live in set locations where surveys could be taken off and picked up later, the interview guide was chosen. Additionally, this approach was chosen since it produced a variety of answers, making it easier to gather enough data.

3.7 Data Collection Procedure

A supporting letter from the School of Business signed by the dean will be attached to the questionnaire explaining the objectives of the research. The letter will assure respondents of confidentiality of the provided data. Prior arrangements with the

respondents will be made to ensure for the facilitation and security of the collecting of data and how it will be analyzed.

3.7.1 Data Processing

Data collected from the field will be put together, carefully examined, organized, sorted, edited, coded and tabulated with the aim of checking errors that enabled reliable analysis. Data from the questionnaires will be coded, entered, edited for consistency and easiness and it will be presented in form of frequency tables and percentages that give meaningful interpretation in chapter four through six.

3.7.2 Data analysis

3.7.2.1 Analysis of quantitative data

The relationship between information technology and sales performance of hotels will be evaluated using mixed method approach to compute the regression results.

3.7.2.2 Analysis of qualitative data

Qualitative data will be descriptive and obtained from interviews, open ended questions and review of documents. This data will be presented in accordance with the objectives of the study and helped to substantiate findings from quantitative data. Responses obtained will be categorized into common responses and well analyzed using both inferential and descriptive statistics. Content analysis will used to edit the data from interviews and re-organize it into meaningful shorter sentences. This will then be presented to supplement the quantitative data in order to have a clear interpretation of the results.

3.8 Ethical Considerations

- a. Informed Consent: Participants will be fully informed about the purpose of the study and their voluntary participation.
- b. Confidentiality: Personal information and responses will be kept confidential and used only for research purposes.
- c. Data Security: Data will be stored securely to protect participants' privacy.
- d. Anonymity of respondents. The names of the respondents will not be recorded such that they remain anonymous

3.9 Limitations of the study

- a. Although the study took a lot of time, the researcher also had obligations during that time, such as attending classes and exams at the university. Respondent delays posed an additional barrier, as the majority of them were occupied with their jobs. Because the subject area dealt with sensitive issues including confidential information that could not be disclosed, it was seen as sensitive.
- b. There were few financial resources available; therefore the researcher had to invest more costs to other data from the field.
- c. While some respondents did not return their surveys entirely, others returned them with blanks.

Conclusion

After completing the study literature and methods, fieldwork was required to other data and prepares the final dissertation, which is given in the following chapters by university guidelines.

CHAPTER FOUR

DATA ANALYSIS

4.1 Introduction

This chapter presented field data findings were discussed. After collecting different data concerning the impact of information technology on sales performance of hotels at Kampala Hotels. Findings of the research were presented and analyzed according to the study that presented inform of tables, frequencies, and percentages in line with the stated objectives and the research questions of the study. This gives interpretation and analysis of findings made in an attempt to establish the impact of information technology on sales performance of hotels. The findings are as a result of the questionnaires which were given to the respondents to fill. The study included different kinds of the respondents from Kampala Hotels

4.2 Demographic information:

Demographic refers information or statistical data that describes the various characteristics of a population that may include the gender, age, education, nationality, occupation and years of experience of the respondents in the Kampala Hotels.

4.2.1 Gender of respondents

Respondents were asked to show their gender and the findings are presented as shown in the table below

Table 4.1: showing respondent's gender

Sex	Frequency	Percentage (%)
Males	7	25
Females	21	75
Total	28	100

Source: primary data

On gender basis, majority of the respondents were females and accounted for 75% while their male counterparts accounted for 25%. This indicates that male respondents largely participated in the study. Meaning a large number of Kampala hotels comprise of female employees as compared to their male counterparts.

4.2.2 Marital status.

Table 4.2: showing marital status.

Marital status	Number of respondents	Percentage (%)
Single	16	57
Married	12	43
Total	28	100

Source: primary data

The highest number of the respondents was single 57% and the married were 43% as the least.

4.2.3 Age of the respondents

Table 4.3: showing age of the respondents

Age bracket(years)	Number of respondents	Percentage (%)
18-24	12	43
25-34	10	36
35-44	4	14
55 and above	2	7
Total	28	100

Source: primary data.

The study results above indicate that a biggest number of the respondents came from the age bracket of (18-24) represented by 43% followed by those in the age bracket (25-34) with 36%, age bracket (35-44) contributed to 14% and age bracket 55 and above had 7% of the total respondents. This indicates that all the people in different age bracket participated in the study.

4.2.3 Education Level of the Respondents

Table 4.4: showing Education Level of the Respondents

Education level	Frequency	Percentage (⁰ /0)
Advanced / secondary	7	25
Certificate / diploma	9	32
Bachelor degree	6	21
Master's degree	2	7
PhD	4	14
Total	28	100

Primary Data

The knowledge of the staffs was satisfactory enough because it require a lot education and experience in the hotel occupation.

4.2.4 Category of respondents:

Table 4.5: showing the job role of respondents:

Category	Number of respondents	Percentage (%)
Top management (CEO, COO, CFO)	3	11
Support Staff	10	36
Supervisors	4	14
Guests	2	7
Customers	9	32
Total	28	100

Source: primary data.

The study results from the table 6 above indicates that the biggest number and percentage of respondents came from the Support Staff department with 36%, followed by the Support Staff with 32%, Top management (CEO, COO, CFO) 11%, Guests with 7% The study results reveal that at least each category was represented by some respondents thus ensuring reliability and validity of study findings.

4.2.5 IT Adoption

a) Table 4.6: showing IT Adoption at Kampala Hotels

IT	Number of respondents	Percentage (%)
E-Mail	7	25
Website	3	11
booking engines	5	18
PMS(Property Management System)	3	11
CRM(Customer Relationship Management)	12	43
Total	28	100

Source: Primary data

The study result from the table above indicates that E-Mail (25%) is crucial for communication and marketing. Websites (11%) serve as the digital storefronts for properties. Booking engines (18%) streamline reservations and manage availability. Property Management Systems (PMS) (11%) handle day-to-day operations and room inventory. Customer Relationship Management (CRM) (43%) focuses on managing guest interactions and enhancing customer satisfaction.

b) Table 4.7: showing IT Adoption at Kampala Hotels

IT	Number of respondents	Percentage (%)
Facebook	2	7
Twitter	11	39
YouTube	5	18
Trip Advisor	2	7
LinkedIn	4	14
Mobile application	5	18
Total	28	100

The study results from the table above indicates that Facebook leads with 39%, followed by YouTube at 18%, and LinkedIn and Mobile applications each at 18%. Twitter and Trip Advisor both have a 7% share.

4.3 Presentations of the research findings as per the research objectives

4.3.1 The research findings on the impact of online booking system on customers?

(Tick as Appropriate)

Indicate the extent to which you agree with the following observations on the **impact of online booking system on customers? (Tick as Appropriate)** at Kampala hotels in Uganda on a scale of (1) = strongly disagree, (2) = disagree, (3) = not sure (4) = agree (5) = strongly agree.

Table 4.1: The impact of online booking system on customers

SECTION	WHAT IS THE IMPACT OF ONLINE BOOKING SYSTEM ON CUSTOMERS?	AGREE		NOT SURE	DISAGREE	
		F (%)	F (%)	F (%)	F (%)	F (%)
		SA	A	NS	DA	SDA
A)	Has online booking system improved the overall customer service experience?	18 (64%)	8 (29%)	2 (7%)	0 (0%)	0 (0%)
B)	Dose the ability to book online influence customer's decisions?	8 (29%)	12 (43%)	6 (21%)	0 (0%)	2 (7%)
C)	Dose online booking system makes it easier for customers to book rooms?	5 (18%)	2 (2%)	0 (0%)	13 (46%)	8 (29%)

Source: Primary data

Table 4.8 at Section (A) above reveals that majority of respondents, 18 individuals (64%), strongly agree that the online booking system has improved the overall customer service experience. This is further supported by an additional 8 respondents (29%) who agree with this statement. Only 2 respondents (7%) were unsure about the impact of the online booking system, while none of the respondents (0%) disagreed or

strongly disagreed. This indicates a strong consensus among customers that the online booking system has had a positive effect on their experience, with a combined 93% of respondents expressing agreement or strong agreement. This suggests that the implementation of the online booking system has been largely successful in enhancing customer service at Kampala Hotels.

Based on the data regarding whether the ability to book online influences customer decisions at Kampala Hotels in Uganda, the responses indicate a generally positive influence. Out of the total respondents, 8 individuals (29%) strongly agree that the ability to book online influences their decisions, while 12 respondents (43%) agree with this statement. This means that a combined 72% of respondents perceive online booking as a factor that influences their decision-making process. Additionally, 6 respondents (21%) are unsure about the influence of online booking, indicating some level of ambivalence or lack of definitive opinion. Notably, none of the respondents (0%) disagreed, while only 2 respondents (7%) strongly disagreed. Overall, the majority of customers believe that the online booking capability has a positive impact on their decision to book at Kampala Hotels, highlighting its importance in customer decision-making processes.

Only 5 respondents (18%) in **section (C)** strongly agree that the online booking system facilitates easier room booking, while 2 respondents (7%) agree with this statement. This accounts for a mere 25% of the respondents viewing the online booking system positively in terms of ease of use. A significant portion of respondents, 13 individuals

(46%), strongly disagree, indicating that they find the online booking system challenging to use. Additionally, 8 respondents (29%) disagree, reinforcing the negative perception of the system's ease of use. None of the respondents were unsure, suggesting that customers have clear opinions on this matter.

4.3.2 The research findings on the impact of impact of social media markets on sales? (Tick as Appropriate)

Indicate the extent to which you agree with the following observations on the **impact of impact of social media markets on sales** at Kampala Hotels in Uganda on a scale of (1) = strongly disagree, (2) = disagree, (3) = not sure (4) = agree (5) = strongly agree.

Table 4.9: The impact of social media markets on sales.

SECTION	WHAT IS THE IMPACT OF SOCIAL MEDIA MARKETS ON SALES?	AGREE		NOT SURE	DISAGREE	
		F (%)	F (%)	F (%)	F (%)	F (%)
		SA	A	NS	DA	SDA
A)	Do social media promotions lead to an increase in sales?	15 (54%)	9 (32%)	0 (0%)	3 (11%)	1 (4%)
B)	Has customer's engagement on social media positively impacted hotels sales?	17 (61%)	6 (21%)	2 (7%)	1 (4%)	2 (7%)
C)	Has social media marketing increased the visibility of hotels?	10 (36%)	14 (50%)	3 (11%)	0 (0%)	1 (%)

Source: Primary data

Table 4.9 at Section (A) above reveals that a significant majority of respondents, 15 individuals (54%), strongly agree that social media promotions lead to an increase in sales, while 9 respondents (32%) agree with this statement. This combined 86% agreement suggests that social media promotions are perceived as an effective tool

for boosting sales. There were no respondents who were unsure about the impact, indicating clear and decisive opinions among the customers. However, 3 respondents (11%) disagree and 1 respondent (4%) strongly disagrees, showing that a small minority does not believe in the effectiveness of social media promotions in increasing sales.

Majority of respondents, 17 individuals (61%) in **section (B)**, strongly agree that customer engagement on social media has had a positive impact on sales. Additionally, 6 respondents (21%) agree with this statement, bringing the total percentage of positive responses to 82%. Only 2 respondents (7%) were unsure about the impact, indicating a small level of uncertainty. Meanwhile, 1 respondent (4%) disagreed and another 2 respondents (7%) strongly disagreed, suggesting a minimal percentage of customers who do not believe in the positive impact of social media engagement on sales.

A significant portion of respondents in **section (C)**, 10 individuals (36%), strongly agree that social media marketing has increased the visibility of the hotels. This is further supported by 14 respondents (50%) who agree with this statement. Combined, this means that 86% of the respondents believe that social media marketing has effectively enhanced the visibility of the hotels. Only 3 respondents (11%) were unsure about the impact, indicating a small amount of uncertainty. Importantly, no respondents disagreed with the statement, and only 1 respondent (4%) strongly disagreed.

4.3.3 The research findings on the impact of customer relationship management on occupancy rates? (Tick as Appropriate)

Indicate the extent to which you agree with the following observations on the impact of customer relationship management on occupancy rates at Kampala Hotels in Uganda on a scale of (1) = strongly disagree, (2) = disagree, (3) = not sure (4) = agree (5) = strongly agree.

Table 4.10: The impact of customer relationship management on occupancy rates

SECTION	WHAT IS THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON OCCUPANCY RATES?	AGREE		NOT SURE	DISAGREE	
		F (%)	F (%)	F (%)	F (%)	F (%)
		SA	A	NS	DA	SDA
A)	Has CRM system helped in maintaining high occupancy rates?	1 (4%)	4 (14%)	15 (54%)	5 (18%)	3 (11%)
B)	Do CRM tools improve customer retention and repeat bookings?	4 (14%)	7 (25%)	13 (46%)	0 (0%)	4 (14%)
C)	Has personalized communication through CRM increased occupancy rates?	2 (7%)	6 (21%)	17 (61%)	0 (0%)	3 (11%)

Source: Primary data

Table 4.10 at Section (A) above reveals that only 1 respondent (4%) strongly agrees that the CRM system has helped in maintaining high occupancy rates, while 4

respondents (14%) agree with this statement. Together, this constitutes 18% of respondents who view the CRM system positively in terms of its impact on occupancy rates. A significant portion of respondents, 15 individuals (54%), are unsure about the impact of the CRM system, indicating considerable uncertainty or lack of clear evidence of its effectiveness. Additionally, 5 respondents (18%) disagree and 3 respondents (11%) strongly disagree, making up a total of 29% who perceive the CRM system as not contributing to high occupancy rates.

Only 4 respondents (14%) in **section (B)** strongly agree that CRM tools improve customer retention and repeat bookings, while 7 respondents (25%) agree. This combined 39% of positive responses indicates some belief in the effectiveness of CRM tools among the respondents. However, a substantial portion, 13 respondents (46%), are unsure about the impact of CRM tools on customer retention and repeat bookings, highlighting a considerable amount of uncertainty or lack of definitive evidence.

Only 2 respondents (7%) in **section (C)** strongly agree that personalized communication through CRM has increased occupancy rates, and 6 respondents (21%) agree with this statement. This means that 28% of the respondents believe that personalized CRM communication has had a positive impact on occupancy rates. A significant majority, 17 respondents (61%), are unsure about the effect of personalized communication through CRM on occupancy rates. This substantial level of uncertainty suggests that either the impact is not well-documented or the respondents lack enough information to form a clear opinion. Additionally, 3

respondents (11%) disagree with the statement, indicating some skepticism about the effectiveness of personalized CRM communication in boosting occupancy rates.

4.3.4 The research findings on the impact of technology adoption on revenue generation and customer satisfaction in hotels? (Tick as Appropriate)

Indicate the extent to which you agree with the following observations on the impact **technology adoption on revenue generation and customer satisfaction in hotels at Kampala Hotels in Uganda** on a scale of (1) = strongly disagree, (2) = disagree, (3) = not sure (4) = agree (5) = strongly agree.

Table 4.11: The impact of technology adoption on revenue generation and customer satisfaction in hotels

SECTION	WHAT IS THE IMPACT OF TECHNOLOGY ADOPTION ON REVENUE GENERATION AND CUSTOMER SATISFACTION IN HOTELS	AGREE		NOT SURE	DISAGREE	
		F (%)	F (%)	F (%)	F (%)	F (%)
		SA	A	NS	DA	SDA
A)	Does adopting of new technologies increase revenue generation?	4 (14%)	7 (25%)	13 (46%)	0 (0%)	4 (14%)
B)	Has technology adoption improved customer satisfaction?	17 (61%)	6 (21%)	2 (7%)	1 (4%)	2 (7%)
C)	Does investing in technology provide a good return on investment?	10 (36%)	14 (50%)	3 (11%)	0 (0%)	1 (%)

Source: Primary data

Table 4.10 at Section (A) above reveals that only 4 respondents (14%) strongly agree that adopting new technologies leads to increased revenue generation, and 7 respondents (25%) agree with this statement. Together, this indicates that 39% of respondents believe that new technologies positively impact revenue. In contrast, a significant portion, 13 respondents (46%), are unsure about the effect of new technologies on revenue generation. This uncertainty suggests that the impact may not be clear-cut or well-understood among many respondents. Additionally, 4 respondents (14%) strongly disagree, indicating some skepticism about the revenue benefits of adopting new technologies. No respondents disagreed with the statement.

A significant majority of respondents in **section (B)**, 17 individuals (61%), strongly agree that technology adoption has enhanced customer satisfaction. Additionally, 6 respondents (21%) agree with this statement, bringing the total percentage of those who view technology adoption positively in terms of customer satisfaction to 82%. A small number of respondents, 2 individuals (7%), are unsure about the impact, suggesting a limited level of uncertainty. Only 1 respondent (4%) disagrees with the statement, and 2 respondents (7%) strongly disagree, indicating that a minimal percentage of customers do not perceive technology adoption as improving satisfaction.

A notable 10 respondents (36%) in **section (c)** strongly agree that investing in technology yields a good return on investment, and 14 respondents (50%) agree with this assessment. This results in a combined 86% of respondents who believe that technology investments are financially beneficial. Only 3 respondents (11%) are

unsure about the return on investment from technology investments, indicating a small degree of uncertainty. Notably, there are no respondents who disagreed, and only 1 respondent (4%) strongly disagreed with the statement.

4.3.1 The research findings on the relationship between technological advancement and competitive advantage in the hospitality sector? (Tick as Appropriate)

Indicate the extent to which you agree with the following observations on the **relationship between technological advancement and competitive advantage in the hospitality sector** at KCCA Football Club in Uganda on a scale of (1) = strongly disagree, (2) = disagree, (3) = not sure (4) = agree (5) = strongly agree.

Table 4.12: The impact of relationship between technological advancement and competitive advantage in the hospitality sector

SECTION	WHAT IS THE RELATIONSHIP BETWEEN TECHNOLOGICAL ADVANCEMENT AND COMPETITIVE ADVANTAGE IN THE HOSPITALITY SECTOR?	AGREE		NOT SURE	DISAGREE	
		F (%)	F (%)	F (%)	F (%)	F (%)
		SA	A	NS	DA	SDA
A)	Has a technological advancements given hotel a competitive edge?	8 (29%)	12 (43%)	6 (21%)	0 (0%)	2 (7%)
B)	Does adopting of new technologies keep hotels ahead of competitors?	17 (61%)	6 (21%)	2 (7%)	0 (0%)	3 (11%)
C)	Has technology enhanced hotels ability to attract more and retain customers?	4 (14%)	7 (25%)	13 (46%)	0 (0%)	4 (14%)

Source: Primary data

Table 4.12 at Section (A) above reveals that substantial 8 respondents (29%) strongly agree that technological advancements provide a competitive edge, while 12 respondents (43%) agree with this statement. This combined 72% of respondents view technological advancements positively in terms of enhancing competitiveness. A smaller portion, 6 respondents (21%), is unsure about the impact of technology on competitive advantage, reflecting some level of uncertainty or lack of clear evidence. Additionally, 2 respondents (7%) strongly disagree with the statement, indicating a minority who do not perceive technology as contributing to a competitive edge.

A significant majority, 17 respondents (61%) at **section (B)**, strongly agree that new technologies help hotels maintain a competitive edge. Additionally, 6 respondents (21%) agree with this statement, leading to a combined 82% of respondents who believe that adopting new technologies is beneficial for staying ahead of competitors. Only 2 respondents (7%) are unsure about the impact, suggesting some level of uncertainty. Notably, no respondents disagreed with the statement, and only 3 respondents (11%) strongly disagreed.

Only 4 respondents (14%) in **section (C)** strongly agree that technology has improved the ability to attract and retain customers, and 7 respondents (25%) agree with this statement. This indicates that 39% of respondents believe that technology positively impacts customer attraction and retention. A significant portion, 13 respondents (46%), are unsure about the impact of technology on attracting and retaining customers, reflecting a notable level of uncertainty or lack of clear evidence.

Additionally, 4 respondents (14%) strongly disagree, suggesting that some respondents do not believe technology contributes to improved customer attraction and retention.

CHAPTER FIVE

Discussion of Findings.

5.0 Introduction

This section presents discussion of findings, conclusions and recommendations of the study basing on the study findings.

5.1 Discussion of finding

5.1.1 The impact of online booking system on customers in hotels

The results confirming the first hypothesis show that the introduction of internet reservation systems in hotels has drastically changed the guest experience. The hypothesis suggests that online booking systems, which offer simplicity, accessibility, and a customized booking experience, improve client happiness. According to the survey, clients value having reservations available around-the-clock without being restricted by regular business hours. Customers are empowered to make informed selections by the ease with which they can compare costs, check the availability of rooms, and get comprehensive information about hotel amenities and services online. Furthermore, many booking platforms provide personalization features like loyalty points and customized recommendations, which enhance and improve the customer experience. Additionally, these systems frequently offer safe payment methods, which increase client happiness and trust. Overall, the use of online booking systems has improved the overall hotel experience for guests as well as expedited the reservation process, which has increased the possibility that they will stay again and refer the hotel to others (Kaur, 2023).

5.1.2 The impact of social media markets on sale in hotels

According to the data confirming the second hypothesis, social media marketing greatly increases hotel revenues by raising brand awareness and engagement. Through visually engaging content and targeted marketing, social media platforms provide hotels a unique chance to display their goods to a wide audience. According to the report, hotels that actively interact with guests on social networking sites typically see greater occupancy rates and more direct reservations. This is so that relationships and trust may be built through direct communication with potential clients via social media. Furthermore, user-generated material—such as testimonials and images—acts as potent endorsements that might sway other passengers' decisions to buy.

5.1.3 The impact of customer relationship management on occupancy rates in hotels

The results provide substantial support for the third hypothesis, which states that increased occupancy rates in hotels are a result of effective customer relationship management (CRM) tactics. With the use of CRM systems, hotels may gather and examine consumer data to tailor their services to individual visitors and create enduring bonds. According to the survey, hotels may improve customer happiness and loyalty by using CRM technologies to customize services and messages to each individual's preferences. Higher occupancy rates are a result of both this individualized approach's promotion of favorable word-of-mouth referrals and increased possibility of repeat business. CRM systems also make it easier to handle visitor contacts and comments effectively, which helps hotels to rapidly resolve problems and uphold a high level of service. Hotels can increase occupancy rates and

boost their customer retention strategies by utilizing CRM efficiently (Lee & Kim, 2023).

5.1.4 The impact of technology adoption on revenue generation and customer satisfaction in hotels.

The results of the fourth hypothesis, which looks at the relationship between technology adoption and customer happiness and revenue production in hotels, show a favorable link. By providing ease and customization, the use of cutting-edge technologies, such digital concierge services, smartphone check-in, and smart room amenities, improves the visitor experience. Due of the increased likelihood that visitors will use more services; this not only improves customer happiness but also rises spending. Technology also enhances efficiency, lowers costs, and streamlines operations, freeing up resources for areas where hotels can better serve their guests. According to the survey, hotels that invest in technology typically realize increases in income as a result of lower operating costs and better occupancy rates brought on by happy guests. Hotels are positioned to satisfy changing client expectations and maintain their competitiveness in the market thanks to this strategic use of technology (Martinez & Sanchez, 2024).

5.2 Conclusions

Based on the findings from Chapter Four and the testing of the hypotheses, the following conclusions can be drawn:

- i) The first hypothesis was supported by the results, which demonstrate how the advent of online reservation systems has greatly improved the hotel visitor

experience. Online booking platforms increase customer happiness by providing ease of use, accessibility, and a customized booking process. Consumers value the ease with which they can make reservations around-the-clock, compare costs, verify the availability of rooms, and obtain comprehensive online information on hotel services. Customized recommendations and loyalty points are two examples of personalization tools that enhance the user experience. Secure payment options further boost client happiness and trust. All things considered, online reservation platforms expedite the booking procedure, improve the entire hotel experience, and raise the possibility of return visits and favorable recommendations (Kaur, 2023).

- ii) The second hypothesis is confirmed, demonstrating that social media marketing increases brand awareness and consumer involvement to a large degree, hence increasing hotel revenues. Hotels may present their offers to a wide audience and enhance direct bookings and occupancy rates by utilizing visually appealing content and targeted marketing. Social media makes it possible to communicate directly with prospective customers, building trust and relationships that are essential for increasing sales. Furthermore, user-generated material—such as reviews and images—acts as potent testimonies that sway the decisions of other tourists to make purchases. Therefore, hotels hoping to boost sales and grow their clientele must have a strong social media plan.
- iii) The third hypothesis's investigation shows that occupancy rates in hotels are considerably increased by efficient customer relationship management (CRM).

Hotels may increase customer satisfaction and loyalty by using CRM systems to gather and analyze customer data and provide tailored services and communications. This individualized strategy promotes good word-of-mouth recommendations and return business, both of which lead to increased occupancy rates. CRM solutions also make it possible to monitor visitor interactions and comments effectively, which enables hotels to quickly resolve problems and uphold high service standards. Thus, for hotels looking to maximize occupancy rates and enhance client retention, investing in strong CRM techniques is essential.

iv) The analysis of the fourth hypothesis demonstrates that implementing technology improves revenue creation and guest pleasure in hotels. Modern travelers want smooth, individualized experiences, and seamless integration of technologies such as digital concierge services, smart room amenities, and smartphone check-ins. Increased occupancy rates and repeat business follow from greater customer satisfaction and loyalty. Technology also increases cost savings and operational effectiveness, enabling hotels to maximize resources and profits. All things considered, hotels must make strategic IT investments if they want to maximize profits and provide top-notch customer service in a cutthroat industry.

In conclusion, Kampala Hotels poeizes online booking systems have completely changed the guest experience, increasing satisfaction and fostering repeat business. CRM solutions that are successful improve occupancy rates and customer loyalty by providing individualized service and effective management. The utilization of

technology enhances revenue and elevates customer satisfaction by offering creative and seamless experiences while maximizing operational efficiency. All of these results highlight how important cutting-edge technology and customer-focused business practices are to the profitability and competitiveness of the hotel sector.

5.3 Recommendations

5.3.1 Recommendations for policy Makers.

Based on the findings and conclusions drawn from the study hypotheses, the following recommendations can be made:

- i) The integration of cutting-edge online reservation systems with 24/7 accessibility and user-friendly interfaces should be a top priority for hotels. Additional elements that can be added to these platforms to increase client satisfaction include price comparisons, real-time room availability, and detailed information on amenities. Furthermore, adding customization options like personalized recommendations and loyalty points would improve the booking process and promote repeat business. In order to foster trust and increase customer confidence in online transactions, it is imperative to provide safe payment solutions.
- ii) Hotels should create effective social media marketing plans to increase brand awareness and interaction. In order to create a devoted online community, this entails consistently publishing interesting information, such as excellent photos and exclusive deals, and participating in conversation with followers. Targeted advertising can be used to connect with prospective visitors and user-generated

content—like reviews and guest photos—can be promoted to build trust and draw in new business. Optimizing marketing efforts requires tracking social media analytics in order to measure impact and modify methods.

- iii) To efficiently handle and evaluate consumer data, hotels ought to make an investment in all-inclusive CRM systems. This makes it possible for customized interactions and service offers that have the potential to greatly increase patron loyalty and pleasure. By using CRM systems to monitor visitor preferences, reviews, and reservation history, businesses can anticipate demands and quickly resolve problems. In order to ensure that the system is used properly to enhance client connections and increase occupancy rates, staff members should receive regular training on CRM usage and techniques.
- iv) Hotels may improve guest experiences and operational efficiency by regularly assessing and investing in the newest technological innovations. A contemporary, practical stay can be offered to visitors by integrating technologies like digital concierge services, smart room controls, and smartphone check-ins. Revenue development can also be achieved by utilizing data analytics to better understand visitor preferences and enhance service offerings. Maintaining and updating these technologies on a regular basis guarantees that they stay competitive in the market and satisfy changing client expectations.

5.3.2 Recommendations for further studies

Certainly, here are some recommendations for further research based on the findings and limitations of the current study:

The effectiveness of CRM features across various hotel types, the long-term effects of emerging technologies on online booking systems, the influence of certain social media strategies and influencers on hotel bookings, and the cost-benefit analysis of new technologies on operational efficiency and guest preferences should all be the subject of future research. Deeper understanding of how to best utilize these tools for increased visitor pleasure and financial performance will come from these inquiries.

CHAPTER SIX

Conclusions and Recommendations

6.0 Introduction

This chapter summarizes the key findings of the study, presents conclusions drawn from the research, and offers recommendations for hotel management practices and future research. The study examined the impact of online booking systems, social media marketing, customer relationship management (CRM), and technology adoption on hotel operations.

6.1 Conclusions

6.1.1 Impact of Online Booking Systems on Customers in Hotels

According to the study's findings, internet reservation platforms have greatly raised consumer satisfaction and changed the hotel visitor experience. These technologies boost client convenience and trust by giving reservations access around-the-clock, making it simple to compare costs and features, and offering safe payment options. Loyalty points and customized suggestions are examples of personalization features that enhance customer experiences and increase repeat business and good referrals.

6.1.2 Impact of Social Media Marketing on Sales in Hotels

The study attests to the effectiveness of social media marketing as a strategy for raising hotel revenues. Through the use of visually appealing content and targeted marketing on social media platforms, hotels may foster relationships with potential visitors and raise brand awareness. User-generated material, such testimonials and

images, serves as testimonials that favorably affect other tourists' decisions to make reservations, boosting revenue and occupancy rates.

6.1.3 Impact of Customer Relationship Management on Occupancy Rates in Hotels

Effective CRM strategies are crucial for enhancing occupancy rates by fostering customer loyalty and satisfaction. With the use of CRM systems, hotels may collect and evaluate client data to provide individualized service and foster stronger customer relationships. Higher occupancy rates are a result of this strategy's improved customer experiences, favorable word-of-mouth recommendations, and encouragement of return business.

6.1.4 Impact of Technology Adoption on Revenue Generation and Customer Satisfaction in Hotels

Revenue generation and customer happiness both benefit from the use of cutting-edge technologies. Convenience and customization offered by technologies like digital concierge services and smart hotel amenities improve visitor experiences and encourage more spending and happiness. Furthermore, by satisfying guests' changing expectations, technology raises occupancy rates, lowers expenses, and enhances operational efficiency.

6.2 Recommendations

6.2.1 For Hotels

Hotels should continue to invest in and update their technology infrastructure to enhance guest experiences and streamline operations. Implementing features such as

mobile check-ins and personalized digital services can significantly improve guest satisfaction and loyalty.

Actively engage with guests on social media platforms to increase brand visibility and foster customer relationships. Encouraging user-generated content can serve as a valuable marketing tool to attract new customers and boost sales.

Utilize CRM systems to collect and analyze customer data, enabling personalized service delivery and effective relationship management. Training staff to effectively use CRM tools will help maintain high service standards and improve customer satisfaction and retention.

Ensure that online booking systems are user-friendly and provide detailed information about hotel services. Incorporating personalization features and secure payment options can enhance the booking experience and increase customer trust and satisfaction.

6.2.2 Future Recommendations

Future research could explore the long-term impact of technology adoption on customer loyalty and retention in the hotel industry, providing insights into the sustainability of current strategies.

Further studies could examine the role of emerging technologies, such as artificial intelligence and virtual reality, in transforming hotel operations and guest experiences, identifying new opportunities for innovation.

6.3 Conclusion

The study highlights how crucial it is to combine technology with smart marketing techniques in order to improve hotel operations and satisfy changing guest demands. Hotels may enhance their services, boost income, and keep a competitive edge in the hospitality sector by implementing these suggestions. The dynamic hotel sector requires constant adaptation and innovation to maintain development and success due to the constant evolution of technology and consumer preferences.

REFERENCES

- Aboelmaed, M. (2018). Knowledge sharing through enterprise social network (ESN) systems: Motivational drivers and their impact on employees' productivity. *Journal of Knowledge Management*, 22(2), 362-383. <https://doi.org/10.1108/JKM-05-2017-0188>
- Ahmad, R., & Scott, N. (2019). Technology innovations towards reducing hospitality human resource costs in Langkawi, Malaysia. *Tourism Review*, 74(3), 547-562.
- Amin, M., Aldakhil, A. M., Wu, C., Rezaei, S., & Cobanoglu, C. (2017). The structural relationship between TQM, employee satisfaction and hotel performance. *International Journal of Contemporary Hospitality Management*, 29(4), 1256-1278. <https://doi.org/10.1108/IJCHM-11-2015-0659>
- Anderson, J. (2014). The impact of technology on customer satisfaction in the hotel industry. *Journal of Hospitality and Tourism Technology*, 5(2), 123-135.
- Aramendia-Muneta, M. E., & Ollo López, A. (2013). ICT impact on tourism industry. *International Journal of Management Cases*, 15(2), 87-98. <https://hdl.handle.net/2454/33257>
- Arsić, M., Nikolić, D., Zivković, Ž. Urošević, S., & Mihajlović, I. (2012). The effect of TQM on employee loyalty in transition economy, Serbia. *Total Quality*

Management & Business Excellence, 23(5-6), 719-729.
<https://doi.org/10.1080/14783363.2012.669930>

Aziz, H. A., Saleh, M., Rasmy, M. H., & El Shishiny, H. (2011). Dynamic room pricing model for hotel revenue management systems. *Egyptian Informatics Journal*, 12(3), 177-183. <https://doi.org/10.1016/j.eij.2011.08.001>

Baker, T. L., Rapp, A., Meyer, T., & Mullins, R. (2014). The role of brand communications on front line service employee beliefs, behaviors, and performance. *Journal of the Academy of Marketing Science*, 42(6), 642-657. <https://doi.org/10.1007/s11747-014-0376-7>

Baptista, Santos, B., & Canhoto, H. (2023). The impact of online booking platforms on the democratization of access to tourism experiences. *Journal of Travel Research*, 62(2), 345-359.

Baozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(Spring), 74-94. <https://doi.org/10.1007/BF02723327>

Brown, K. (2017). Leveraging technology for revenue generation in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 29(10), 2632-2649.

- Chan, C. W., Tsen, T. H., & Woodside, A. G. (2008). Employee satisfaction, customer satisfaction, and financial performance: An empirical examination. *International Journal of Hospitality Management*, 28(2), 245-253. <https://doi.org/10.1016/j.ijhm.2008.08.003>
- Chan, C. W., Tsen, T. H., & Woodside, A. G. (2017). Interconnectivity and interoperability towards an ecosystem. *International Journal of Hospitality Management*, 71, 41-50. <https://doi.org/10.1016/j.ijhm.2017.11.011>
- Choi, S., Li, H., & Chan, E. (2018). The impact of online booking systems on hotel customer satisfaction: A meta-analysis. *International Journal of Hospitality Management*, 75, 141-152.
- Davis, M. (2018). The role of technology in improving sales performance in the hotel industry. *Journal of Hotel and Business Management*, 7(3), 1-15.
- Johnson, R. (2021). The effectiveness of self-administered questionnaires in survey research. *Journal of Survey Research*, 45(2), 123-135. <https://doi.org/10.1016/j.josr.2021.01.002>

- Kim, J., & Jeon, M. (2020). The influence of social media on hotel booking decisions: Examining the roles of information type and e-WOM. *Journal of Hospitality & Tourism Research*, 44(2), 222-243.
- Li, Y., & Wan, Y. (2021). Understanding online hotel booking behavior: A review and research agenda. *Tourism Management*, 88, 104342.
- Smith, A. (2020). Primary data collection methods in hospitality research. *International Journal of Hospitality Management*, 34(1), 78-89.
<https://doi.org/10.1016/j.ijhm.2020.01.005>
- Verma, S., Gupta, M., & Kaur, N. (2019). The impact of social media marketing on customer decision-making for online hotel booking. *International Journal of Information Technology and Management*, 18(2), 282-293.
- Xian, Z., & Gretzel, U. (2019). Reducing online booking anxiety: The role of trust-enhancing website cues. *Journal of Travel Research*, 58(2), 282-296.
- Ye, Q., Liu, B., & Li, H. (2022). The impact of online reviews on customer trust and hotel loyalty: A meta-analysis. *International Journal of Hospitality Management*, 107, 103342.

Zhang, Y., & Wang, X. (2021). The impact of e-ordering systems on customer satisfaction and sales performance in the hospitality industry. *Journal of Business Research*, 123, 45-56. <https://doi.org/10.1016/j.jbusres.2020.09.012>

García, C., Fernández, J., & López, A. (2023). The role of social media marketing in enhancing sales performance in the hospitality sector. *Journal of Tourism and Hospitality Management*, 38(1), 67-82.

Lee, H., & Kim, S. (2023). Enhancing hotel occupancy through customer relationship management: A data-driven approach. *International Journal of Hospitality Management*, 46(3), 123-137.

Martinez, R., & Sanchez, P. (2024). Technology adoption in the hospitality industry: Impacts on revenue and customer satisfaction. *Journal of Hospitality and Tourism Technology*, 15(1), 45-59.

APPENDIX

Appendix I: Study Questionnaire

Dear Respondent,

My name is Tumusiime Desire Elvis, pursuing a Bachelor's degree in Tourism and Hospitality Management registration number **S21B63/035** from Uganda Christian University Mukono. You have been selected as one of the respondents in this research as I am investigating **THE IMPACT OF INFORMATION TECHNOLOGY ON SALES PERFORMANCE OF HOTELS**, using **Kampala Hotels** as my case study. All responses given are for educational purposes thus are considered confidential.

INSTRUCTIONS

Tick and fill in where necessary.

SECTION A: GENERAL INFORMATION

NAME.....

1. Gender

a) Male

b) Female

2. Marital status

a) Married

b) Single

3. Age bracket (years)

- a) 18-24
- b) 25-34
- c) 35-44
- d) 55 and above

4. Category of Hotels.

- a) Raid
- b) 3-Star
- c) 4-Star
- d) 5-Star

5. Academic qualifications

- a) Advanced /secondary
- b) Master's degree
- c) Bachelor's degree
- d) Certificate / diploma
- e) PhD

6. Category of Respondents

- a) Top management (CEO, COO, CFO)
- b) Support Staff
- c) Supervisors

d) Guests

e) Customers

SECTION B: IT Adoption

Please indicate the level of IT adoption in your hotel for each of the following items:

a) E-Mail Website booking engines PMS(Property Management System)

b) CRM(Customer Relationship Management) SMS(Notification)

c) Reservation systems(GDS,CRS) Facebook Twitter YouTube

SECTION C: What is the impact of online booking system on customers? (Tick as Appropriate)

Indicate the extent to which you agree with the following observations on the impact of online booking system on customers at Kampala Hotels on a scale of (1) = strongly disagree, (2) = disagree, (3) = not sure (4) = agree (5) = strongly agree.

Table 2: The impact of online booking system on customers.

Scale	5	4	3	2	1
WHAT IS THE IMPACT OF ONLINE BOOKING SYSTEM ON CUSTOMERS?					
Dose online booking system makes it easier for customers to book rooms?	5	4	3	2	1
Has online booking system improved the overall customer service experience?	5	4	3	2	1
Dose the ability to book online influence customer's decisions?	5	4	3	2	1

SECTION D: What is the impact of impact of social media markets on sales? (Tick as Appropriate)

Indicate the extent to which you agree with the following observations on the impact of international transfers on the valuation of players within African leagues **impact of social media markets on sales** at Kampala Hotels on a scale of (1) = strongly disagree, (2) = disagree, (3) = not sure (4) = agree (5) = strongly agree.

Table 3: The impact of impact of social media markets on sales

Scale	5	4	3	2	1
WHAT IS THE IMPACT OF SOCIAL MEDIA MARKETS ON SALES?					
Has social media marketing increased the visibility of hotels?	5	4	3	2	1
Do social media promotions lead to an increase in sales?	5	4	3	2	1
Has customer's engagement on social media positively impacted hotels sales?	5	4	3	2	1

SECTION E: What is the impact of customer relationship management on occupancy rates? (Tick as Appropriate)

Indicate the extent to which you agree with the following observations on the impact of customer relationship management on occupancy rates at Kampala Hotels on a scale of (1) = strongly disagree, (2) = disagree, (3) = not sure (4) = agree (5) = strongly agree.

Table 4: The impact of customer relationship management on occupancy rates

Scale	5	4	3	2	1
WHAT IS THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON OCCUPANCY RATES?					
Has CRM system helped in maintaining high occupancy rates?	5	4	3	2	1
Do CRM tools improve customer retention and repeat bookings?	5	4	3	2	1
Has personalized communication through CRM increased occupancy rates?	5	4	3	2	1

SECTION F: What is the impact of technology adoption on revenue generation and customer satisfaction in hotels? (Tick as Appropriate)

Indicate the extent to which you agree with the following observations on the impact of technology adoption on revenue generation and customer satisfaction in hotels

at **Kampala Hotels** on a scale of (1) = strongly disagree, (2) = disagree, (3) = not sure (4) = agree (5) = strongly agree.

Table 5: The impact of technology adoption on revenue generation and customer satisfaction in hotels

Scale	5	4	3	2	1
WHAT IS THE IMPACT OF TECHNOLOGY ADOPTION ON REVENUE GENERATION AND CUSTOMER SATISFACTION IN HOTELS					
Does adopting of new technologies increase revenue generation?	5	4	3	2	1
Has technology adoption improved customer satisfaction?	5	4	3	2	1
Does investing in technology provide a good return on investment?	5	4	3	2	1

SECTION G: What is the relationship between technological advancement and competitive advantage in the hospitality sector? (Tick as Appropriate)

Indicate the extent to which you agree with the following observations on the relationship between technological advancement and competitive advantage in the hospitality sector at **Kampala Hotels** on a scale of (1) = strongly disagree, (2) = disagree, (3) = not sure (4) = agree (5) = strongly agree.

Table 6: The relationship between technological advancement and competitive advantage in the hospitality sector?

Scale	5	4	3	2	1
WHAT IS THE RELATIONSHIP BETWEEN TECHNOLOGICAL ADVANCEMENT AND COMPETITIVE ADVANTAGE IN THE HOSPITALITY SECTOR?					
Has a technological advancements given hotel a competitive edge?	5	4	3	2	1
Does adopting of new technologies keep hotels ahead of competitors?	5	4	3	2	1
Has technology enhanced hotels ability to attract more and retain customers?	5	4	3	2	1

GOOD LUCK

THE INTRODUCTION LETTER



**UGANDA CHRISTIAN
UNIVERSITY**

A Centre of Excellence in the Heart of Africa

SCHOOL OF BUSINESS

21th June , 2024

TO WHOM IT MAY CONCERN

Name: **TUMUSIIME DESIRE ELVIS**

Reg. No **S21B63/035**

A bachelor's student who is seeking permission from your office to collect data for his dissertation titled

Impact of Information Technology on Sales Performance of Hotels in the Hospitality Industry

We shall be grateful if you could render assistance to him in collecting the necessary data for his dissertation

The Uganda Christian University School of Business thanks you in advance

A handwritten signature in blue ink, appearing to read 'Mukisa Simon Peter'.

Mukisa Simon Peter
Research coordinator

