

**THE ROLE OF COMPUTER LITERACY ON EMPLOYEE PERFORMANCE IN
THE HOTEL INDUSTRY: A CASE STUDY JINJA NILE RESORT (MADA
HOTEL)**

ERIMIYA LUGAIRE

J22B63/012

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

September, 2024

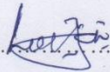


**UGANDA CHRISTIAN
UNIVERSITY**

A Centre of Excellence in the Heart of Africa

DECLARATION

I, Lugaire Erimya honestly confirm that this work was done through my efforts and has never been at any single moment submitted to any other University or Higher institution of Learning for grading.

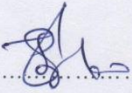
Sign. .....

LUGAIRE ERIMIYA

Date... 18/09/2024.....

APPROVAL

This dissertation was written under my ability and it is now ready for submission to the examining body.

Sign..........

Date...18/09/2024...

MR. JJUUKO JULIUS

ACADEMIC SUPERVISOR:

DEDICATION

I would love to dedicate this dissertation to my caring and lovely parents for supporting me in whatever way they could throughout this study and not forgetting the lecturers who taught me about what I have researched.

ACKNOWLEDGEMENT

I would love to give special appreciation to the Almighty Father, Our heavenly Father for guiding and granting me the wisdom, knowledge and understanding to effectively conduct this research and write the report for it. I would like to also take this chance to appreciate my parents for their constant support throughout my education.

I would like to also appreciate whoever helped me in my research, my lecturers and my supervisor MR. JUUKO JULIUS

Glory be to God for everything.

TABLE OF CONTENTS

Table of Contents

DECLARATION.....	i
APPROVAL.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
Table of Contents.....	v
LIST OF TABLES.....	viii
ABSTRACT	ix
CHAPTER ONE	1
1.0 INTRODUCTION	1
1.1 Background.....	1
1.2 Problem statement.	4
1.3 The purpose or General objectives.	5
1.4 Specific Objectives of the study.	5
1.5 Research questions.....	5
1.6 Scope of the study	5
1.6.1 The content scope	5
1.6.2 Geographical scope.....	6
1.6.3 Time scope.....	6
1.7 Significance of the study.....	6
1.8 Justification.....	7
1.9 Conceptual framework	8

CHAPTER TWO: LITERATURE REVIEW.	9
2.1 Introduction.....	9
2.2 Concept of Employee performance.....	9
2.3 Concept of Computer Literacy	10
2.4 Relationship between Computer Literacy and Employee Performance	11
2.5 Challenges in Enhancing Computer Literacy Among Hotel Employees	12
CHAPTER THREE: METHODOLOGY	14
3.1 Introduction.....	14
3.2 Research Design	14
3.3 Questionnaires.....	14
3.4 Interviews	14
3.5 Target Population	15
3.6 Sampling Techniques	15
3.7 Sample size determination.	15
3.8 Data Collection Methods and instruments.	16
3.8.1 Primary Data Collection	16
3.8.2 Secondary Data Collection	16
3.9 Data Quality control.	16
3.9.1 Reliability of the instrument.	16
3.9.2 Validity of the instrument.	17
3.10 Analysis Procedures	17
3.10.1 Quantitative Data Analysis.....	17
3.10.2 Qualitative Data Analysis.....	17
3.11 Ethical Considerations	17
3.12 Limitations of the Study.	18

CHAPTER FOUR	19
DATA ANALYSIS AND DISCUSSION OF FINDINGS	19
4.0 Introduction.....	19
4.1 Data analysis.....	19
4.2 Response rate.....	19
4.2.1 Data coding and entry.....	19
4.2.2 Data error checking.....	19
4.2.3 Missing data.....	20
4.3 Demographic profile.....	20
4.3.1 Age.....	20
4.3.2 Education level.....	21
4.3.3 Working experience.....	21
4.3.4 Impact of ICT on front desk workers.....	22
CHAPTER FIVE	23
CONCLUSION AND RECOMMENDATIONS	23
5.0 Introduction.....	23
5.1 Conclusion.....	23
5.2 Recommendations.....	23
REFERENCES	24
APPENDICES.....	25
Questionnaire	25

LIST OF TABLES

Table 1: Age Distribution of Respondents.....	20
Table 2: Education level of the respondents.	21
Table 3:Working experience of the respondents.....	21
Table 4: Impact of it on Front Office Operations.	22

ABSTRACT

This study investigates the role of computer literacy on employee performance in the hotel industry. With the ongoing digital transformation in hospitality, the ability of employees to effectively use computers has become essential for achieving operational excellence and enhancing guest experiences. This research aims to elucidate the relationship between computer literacy and various dimensions of employee performance, such as service quality, administrative efficiency, and overall productivity. The results are expected to provide actionable insights for hotel management and policymakers to develop targeted training programs and improve technological infrastructure, thereby fostering a more competent and efficient workforce.

CHAPTER ONE

1.0 INTRODUCTION

This chapter presents the statement of the problem, research questions, background, purpose or general objective, specific objectives, scope, the significance, conceptual framework and justification of the study.

1.1 Background

According to American Psychological Association (2020), “an employee is an individual hired to provide services to a company or organization upon which they are given a compensation for the services they offer. This arrangement is guided by a contract that clearly stipulates the terms of engagement.” It is therefore worth noting that the key indicators of employee performance is guided by the employer to ensure continuous productivity. Employee performance as defined by Armstrong & Dessler (2017), “Is the assessment of a worker’s performance in relation to accomplishments, general personal conduct and attachment to the organization.” It generally entails aspects of efficiency and effectiveness while executing tasks and equally observing the organizations values like team work, honesty, integrity, among others.

Ofallon & Rutherford (2017) define employee performance as the measure of an employee’s ability to achieve goals and objectives set by the organization. This is measured along the lines of competence, creativity and the ability to adapt to changing trends in the job market. The sector of leisure and hospitality is too competitive. Dragojevic & Bujisic M (2017) clearly observe that “besides being highly competitive, the hotel industry is undergoing constant evolution with the emergence of new digital trends geared towards enhancing efficiency and end user satisfaction.” This therefore necessitates that employees acquire top notch computer skills to effectively execute their tasks and contribute to the general flourishing of the hotel under which they serve. The following factors also influence the performance of an employee;

- i) Capacity building: it is worth noting that workers who undergo continuous training have the ability to better serve their employers .Bassi & Buren (2002) attest to this by observing that “workshops and seminars help the employees improve their skills and knowledge compared to those that are hardly trained at work and only use the knowledge they have to perform tasks.”
- ii) Clear understanding of JDs and a well streamlined communication system: Workers who fully understand their job description and targets as stipulated by their employers achieve “better performance since clear communication from the management helps reduce confusion and improve employee performance unlike those that are hardly communicated to well.”(Lengnick-Hall., et al, 2003).
- iii) Positive work environment: These entails “a culture of team work, opening avenues for the employees to network externally and striking a balance between work and family life through arrangements like leave and compensation in incidences of over time.”. (Harter J & Hayes, 2002).
- iv) Competitive compensation and benefits: “These benefits include health insurance, paid leave, and retirement plans which help attract and retain top talent thus performing well at work.” (Gerhat, B & Milkovich G, 1990).
- v) Recognition and appreciation: Harter & Hayes (2002) observe that “employees who feel valued and appreciated are more likely to perform well through recognizing and rewarding them for their hard work and achievements.”
- vi) Opportunities for advancement: Employees who are exposed to opportunities for career growth and development are likely to deliver to their expectations given the fact that the organization opens up windows of promotion through the company organogram with clear intentions of mentorship.
- vii) Effective performance management: Atwater & Yammarino (1992), state that “employees who engage in their work and feel connected to the

company's mission and values are more likely to perform well through initiatives such as employee surveys, focus groups, and town hall meetings.”

It is against such a background that this study seeks to investigate the relationship between employee performance in the hotel industry, with a focus on customer service quality, problem solving abilities, communication and collaboration and training and development opportunities.

A computer according to Tanenbaum, A. S & Bos, D. J (2008), “is an electronic device that provides information or data by following a set of instructions called programs. It can perform calculations, process data, and store and retrieve information, and communicate with other devices.” The origin of a computer trace back to the ancient times wherein devices aided with heavy duty tasks like calculations and engraving of information. In the 19th century, the development of electronic data processing machines accelerated and these machines used electromagnets to read and write data on magnetic drums or tapes. One of the most significant early electromechanical computers was the Havard Mark 1, designed by Howard Aiken in 1930s and was a large mechanical computer that used vacuum tubes and relays to perform calculations and was considered one of the most powerful computers of its time. The Electronic Numerical Integrator And Computer was then developed during world war 11 and was designed to calculate ball trajectories for artillery fire and was funded by the United States Army and was completed in 1946 making it the first general purpose electronic computer. The 1950s saw the development of the first commercial computers which were large, expensive machines that were primarily used by large corporations and government agencies.

The Oxford Learners Dictionary defines Computer literacy as “the ability to effectively use and understand computer technology, including hardware, software and various applications.” Additionally, it entails the knowledge and skills required to operate a computer and other digital devices. In today's setting characterized by continuous digital disruptions, the knowledge to do programming, data analysis, and software development making is essential. The Hotel News Now, 15 Mar. 2021

emphasizes that “computer literacy in the hotel industry has evolved significantly over the years driven by advancement in technology and the increasing need for hotels to streamline their operations and enhance guest experience. In the early days of the hotel industry, computers were primarily used for administrative such as accounting and reservations, however, as technology improved and became more affordable, hotels began to adopt computers for a wide range of applications, including front desk operations, housekeeping, and food and beverage management.”

The current boom in the number of internet users and the emergence of platforms that promote e-commerce has greatly enhanced computer literacy in the leisure and hospitality industry. Hotel owners heavily depend on computers and digital spaces to handle reservations and bookings as well as coordinating with guests. Additionally, mobile check in and checkout is an actively emerging trend .All these calls for the embracing of computer literacy in the hotel business.

In a nutshell, computer literacy is essential for hotel employees in all departments from the front desk staff and housekeeping personnel to food and beverage managers and sales representatives. Hotels that fail to keep up with the latest technological advancements risk falling behind their competitors and struggling to attract guests in a competitive market thus ongoing training and education programs are essential for ensuring that hotel staff remains up to date with the latest computer technologies and software applications.

1.2 Problem statement.

Dragojevic & Bujisic (2017) observe that the leisure and hospitality industry is extremely competitive and is dynamic in nature and therefore “computer literacy has become an essential skill for hotel employees to effectively perform their job duties and contribute to the overall success of the hotel.” This research therefore aims at investigating the relationship between employee performance in the hotel, with a focus on customer service quality, problem solving abilities, communication and collaboration and training and development opportunities.

1.3 The purpose or General objectives.

The primary objective of this study is to explore the impact of computer literacy on employee performance in the hotel industry, a case of Jinja Nile Resort (Mada Hotel).

1.4 Specific Objectives of the study.

- i. To examine employee performance in the hotel industry
- ii. To examine computer literacy in the hotel industry.
- iii. To establish the role of computer literacy on employee performance in the hotel industry.

1.5 Research questions

- I. How can computer skills be used to solve challenges in the hotel sector?
- II. What is the most effective computer technology used in the hotel industry?
- III. What is the role of computer literacy on employee performance in the hotel industry?

1.6 Scope of the study

The study scope comprises the confinement of the content, the geographical parameters and the time frame of coverage with emphasis on assessing computer literacy on employee performance in the hotel industry, a case of Jinja Nile Resort (Mada Hotel).

1.6.1 The content scope

The study will specifically examine the effect of computer literacy on employee performance in the hotel industry with focus on employees' proficiency in using computer applications and implication on the availability and quality of training programs, and access to technological resources.

1.6.2 Geographical scope.

It will be confined to Jinja Nile Resort (Mada Hotel) in Jinja City, Uganda. This specific focus allows for an in-depth examination of the role of computer literacy within the hotel setting, providing detailed insights and context-specific recommendations. Jinja Nile Resort, being a prominent hotel in the region, serves as an ideal case study due to its diverse range of services and employee roles. The findings from this case study can offer valuable lessons that may be applicable to other hotels within the region and beyond.

1.6.3 Time scope

The study will be conducted within a time scope of two months from MAY to SEPTMBER. 2024 since it is the time allocated for research by the university and will allow comprehensive data collection, analysis, and reporting. However, for secondary data, the researcher will analyze information within a time scope of five (5) years from 2018 to 2022.

1.7 Significance of the study

The study will be carried out to investigate the level of computer literacy among Mada hotel employees specifically to identify the underlying factors that influence employee performance.

Upon completion, the study will be significant in the following ways;

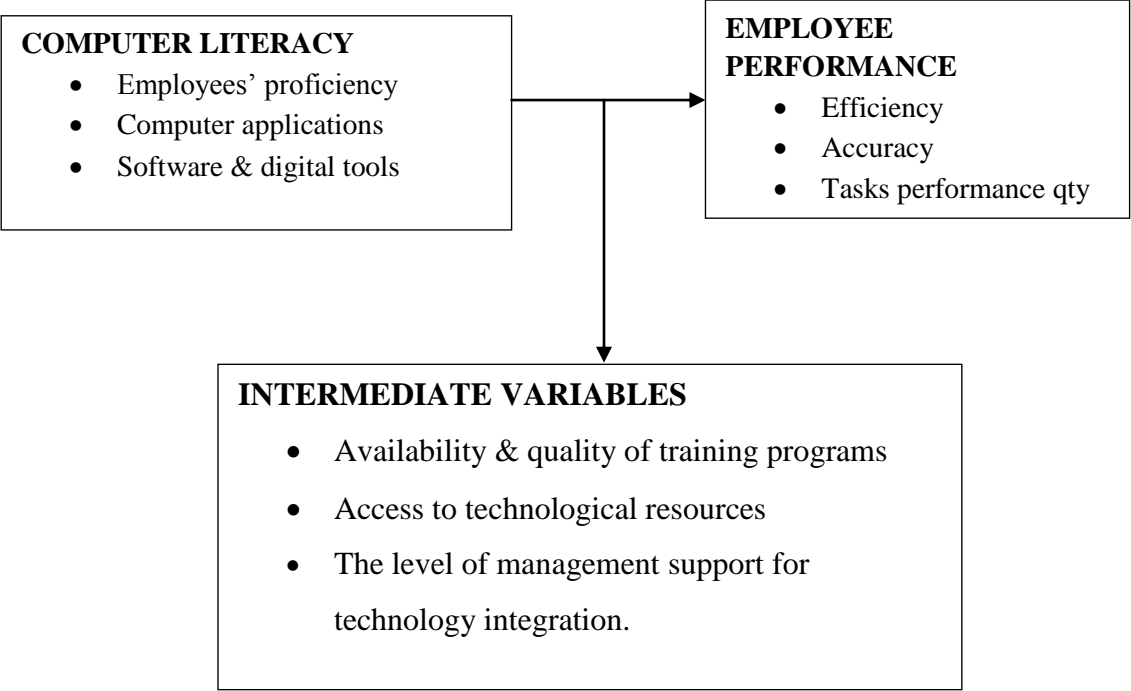
- **Hotel Management:** The findings will provide valuable insights into the importance of computer literacy for employee performance, informing the development of effective training programs and strategies to enhance technological adoption.
- **Employees:** Improved computer literacy skills will enable employees to perform their duties more efficiently and accurately, leading to greater job satisfaction and career advancement opportunities.

- Academia: The study will contribute to the academic literature on technology integration in the hospitality sector, offering a foundation for future research on related topics.
- Policymakers: The insights gained from this study can help policymakers design workforce development programs that address the technological skills gap in the hotel industry, promoting economic growth and competitiveness.

1.8 Justification.

The increasing reliance on technology in the hotel industry necessitates a workforce that is proficient in using digital tools. However, many hotels face challenges in ensuring that all employees possess the necessary computer literacy skills to perform their tasks effectively. This study addresses a critical gap in understanding the role of computer literacy in employee performance, providing empirical evidence to support the development of targeted training programs and technological infrastructure improvements. By identifying the specific impacts of computer literacy on various aspects of employee performance, the research will offer practical recommendations for enhancing the overall efficiency and service quality in hotels, ultimately contributing to the industry's growth and competitiveness.

1.9 Conceptual framework



Source: *Researcher's conceptualization, 2023*

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews existing literature relevant to the study of the role of computer literacy on employee performance in the hotel industry, focusing on Jinja Nile Resort (Mada Hotel). The chapter delves into the concept of computer literacy, its significance in the hospitality industry, the relationship between computer literacy and employee performance, challenges in enhancing computer literacy, and strategies for improving computer literacy among hotel employees.

2.2 Concept of Employee performance

Nyberg, et al (2016) believe that the productivity of an employee is greatly influenced by the extra training and growth programs fostered by the organization. Advanced knowledge of equipment used in hotels automatically increases the performance standard of an employee with respect to others. This observation therefore denotes employee performance as the end result of labor provided by an employee with guidance of the Job description and set targets.

Yueh, et al (2016) suggest that “using IT in the work place positively influences an employee’s perceived improvement in their work performance.” This is corroborated by the study of Shin et al (2019) which revealed that “hotel front desk technology affects operational processes, output, experience and systems.”

Leung (2019) states that, “from the perspective of hotel managers, novel IT systems streamline daily operation procedures and make internal departments interconnected and interoperable thereby increasing employee productivity.”

Financial performance.

Melian & Bulchand (2016) observe that “Financial performance is the most frequent indicator used to measure firm performance. Additionally, the study reveals that adoption of IT has a significant effect on a firm’s financial performance by enhancing revenues and increasing cost”

Reducing staff costs and increasing profitability. For example by using an online check-in system. “The latter refers to raw materials and energy, such as kitchen control and energy management systems.” (Leung ,2019).

According to Ritchie, (2003).“The way hotel companies sell to its consumers is changing dramatically over the past few years. The use of networking in front office helps very much in sharing information across the hotel chain. The growth in the use of networked computers is one of the most significant trends in modern computing. Though interconnection of computers in itself is not new, application of networking is seeing a dramatic increase such that it is now one of the major issues in computer and information technology”

2.3 Concept of Computer Literacy

“Computer literacy refers to the knowledge and ability to use computers and related technology efficiently. “This includes understanding hardware, software, operating systems, and basic applications like word processors, spreadsheets, and internet browsers. According to Gilster (1997), “computer literacy is not just about knowing how to use technology but also understanding how technology can be applied to solve problems and improve efficiency.”

Computer literacy encompasses several dimensions:

Basic Computer Skills: These are the foundational skills required to operate a computer, including understanding the functions of the keyboard and mouse, navigating the desktop interface, and using basic operating system features. This dimension also covers fundamental troubleshooting skills and basic maintenance of computer systems.

Software Proficiency: “This refers to the ability to use various software applications efficiently. In the context of the hotel industry, this includes proficiency in word processors (e.g., Microsoft Word), spreadsheets (e.g., Microsoft Excel), presentation software (e.g., Microsoft PowerPoint), and specialized software such as property management systems (PMS) and customer relationship management (CRM) systems.”

Internet and Email: Internet literacy involves the ability to browse, search for information, and use online resources effectively. Email proficiency includes managing email accounts, sending and receiving messages, and understanding email etiquette. These skills are crucial for communication, research, and accessing online services.

Security Awareness: Understanding the importance of data security and implementing basic security measures is a critical aspect of computer literacy. This includes recognizing common security threats such as viruses and phishing attacks, using antivirus software, and following best practices for password management and data protection.

Digital Communication: Beyond email, digital communication skills encompass the use of various online platforms and tools for interaction and collaboration, such as instant messaging, video conferencing, and social media. These skills facilitate efficient and timely communication within and outside the organization.

2.4 Relationship between Computer Literacy and Employee Performance

“Numerous studies have explored the impact of computer literacy on employee performance. Empirical evidence suggests that higher levels of computer literacy are associated with improved job performance, increased productivity, and higher job satisfaction” (Van Deursen & Van Dijk, 2011). Key findings include:

- **Efficiency:** Employees with high computer literacy can perform tasks more quickly and accurately, leading to increased productivity.
- **Error Reduction:** Proficient use of technology reduces the likelihood of errors in data entry, reservations, and financial transactions.
- **Customer Service:** Employees who are adept at using CRM systems and other customer service tools can provide more personalized and efficient service, leading to higher customer satisfaction.

- **Job Satisfaction:** Employees who are confident in their computer skills often experience higher job satisfaction as they can perform their duties more effectively and with less frustration.

2.5 Challenges in Enhancing Computer Literacy Among Hotel Employees

Despite the evident benefits, several challenges impede the enhancement of computer literacy among hotel employees:

- **“Access to Training:** Limited access to quality training programs can hinder employees from acquiring necessary computer skills. Many hotels, especially in developing regions, may lack the resources to provide comprehensive training” (Buhalis & O’Connor, 2005).
- **“Technological Resources:** Insufficient access to up-to-date technological resources can prevent employees from practicing and applying new skills. Older or outdated systems can also be a barrier to effective training “(Law, Leung, & Buhalis, 2009).
- **“Management Support:** Lack of support from management in terms of providing time and resources for training can demotivate employees. Without managerial encouragement, employees may not see the value in improving their computer skills” (Sigala, 2003).
- **“Resistance to Change:** Employees may resist adopting new technologies due to fear of the unknown or reluctance to change established work habits. This resistance can be particularly strong among older employees or those who have been in the industry for a long time” (Erstad, 2008).

2.6 Strategies for Improving Computer Literacy

To address these challenges, several strategies can be implemented to improve computer literacy among hotel employees:

- **Regular Training Programs:** “Offering regular, tailored training programs that cater to the specific needs of different departments can enhance computer literacy. Training should be hands-on and practical, focusing on the tools and applications most

relevant to employees' roles" (Nieves & Segarra-Ciprés, 2015).

- On-the-Job Training: "Providing opportunities for on-the-job training allows employees to learn and apply new skills in a practical setting. This can be more effective than classroom-based training as it allows for immediate application and reinforcement of skills" (David, 2017).

- Investing in Technology: "Ensuring access to modern and user-friendly technological tools can facilitate learning and improve efficiency. Investment in up-to-date hardware and software is essential for effective training and application" (Buhalis, 2003).

- Encouraging a Learning Culture:" Promoting a culture that values continuous learning and development can motivate employees to enhance their skills. This includes recognizing and rewarding efforts to improve computer literacy" (Garavan, McCarthy, & Morley, 2016).

- Management Involvement: "Active involvement and support from management can encourage employees to participate in training programs and adopt new technologies. Managers should lead by example, demonstrating their own commitment to improving computer literacy" (Hjalager, 2010).

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter outlines the research methodology used to investigate the role of computer literacy on employee performance in the hotel industry, focusing on Jinja Nile Resort (Mada Hotel). It covers the research design, target population, sampling techniques, data collection methods, data analysis procedures, and ethical considerations. The chapter aims to provide a clear and systematic approach to how the research was conducted.

3.2 Research Design

The study adopts a descriptive research design. This design is chosen because it allows for in depth analysis of the current levels of computer literacy among employees, their impact on performance, and identification of challenges and opportunities within the hotel industry. The study will deploy both quantitative and qualitative methods to collect data.

3.3 Questionnaires

In this approach, printed questionnaires were given to some of the workers and the administrators of Jinja Nile Resort in Jinja responsible for hotel operations to fill the blank spaces. This helped the researcher to know the reasons as to why computer literacy should be emulated by all workers for better performance and results.

3.4 Interviews

Interviews were conducted through personal contact between the researcher and the interviewees, of whom were the workers of Jinja Nile resort in Jinja, administrators and others clients. This was the most successful approach since every fact was extracted as it involved face interaction. Interviews permitted the researcher to adopt questions for each individual and quick response from the respondents.

3.5 Target Population

The target population for this study includes all employees at Jinja Nile Resort (Mada Hotel). This includes both frontline staff (such as receptionists, concierge, and customer service representatives) and back-office staff (such as administrative personnel, IT support, and management). The total number of employees at the hotel is approximately 150.

3.6 Sampling Techniques

A stratified random sampling technique is used to ensure that all categories of employees are adequately represented in the sample. The population is divided into two main strata: frontline staff and back-office staff. From each stratum, a random sample of employees is selected.

3.7 Sample size determination.

The sample size is determined using Krejcie and Morgan's (1970) formula for determining sample size from a given population, ensuring statistical representativeness expressed as;

$$n = \frac{N}{1 + N * (e)^2}$$

Where;

n= Required sample size for the study

N= The Population size

e= The acceptable sampling error of margin of error

Given that;

N= 150

e= default 5% (0.05)

n=109 employees.

3.8 Data Collection Methods and instruments.

According to Mugenda & Mugenda (2003) “Primary data sources give the principal investigator leeway to double check the accuracy of secondary data. Secondary data will be obtained from established literature that further informed this study which among others included the training manuals, performance reports, and other customer feedback records. The reason for adoption of both sources of data is to minimize the shortcomings of relying on either of the sources.”

3.8.1 Primary Data Collection

- Surveys: Structured questionnaires are distributed to the sampled employees to collect quantitative data on their levels of computer literacy, perceived impact on job performance, and challenges faced. The questionnaires include Likert-scale questions, multiple-choice questions, and open-ended questions.
- Interviews: Semi-structured interviews are conducted with a subset of employees and key management personnel to gather qualitative insights. The interviews aim to explore in-depth perspectives on the importance of computer literacy, training programs, and management support.

3.8.2 Secondary Data Collection

Document Analysis: Secondary data is collected from existing records and documents within the hotel, such as training manuals, performance reports, and customer feedback records. This data helps in triangulating the primary data and provides additional context.

3.9 Data Quality control.

3.9.1 Reliability of the instrument.

For the reliability of the questionnaire, the supervisor will review the questions listed in the original questionnaire and determine the length of time required to complete the interview

3.9.2 Validity of the instrument.

The questionnaire designed for this study will be given to academic peers in consultation with a statistician to evaluate it for face and content validity as well as for conceptual clarity and investigative bias.”

3.10 Analysis Procedures

3.10.1 Quantitative Data Analysis

The data collected was coded, keyed into SPSS (Statistical Package of Social Sciences) a computer software database), organized, and cleaned for any errors that occurred during data collection. The data was then analysed using statistics with aid of the SPSS and Microsoft Excel (computer software).

3.10.2 Qualitative Data Analysis

This involves content analysis. Thus, qualitative data will be edited and reorganized into meaningful phrases. In other words, a thematic approach will be used to analyse qualitative data where themes, categories and patterns were identified.

3.11 Ethical Considerations

Given the nature of this research, there are certain ethical considerations that need to be taken into consideration in order to address the ethical aspects (integrity and credibility) of the study in an effective manner.

The following ethical principles are adhered to:

- **Informed Consent:** Participants are provided with clear information about the purpose of the study, their role, and their rights. Written consent is obtained from all participants.
- **Confidentiality:** The privacy and confidentiality of participants are maintained throughout the study. Data is anonymized to protect the identity of the respondents.
- **Voluntary Participation:** Participation in the study is voluntary, and participants are informed that they can withdraw at any time without any negative consequences.
- **Non-Harm:** The study is designed to ensure that no harm comes to the participants.

The research methods are non-intrusive and respectful of participants' time and opinions.

3.12 Limitations of the Study.

- There is a likelihood that some respondents may participate half way by not completely filling the questionnaire. Some may be hampered by natural factors like sickness or absence on the scheduled days for the interviews
- **Sample Size:** The study is limited to the employees of Jinja Nile Resort (Mada Hotel), which may affect the generalizability of the findings to other hotels in different regions.
- **Self-Reported Data:** The study relies on self-reported data, which may be subject to bias or inaccuracies.
- **Time Constraints:** The study is conducted over a two-month period, which may limit the depth of data collection and analysis.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.0 Introduction

In this section, demographic data of the respondents are analyzed here;

4.1 Data analysis.

The performance of an employee is a key determinant in the growth and development of an organization. The leisure and hospitality sector requires continuous capacity building of staff and a rigorous adoption too technological advancements due to digital disruptions. This is one of the sure ways of attracting customers from different geographical locations without delayed feedback on hotel specifications and costs

4.2 Response rate.

The researcher printed forty questionnaires which were to be given to forty staff members in Jinja Nile resort hotel in Jinja city, which were collected after a fortnight. Thirty two questionnaires were responded to out of the forty. Out of the thirty two respondents, 20 respondents were females representing 70% and 12 were males, which represents 30%.

4.2.1 Data coding and entry.

from Jinja Nile Resort hotel priory cooperated with the researcher and provided valid and relevant information.

4.2.2 Data error checking.

The Fiveable library defines Error checking as the process “used in computing and telecommunications to detect and correct errors that may occur during data transmission or storage.”

4.2.3 Missing data.

“Missing data refers to the absenteeism of specific information. In this case no such missing data has been found as the professionals”

4.3 Demographic profile.

4.3.1 Age

Table 1: AGE DISTRIBUTION OF RESPONDENTS

Age(yrs)	Number of respondents	Percentage (%)
22-25	10	31
26-30	15	47
31-35	5	16
36-40	2	6
Total	32	100

Source: Primary data

“On the basis of the above table, it has been found that 47% of the overall respondents that is 15 of them are under the age group of 26 to 30 Years. On the other hand, it has been found that minimum respondents are only 2 that constitutes of 6% over the overall respondents. Therefore, based on the above result it can be analyzed that the most of the respondents are above 25 years of age therefore, it can be said that the findings will be accurate as most of them have general knowledge over this topic.”

4.3.2 Education level.

Table 2: Education level of the respondents.

Options	Number of respondents	Percentage(%)
Certificate	4	13
Diploma	10	31
Degree	15	47
PHD	3	9
Total	32	100

Source: Primary data

“On the basis of the above table, it can be said that most of the respondents that constitutes of 47% holds degrees. However, only 13% of 32 respondents have education level till certificates. Even, there are several respondents constituting of 9% who has PHD. Therefore, it can be said from the above analysis that most of the respondents have minimum level of education to provide appropriate answers and relates with the topic of the research.”

4.3.3 Working experience.

Table 3: Working experience of the respondents.

Options	Number of respondents	Percentage(%)
2 years	12	38
5 years	10	31
7 years	5	16
10 years and more	5	16
Total	32	100

Source: Primary data

“It has been found from the table above that most of the respondents have minimum working experience of 2 years that constitutes about 38% of 32 respondents. On the other hand, only 5% of the overall respondents have 10 Years or more experience of

working as a professional at Jinja Nile Resort hotel. Therefore, it can be said that information has been gathered from different levels of professionals about the topic. This has certainly helped the researcher in making the study more relevant and accurate.”

4.3.4 Impact of ICT on front desk workers.

Table 4: IMPACT OF IT ON FRONT OFFICE OPERATIONS.

Impact	Number of respondents	Percentage (%)
Positive	27	84
Negative	5	16
Total	32	100

Source: Primary data

“Basing on the above analysis of the table above, it is seen that 27 respondents said that ICT has a very significant positive impact on employee performance in a hotel which constitutes of 84% of the overall respondents. On the other hand, only 5 of the overall respondents answered otherwise which only constitutes of 16% of the overall respondents.”

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.0 Introduction.

This chapter examines how the objectives of the research study were achieved. The outcomes and contribution of the study to evaluation of changes of the way front office operations are carried out at Jinja Nile Resort hotel and conclusions are given below and also the recommendations.

5.1 Conclusion

“The research looked in totality whether the impact of information and communication technologies (ICT) in the hotel’s front office operations is positive or negative. 84 per cent of the 32 respondent’s responded positive to the impact of using ICT in the front office of Jinja Nile Resort hotel and 16 per cent responded negative to the same. From table 1, it could be seen that the respondents were carefully chosen and could say that the result in table 2 is authentic. The use of IT has reduced queues to barely negligible at the front office during check-in and check-out because of the use of the internet and electronic point of sale (EPOS) system that transfer instant charges on guest accounts. Guests can remotely inspect their account from the convenience of their abode.”

5.2 Recommendations

After careful consideration, the following recommendations could be drawn;

The front office staff and other workers should have adequate IT training in the use of ICT equipment’s.

The workers must receive training to help them prevent video display terminal (VDT) and carpal Tunnel syndrome (CTS) threats.

Hotels should occasionally organize refresher courses for the workers to introduce them to new software and hardware applicable to their operations.

Hotels should embrace the importance of networking the operations using ICT.

REFERENCES

- Armstrong, M. and Taylor, S. (2014), *Armstrong's Handbook of Human Resource Management*, London: Kogan Page.
- O'Fallon, M. J., & Rutherford, D. G. (2011). *Hotel management and operations*(5th ed.). Hoboken, N.J.: Wiley.
- Bassi, L. J., & Van Buren, M. E. (1998, January). State of the industry report. *Training and Development*, 21-43.
- Lengnick-Hall, M. L., & Lengnick-Hall, C. A. (2003). *Human resource management in the knowledge economy: New challenges, new roles, new capabilities*. San Francisco, CA: Berrett-Koehler.
- Harter, J. K., & Schmidt, F. L. (2002). Employee engagement, satisfaction, and business-unit-level outcomes: A meta-analysis. Technical paper, The Gallup Organization, Lincoln, NE.
- Gerhart, B. & Milkovich, G. T. Organizational differences in managerial compensation and financial performance. Working Paper #89-11 (revised), Center for Advanced Human Resource Studies, Cornell University.
- Atwater, L., & Yammarino, F. (1992). Does self-other agreement on leadership perceptions moderate the validity of leadership and performance predictions? *Personnel Psychology*, 45, 141-164.
- TANENBAUM, A.S., and VAN STEEN, M.R.: *Distributed Systems*, 2nd ed., Upper Saddle River, NJ: Prentice Hall, 2007

APPENDICES

A: Questionnaire

Please respond to the questions and kindly Tick where appropriate accordingly.

1. Gender: Female Male

2. Age bracket: 22 -25 26-30 31- 40

3. Grade of the hotel

.....

4. Education level.

Masters Bachelors Diploma Certificate

5. Marital status

Single Married Divorced Widowed

6. How long have you been working in this hotel?

.....

.....

7. What is your current position?

.....

.....

8. How long have you been in this position?

.....

.....

9. How long has your hotel or office been using information technology?

.....

.....

10. Has the use of information and communication technologies made any effect on your hotel or office?

Yes No

Give reason for your answer on either positive or negative effects.

11. What significant changes has information technology brought on your hotel or your office?

Positive Negative

Please give reasons for your answer.

.....

12. How many times does your hotel go on training?

.....

13. What impact does the training bring on you and the hotel?

Positive Negative

14. Your conclusion

B. BUDGET

Items	Amount (shs)
Transport	
Ream of paper	
Typing and binding	
Pens	
Internet	
Miscellaneous expenses	
Total	

An estimated budget for the research study.