

# Journal of Hospitality, Tourism and Home Management

VOL. 3 NO 1 AUGUST, 2011



## EVALUATION OF IMPACT OF INFORMATION TECHNOLOGY SKILL ON HOTEL SERVICES AND PRODUCTIVITY. A CASE STUDY OF SHERATON HOTEL AND SHOWERS.

OKHIRIA A.O

OLABISI ONABANJO UNIVERSITY, COLLEGE OF AGRICULTURAL SCIENCES  
DEPARTMENT OF HOME AND HOTEL MANAGEMENT, YEWA CAMPUS, AYETORO OGUN STATE,  
NIGERIA.

### ABSTRACT.

The study was designed to evaluate the impact of information technology skill on hotel services and productivity. Through purposive random sampling technique method, Sheraton hotel and Towers was selected for the study. Questionnaires were used to obtain various data especially on professional status of staff, and knowledge of information technology skill by the management staff. The result shows that 53.33% were skilled among the managers, 70% were I.T skilled. The results of the study showed that hotel operation in producing quality services makes hotel operations easier and more effective, acquire and analyze information easily and control production by software monitoring and reduce labour cost by automation. Eventually, it leads to higher productivity.

### INTRODUCTION

The valuable commodity for any business is reliable up-to-date information, hence the need for computers and the advances they provide in information storage and manipulation. Like any other well-run business the hotel industry cannot afford to ignore the many advantages that the developments in information technology have made possible regarding the efficient and effective operation of their business. Today cheap and powerful computers are within reach of even the smallest business (Bruce le cede *et al*, 2000).

Information technology has been identified as one major issue facing the global hotel industry. The concerns was that in the near future, professionals would be at a disadvantage without tools such as e-mail, laptops, cell phones or personal digital assistants (PDA'S). The hotel industry of today has a great many technological innovations to work with that intended to make the hotel operation job easier and more effective, as well as produce more bottom line results for the hotel and to earn more profit. The question is whether all of these tools of technology are really as important as they are professed to be and whether or not they perform up to the expectations of the hotel having to utilize them in a daily operational activities. Hotels need to know where they should be investing their money in order to provide the most technological tools to their employees and to be certain the tools and the users of the tools are accomplishing what they intended to do. Some would have us believe that those properties that simply automate their sales offices will report dramatic savings in time, better start performance, and increase profitability (Hnyton, 1998 and Brymer, 1995).

The development of the computerized hotel has taken place alongside that of the computer itself. Originally, hotels operated manual systems covering such matters as the control of the occupancy of their rooms (conventional or density charts), the recording of guest expenditure within the hotel- the posting of hand written bills and receipts (Murdick, 1990).

With the improvement in both reliability and size of the adding machine many companies designed and operated the mechanical billing machine. This price of equipment was really a number of adding machines inter-linked, all under one casing. However, mechanical billing machines were still reliant on the operator to hit the correct keys, and punch in the correct amounts. With the advent of the transistor and the printed circuit board, hotel quickly started to use the electronic billing machine once again, the principles were the same as for a manual system, but within the added advantage held in a memory the final balance of all the guest accounts.

This was great step forward before this time around, one of the major problem of balancing the front desk folio was the occurrence of upside up errors which occurred when receptionist inadvertently transcribed the cost balance of the guest account incorrectly. As development in the technology of electronic and computerization pace, so too did the developments in the use of computers in the hotel industry. This does not mean that receptionist or cashier is no longer necessary, but rather that they and relieved of some of the boring and competitive work which is part of the day-to-day operation of every hotel industry (Hamilton, 1995).

This refers to the implementation of a powerful set of tools and system that process inputted digital information (from a variety of sources) to reduce uncertainty of some events by displaying or sewing to determine a calculated outcome intended to better support an organization plan of action. All organization implement information technology to perform the following:

- Acquire and analyze information.
- Act according to the interpretation of the information.
- Play an important role in managerial decisions.

*Trends in information technology implementation:*

- Corporate strategy is becoming dependent on information.
- Technology is an imperative part of the work place.
  - Reduce labour cost by automation.
  - Consolidation of work effort on a computer network.
  - Control production by software monitoring.

*License volume access of production in less time*

- 24 hrs remote access to the company's file
- 24 hrs open access storefront through the World Wide Web.

Opportunity for telecommunication (working at home or elsewhere)

- Technology transforming the organization.
  - Individual computer workstation that enhance each employee production.
  - Cohesiveness in top to bottom efforts in a direct communication.
  - Reengineering practices become easier to implements.

Cycle lines of data entry can be reduced by touch-screen entries, voice recognition modules, optical character recognition (OCR) scanning and bar-coding devices. Medlick (1994) and Brymer (1995)

#### STATEMENT OF PROBLEM

Some hotel are satisfied with their manual way of operation because they think adoption of new technology is expensive, tedious, monotonous and costly to manage, not taking into consideration the benefits it has to offer. Also loads of paper work, time wastage and too many inconveniences on the hotel workers and the guest is another problem facing the hotel that are yet to adopt new technological way of operation. Some hotel restaurant has

incurred losses from inaccurate ordering in such an instances as forgetting to record the sales of an item added after initial ordering.

Difficulties in assessing adequate and vital information for making managerial decision on improper management of guest records which may be misplaced or get lost in transit. Inadequate or poor securities, which are one of the most delicate issues that guest always want to avoid. Guests are very conscious of the safety of their life and property; therefore, any hotels that lack security facilities will definitely lose customers.

Misconception about information technology is another problem. Some hotel who are using technology are not using them properly, they think technology is by itself the solution. The lack of understanding that success with technology is typically much more dependent on people and processes than on technology itself. This conception rest on the believe that this new system is going to solve all my problem.

#### OBJECTIVE OF THE STUDY.

The study is designed to assess the impact of the use of information technology on hotel services and productivity.

#### MATERIALS AND METHOD.

The study was carried out in Lagos Sheraton Hotel and Towers. This hotel was purposively selected for this study primarily being a five star hotel with well established international standard structures and facilities and well versed usage of information technology and different departments having high profile trained staffs. The departments within the hotel used for study are; food and beverages service, House keeping, Front office, Accounting office, Reservation unit, Human resources, Laundry unit, Maintenance unit, Banquet and Recreation and Security unit. Data were obtained from the hotel employees randomly selected from each of the ten departments listed above. Ten respondents were randomly selected from each of the ten departments, given this study a total of hundred (100) respondents. Survey and descriptive design method were used to analyse the obtained data.

#### RESULTS AND DISCUSSION

Table 1 showed the frequency distribution of staff respondents by age. Data revealed that 30 of the staff are between the ages of 21-30 years (30.00%) while those of ages 31-40 are (25%) and 41-50 and above (20.00%) and (15.00%).

This indicates that the majority of the manpower of the hotel are youths still in their highest productive age.

Table 2 showed that 60% are female while 40% are males. This is an indication that women productivity ability and sales charisma are fully utilized in the hotel and men strength and ability were also put to adequate user.

Table 3 showed the frequency of respondents by professional status. 10% are the cadres of managers, 15% are supervisors and 60% are in the cadres of management staff. An indication of high population of working strength of human resources.

Table 4 indicated the frequency of respondents by knowledge of information technology skill. Among the managers who were literate at the period of study were 7 out of 10 with percentage (70.00%) among the management staff, 32 out of 60 were skilled on I.T (53.33%). Among the Supervisors, 11 out of 15 (73.3%) were skilled in Information Technology. This level of skill of I.T exhibited by these staff showed that the hotel is operating on up-to-date reliable information technology. This they were able to acquire and analyse information, act according to the interpretation of the information and reduce labour cost by automation.

**Hypothesis Testing:**

Information technology will enhance quality services and productivity of the hotel.

Information technology will not enhances quality services and productivity of the hotel.

Since the obtained value is larger than  $P \geq 0.005$ , it is concluded that the adoption of new information technology will enhance hotel quality service and higher productivity. Therefore,  $H_0$  is rejected and  $H_1$  is accepted.

**SUMMARY AND CONCLUSION.**

The study revealed that information technology is crucial in all hotel operations in producing quality services and higher productivity. I.T makes hotel operation easier and more effective, acquire and analyze information more easily, control production by software information to reduce labour cost by automation.

**REFERENCES.**

Bruce Le Cede and Fri Dama (2000): Employee Perception of the Information Technology, Australian Journal of Information System. Vol. 7 No 2. Pp.23-35

Hnyton Jeremy (1998): Principles of Hotel Front Office operations. Best ford Academy and Education Ltd, London: pp 10-21.

Hamilton R.O (1995): Hotel Operations and Organizational structure. Kent All Hunt Publication Coy. Dubuque Iowa: pp 31-35.

Brymer R.A (1995): Hospitality Management: An Introduction to the Industry. 7<sup>th</sup> Edition. Kent All Hunt Publication Coy Dubuque, Iowa: pp. 25-29

Murdick V. (1990): Service operation management Hodder and Stoughton Educational, London: pp 18-23.

Medlik, S (1994): The Business of Hotel. William Heineman Ltd London. WI and SBE: pp 12-19.

[www.microsoft.com2007](http://www.microsoft.com2007). Business Industry Technology and Business solutions for the Hospitality Industry.

<http://www.Hospitality.upgrade.com/featured>.

Table 1: Frequency Distribution of Respondent by age.

Variable	No of Respondent	Percentage of Total Respondent (%)
21-30 years	30	30.00
31-40	25	25.00
41-50	20	20.00
50 and above	15	15.00
Total	100	100

Source: survey study (2000).

Table 2: Frequency Distribution of Respondents by Sex.

Variable	No of Respondent	Percentage of Total Respondent (%)
Male	40	40.00
Female	60	60.00
Total	100	100

Source: survey study (2006).

Table 3: Frequency of Respondents by Position in the Hotel.

Variable	No of Respondent	Percentage of Total Respondent (%)
Managers	10	10.00
Supervisors	15	15.00
Management staff	60	60.00
Casuals	15	15.00
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Survey study (2006).

Table 4: Frequency of Respondents by knowledge information technology skill.

Variable	Knowledge of I.T skill	No of Respondents	Percentage of Respondents (%)
Managers	7	10	70.00
Management staff	32	60	53.33
Supervisors	11	15	73.30
Casuals	5	15	33.33
<b>Totals</b>	<b>100</b>	<b>100</b>	

Source: Survey study (2006).

Table 5: Calculation of one-way Analysis of variance to test for the Hypothesis-question:

Quality services Higher Productivity

Pair (Both)	Higher Productivity
3	4
7	2
2	5
3	3
4	1
3	6
3	2
	6
$\Sigma X=25$	25
$\Sigma X=25$	23

Table 6: T-test to determine the impact of new information technology on hotel quality performance.

S	before adoption	After adoption	Difference
9		10	-1
5		8	-3
8		9	-1
3		6	-3
9		7	+2
8		10	-2
7		7	0