Measuring Customer Relationship Management (CRM) in the Hospitality Industry of Some Selected Hotels in Accra, Ghana: The Role of Information and Communication Technologies (ICTs)

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ABSTRACT

The Hospitality Industry, which usually and basically combines Hotel and Tourism Industries, is booming in Ghana due to admirable and pleasant tourist sites as well as the proliferation of industrial businesses such as the oil and gas industry. The increased visitations by foreigners and investors have paved way for the enormous expansion and growth of the hospitality industry in Ghana. Both private and public Hotels and Guest Houses in Ghana provide services such as Front Office, Restaurant and Accommodation for customers/guests to the best of their ability. In order to enhance and improve the provision of these services, especially front office and accommodation, Hotels in Ghana have to provide efficient and effective Customer Relationship Management (CRM) techniques through Information and Communication Technologies (ICTs) in order to satisfy and retain guests/customers. ICT has a major role to play in CRM of Hotels and Guest Houses in Ghana, this research paper therefore focuses on measuring CRM of two (2) selected Hotels/Guest Houses in Accra, Ghana. The research methodologies involved literature review and administrations of questionnaires to a number of guests at the case study Hotels. Results of the 36 responses we received out of 50 questionnaires distributed representing 72%, showed that ICT and computing services in MJ Hotel was rated higher by guest respondents as compared to A and T Hotel. The research, based on its findings, discusses how to improve guest satisfaction and retention in Hotels through ICTs, for the promotion of productivity and enhancement in the Hospitality Industry of Ghana.

Keywords: Customer, Ghana, Hotel(s), Hospitality Industry, ICTs, Retention, Satisfaction, Service

1. INTRODUCTION

For the past twenty (20) years, the use and proliferation of Information and Communication Technologies (ICTs) coupled with advanced and sophisticated computer network protocols have unveiled new avenues for enterprises and organizations in which the hospitality industries cannot be left out [1]. Technology-based systems which stand in an essential position to offer better services to the populace Hospitality Industries such as Hotels can take advantage of the extensiveness of ICT vis-à-vis technology-based systems to advance some of their operations such as Front Office / Receptionist Operations, Restaurant Operations and Accommodation Provision [1]. Information and Communications Technology (ICT) involves the use of computer hardware, software and telecommunication devices to store, manipulate, convert, protect, send and receive data/information [2]. Computing and technological devices have made life easier for individuals and firms to collect, share, manipulate and store data and information at a quicker, accurate and faster rate. The presence of admirable and pleasant tourist sites as well as fruitful industrial and academic business opportunities in Ghana have created an enormous growth in the Hospitality Industry. Business and academic visitations as well as visitations by a lot of tourists require efficient and effective provision of services by Hotels in the Hospitality Industry. Apart from visitations by foreigners in Ghana, some individuals and organizations also travel within Ghana i.e. from one destination to the other and lodge in Hotels/Guest Houses. In order to further improve guest satisfaction and retention in Hotels for the promotion of productivity and enhancement in the Hospitality Industry of Ghana, ICTs have to provide superior services for customers’ satisfaction and retention [3]. According to [4]-[8], Information and Communication Technologies (ICTs) have a crucial impact on travellers’ knowledge, attitudes and behaviour. The increased online price/product transparency and the new e-business models
(e.g. online auctions) enhance tourists’ purchasing powers, who are becoming more price sensitive, less brand loyal, more sophisticated and experience seekers.

This research paper analyses and measures CRM of Hotel Customers/Guests in two (2) selected Hotels in Ghana, namely: MJ Hotel and A & T Hotel with an aim of finding out how ICTs can improve, influence and enhance the satisfaction and retention of customers/guests when they visit these selected Hotels.

The rest of the paper is formulated and subdivided as follows: Sections 2 and 3 discuss the Research Objectives and Methodology of the paper. Section 4 presents an outline of the importance of ICT in the Hospitality Industry. Section 5 reviews the literature of the research paper and Section 6 presents related work of the reviewed literature. Data analysis, Research findings and Research Discussions are elaborated in Section 7 and Section 8 respectively. Section 9 finally concludes the paper.

2. RESEARCH OBJECTIVES

The main objectives of this research paper are to:

- Analyse and measure the current CRM status of the case study Hotels in terms of ICTs.
- Discuss and suggest improvements through ICTs for CRM based on of the above found analysis and measurements.

3. RESEARCH METHODOLOGY

The authors adopted the following research methods for the paper:

- **Questionnaire**: This took the form of printed questions given to a selected group of Hotel guests or respondents to answer. Based on the objectives of the research study, questionnaires were prepared to know the current status of customers/guests regarding ICT usage in the case study Hotels.
- **Literature Review**: The authors adopted integrated and exploratory literature about current Hospitality, Hotel and Tourism Standards as well as ICT penetration on Hotels in order to gain a general overview of ICT Roles in the Hospitality Industry with a specific reflection on CRM.

3.1 Quantitative Research

A quantitative research technique as argued by White [9] is sometimes referred to as a ‘scientific method’ mainly based on the collection of facts and observable facts, and used to describe, explain, infer laws and ascertain a correlation. The quantitative research was administered through the printed hard copy questionnaires for guests/customers of the case study hotels who are mainly the targeted group to fill, in the form of survey using a self-administration procedure.

3.2 Questionnaire Design

The research paper’s survey questionnaire is structured into nineteen (19) questions consisting on one (1) open-end question and eighteen (18) closed-end questions. Questions 1-4 consisted of the respondents’ general and demographic information. Questions 5-14 consisted of the current state of ICT usage by the respondents and ICT services provided by the case study hotels. Questions 15-19 consisted of the personal ownership of computers by the customers and rating of ICT services and customer relationships in terms of ICT usage in the case study hotels.

*A copy of the survey questionnaire can be found in Appendix A.*

3.3 Primary Quantitative Data Collection

The survey monkey’s website was used right from the scratch which made it easy to carry out, administer and explore the research for smooth understanding and the design of the questionnaire. The target population for the quantitative data collection was fifty (50) guests/customers from the case study hotels. The quantitative data was collected from the respondents through the individual respondents handing the questionnaire back to an individual hotel staff. The completed questionnaires were returned to the authors through hand delivery from staffs of the case study hotels. Despite the persistent follow-ups and phone calls, a total of thirty-six (36) valid responses were collected and used for further analysis. This produced a return responses rate of 72 per cent which is considered adequate for this research.

3.4 Pilot Study

Six (6) respondents (3 at each case study hotel) were used to conduct a pilot test on the questionnaire before administering to the targeted population. This provided an insight to whether or not the questionnaire will be easy to follow by the respondents. White [9] argued that, the quality of any questionnaire is dependent on the quality of the questions provided in the questionnaire. The pilot study helped ascertain any potential future problematic areas and deficiencies in the questionnaire making it possible to make the necessary further adjustments to the questionnaire prior
to the actual administration of the questionnaire during the full study [10]. White [9] argued that good and easy going questions will keep the respondents focused and will promote/produce accurate responses.

3.5 Ethical Considerations
We observed standard ethical considerations in the conduct of this study. As such the questionnaires did not request any form of identification, such as name, passport number etc. Also, the respondents (guests/customers) of the case study Hotels were assured that information received would be treated as confidential as possible and will not be used for any purposes other than academic research.

4. IMPORTANCE OF ICT IN HOTELS/GUEST HOUSES
Generally it is a norm for the ICT/IT Department of every standard Hotel/Guest House to perform the following duties:
- Information and Communication Technology (ICT) Maintenance.
- Obtaining, Installing and Maintaining Computer Hardware.
- Managing Wireless/Wireline Local Area Networks (LANs) and Wide Area Networks (WANs).
- Supporting ICT and IT users (providing help desk).
- Providing ICT and Computer Services for the Hotel/Guest House.

A good performance of these duties will enhance and improve the factors shown below in Table 1, which outlines reasons why Computers and ICT is important in Hotels/Guest Houses.

Table 1: Importance of Computers and ICT in the Hotels/Guest Houses

<table>
<thead>
<tr>
<th>Factor</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
<td>Security and integrity of data in Hotels/Guest Houses is very important. Security in terms of the Hotel’s/Guest House’s Assets as well as the data of guests is a vital issue for Hotels/Guest Houses and their guest retention and satisfaction. Due to the proliferation of ICTs, excellent Database Management Systems (DBMS) and secure servers with reliable operating systems have taken care of this issue.</td>
</tr>
<tr>
<td>Data Storage</td>
<td>Guest Database of Hotels/Guest Houses depending on the number of guests can be extremely large and difficult to handle manually. Computers and ICT through reliable DBMS such as oracle have solved problems of Hotels/Guest Houses data storage.</td>
</tr>
<tr>
<td>Accurate Transactions</td>
<td>Front Office Operations and Transactions (e.g. booking a room for a guest) which are done through the use of ICT makes Hotel/Guest House Transactions more accurate in order to yield good profits.</td>
</tr>
<tr>
<td>Fast Transactions</td>
<td>Front Office Operations and Transactions (e.g. receiving personal data of an arrived guest) which are done through the use of ICT makes Hotel/Guest House Transactions more faster and quicker in order to yield good profits.</td>
</tr>
<tr>
<td>CRM and Convenient Transactions</td>
<td>Customer and Hotel transactions involving the use of Word Processor, Spreadsheet, PowerPoint and various Hotel softwares for particular needs makes Hotel operations convenient. Without computers and ICT, these office operations by employees will not be possible. Guests of Hotels also expect to use computers for business and academic purposes as well as for Internet purposes. Therefore the right ICT equipments and facilities should be in place so as to meet the needs and objectives of customers in order for them to be satisfied and retained.</td>
</tr>
</tbody>
</table>

5. LITERATURE REVIEW

5.1 Hospitality Management
Hospitality management is both a field of work and a field of study. In the work sense, it refers to management of hotels, restaurants, travel agencies and other institutions in the hospitality industry. As a field of study, it refers to the study of the hospitality industry and its management needs [11]. The hospitality industry is vast and very diverse. Any time people travel, stay in a hotel, eat out, go to the movies and engage in similar activities, they are patronizing establishments in the hospitality industry. The management of such establishments is very challenging, as managers need to be flexible enough to anticipate and meet a wide variety of needs. They must also handle tasks such as training employees, handling staff, setting standards and so forth [11].

5.2 What is a Hotel?
A Hotel is simply referred to as a commercial establishment which provides lodging, meals and other guest services. In general, to be called a hotel, an establishment must have a minimum of six letting bedrooms, at least three of which must have attached (ensuite) private bathroom facilities [12]. Although Hotels are classified into ‘Star’ categories (1-Star to 5-Star), there is no standard method of assigning these ratings, and compliance with customary requirements is voluntary. A United States (US) Hotel with a certain
rating, for example, may look very different from an European or Asian Hotel with the same rating, and would provide different levels of amenities, range of facilities, and quality of service. Whereas Hotel chains assure uniform standards throughout, non-chain Hotels (even within the same country) may not agree on the same standards. In Germany, for example, only about 30 percent of the Hotels choose to comply with the provisions of the rules established by the German Hotels & Restaurants Association. Although both World Trade Organization (WTO) and International Standards Organization (ISO) have been trying to persuade Hotels to agree on some minimum requirements as worldwide norms, the entire membership of the Paris-based International Hotel & Restaurant (IH&RA) opposes any such move. According to IH&RA, to harmonize Hotel classification based on a single grading (which is uniform across national boundaries) would be an undesirable and impossible task. As a rough guide: A 1-Star Hotel provides a limited range of amenities and services, but adheres to a high standard of facility-wide cleanliness. A 2-Star Hotel provides good accommodation and better equipped bedrooms, each with a telephone and attached private bathroom. A 3-Star Hotel has more spacious rooms and adds high-class decorations and furnishings and color TV. It also offers one or more bars or lounges. A 4-Star Hotel is much more comfortable and larger, and provides excellent cuisine, room service and other amenities. A 5-Star hotel offers the most luxurious premises, widest range of guest services as well as swimming pool, sports and exercise facilities [12].

5.3 CRM in Hotels/Guest Houses Using ICTs

Human beings have had the urge to select and choose what to them can satisfy their desires since creation and will continue to have this desire because of their changing nature. This tendency makes them explore what to them is the best in terms of quality when purchasing, especially in the area of service consumption. This is supported by Palmer’s [13] assertion that: “customers have always been concerned about quality and that the proliferation of competitive market for a lot of services has also made customers become more selective in the services they choose”. This attitude means that service providers must be innovative in their service provision and delivery. The Hotel Industry is also experiencing increased globalization, competition, higher customer turnover, growing customer acquisition costs and rising customer expectations, meaning that hotels’ performance and competitiveness is significantly dependent on their ability to satisfy customers efficiently and effectively [4], [14]. To enhance profitability and guest loyalty, hotels must nowadays focus on implementing Customer Relationship Management (CRM) strategies/techniques that aim to seek, gather and store the right information, validate and share it throughout the entire organization and then use it throughout all organisational levels for creating personalized and unique guests’ experiences [15]-[17]. Since ICTs are major catalyst for developing one-to-one experiences and implementing CRM strategies/techniques, CRM in the hospitality industry has been primarily defined by the myriad of ICT suppliers that overemphasize ICT’s role. Consequently, many hotels have difficulty in implementing effective CRM strategies/techniques, because they allow Software vendors to drive their approach to CRM, or retrofit a CRM strategy to match the CRM technology they have purchased [15]. However, CRM is not a technology problem but a business problem that requires ICT tools and functionality to be aligned, designed and effectively co-ordinated along with the business operations and strategy [15]. Indeed, several CRM projects have failed due to the lack of robust implementation approaches and measurement tools, the bad exploitation and integration of ICT tools with processes, people and business strategies as well as the inappropriate ICT and business re-engineering and management practices [15], [18]-[20].

5.4 ICT Implementation for CRM in Hotels/Guest Houses

Data warehouses and data mining are the most popular and highly needed systems for providing CRM capabilities or else for defining, developing and managing “the segment of one”. This is because by helping to wade through volumes of information and decipher meaning, patterns and relationships from many seemingly unrelated bits of data, they are necessary and valuable tools for trying to determine customer demographics, buying patterns, market segments, contribution margins, customer lifetime, etc. ICT is also instrumental for gathering and storing customer data (e.g. Electronic Point-of-Sale (EPOS) systems, website analysis etc.), providing ways for one-to-one interactions, e.g. social network sites, e-mails, call centres, kiosks, etc., as well as identifying ways for disseminating and accessing information across the organization. However, to achieve the latter, a new ICT infrastructure that would enable the creation of consolidated customer databases and overcome common limitations is required. The supporting role of ICTs in fostering business re-engineering and restructuring processes around the customer is widely argued and does not stop at the traditional organisational boundaries [15].

Aligning ICTs with the organisational infrastructure is critical so that the numerous systems at the customer touch points (e.g. Internet, Property Management Systems (PMSs), EPOS, Centralized Reservation Systems (CRSs), etc.) do not become “islands” of useless information. Within the Hotel sector, Sigala et al. [21] argued that there is the need to integrate Yield Management (YM), Customer Databases, Corporate and Distribution Systems for maximizing yields per individual guest during his/her business lifetime [22]. Wells et al. [23] described how electronic networks allow the distribution and sharing of guest databases across Ritz Carlton Hotel allowing staff
to accommodate and treat individual guests based on preferences from previous visits. Marriott International Hotel installed a “Codification System” to virtually convert what all its employees knew about Hotel day-to-day operations and standard operational procedures in order to provide consistent customer services. Marriott International Hotel also designed a reward system for employees who shared, created and mobilized new knowledge relevant to the Hotel [24].

6. RELATED WORK

Research involving CRM, customer/guest retention and satisfaction through introduction of ICT in the Hospitality Industry has been conducted recently by a number of researchers within the past ten (10) years. Notable researches conducted include ideas on how ICT can be used to enhance customers’ relationships and hotel service operations in the Hospitality Industry. Furthermore, with the continuous development of e-Commerce, businesses of different sizes from various industries can enhance their productivity and profitability in ways deemed almost impossible a decade ago. For small and medium sized enterprises, that represents a challenge as well as an opportunity for growth and development, especially in a growing global digital economy where the world becomes the market place. One such industry that can benefit from the application of e-Commerce is tourism. Tourism, travel and cultural exploration have emerged as strong industries over the last two decades and with the advent of the Internet and e-Commerce, these industries will grow more exponentially, which will represent a great opportunity for countries with tourism and culture attractions [22], [25]. Ansah, et al. [1] investigated how the proliferation of ICTs coupled with sophisticated network protocols have unveiled new avenues for enterprises and organizations and the fact that the hospitality industries cannot be left out. They assessed the use of ICT in a front office operation of three (3) chain hotels in Ghana. Furthermore, Ansah, et al. [1] made recommendations to Chain Hotel Operators in Ghana, the Ghana Tourist Authority (GTA) and policy makers on the use of ICT in front office operations.

Sigala [15] presented and discussed the necessity of Customer Relationship Management (CRM) as a strategy for attracting and increasing guests’ patronage due to the fact that travelers are becoming more price sensitive, less brand loyal and more sophisticated. Although CRM in hospitality has overstated the importance of ICT, it is now widely recognized that successful CRM implementation should effectively combine and align ICT functionality with business operations. Given the lack of a widely accepted framework for CRM implementation, Sigala [15] proposed a model for managing and integrating ICT capabilities into CRM strategies and business processes. The model argues that successful CRM implementation requires the management and alignment of three managerial processes: ICT, relationship (internal and external) and knowledge management. The model in Sigala [15] was tested by gathering data from Greek Hotels, while findings provide useful practical implications and suggestions for future research.

Kamel and El Sherif [25] elaborated on the fact that due to the world moving into the information age, consumers' expectations are being radically altered with the advent of the Internet and the flow of information and knowledge it provides to the global community. They address the concerns of how local individual organizations, especially Small and Medium Scale Enterprises (SMEs), can utilize the advantages offered by today’s ICTs to better compete for incoming tourism and improve its profitability because only those organizations that will capitalize on available ICT tools will succeed in the fierce competition existing in the tourism industry. Kamel and El Sherif [25] used King Hotel in Cairo as a case study to show how local small and medium sized hospitality businesses in Egypt can prosper from emerging ICTs and how the use of ICTs can affect their business process, strategies development and implementation both on the short and medium terms.

7. DATA ANALYSIS AND RESEARCH FINDINGS

We collected data from the two case study sites: A and T Hotel and MJ Hotel, all in Accra, Ghana. The questionnaires (Appendix A), were sent to the front office personnel in the above mentioned Hotels. Respondents were expected to tick the appropriate check box. The questionnaires were constructed and adopted based on the literature review and related work. We received twenty (20) questionnaires (12 Males and 8 Females) from A and T Hotel and sixteen (16) questionnaires (10 Males and 6 Females) from MJ Hotel. As elaborated earlier, in totality we received thirty six (36) out of the 50 questionnaires distributed, representing 72%. We used Microsoft Office Word and Excel to analyze the data and interpret the results of the analysis. The tables and charts depicted below were used to collate the data for the analysis.

- Responses to Questions 1 and 2 (Q1 and Q2 - Gender and Total Number of Responses Received From Case Study Hotels)) is depicted in Table 2 below:

Table 2: Gender and Total Number of Responses Received From Case Study Hotels

<table>
<thead>
<tr>
<th>Gender</th>
<th>A and T Hotel</th>
<th>Percentage</th>
<th>MJ Hotel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>12</td>
<td>60%</td>
<td>10</td>
<td>63%</td>
</tr>
<tr>
<td>Female</td>
<td>8</td>
<td>40%</td>
<td>6</td>
<td>37%</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>100%</td>
<td>16</td>
<td>100%</td>
</tr>
</tbody>
</table>
8. RESEARCH DISCUSSION AND RESULTS

The research revealed from its findings in section 7 that, usage of ICT was prevalent in MJ Hotel as compared to A and T Hotel. Referring to Figures 3, 4 and 5, the study revealed that ICT usage by guests/customers of MJ Hotel was quite high as compared to A and T Hotel which showed no patronage of ICT usage at all due to absence of ICT facilities as depicted in Figures 3 and 5. Figure 5 also depicts that the respondents of MJ Hotel involved themselves with various ICT activities such as Internet usage and room reservation/booking.

The study also revealed that, the provision of ICT facilities, equipment, tools and services as well as 24 hour wireless internet connectivity were also rated high by customers/guests of MJ Hotel with a positive turnout of 10 guests/customers as compared to 6 in the negative (Table 4). No computers were provided in the rooms of A and T Hotel for guest/customer usage but a few guests/customers (3) corresponding to 18%, responded that there were computers provided in their hotel rooms at MJ Hotel. 6 out of 20 (30%) of the total number of respondents (guests/customers) from A and T owned a PC i.e. a laptop/notebook while 14 (70%) of them did not own a PC.
Referring to Table 10, the responses from MJ Hotel depicted that 11 out of 16 (69%) owned a PC i.e. a laptop/notebook which they used for ICT activities in the Hotel, while the remaining 5 (31%) didn’t own a PC. Other respondents (4 from A and T Hotel and 3 from MJ Hotel) also confirmed that they owned desktop/tower PCs. In terms of ICT and computing services, the study revealed that, there was a rating of very good, good and fair by 5, 9 and 2 respondents (guests/customers) respectively, from MJ Hotel but the same ratings for A and T Hotel were “None” as shown in Figure 7. Customer relationship in the case study Hotels, in terms of ICT as shown in Figure 8 were rated as very good, good and fair by 7, 6 and 3 respondents (guests/customers) respectively, from MJ Hotel but the same ratings for A and T Hotel were “None”.

9. CONCLUSION RECOMMENDATION AND FUTURE WORK

This study, through relevant literature, related work and a quantitative research methodology has revealed the importance of ICT in the tourism and hospitality industry. The massive proliferation of ICT coupled with the internet and wireless networks have made it necessary for Hotels in the Hospitality Industry to use ICT as a tool to retain and satisfy customers. This study used a case study consisting of two (2) hotels in Accra, Ghana to ascertain and measure whether; indeed ICT is being used by them for Customer Relationship Management (CRM) thereby improving customer retention and satisfaction. The study revealed that one of the case study Hotels, namely MJ Hotel utilizes ICT for CRM while the other A and T does not utilize ICT for CRM and needs to implement such services in order to retain and satisfy customers fully.

This paper therefore recommends that all Hotels in Ghana should implement ICTs for CRM strategies/techniques in order to satisfy and retain customers and also improve the business profits and gains of their Hotels. Additionally, Hotels such as MJ Hotel which currently employ ICT for CRM should improve their business models involving the connection and linkage of ICT and CRM so as to improve customer retention and satisfaction.

REFERENCES


**AUTHOR PROFILES**

Nana Yaw Asahere received his BSc in Computer Science from Kwame Nkrumah University of Science and Technology (KNUST), Kumasi, Ghana in 2004 and MSc in ICT from Aalborg University, Denmark in 2010. He has eight (8) years of teaching/lecturing experience at tertiary level of education in Ghana and is currently on Lectureship Study Leave granted by Accra Polytechnic, Ghana pursuing his PhD in Computer Science at School of Software, Dalian University of Technology, Dalian, P.R. China. Nana Yaw has a number of publications to his credits in International Journals and his research interests include: Artificial Intelligence (AI), Software Engineering, Expert Systems, Mobile Learning, E-learning, ICT in Education, ICT for Development, Information Systems, Multimedia, Recommender Systems, Social Computing, Wireless/Data/Mobile Communication and Computing Technologies.

Vida Doku (Mrs.) received her Higher National Diploma (HND) in Hotel Catering and Institutional Management (HCIM) from Kumasi Polytechnic, Ghana in 1998, Bachelor of Education in Home Economics from University of Cape Coast, Ghana in 2003 and MSc in ICT from International Hotel Management from University of Surrey, Guildford, UK in 2010. Her research interests include, Hotel Management, Food and Beverage Services, Purchasing and Stock Control in Hotels and Customer/Guest Marketing Management in the Tourism and Hospitality Industry. She is currently a Lecturer, Academic and School Board Representative as well as an Examinations Officer in the Hotel Catering and Institutional Management Department of Accra Polytechnic, Ghana.

**APPENDIX A**

**INTRODUCTION**

A research in bid to analyze “Measuring Customer Relationship Management (CRM) in the Hospitality Industry of Some Selected Hotels in Accra, Ghana - The Role of ICTs” is currently being conducted.

The research methodology and analysis requires of your generous and kind attention regarding a questionnaire below. Thank you for your attention.

**NB – Definition of ICT:** Information and Communications Technology (ICT) involves the use of computer hardware, software and telecommunication devices to store, manipulate, convert, protect, send and receive data/information (Olifer and Olifer, 2006).

**QUESTIONNAIRE FOR HOTEL CUSTOMERS/GUESTS**

Q1. Please specify the name of the Hotel you are currently lodging?

Q2. What is your gender? Male Female

Q3. Which of the following falls within your age category?

- [ ] 40-50 years
- [ ] 29-39 years
- [ ] 19-28 years
- [ ] 15-18 years
- [ ] Below 15 years

Q4. What is your highest level of education?

- [ ] PhD
- [ ] Master
- [ ] Bachelor
- [ ] HND
- [ ] DBS
- [ ] SSSCE/A-Level
- [ ] BECE/A-Level
- [ ] Other

Q5. As a Customer/Guest of your specified Hotel, do you use ICT?

- [ ] Yes
- [ ] No
Q6. If Yes to Q5, what is/are your possible ICT activities in your specified Hotel?
   Using Online Social Networks such as Skype and Facebook for communication
   Typing and printing reports, editing documents using Microsoft Office Word
   Using the Internet for business and academic purposes
   Using the Internet to book and reserve a room in the Hotel before arrival
   Using other ICT facilities and software depending on your current state of activities

Q7. If No to Q5, what is/are your reasons why you don’t use ICT in your specified Hotel?
   I am not ICT and Computer Literate
   I don’t perform ICT activities when I lodge in a Hotel
   My specified Hotel doesn’t provide ICT tools, equipment and facilities

Q8. Does your specified Hotel provide 24 Hours Wireless Internet Connectivity?

   Yes                     No
   I Don’t Know

Q9. If Yes to Q8, how would you rate the internet connection? Positive  Negative

Q10. Does your specified Hotel provide Wireless/Wireline Internet Cafe and Secretarial Services?

   Yes                     No
   Don’t Know

Q11. If yes to Q10, do you have free and abundant access to PC usage in the Internet Café of your
      Specified Hotel?  Yes                     No

Q12. If yes to Q10, is the provision of secretarial services and to use computers in the Internet
      Café of your specified Hotel, costly?  Yes                     No

Q13. If No to Q8 and Q10, would you like your specified Hotel to provide Internet and ICT
      Services/Facilities?  Yes                     No

Q14. Does your specified Hotel provide a personal computer (laptop, desktop, notebook etc.) in
      your Hotel Room?  Yes                     No

Q15. Do you own a personal computer (laptop, desktop, notebook etc.)?  Yes                     No

Q16. If Yes to Q15, what’s your type of PC?
   Desktop/Tower                     Laptop/Notebook                     Tablet PC/iPad

Q17. If you own a Laptop/Notebook and/or Tablet PC/iPad, do you often use it when you are
      lodging in your specified Hotel?  Yes                     No

Q18. How would you rate your ICT and Computing Services of your specified Hotel?
   Excellent                     Very Good                     Good                     Fair                     Poor                     None

Q19. How would you rate your Customer Relationship with your specified Hotel in terms of ICT usage?
   Excellent                     Very Good                     Good                     Fair                     Poor                     None

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