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**Impact of Information and Communication Technology on
Operational Productivity and Customer Satisfaction in Star
Category Hotels of Sri Lanka**



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Abstract

Information and communication technology has become the major productivity enhancing tool in this era, success story of ICT application are widely spreading in enormous number of fields. The Impact of ICT on Hotel industry is one of highly researched area but in reality there has been limited implementation of principles and practices that can be seen as bench mark. Adoption of ICT on tourism industry has created a new paradigm for researchers, still existing literature has been loaded with inconclusive arguments thus this study aimed to answer for the inconclusive research findings for the questions “does the adoption of ICT impact on operationally productivity and customer satisfaction of star category hotels.

The literature review of the study revealed that there are limited number of specific studies that focused on the adoption of ICT on operational productivity and customer satisfaction. It was identified that lot of opportunities available in hotel industry that ICT can gain benefits for both hotels and customers. Therefore an investigation was necessary in building a solid body of knowledge on the adoption of ICT for Operational Productivity and Customer Satisfaction as a practical approach.

The research was conducted to answer the question emphasized, with the aim of measuring and identifying the ICT usage and its impact on star category hotels’ operational performance and customer satisfactions. The study consisted with all 3 to five star category hotels located in Sri Lanka during 2014 to 2015 as the study population, among them 33 hotels which are in three star and above were responded for the survey. The conceptual framework of the study was developed based on existing literature. Data collected were fit with the model created. Construct validity of the model was done using construct validity test for the model.

Confirmatory factor analysis and structural equation modeling were used to analyze the casual relationships between ICT adoption, operational productivity, service quality and customer satisfaction. Results show that the ICT adoption impact on operational productivity and customer satisfaction. All the hypotheses developed in the study were supported, reinforcing the theory and previous research on this field. The study also reveals interesting implications in ICT adoption, operational productivity, service quality and customer satisfaction, useful to academics and practitioners.

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