ABSTRACT

The tourism and hospitality industries have widely adopted information and communication technology (ICT) to reduce costs, enhance operational efficiency, and most importantly to improve service quality and customer experience.

Most of the tour companies/organizations are relying on Information and Technology in their business operations and functions. They are relying on ICT, but without regard to the opportunities that are available through investing in the sector. The growing reliance upon ICT in many organizations especially tourism industry has resulted into the development and availability of various opportunities. This study explores the use of ICT for economic growth, benefits of ICT application for increasing the opportunities, challenges and barriers associated with ICT opportunities in tourism.

Methodology used in the study is mainly data collection through the use of questionnaires, documentary review and interviews. Findings reveal that tour companies/organizations in Tanzania are not aware/have no knowledge of the opportunities that arise through investing in ICT including; increasingly becoming critical for the competitive operations for the tourism and hospitality organizations as well as for managing the distribution and marketing of organizations on a global scale.

Lastly the study concludes by calling upon the organizations to provide training to their employees so as to impart on them the adequate knowledge and skills in the use of ICT related issues. Also the organizations and the government should work closely to empower ICT policy and to encourage the use of ICT for effective and efficient business operations and functions.

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