



**BUSINESS MOBILE APPLICATION USING TECHNOLOGY ACCEPTANCE
MODEL (TAM) FOR HOSPITALITY INDUSTRY**

Okwong Atte Enyenihi¹ and Duke Stephen Orok²

¹Department of Computer Science, University of Cross River State, Calabar.

Email: atteokwong@unicross.edu.ng

²Department of Computer Science, University of Cross River State, Calabar.

Email: orokduke2003@unicross.edu.ng and orokduke2003@yahoo.com

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ABSTRACT: *The adoption of business mobile applications (BMAs) in the hospitality industry has surged globally, facilitated by the rapid growth of smartphones and mobile technologies. Using the Technology Acceptance Model (TAM) as a theoretical lens, this study examines the factors influencing the adoption of BMAs in Nigeria and South Africa's hospitality sectors. TAM posits that perceived ease of use (PEOU) and perceived usefulness (PU) are critical factors that determine user acceptance of technology. In the context of the hospitality industry, BMAs enhance customer experience by streamlining booking processes, improving customer service, and offering tailored services through personalized applications. In Nigeria, the increasing penetration of mobile devices and digital payment platforms like Flutterwave and Paystack has driven BMA adoption, though infrastructural challenges and data privacy concerns remain. South Africa, on the other hand, has seen a rapid adoption of BMAs due to government initiatives promoting the digital hospitality industry despite language and cultural barriers affecting user engagement. In South Africa, high internet penetration and an established digital ecosystem have accelerated BMA adoption in hospitality, with an emphasis on enhancing customer engagement through artificial intelligence and data analytics, leading to mobile technology adoption, driven by innovations in mobile payment systems like Alipay and ChatPay, enabling seamless integration of BMAs into the hospitality sector. However, government regulations around data security pose significant challenges. Across these diverse regions, the study concludes that cultural, infrastructural, and regulatory factors play pivotal roles in shaping BMA adoption. Despite contextual differences, TAM remains a useful model to understand the adoption patterns of BMAs, suggesting that improving PEOU and PU will drive further technological integration in the hospitality industry. The adoption of business mobile applications (BMAs) in the hospitality industry has surged globally, facilitated by the rapid growth of smartphones and mobile technologies. Using the Technology Acceptance Model (TAM) as a study, examines the factors influencing the adoption of BMAs in the hospitality sectors of Nigeria and South Africa. TAM posits that perceived ease of use (PEOU) and perceived usefulness (PU) are critical factors that determine user acceptance of technology. In the context of the hospitality industry, BMAs enhance customer experience by streamlining booking processes, improving customer service, and offering tailored services through personalized applications. In Nigeria, the increasing penetration of mobile devices and digital payment platforms like Flutterwave and Paystack has driven BMA adoption, though infrastructural challenges and data privacy concerns remain. South Africa, on the other hand, has seen a rapid adoption of BMAs due to government initiatives promoting the digital hospitality industry despite language and cultural barriers affecting user engagement. In South Africa, high internet penetration and an established digital ecosystem have accelerated BMA adoption in hospitality, with an emphasis on enhancing customer engagement through AI and data analytics. However, government regulations around data security pose significant challenges. Across these diverse regions, the study concludes that cultural, infrastructural, and regulatory factors play pivotal roles in shaping BMA adoption. Despite contextual differences, TAM remains a useful model to understand the adoption patterns of BMAs, suggesting that improving PEOU and PU will drive further technological integration in the hospitality industry.*

KEYWORDS: Business mobile application, Technology, Benefits, Hospitality, Perceived ease of use (PEOU) and Perceived usefulness (PU).



INTRODUCTION

The rapid adoption of mobile technology has transformed various sectors globally, including the hospitality industry. In developing economies such as South Africa and Nigeria, the integration of mobile technology into hospitality services is reshaping the way businesses operate and how customers engage with services. This transition can be analyzed using the Technology Acceptance Model (TAM), which provides a framework to understand how users come to accept and use technology based on perceived usefulness (PU) and perceived ease of use (PEOU) (Davis, 1989).

In the hospitality industry, the use of mobile technology applications ranges from booking services and customer support to digital payments and in-room automation. The use of TAM to study mobile technology in hospitality is relevant, particularly in South Africa and Nigeria, where mobile adoption is high, but infrastructure and technology usage levels can vary significantly. In South Africa, where mobile technology infrastructure is relatively advanced, mobile applications such as online booking systems and virtual tour platforms have become essential tools in enhancing customer experience and business operations (Statista, 2023). On the other hand, Nigeria, despite being Africa's largest economy with a rapidly growing mobile user base, faces challenges such as limited digital literacy and network coverage that affect the adoption of such technologies in hospitality (KPMG, 2022).

By applying the TAM, researchers can explore how variables like perceived ease of use and perceived usefulness influence both customer and business willingness to adopt mobile technologies in hospitality settings in these two countries. Understanding these factors is crucial for the development of tailored solutions that address the unique needs of the hospitality sector in emerging markets.

In the hospitality industry, the integration of mobile technology is increasingly recognized as a vital strategy for improving service delivery, enhancing customer experiences, and streamlining operational processes. Mobile technology has gained prominence worldwide, but its adoption in emerging markets, such as South Africa and Nigeria, poses unique opportunities and challenges. These markets are rapidly evolving, with growing mobile penetration, making them suitable for analysis using the Technology Acceptance Model (TAM).

The Technology Acceptance Model (TAM), developed by Davis (1989), is one of the most widely applied frameworks for studying technology adoption. It suggests that users' decision to adopt a new technology is influenced primarily by two factors: perceived usefulness (PU), the degree to which an individual believes that using a technology will enhance their job performance, and perceived ease of use (PEOU), the degree to which an individual believes that using the technology will be free from effort. By applying this model to mobile technology in the hospitality industry, researchers can assess how these factors influence both customers and businesses in their willingness to adopt new technological solutions in service delivery.

South Africa's hospitality industry is a key contributor to its economy, with technology playing an increasingly central role in its development. The country's relatively advanced infrastructure has facilitated the integration of mobile applications into hotel and tourism operations, from mobile booking and check-in to customer service chatbots and digital concierge services. According to a 2023 report by Statista, South Africa has a mobile penetration rate of over 90%, and mobile internet users are projected to reach 40.3 million by 2024. These trends suggest that South African hospitality businesses are increasingly adopting mobile technology, driven by



the high perceived usefulness of these tools in enhancing operational efficiency and customer satisfaction. However, challenges such as data privacy concerns and uneven access to high-speed internet in rural areas may affect perceived ease of use (Moyo & Speller, 2021).

Nigeria, Africa's most populous country and largest economy, presents a contrasting case. Despite having a rapidly growing mobile user base, with mobile phone penetration surpassing 85% in 2022 (KPMG, 2022), the adoption of mobile technology in the hospitality industry has been slower compared to South Africa. Factors such as inconsistent network coverage, low digital literacy, and limited access to advanced mobile services in rural areas hinder the perceived ease of use of these technologies. However, in urban centers such as Lagos and Abuja, mobile payment platforms and hotel booking apps are gaining popularity as businesses recognize their usefulness in attracting tech-savvy customers and streamlining operations (Onyejekwe, 2021). The rapid expansion of mobile banking services, for example, has facilitated the adoption of mobile payment systems in hotels, making transactions more convenient for both local and international visitors.

By applying the TAM framework, it is possible to analyze and compare how businesses and customers in both South Africa and Nigeria view mobile technology in hospitality. In South Africa, perceived usefulness is a major driver of adoption, with businesses keen to integrate mobile technology to stay competitive in a saturated market. On the other hand, perceived ease of use becomes a more significant barrier in Nigeria, where infrastructure and digital literacy challenges may limit the full potential of mobile technology in hospitality.

For instance, a study by Adeola and Evans (2022) in Nigeria found that customers in urban areas are more likely to adopt mobile booking platforms because they find them convenient and time-saving, aligning with TAM's perceived usefulness construct. However, customers in rural areas expressed concerns about the complexity of mobile apps, which aligns with the perceived ease of use concept, indicating a need for simpler and more intuitive interfaces.

In both countries, addressing the factors identified by TAM—such as improving ease of use through better app design and enhancing perceived usefulness by demonstrating tangible benefits—will be critical for increasing mobile technology adoption in the hospitality industry.

The global shift toward digitalization has placed mobile technology at the forefront of innovation across various industries, particularly in the hospitality sector. In South Africa and Nigeria, two of Africa's largest economies, mobile technology offers significant opportunities to enhance service delivery, improve customer engagement, and streamline operations in hotels, restaurants, and tourism-related businesses. However, the adoption of these technologies is influenced by a range of factors, many of which can be understood through the Technology Acceptance Model (TAM) developed by Davis (1989).

TAM posits that technology adoption is primarily driven by two key factors: Perceived Usefulness (PU) is the belief that using a particular system or technology will enhance performance, and Perceived Ease of Use (PEOU) is the belief that the technology is free of effort and complexity. These factors can offer insights into why some technologies are readily adopted in certain contexts while being met with resistance in others.

Mobile technology has become a crucial tool in modern hospitality management. Applications that allow customers to book services, check-in online, manage reservations, and make payments are becoming standard features in hotels and tourism businesses worldwide. These



tools enhance customer convenience while reducing administrative burdens for businesses, making operations more efficient and responsive to customer needs (Buhalis & Leung, 2018). In developing regions like South Africa and Nigeria, mobile technology is not just a luxury but an essential tool for competitive advantage in a rapidly globalizing market.

In South Africa, mobile technology adoption in the hospitality industry is significantly advanced due to the high penetration of smartphones and widespread access to mobile internet services. By 2023, Statista reported that over 90% of South Africans owned mobile phones, with a rapidly increasing number of users opting for smartphones with internet access. Mobile apps for hotel reservations, guest services, and digital marketing are extensively used by both businesses and customers, thanks to the robust telecommunications infrastructure in urban areas (Statista, 2023).

From a TAM perspective, perceived usefulness (PU) plays a pivotal role in driving the adoption of mobile technologies in South Africa's hospitality sector. For instance, hotels and tourism businesses leverage mobile apps to offer personalized experiences, such as virtual room tours and tailored travel itineraries, which improve customer satisfaction and operational efficiency (Moyo & Speller, 2021). The perceived ease of use (PEOU) is also relatively high in urban centers where network reliability and mobile literacy are strong. However, rural areas still face challenges with mobile infrastructure, which can hinder the adoption of these technologies.

Nigeria presents a contrasting landscape. Despite being Africa's most populous nation, with over 216 million people and significant economic potential, challenges such as uneven mobile network coverage and lower levels of digital literacy persist. While mobile phone penetration in Nigeria stood at over 85% by 2022, the adoption of advanced mobile technology in the hospitality sector is slower compared to South Africa (KPMG, 2022).

Using TAM, it becomes evident that perceived ease of use (PEOU) is a critical barrier in Nigeria. Many hospitality businesses in rural and underserved areas lack the necessary infrastructure to support mobile technology integration. Additionally, limited user familiarity with mobile apps and digital services further reduces perceived ease of use (Onyejekwe, 2021). However, in urban centers such as Lagos and Abuja, businesses have begun adopting mobile apps for bookings, customer feedback, and mobile payments, indicating that the perceived usefulness (PU) of these technologies is recognized in areas where infrastructure is stronger.

A study by Adeola and Evans (2022) highlights that Nigerian hospitality businesses in metropolitan areas benefit from mobile applications, especially for payments and customer interactions. These businesses report that mobile apps enhance operational efficiency, reduce manual errors, and improve customer satisfaction, aligning with TAM's perceived usefulness concept. Yet, in rural regions, even the basic use of mobile apps faces hurdles such as poor network quality and the lack of user-friendly designs that would make technology adoption easier.



LITERATURE REVIEW

In the hospitality industry as well as other sectors, mobile technology is becoming essential to the transformation of corporate operations. Mobile technology is becoming more and more popular in developing nations like South Africa and Nigeria because of its ability to improve customer satisfaction, operational efficiency, and service delivery. Davis (1989) developed the Technology Acceptance Model (TAM).

The rapid adoption of mobile technology has transformed various sectors globally, including the hospitality industry. In developing economies such as South Africa and Nigeria, the integration of mobile technology into hospitality services is reshaping the way businesses operate and how customers engage with services. This transition can be analyzed using the Technology Acceptance Model (TAM), which provides a framework to understand how users come to accept and use technology based on perceived usefulness (PU) and perceived ease of use (PEOU) (Davis, 1989).

Applications for mobile technology are used in the hospitality sector for everything from digital payments and in-room automation to reservation services and customer assistance. The study of mobile technology in hospitality using TAM is pertinent, especially in South Africa and Nigeria where there is a high rate of mobile uptake but wide variations in infrastructure and technology utilization. Mobile applications like online booking systems and virtual tour platforms have become indispensable tools in improving customer experience and business operations in South Africa, where mobile technology infrastructure is relatively sophisticated (Statista, 2023). However, Nigeria, the largest economy in Africa with a fast expanding mobile user base, confronts obstacles including low digital literacy and poor network coverage that hinder the application of these technologies in the hotel industry

By applying the TAM, researchers can explore how variables like perceived ease of use and perceived usefulness influence both customer and business willingness to adopt mobile technologies in hospitality settings in these two countries. Understanding these factors is crucial for the development of tailored solutions that address the unique needs of the hospitality sector in emerging markets.

In the hospitality industry, the integration of mobile technology is increasingly recognized as a vital strategy for improving service delivery, enhancing customer experiences, and streamlining operational processes. Mobile technology has gained prominence worldwide, but its adoption in emerging markets, such as South Africa and Nigeria, poses unique opportunities and challenges. These markets are rapidly evolving, with growing mobile penetration, making them suitable for analysis using the Technology Acceptance Model (TAM).

Davis (1989) created the Technology Acceptance Model (TAM), which is one of the most extensively used frameworks for researching technology adoption. It implies that perceived usefulness (PU), or the degree to which a person believes that using a technology will improve their job performance, and perceived ease of use (PEOU), or the degree to which a person believes that using a technology will require no effort, are the two main factors influencing users' decision to adopt a new technology. Researchers can evaluate how these characteristics affect firms' and customers' propensity to accept new technological solutions for service delivery by applying this model to mobile technologies in the hospitality sector.



South Africa's hospitality industry is a key contributor to its economy, with technology playing an increasingly central role in its development. The country's relatively advanced infrastructure has facilitated the integration of mobile applications into hotel and tourism operations, from mobile booking and check-in to customer service chatbots and digital concierge services. According to a 2023 report by Statista, South Africa has a mobile penetration rate of over 90%, and mobile internet users are projected to reach 40.3 million by 2024. These trends suggest that South African hospitality businesses are increasingly adopting mobile technology, driven by the high perceived usefulness of these tools in enhancing operational efficiency and customer satisfaction. However, challenges such as data privacy concerns and uneven access to high-speed internet in rural areas may affect perceived ease of use (Moyo & Speller, 2021).

The hospitality sector in South Africa is a major driver of the country's economy, and technology is becoming more and more important to its growth. The integration of mobile applications into hotel and tourism operations, ranging from mobile booking and check-in to customer care chatbots and digital concierge services, has been made easier by the nation's comparatively mature infrastructure. South Africa has a mobile penetration rate of over 90%, and by 2024, there will be 40.3 million mobile internet users in the country, according to a 2023 Statista estimate. Based on these statistics, it appears that mobile technology is becoming more and more popular among South African hospitality firms. This tendency can be attributed to the tools' high perceived utility in improving client happiness and operational efficiency. Nevertheless, issues including concerns about data privacy and unequal access to high-speed internet in rural areas

Nigeria, Africa's most populous country and largest economy, presents a contrasting case. Despite having a rapidly growing mobile user base, with mobile phone penetration surpassing 85% in 2022 (KPMG, 2022), the adoption of mobile technology in the hospitality industry has been slower compared to South Africa. Factors such as inconsistent network coverage, low digital literacy, and limited access to advanced mobile services in rural areas hinder the perceived ease of use of these technologies. However, in urban centers such as Lagos and Abuja, mobile payment platforms and hotel booking apps are gaining popularity as businesses recognize their usefulness in attracting tech-savvy customers and streamlining operations (Onyejekwe, 2021). The rapid expansion of mobile banking services, for example, has facilitated the adoption of mobile payment systems in hotels, making transactions more convenient for both local and international visitors.

By applying the TAM framework, it is possible to analyze and compare how businesses and customers in both South Africa and Nigeria view mobile technology in hospitality. In South Africa, perceived usefulness is a major driver of adoption, with businesses keen to integrate mobile technology to stay competitive in a saturated market. On the other hand, perceived ease of use becomes a more significant barrier in Nigeria, where infrastructure and digital literacy challenges may limit the full potential of mobile technology in hospitality.

For instance, a study by Adeola and Evans (2022) in Nigeria found that customers in urban areas are more likely to adopt mobile booking platforms because they find them convenient and time-saving, aligning with TAM's perceived usefulness construct. However, customers in rural areas expressed concerns about the complexity of mobile apps, which aligns with the perceived ease of use concept, indicating a need for simpler and more intuitive interfaces.



In both countries, addressing the factors identified by TAM—such as improving ease of use through better app design and enhancing perceived usefulness by demonstrating tangible benefits—will be critical for increasing mobile technology adoption in the hospitality industry.

The global shift toward digitalization has placed mobile technology at the forefront of innovation across various industries, particularly in the hospitality sector. In South Africa and Nigeria, two of Africa's largest economies, mobile technology offers significant opportunities to enhance service delivery, improve customer engagement, and streamline operations in hotels, restaurants, and tourism-related businesses. However, the adoption of these technologies is influenced by a range of factors, many of which can be understood through the Technology Acceptance Model (TAM) developed by Davis (1989).

TAM posits that technology adoption is primarily driven by two key factors: Perceived Usefulness (PU) is the belief that using a particular system or technology will enhance performance, and Perceived Ease of Use (PEOU) is the belief that the technology is free of effort and complexity. These factors can offer insights into why some technologies are readily adopted in certain contexts while being met with resistance in others.

Mobile technology has become a crucial tool in modern hospitality management. Applications that allow customers to book services, check-in online, manage reservations, and make payments are becoming standard features in hotels and tourism businesses worldwide. These tools enhance customer convenience while reducing administrative burdens for businesses, making operations more efficient and responsive to customer needs (Buhalis & Leung, 2018). In developing regions like South Africa and Nigeria, mobile technology is not just a luxury but an essential tool for competitive advantage in a rapidly globalizing market.

In South Africa, mobile technology adoption in the hospitality industry is significantly advanced due to the high penetration of smartphones and widespread access to mobile internet services. By 2023, Statista reported that over 90% of South Africans owned mobile phones, with a rapidly increasing number of users opting for smartphones with internet access. Mobile apps for hotel reservations, guest services, and digital marketing are extensively used by both businesses and customers, thanks to the robust telecommunications infrastructure in urban areas (Statista, 2023).

From a TAM perspective, perceived usefulness (PU) plays a pivotal role in driving the adoption of mobile technologies in South Africa's hospitality sector. For instance, hotels and tourism businesses leverage mobile apps to offer personalized experiences, such as virtual room tours and tailored travel itineraries, which improve customer satisfaction and operational efficiency (Moyo & Speller, 2021). The perceived ease of use (PEOU) is also relatively high in urban centers where network reliability and mobile literacy are strong. However, rural areas still face challenges with mobile infrastructure, which can hinder the adoption of these technologies.

Nigeria presents a contrasting landscape. Despite being Africa's most populous nation, with over 216 million people and significant economic potential, challenges such as uneven mobile network coverage and lower levels of digital literacy persist. While mobile phone penetration in Nigeria stood at over 85% by 2022, the adoption of advanced mobile technology in the hospitality sector is slower compared to South Africa (KPMG, 2022).

Using TAM, it becomes evident that perceived ease of use (PEOU) is a critical barrier in Nigeria. Many hospitality businesses in rural and underserved areas lack the necessary



infrastructure to support mobile technology integration. Additionally, limited user familiarity with mobile apps and digital services further reduces perceived ease of use (Onyejekwe, 2021). However, in urban centers such as Lagos and Abuja, businesses have begun adopting mobile apps for bookings, customer feedback, and mobile payments, indicating that the perceived usefulness (PU) of these technologies is recognized in areas where infrastructure is stronger.

A study by Adeola and Evans (2022) highlights that Nigerian hospitality businesses in metropolitan areas benefit from mobile applications, especially for payments and customer interactions. These businesses report that mobile apps enhance operational efficiency, reduce manual errors, and improve customer satisfaction, aligning with TAM's perceived usefulness concept. Yet, in rural regions, even the basic use of mobile apps faces hurdles such as poor network quality and the lack of user-friendly designs that would make technology adoption easier.

Research Methodology

The research methodology for studying the use of Technology Acceptance Model (TAM) in the hospitality industry follows this approach such as Conceptual Framework with variables as Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), Data Collections Methods, Data analysis and Sample Size

Null Hypothesis one

There is no significant influence of mobile phone user' gender and the perceived ease of use within South Africa and Nigerian hospitality industries.

To test this hypothesis, since the dependent variable (the perceived ease of use) is a continuous variable and the independent variable (mobile phone user' gender) is in two groups (Male and Female), Independent t-test analysis was used, with results as shown in Table 1.

Table 1: Independent t-test analysis on the significant influence of mobile phone users' gender and the perceived ease of use within South Africa and Nigerian in hospitality industries (N=14012)

Variable	N	\bar{X}	S.d	t-cal	Sig.
Male	6100	12.9063	.85999	1.609	0.001
Female	7912	22.7500	.43853		

*Significant at 0.05, df = .267, critical t-value = 1.112

The result of the analysis presented in Table 1 shows that the calculated t-value of 1.609 is greater than the critical t-value of 1.112 at 0.05 alpha levels with .267 degrees of freedom. With these results, it is concluded that there is a significant influence of mobile phone user' gender and the perceived ease of use within South Africa and Nigerian hospitality industries. The null hypothesis which states that

There is no significant influence of mobile phone user' gender and the perceived ease of use within South Africa and Nigerian in hospitality industries was rejected.



Hypothesis two

There is no significant influence of perceived ease of use and positive impact of mobile phones on hospitality industries within South Africa and Nigeria.

To test this hypothesis, since the dependent variable (perceived ease of use) was continuous and the independent variable (positive impact of mobile phone on hospitality industries) also continuous, the simple linear regression statistic was used with results as shown in Table 2.

Table 2: Simple linear regression of perceived ease of use by positive impact of mobile phone on hospitality industries

R-value = .079		Adj. R-Squared = - .001			
R-squared = .006		Standard. Error = .40077			
Source of variation	Sum of squares	Df	Mean square	F-value	p-value
Regression	.199	1	.199	.004	.000
Residual	31.801	14011	.161		
Total	32.000	14012			
Predictor variable	Unstandardized coefficient		Std. coefficient	t-value	p-value
	B	Std. Error			
Constant	1.314	.107		12.336*	.000
positive impact of mobile phone on hospitality industries	-.040	.036	-.079	-1.112	.001

Significant at .05 level ($P < .05$)

The results in Table 2 show that an R-value of .079 was obtained, giving an R-squared value of .006. This means that about .06% of the total variations in the positive impact of mobile phones on hospitality industries is accounted for by the variation in perceived ease of use. The P-value (.000) associated with the computed F-value (.004) is less than .05. As such, the null hypothesis was rejected. This means that there is a significant influence of perceived ease of use and positive impact of mobile phone on hospitality industries within South Africa and Nigerian (is a non-significant inverse predictor) is an inverse predictor because of the negative unstandardized beta coefficient -.079. The regression constant (1.314) makes a significant contribution in the regression model ($t=12.336, p=.000$).



CONCLUSION

The application of mobile technology in the hospitality industry in South Africa and Nigeria, as framed by the Technology Acceptance Model (TAM), shows significant promise but is also shaped by varying degrees of infrastructure development and digital literacy. Perceived Usefulness (PU) remains a strong motivator for technology adoption in both countries, especially in urban centers where the potential for operational efficiency and customer satisfaction is most apparent. However, Perceived Ease of Use (PEOU) remains a barrier, particularly in regions with underdeveloped mobile infrastructure. Addressing these challenges will require ongoing investment in mobile technologies, user education, and infrastructure development to unlock the full potential of mobile technology in Africa's hospitality sector.

Mobile technology presents a significant opportunity for the hospitality industries in both South Africa and Nigeria. However, the adoption of these technologies is shaped by perceived usefulness and ease of use, as outlined by the Technology Acceptance Model (TAM). In South Africa, the more advanced mobile infrastructure facilitates easier adoption, while in Nigeria, challenges such as digital literacy and network coverage limit broader integration. Addressing these barriers, especially in Nigeria, could unlock the full potential of mobile technology in transforming the hospitality sector in both nations.

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