Adopting Electronic Business in Ghana: Story of the Hospitality Industry

Abstract

Electronic business (E-business) is a process of conducting business through the use of Information and Communication Technology (ICT), specifically the Internet. As a result of the current proliferation of ICT, e-business as well as other electronic applications and activities have globally sprung up and many companies and organizations in Ghana are realizing their importance and necessity. Over the past few years, the hospitality standards for hotels, restaurants and tourism operations in Ghana have improved. This has enabled the harmonization of hotel and restaurant licensing standards in West Africa, which is part of the Revised Treaty of the Economic Community of West African States (ECOWAS). Using relevant literature, this paper describes the importance of adopting e-business in the hospitality industry of Ghana with a focus on its benefits and challenges in such an industry. Additionally, the paper
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ascertains the relevance of the Technology Acceptance Model 2 (TAM2) in the hospitality of Ghana when adopting e-business.

References

- J. D. Owens, "Electronic Business: A Business Model Can Make a
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