

Understanding Innovative Measures Employed by Small to Medium Size Independent Hotels in Managing Business in the Harare Central Business District in Zimbabwe

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ABSTRACT The study sought an in-depth understanding of innovative measures employed by small to medium size independent hotels in the management of business in Harare, Zimbabwe. Underpinned by the Resource Based theoretical framework, the study adopted a qualitative case study design located in the interpretive research paradigm. A purposive sample of five hotels was drawn from eight small to medium sized independent hotels in Harare. Data was collected using semi-structured interviews and focused group discussions and was analysed for content using thematic analysis. The study found that small to medium size independent hotels in Harare seemed not to fully and effectively implement the innovative measures in the management of business. The study concludes that there is a relationship between innovative measures implemented by small to medium size hotels and the innovativeness of these hotels. The study recommends that small to medium size hotels should strategically plan for innovation and address innovation in a more integrated and systematic way in order to remain competitive in a dynamic and competitive environment.