

Problem Statement

Globally, the impact of the tourism and hospitality economy is very significant. The sector is credited with providing over 266 million jobs, and contributes 9.5 per cent of gross domestic product (GDP). In Africa, travel and tourism remains one of the key growth drivers of the economy in Africa, contributing 8.5 per cent of the GDP in 2018, equivalent to \$194.2 billion. The relevance of the sector is further brought to fore as the growth recorded in the sector contributes greatly to placing the continent as the second-fastest growing region in the world, with a growth rate of 5.6 per cent, after Asia-Pacific and against a 3.9 per cent global average growth rate.

Despite the growth potential however, there exists a shortage of quality hotels in the African continent especially as there is a higher demand for quality hotels with the growth of the continent's middle class. Furthermore, the hospitality sector is plagued with low wages, unfriendly long hours, unacceptable shift patterns and negative image of the industry, all of which contributes to loss of interest in the industry. There is therefore a need to pay urgent attention to these problems so as to enhance the pace of transformation in the sector and in extension, the African economy.

Solution:

Continium provides a platform which make payments easier and stress free for customers and ensure a reward system whereby customers are rewarded for continuous patronage and referrals made. With the aim to take the hospitality industry in Africa to the next level, continuum presents a two way beneficial system. That is, both the industry vendors and consumers gain positively. By providing a platform which increases customer's trust and satisfaction and also has the potential to increase sales massively through the referral system, continuum has the potential to improve investor's confidence in the sector and the growth of the sector generally.