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THE GAME ON 2022:

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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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Intention to Adopt Mapping Applications Among Tourists in Malaysia

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ABSTRACT

Tourism is the fastest growing industry in the world. This study will explore the intention to adopt mapping applications among Malaysian tourists. Mapping applications have changed the way we travel by making it more affordable, convenient, and efficient. This study will examine the relationship between performance expectancy and tourist behavioral intention to adopt mapping applications while travelling, examine the relationship between effort expectancy and tourist behavioral intention to adopt mapping applications while travelling, examine the relationship between social influence and tourist behavioral intention to adopt mapping applications while travelling and examine the relationship between hedonic motivation and tourist behavioral intention to adopt mapping applications while traveling. The quantitative method was applied using Google form questionnaires and 210 respondents were among the random respondents who had experience using mapping applications. The data analysis was done using a statistical practice to organise, describe, evaluate, represent, and interpret data with descriptive analysis and Pearson correlation. It is recommended to emphasise the need for a more detailed division of local tourists in order to identify their interests and preferences.

Keywords: Mapping applications, Intention tourist to adopt mapping applications while traveling, Performance expectancy, Effort expectancy, Social Influence and Hedonic Motivation

INTRODUCTION

The travel and tourism industry is one of the global market's largest service industries. This service industry also impacts Malaysia growth, mainly on economic perspective (Bhuiyan et al, 2013). Malaysia was rated as 9th among the most visited countries in the world in year 2011 as stated by United Nation World Tourism Organization. The total number of visitors to Malaysia rose from approximately 6.45 million in the first quarter of 2013 to approximately 7.09 million in 2014 (Malaysia Travel News, 2014).

Mobile applications are a type of application software created for users to run on mobile devices like smartphones, computers, and tablets. These apps provide users with fast and quality services. Mobile applications provide quite similar services to PCs. Despite its limited functions, people can still enjoy many benefits by using these applications. A mobile application is also known as smartphone application. Mobile applications have the capability to personalise the tourist experiences in augmenting reality and integrate tourist offerings into a much broader range of use-case scenarios (Palumbo et al, 2013). The function of mobile applications includes a communication system, navigation system, and information system.

Furthermore, TripAdvisor mentions that 42% of travelers often use smartphones to plan their vacations throughout the world. For travelers, the most extremely interesting smartphone applications are mapping apps (Chittoria et al, 2014). A location-based service (LBS) is an information service that may be processed using a smartphone that has been successfully connected to a satellite-based Global Positioning System (GPS) to establish the smartphones present position (Antikainen et al. 2006). Navigation, tracking, mapping, routing, and searching for situated services such as ATMs, hotels, restaurants, and shopping malls, as well as other travel information such as traffic-related data, are all frequent uses of (LBS) (Ismail, Nordin and Farid 2013; Mohsen and Ibrahim 2014).

This study aimed to investigate the intention of using mapping applications while traveling in Malaysia. There were four objectives of this research:

1. To examine performance expectancy and tourists behavioral intention to adopt mapping applications while traveling.
2. To examine effort expectancy and tourists behavioral intention to adopt mapping applications while traveling.
3. To examine the social influence and tourists behavioral intention to adopt mapping applications while traveling.
4. To examine the hedonic motivation and tourists behavioral intention to adopt mapping applications while traveling.

Significance of the Study

Researcher

This research was seeking to provide clearer information and to address the full existence of information to new researchers. This research provides future studies with new resources and latest information on the intention to use mapping applications while traveling in Malaysia. The researchers gather as much information and data as possible in order to accomplish the study objectives as the researchers had the platform to study how to compile and analyze data. In fact, the researchers had obtained resources and knowledge about the topic of research.

Tourists

The purpose of this study is to indicate tourists intention in using mapping applications while traveling. Using mapping applications have infiltrated many aspects of daily life including travel. This study provides more information about the spread of awareness among tourists visiting Malaysia. The purpose of this study is to determine tourists intention toward online mapping applications while traveling.

Tourism Industry

This study also identifies and assists in the advancement of the tourist industry in Malaysia through the use of technology and this application. This may persuade Malaysian tourists to sustain efforts to support the country developing tourism industry.

LITERATURE REVIEW

Performance Expectancy

The word performance expectancy has stimulated the interest of an assorted group of authors and researchers from the many courses. The researcher discovered and validated the adoption of system applications. Performance expectancy is the degree to which an individual believes that adopting technology would enhance the overall performance confidence. The technological adoption concept of perceived ease of use, the external motivation concept, the relative value dynamic capabilities hypothesis, and outcome expectancy. The concept of performance expectancy was coined with the help of social psychology theory (Hamzat et al,2018).

Tourists behavioral intention to adopt applications significantly includes performance expectancy. When travelling with less experience, broad empirical research reveals that the effect was a tourist adult (Nunes et al,2019). Performance expectancy is a concept in which a user perspective of performance increases as a result of utilizing a travel-related application system. The tourists by using applications will be able to achieve better planning outcomes. Performance expectancy, illustrates a user sense of progress via the use of applications like search accessibility, responsiveness, and service efficiency. Other methods used terms like perceived usefulness, relative benefit, outcome expectation, and extrinsic incentive to define performance expectancy. Performance expectancy is a term used to describe an application utility such as a mapping application. According to that, frequently uses the word performance expectation to define how to continue to accept mapping applications (Nathan et al,2019). It

measures how often a specific technology contributes to the efficient performance of an activity and the contentment of tourists. Users of applications who are aware that it allows them to do activities more efficiently are more inclined to use the applications, even if the users have to pay.

Effort Expectancy

This study was conducted on the effort by tourists to use applications while traveling. Tourists achieve effort expectancy when they believe that using the system is convenient. Mapping applications are made to be extremely simple to handle. Tourists are less likely to access an application in the long run if it involves a lot of time and effort. The ease of learning is frequently cited as a key factor in attracting users to specific applications, especially mapping online. The majority of previous research had focused on the effort expectancy on application usage intentions.

In a study of mapping applications, researchers discovered a strong relationship between effort expectancy and application adoption for tourists while traveling. The expectancy of exerting effort when using smartphone applications however was not found to be a significant predictor of willingness to use them. As a result, researchers further investigate these apparently contradicting findings about the usage of smart travel planning applications. When confirmation information was provided into the applications with little effort, such as destination attractions and day excursions, the applications created an itinerary plan quickly, which was immediately reflected in the mapping applications, according to our research (Ho and Muslim,2019). According to a prior study, tourists believe touchscreen mobile devices to be convenient to manage since it allows direct control, touch, and interaction with the devices (Chang et al, 2012).

Social Influence

The degree to which a person assumes a significant role to those around him or her and genuinely thinks he or she should adopt the new system is achieved through social influence. In social influence, the involvement and perspectives of crucial persons such as friends, family, and co-workers are highlighted (Gupta and Dogra,2017). The term social influence also refers to a situation in which a tourist usage of a system mapping application is influenced by public suggestions and opinions. In a series of researches, social influence has been identified as a crucial predictor of smartphone usage. In addition, research on tourist intentions to use applications discovered that public perception influences tourists in-app usage when traveling. In addition, several researchers have discovered strong proof of a positive and significant relationship between social influence and tourist behavior (Bakar et al, 2020).

According to Wei et al. (2009), social influence is divided into two categories which are mass media influence and interpersonal influence. The newspaper, academic journals, magazines, the internet, radio, television, and other relevant mediums fall under the category of mass media impact, whereas interpersonal influence is typically derived from social networks such as classmates, friends, and superiors (Fadzil,2018). In creating their behavioral intention, m-commerce consumers are likely to be impacted by their colleagues, family, media, and other m-commerce users (Fadzil,2018).

Hedonic Motivation

The experience or satisfaction gained from adopting applications is referred to as hedonic motivation. Whenever the applications perceived entertainment value is higher, consumers and tourists are much more likely to utilize it. According to information systems literature, hedonic motivation has a beneficial impact on technology adoption and utilization. According to previous research in mobile banking and mobile commerce, the hedonic incentive is also a crucial component in consumers' intentions to adopt new technologies. The hedonic motivation has a relationship with tourist behavioral intention to adopt mapping applications while traveling (Gupta & Dogra, 2017). Hedonic result is an attribute that is considered to have

inherent value, causing clients to be cognitively absorbed or engaged to the online platform. This is due to the fact that customers are motivated by a positive experience and having pleasure when utilizing a technologically based service.

Hedonic Motivation is described as the enjoyment or pleasure obtained from employing a technology without regard for any additional advantage (Fadzil,2018). People with utilitarian motivation are more concerned with the utility of the actions, whereas those with hedonic drive are more concerned with pleasure, enjoyment, and playfulness. In non-organizational circumstances, hedonic motivation has been found to be a more essential motivator of behavioral intention than performance expectancy (Tam et al, 2020). As a result, the bulk of publications on information communication technology (ICT) and technology adoption have shown the impact of hedonic incentives on consumer intention to utilize technology and information (Assaker et al., 2019). Hedonic motivation is described as the enjoyment or pleasure gained using technology, and it has been found to play a key part in deciding technology acceptance (Venkatesh et.al, 2018)

Intentions to Adopt Mapping Applications While Traveling

Since the advent of the information and communication technology revolution, the tourist industry seems to have a lot of access to mobile applications. Realizing that the tourism industry is one of the most profitable businesses in terms of information connection for operational and business purposes, it is not unexpected that mobile applications that exceed tourist intention have been adopted almost promptly (Dorcic et al, 2018).

The purpose of this study is to clarify more on the several factors of why tourists influence intention and use mapping applications while traveling. To use these mapping applications irrespective of age, and background to get information. The mapping applications function as online-based tourist guides, enabling tourists to arrange their travel through their smartphones by displaying relevant information, directions, and real-time evaluations about the location (Chong and Ngai,2013). The application also improved the tourist experience due to related factors such as performance expectancy, effort expectancy, social influence, and hedonic motivation. The smartphone industry advent exposed a wide range of applications that make tourists confident with their own decisions and also adopt the applications, one of which is the mapping application. At the same time, the intentions of tourists adopting the mapping application are more open to knowledge. Waze application is a similar mapping application is one of the many names for intended to traveling. Mapping applications include Google Maps, and Global Positioning System (GPS) (Lu, Mao, Wang, and Hu, 2015).

Research Hypothesis

The literature review highlighted that the independent variables like performance expectancy, effort expectancy, social influence, and Hedonic motivation affect the intention to adopt mapping applications while traveling. Based on the literature discussed, the hypothesis of this study were summarised in the following manner.

- H₁** There is a relationship between Performance expectancy and tourist behavioral intention to adopt mapping applications while traveling.
- H₂** There is a relationship between Expert expectancy and tourist behavioral intention to adopt mapping applications while traveling.
- H₃** There is a relationship between Social influence and tourist behavioral intention to adopt mapping applications while traveling.
- H₄** There is a relationship between Hedonic Motivation and tourist behavioral intention to adopt mapping applications while traveling.

Research Framework

Figure 1 below shows the research framework used in this study

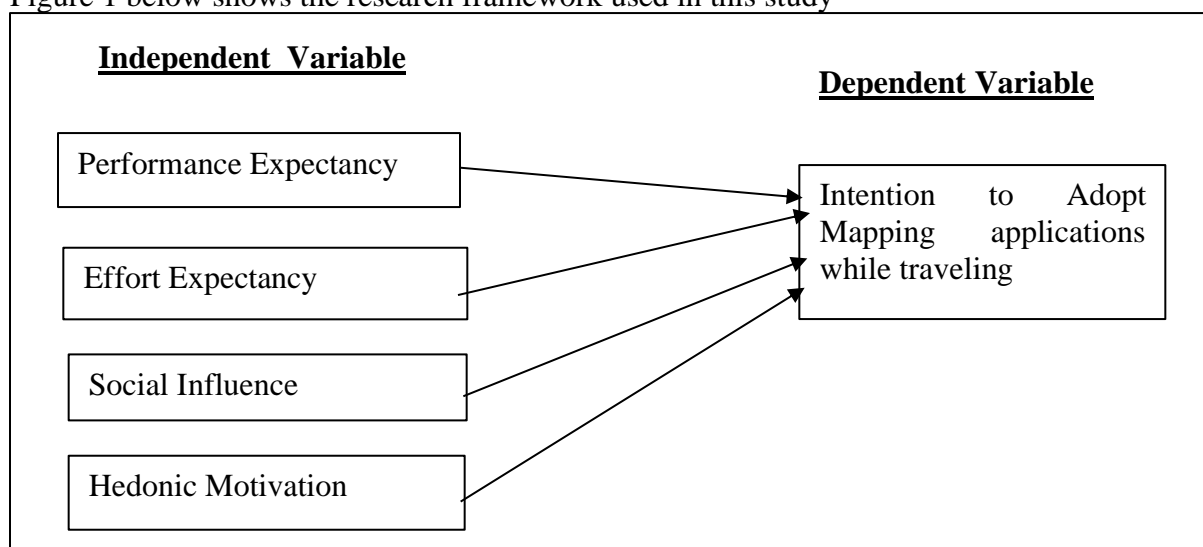


Figure 1: Research Framework

METHODOLOGY

Research Design

This study employed a quantitative strategy based on statistics to collect data by sending a set of questions via Google Forms. The respondents' responses were collected via questionnaires.

The research design utilized in this study was hypothesis testing research. We choose hypothesis testing because using sample data, hypothesis testing is performed to examine the causes and effects relationship between independent variables and dependent variable. This study looks into the relationship between independent and dependent variables. The independent variables were performance expectancy, effort expectancy, social influence, and Hedonic Motivation while the dependent variable was the intention to adopt mapping applications while traveling. This study is a cross-sectional study since the data is collected for just once over a period of months. Then, the unit analysis for this study is individual since the target respondents are the local tourists.

DATA COLLECTION

The sample for this research was collected using online questionnaires. All local tourists in Malaysia were randomly allocated to an online questionnaire. Google Forms was shared through social media platforms including WhatsApp, Facebook, Twitter, Instagram, and email. The timeframe it will take for each respondents to complete this questionnaire is anticipated to be between 10-15 minutes. The purposes of the study, the objectives of the study, and the agreement that the information supplied by respondents is confidential are all highlighted in the questionnaire.

SAMPLING

The researchers choose probability sampling. The sampling method that has been chosen is simple random sample. The sample was chosen based on variables such as age, gender, and geographic region. According to Krejci and Morgan (1970), a sample of 384 is required for a population that is more than 1 million. It is because when the population

increases, the sample sizes also increase. The formula of this equation is as follows:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

x^2 = chi-square of degree of freedom 1 and confidence 95%

(3.841) p = proportion of population (if unknown, 0.5)

DATA ANALYSIS

The types of data analysis that were used in this study, namely descriptive analysis, reliability analysis, and Pearson Correlation. The collected data were analysed using Statistical Package for the Social Sciences (SPSS) to show the relationships between the dependent variable and the independent variables as a set of statistical processes approximated by regression analysis.

FINDINGS

Demographics Characteristics of Respondents

Table 1: Respondent's Profile

Demographic	Category	Frequency (N)	Percentage (%)
Gender	Male	54	25.7
	Female	156	74.3
Age	Below 20 years old	5	2.4
	20 - 30 years old	166	79.0
	31 – 40 years old	14	6.7
	41 – 50 years old	13	6.2
	51 – 60 years old	12	5.7
Occupation	Student	156	74.3
	Government employees	26	12.4
	Business entrepreneur	11	5.2
	Private employees	13	6.2
	Others	4	1.9

Frequency using mapping applications	One time weekly	77	36.7
	Two time weekly	34	16.2
	Three time weekly	21	10.0
	Four time weekly	78	37.1

Table 1 showed the demographics of the respondents. Out of 210 respondents, 25.7% of total respondents are male and the remaining of 74.3% are female respondents who involved in this study. Next, for the respondents age, the highest percentage of respondents were respondents who have a range of age from 20-30 (79%) followed by 31-40 which was 6.7%, 41-50 (6.2%), and the lowest percentage respondents were below 20 years old (2.4%). Furthermore, for the respondents occupation, the highest percentage of respondents were students (74.3%), followed by government employees which was 12.4%, private employees (6.2%), and the lowest percentage respondents was others (1.9%). Next, in term of frequency using mapping application, the highest percentage of respondents was respondents who have frequency using mapping applications of four time weekly (37.1%) followed once weekly which was 36.7%, two time weekly (16.2%), and the lowest percentage respondents was three time weekly (10.0%).

Result of descriptive analysis

Table 2: Descriptive Analysis for Intention to Adopt Mapping Applications Among Tourists in Malaysia

Variable	Item	N	Mean	Standard Deviation
Performance Expectancy	I find mapping apps useful while traveling	210	4.46	0.56244
	Using mapping apps helps me reach my destination conveniently	210	4.35	0.60943
	Using mapping apps save time while traveling	210	4.25	0.70244
	Using mapping apps increases my interest to visit the places	210	4.23	0.65657

Effort Expectancy	Learning how to use mapping apps is easy for me	210	4.24	0.63628
	My interaction with mapping apps is clear and understandable	210	4.25	0.63065
	I find mapping apps easy to use	210	4.30	0.63583
	It is easy for me to become an expert/skillful when using mapping apps	210	4.10	0.68370
Social Influences	People who are important to me think that I should use mapping apps while traveling	210	4.27	0.68149
	People who influence my behaviors think that I should use mapping apps while traveling	210	4.20	0.67134
	People whose opinions that I value prefer that I use mobile applications	210	4.24	0.67283
Hedonic Motivation	Using mapping apps is fun	210	4.27	0.69008
	Using mapping apps is entertaining	210	4.18	0.69559
	Using mapping apps is enjoyable	210	4.24	0.70574
Intention to Adopt Mapping Applications	I intend to continue using mapping apps in the future	210	4.33	0.62126

I will always try to use mapping apps frequently	210	4.21	0.68049
I will always try to use mapping apps when traveling	210	4.41	0.59887

Table 2 shows the mean and standard deviation of the dependent variable and independent variable in this study. For performance expectancy, the highest mean was item 1 which was 4.46, where respondents agreed that mapping apps are useful while traveling. The lowest mean was item 4 which was 4.23, where the respondent slightly agreed that mapping apps increase their interest to visit places. From the data set of 210 respondents with the standard deviation most of the values which lower than 1, it indicated the values close to mean. Next, the mean and standard deviation analysis of respondents on the independent variables which was effort expectancy stated that item 3 scored the highest mean value which was 4.30, where the respondents agreed respondents find the mapping apps easy to use. The lowest mean was item 4 with the mean value of 4.10, where the respondents somewhat agreed that they can become an expert/skillful when using mapping apps. The standard deviation of most of the values in the data set from 210 respondents was less than 1, indicating that the values were close to the mean, whereas the standard deviation of more than 1 suggested that the values were widely dispersed. The mean and standard deviation analysis of respondents on the independent variable, social influences, stated that item 1 scored the highest mean value which was 4.27, where the respondents agreed that people who are important to them think that they should use mapping apps while traveling. The lowest mean was item 2 with the mean value of 4.20, where the respondents slightly agreed that people who influence their behavior think they should use mapping apps while traveling. From the data set of 282 respondents with the standard deviation most of the values which lowest than 1, indicated the values close to mean while the standard deviation which was greater than 1, indicated the values were more dispersed. Furthermore, the mean and standard deviation analysis of respondents on the independent variable which was hedonic motivation stated that item 1 scored the highest mean value which was 4.27, where the respondents agreed that using mapping apps is fun. The lowest mean was item 2 with the mean 4.18, where the respondents slightly agreed that using mapping apps is entertaining. From the data of 210 respondents with the standard deviation most of the values which lowest than 1, indicated values close to the mean while the standard deviation which was greater than 1, indicated the values were more dispersed. Besides, the mean and standard deviation analysis of respondents on the dependent variable which was intention to adopt mapping applications stated that item 3 scored the highest mean value which was 4.41, where the respondents agreed, they will always try to use mapping apps frequently. The lowest mean was item 2 with the mean value 4.21, where the respondents somewhat agreed, they will always try to use mapping apps frequently. From the data set of 282 respondents with the standard deviation most of the values which lower than 1, indicated the values close to mean while the standard deviation which was greater than 1, indicated the values were more dispersed.

Result of Reliability Analysis

Table 3: Result of Reliability Coefficient Alpha for the Independent Variable and Dependent Variable

Variable	Number of items	Cronbach's Alpha coefficient
Performance Expectancy	4	0.766
Effort Expectancy	4	0.859
Social Influence	3	0.872
Hedonic Motivation	3	0.902
Intention to Adopt Mapping Applications	3	0.859
Overall Variables	17	0.947

All the variables in this study were above the value of 0.6 and overall variables were 0.947. Table 3 showed the overall value of Cronbach's Alpha Coefficient for the independent and dependent variables. Therefore, the result shown is reliable and can be accepted by this study. Table 3 showed that Cronbach's Alpha result for the performance expectancy question was 0.766 which resulted as good. The coefficient obtained for the questions in performance expectancy variable was reliable. Next, the result of Cronbach's Alpha coefficient for effort expectancy is 0.859 which indicated as very good. Thus, the coefficient obtained for the questions in the effort expectancy variable was reliable. Besides, the Cronbach's Alpha result for the social influence question was 0.872 which resulted as very good. Therefore, the coefficient obtained for the questions in social influence variable was reliable. Furthermore, the Cronbach's Alpha result for the hedonic motivation questions was 0.902 which indicated excellent. Therefore, the coefficient obtained for this question in measuring the tourist behavioral intention to adopt mapping applications while travelling are also reliable. Since, the Cronbach's Alpha charge for the variable had exceed 0.947, it shows that questionnaires are highly reliable and can proceed with this study. All in all, the reliability has proven that the respondents had understood the questions provided well and this means the questionnaire has been accepted for this study.

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P-value	Result (Supported/Not Supported)
H ₁ : There is a relationship between Performance expectancy and tourist's behavioural intention to adopt mapping applications while travelling	0.697	H ₁ is supported
H ₂ : There is a relationship between Effort expectancy and tourist's	0.602	H ₂ is supported

behavioural intention to adopt mapping applications while travelling.		
H₃: There is a relationship between Social influence and tourist's behavioural intention to adopt mapping applications while travelling	0.594	H ₃ is supported
H₄: There is a relationship between Hedonic motivation and tourist's behavioural intention to adopt mapping applications while travelling.	0.688	H ₄ is supported

The correlation coefficient of 0.697 suggested a moderate positive correlation between performance expectancy and tourist intention to adopt using mapping applications. Next, the correlation coefficient of 0.602 suggested a moderate positive correlation between effort expectancy and tourist's behavioural intention. Besides, the correlation coefficient of 0.594 suggested a moderate positive correlation between social influence and tourist's behavioural intention. Furthermore, the correlation coefficient of 0.688 suggested a moderate positive correlation between hedonic motivation and tourist's behavioural intention.

DISCUSSION AND RECOMMENDATIONS

This study has researched the intention to adopt mapping applications among tourists in Malaysia. Recommendations for existing mapping application systems should improve the performance of traffic safety systems. Upgrading this traffic safety system is important to maintain performance so that users continue to use these mapping applications while traveling.

Recommendations for existing mapping application systems should improve the performance of traffic safety systems through user reports within the mapping applications. Upgrading the security system makes it easier and more efficient, such as displaying information space on the road in the event of blockages, accidents, or road damage when going to the desired destination. Besides, upgrading the system and information for users to inform user safety is also important. The mapping application system must include network security for the user so that cybercriminals or hackers could not track a device's location without permission. System hackers are becoming increasingly alarming and can threaten the security of users of mapping applications. By improving and upgrading, this system can maintain the safety of users and the system of this mapping application.

CONCLUSION

The researcher has created a framework to analyse the relationship between performance expectancy, effort expectancy, social influence, hedonic motivation, and tourist intention for using mapping applications. Overall, the researcher has succeeded in achieving the aim of the research by analysing the relationships between the independent and dependent variables. This study is based on the data obtained from all 210 respondents who took part in an online survey. As a result, using Pearson's correlation analysis, performance expectancy scored 0.697, effort expectancy scored 0.602, social influence scored 0.594, and hedonic motivation scored 0.688. Data was analysed using descriptive statistics, reliability analysis, and correlation analysis with SPSS software. The overall variables were considered to be accurate as a result of the reliability study.

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