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Table of Contents:

1	Tourist Potential of Ukraine: Challenges and Prospects of the Post-War Time Inna LEVYTSKA, Alona KLYMCHUK, Anna SHESTAKOVA, Natalia BILETSKA	299
2	Tourists' Hotel Booking Preferences Changed by the COVID-19 Outbreak Sauwanee RODYU, Onanong CHEABLAM, Nuttaprachya NANTAVISIT, Yang LING	306
3	Crises and Conflicts on the Way to Sustainable Tourism Development: A Study of Cox's Bazar, Bangladesh Mohammad Rakib Uddin BHUIYAN, M. Badruzzaman BHUIYAN	320
4	The Impact of Marketing Mix Elements on Tourist's Satisfaction towards Five Stars Hotel Services in Dubai during COVID-19 Ashraf JAHMANI, Omar JAWABREH, Reneh ABOKHOZA, Ali Mahmoud ALRABEI	335
5	Key Factors to Promote a Vulnerable Region as a Competitive Tourist Destination Diego MARÍN-IDÁRRAGA, Juan SÁNCHEZ-TORRES, Pedro SANABRIA-RANGEL	347
6	Explore the Potential for Tourist Scams in Indonesia Tarjo TARJO, Alexander ANGGONO, Eklamsia SAKTI, Zakik ZAKIK, Muh SYARIF, Otniel SAFKAUR, Jamaliah SAID	363
7	Competitiveness of Milk Production. New Perspectives for Developing a New Direction in Tourism: Dairy Tourism Anar YERNAZAROVA, Karlygash ALYONOVA, Zhibek ANAFIYAYEVA, Anar NUKESHEVA, Adaskhan DARIBAYEVA, Azhar KIZIMBAYEVA	369
8	The Applications of Technology Acceptance Models in Tourism and Hospitality Research: A Systematic Literature Review Youssef EL ARCHI, Brahim BENBBA	379
9	Rising Customer Loyalty with Beneficial Impact on Service Quality Dimensions during the COVID-19 Pandemic for Tourism in Thailand MUSRIHA, Diana RAPITASARI	392
10	Features of Rural Tourism as an Element of Kazakh Culture during the Pandemic Syndrome Aitolkyn TLEUBAYEVA, Altynbek ZHAKUPOV, Roza SHOKHAN, Aizharkyn NURGAZINA, Zhanbota KARIPBAYEV, Maral SIYEUBAYEVA, Makhabbat DOSSOVA	398
11	Tourism of Ukraine as a Type of Business before and during the War Ilona YASNOLOB, Nataliia DEMIANENKO, Oleksandr GALYCH, Oleg GORB, Olena YEHOVA, Roman LIPSKYI, Tetyana BOROVYK, Inna MYKOLENKO, Nataliia PROTSIUK	417
12	Development of Mangrove Ecotourism Based on The Tourist Perspective in Lembung Village, Indonesia Akhmad FARID, Apri ARISANDI, Akhmad Farhan FARIDY, Moh. Wahyudi PRIYANTO	425
13	Tennis Tournaments from the Perspective of Sport Tourism Alexandru-Nicolae BANCIU, Claudiu-Ionut POPIRLAN, Germina COSMA	435

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University, Ukraine

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14	Overtourism in a City Destination from the Perspective of Entrepreneurs: Evidence from Wroclaw, Poland Wojciech FEDYK, Mariusz SOŁTYSIK, Tomasz RÓLCZYŃSKI, Babak TAHERI, Jacek BORZYSZKOWSKI, Fevzi OKUMUS	442
15	Entrepreneurial Leadership Values in Tourism Classroom Teaching. Enhancing the Learning Processes for Tourism Business Muh. FAHRURROZI, Hamzani WATHONI, Hasan BASRI, MOHZANA, Astrid DWIMAULANI	458
16	A Study on the Causality Relationship between Total Capital Increase, Foreign Investments, and Tourism Sector Revenues in Azerbaijan Nigar HUSEYNLI	469
17	Socio-Economic Consequences of the Transition to Organic Agriculture and Its Impact on Ecotourism Rassul KARABASSOV, Kairat NURMAGANBETOV, Kairat BODAUKHAN, Aisulu KULMAGANBETOVA, Gulnar ORYNBEKOVA, Zhibek OMARKHANOVA	477
18	Accessibility of Women's Empowerment in Tourism Industry from Mandalika Special Economic Zone SYAFRUDDIN, Muh. SALAHUDDIN, NURHILALIATI	491
19	Factors Influencing Customer Attitudes towards Online Food Delivery Application after the COVID-19 Epidemic in Jordanian Restaurants Bashar M. AL NAJDAMI, Mohammad KHASAWNEH, Issam M. AL-MAKHADMAH, Hakam SHATNAWI, Qusay KHALEEFAH, Ramzi AL ROUSAN	500
20	Marine Tourism-Based Sustainable Community Empowerment Model in the New Normal Era Elimawaty ROMBE, Zakiyah ZAHARA, Rosida P. ADAM, Suardi SUARDI, Moh. TAUFAL	513
21	The Effect of Creativity Skill, Motivation, Locus of Control on Self-Efficiency That Impact on the Success of Culinary Tourism Entrepreneurs in North Sumatra Rasmulia SEMBIRING, Umi Yusniar LUBIS, SYAIFUDDIN	522
22	The Sustainable Development Strategy of the Light Industry and New Orientations towards Ecotourism Bakytzhan MUKHAN, Altyn YESSIRKEPOVA, Aigul TULEMETOVA, Nazgul ORAZAYEVA, Ayimzhan ZHAKESHOVA, Daulet KANASHAYEV	529
23	The Impact of the COVID-19 Epidemic on Risk Management Perception in Tourism Business Nguyen Van NINH	540
24	Kazakhstan Tourism Industry in Promoting Sustainable Agriculture Development Bakytgul AINAKANOVA, Anar NUKESHEVA, Zhaskairat SUNDETULY, Aigul KAZKENOVA, Zhibek OMARKHANOVA, Anar YERNAZAROVA	552
25	Motives to Visit Urban Ecotourism Sites: A Study of A Botanical Garden in South Africa Uwe P HERMANN, Samantha C BOUWER	563
26	Determinants of Sustainable Tourism Destinations in Indonesia Pasaman SILABAN, Wisnu Rayhan ADHITYA, KHAERUMAN, Surya Wisada DACHI, Joli AFRIANI, Siti AISYAH, Sunday Ade SITORUS	575
27	The Dynamics of Religious Tourism. Case Study: Romania Laura UNGUREANU	582

Call for Papers Summer Issues 2023 Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

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The Applications of Technology Acceptance Models in Tourism and Hospitality Research: A Systematic Literature Review

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Abstract:

This paper aims to answer four fundamental questions: (1) What scientific journals have published papers on the application of the Technology Acceptance Models (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) in tourism and hospitality research? (2) In what context have the TAM and UTAUT models emerged in tourism and hospitality research? (3) Which types of TAM and UTAUT have attracted interest in tourism and hospitality research? (4) What methodologies are used in the applications of TAM and UTAUT in tourism research? The design of this study corresponds to establishing the framework for future research on TAM and UTAUT in tourism by outlining what is currently known. Based on 40 papers published between 2017 and 2022, the methodology consists of an analysis of studies that have been conducted in tourism and hospitality using technology adoption theories (TAM and UTAUT). A systematic literature review is the ideal approach for the current state with a focus on the application of the theories of TAM and UTAUT models. Based on an analysis of 40 studies, mobile applications and social media marketing emerged as the most prevalent constructs. This paper proposes a summary of potential paths for future studies, offering possibilities and guidelines.

Keywords: Technology Acceptance Model (TAM); Unified Theory of Acceptance and Use of Technology (UTAUT); tourism; hospitality; systematic literature review.

JEL Classification: O33; Z31; Z32.

Introduction

One of the most intriguing developments is the existence of information technology, which not only makes all jobs easier but also has the ability to hasten the spread of knowledge (Carbonell & Escudero 2010; Ali & Kumar 2011). This makes it possible to swiftly and easily access information from anywhere in the world. The Technology Acceptability Model (TAM) may be used to examine the degree of adoption and use of technology (Shroff *et al.* 2011). The Theory of Reasoned Action was created by (Ajzen & Fishbein 1975) existed prior to the development of the TAM paradigm. At that time, the focus of TRA was on attitudes as viewed psychologically.

The tourism industry is undergoing a technological transition that is seen in everything from online client reservation systems to worldwide distribution networks (Carlisle *et al.* 2021). Thanks to mobile technologies, organizations and tourists may now connect, interact, and provide reviews. The market has changed to provide customers more power and influence, especially as a finding of the new features of technology adoption (Alt &

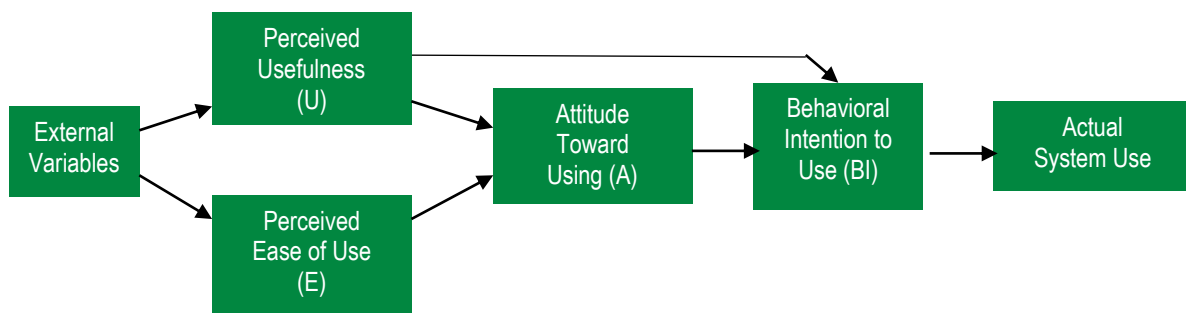
Klein 2011). Despite the growing interest in applications of the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) in tourism and hospitality research, the information gained from research studies on TAM and UTAUT has not yet been applied systematically in tourism and hospitality. This paper aims to demonstrate how TAM and UTAUT are applied in tourism research and to demystify the new situations in which TAM and UTAUT are appearing.

1. Literature Review

The Technology Acceptance Model (TAM), initially presented by Davis (1986) is one of the models created to evaluate elements affecting the adoption and use of technology. The Theory of Reasoned Action was initially established by (Ajzen & Fishbein, 1980) gave rise to TAM. TAM specifies a link between two important elements, namely perceived usefulness and perceived ease of use. Because TAM is exclusively meant for the behavior of utilizing computer technology, it is much more specialized than TRA (Davis 1989). This TAM model can explain as well as forecast, allowing researchers to define why a component is rejected and offer the appropriate solutions. The purpose of TAM is to define and understand the user acceptability of technological system. TAM offers a large theoretical foundation in order to understand the elements that affect the acceptance in organizations. The attitude component, according to some academics, is one element that influences a person's conduct. An individual's attitude is made up of cognitive, emotional, and behavioral components. The inclination of behavior to utilize a technology is known as behavioral intention to use. The attitude component, according to some academics, is one element that influences a person's conduct.

An individual's attitude is made up of cognitive, emotional, and behavioral components. The inclination of behavior to utilize a technology is known as behavioral intention to use between users' behavior, demands, and actual usage of an information system and their views (such as the advantages of an information system and how simple it is to use). TAM is created to do this by finding a number of fundamental variables proposed in earlier studies that concur with elements affecting computer acceptance cognitively and affectively while TRA is being used as a theoretical basis for developing the concept of variable connections. Two ideas, perceived utility and perceived ease of use, are positioned by TAM as the primary determinants of computer adoption behavior. The goal of information technology (IT) research, which is relatively new, is to assist businesses in using and managing their current IT resources in order to boost their overall effectiveness.

Figure 1. Technology Acceptance Model (TAM)



Source: Davis *et al.* 1989

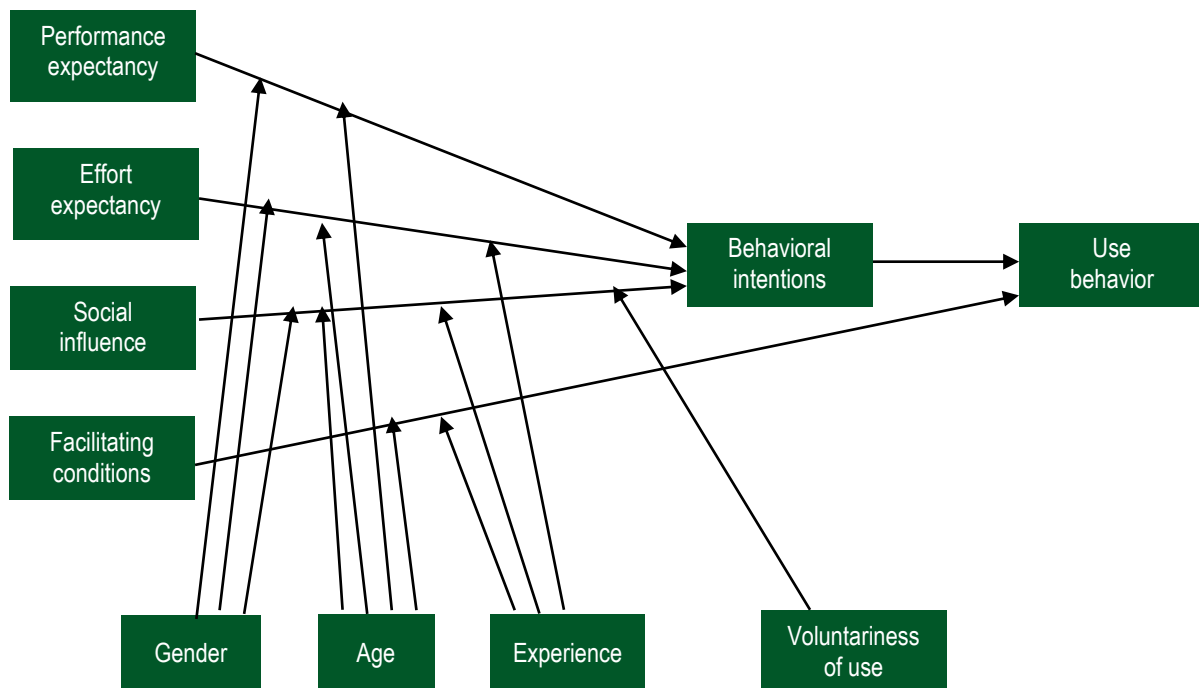
There is a wealth of modelling of aspects related to IT usage or acceptability by users, decision-makers, and managers in the literature on various information systems (Ives & Olson 1984). The Technology Acceptance Model (TAM) is one of them. According to (Davis *et al.* 1989), perceived usefulness is the extent to which a person thinks that utilizing the system would help him perform better at work. Then, according to (Hamner & Qazi 2009), they introduced Perceive Personal Utility, which emphasizes personal advantages more so than organizational benefits. Contrarily, perceived ease of use relates to how much a person thinks utilizing the system would be effortless (Ong *et al.* 2004). This is in line with the concept of ease, which is the absence of difficulty, substantial effort, or both.

Most of these theoretical frameworks were created to describe how ICT advances will spread and be accepted. The proposed paradigm also takes into consideration residency and pricing as potential mediators of the relationship between corporate intelligence and ICT usage habits. The degree to which a person expects that using the system would enable him or her to advance in a career is known as performance expectancy (Davis *et*

al. 1992; Shin 2009). According to UTAUT, effort expectancy is the level of simplicity associated with system usage. This component, according to (Venkatesh *et al.* 2003), was created from the Technology Acceptance Model's suggested perceived ease of use factor (TAM). The extent to which a user believes that prominent people consider using technology to be important is known as social influence (Diaz & Loraas 2010).

It is comparable to the concept of "subjective norm" as described in the second iteration of the Technology of Acceptance Model (TAM). The degree to which a person feels that the organizational and technological framework is in place to facilitate usage of the system is known as the "facilitating conditions." UTAUT postulates that behavioral intention or use behavior is determined by performance expectancy, effort expectancy, social influence, and enabling factors; and that gender, age, experience, and voluntariness of use have moderating impacts on the acceptance of IT. To forecast the acceptance and use of technology, many theoretical and empirical models have been developed.

Figure 2. Unified Theory of Acceptance and Use of Technology (UTAUT)



Source: Venkatesh *et al.* 2003

Venkatesh *et al.* (2003) developed the Unified Theory of Acceptance and Use of Technology (UTAUT) as a framework to forecast technology acceptance in corporate contexts. The unified theory of acceptance and use of technology (UTAUT) propose individual, technological and environmental characteristics and intervention measures as feasible research directions (Venkatesh 2022). The Unified Theory of Acceptance and Use of Technology (UTAUT) has been around for over a decade and has been widely used in several information systems (IS) as evidenced by numerous citations to the original papers that introduced it (Venkatesh *et al.* 2016).

Thus, the most prevalent and extensively used theories pertaining to the acceptance and adoption of technology are those already stated. Almost all theories emphasize the degree of the person (TAM and UTAUT). There are certain drawbacks to popular theories like TAM and UTAUT, though. These include a lack of attention to social and organizational factors, a lack of consideration for learning concepts or theories, and the use of a singular, constricting, and largely pointless methodological approach. The major three purposes of TAM and UTAUT utilization in research projects were to compare various adoption models, create TAM and UTAUT extensions, or replicate the models. Over other precursor frameworks, TAM and UTAUT are the most widely accepted theories of innovation adoption. Each of these models' conceptual frameworks explains the behavioral elements that enable the dissemination of each invention into the framework necessary to build corporate procedures in the contemporary business climate or to coordinate customer experiences based on technology.

A reliable and well-liked theoretical model is TAM (Hamid *et al.* 2016). To determine if people are ready, willing, and able to use information technology, TAM was first created in 1980 (Davis *et al.* 1989). The TAM model aids in determining if people are prepared to use new technologies and whether they want to do so in the future life. TAM was utilized to assess the behavioral intentions and adoption of several new technologies of students

(Hamid *et al.* 2016). The TAM came to the conclusion that time a user is introduced to new technology, two factors "perceived utility" and "perceived ease of use" have an impact on their behavior.

In many studies, the consumer acceptability of sophisticated AI robots in the hotel sector has been researched and stressed. The stimulators of consumers' perceptions of the acceptability of sophisticated robots are identified using TAM, the theory research evaluated models to discover how people perceive technology's interaction. The deployment of sophisticated robotics shows that each machine learning application impacts how the robot interacts with customers and how well it performs. The extension of TAM is increasingly frequently employed to forecast customer behavior about technology uptake. The direct effects of AI robots applications on user perceptions and engagement are not examined by extended TAMs or UTAUT (Go *et al.* 2020). Multi-agent systems are used for a single task or the application of numerous unproven machine learning techniques. Instead of relying on a single sophisticated robot to supply consumers with high-quality services and products, it is necessary to use the collaboration of several advanced robots to complete the easy work (Go *et al.* 2020).

2. Methodology

This paper aims to reveal the status quo of tourism research with a focus on the application of the theories of TAM and UTAUT, a bibliometric literature review is the ideal approach. It is possible to map the limits of what is now known using a such technique, which reveals what is yet unknown (Pickering *et al.* 2015). Hence it was decided that it would be the best approach to use for this study. The supplementary databases combined produced an extra 89 results. 62 articles remained after the duplicate items were eliminated. Due to their accessibility issues, nine of these articles were deleted. The remaining 53 papers underwent thorough analysis. A further eight were then disqualified from the final synthesis after being screened compared to the criterion for selecting literature. Five papers were disregarded since the study's research wasn't focused on TAM or UTAUT. Without truly examining or defining TAM and UTAUT, these studies just mentioned virtual environments or virtual worlds as potential solutions for contemporary problems like sustainability. Thus, a total of 40 articles were eventually included in the synthesis. Microsoft Excel was used to code the study data.

The criteria for the exclusion of manuscripts lie in the nature of the issues dealt with, the journal on which the paper appears, the scientific rigor, the originality, and the relevance of the subject, applying the TAM or UTAUT models. The inclusion criteria, meanwhile, perfectly meet our research objectives, namely a clearer and more understandable research methodology, a relevant analysis and the number of citations of the 40 papers selected.

3. Findings and Discussion

The 40 papers on TAM and UTAUT that were published in 32 tourism journals are shown in Table 1 and Table 2 as a summary. The journal of sustainability produced the highest number of articles (15%), followed by current issues in tourism (5%).

The studies that we were able to analyze among many others that do not meet the criteria of our theoretical and empirical choice are published between 2017 and 2022 and raise issues related to the adoption of immersive technologies such as (Blockchain, augmented reality, AI robots, mobile applications, virtual reality...).

Table 1. The 40 analyzed papers for synthesis

Author(s)	Date of publication	Themes
Ronaghi & Ronaghi, 2022	2022	The use of AR in tourism industry
Chuang, 2020	2020	The new paradigm of smartphone guide applications
Chang <i>et al.</i> 2022	2022	The acceptance of blockchain using UTAUT: the case of tourism sector
Kuo <i>et al.</i> 2019	2019	The use of mobile applications by travelers in the digital era: application of TAM
Matikiti <i>et al.</i> 2018	2018	Social media marketing adoption: the case of south African tourism sector
Goh & Wen, 2021	2021	Hotel management students using electronic whiteboards: TAM application
Pinto <i>et al.</i> 2022	2022	The applications of UTAUT3 to implement mobile augmented reality in tourism
Nuryyev <i>et al.</i> 2020	2020	An empirical study of sustainable SMEs: adoption of blockchain technology in tourism
Wulandari, 2017	2017	adoption of TAM-based cashless transactions

Author(s)	Date of publication	Themes
Bae & Han, 2020	2020	Generation Y and online hotel reviews for sustainable tourism
Min <i>et al.</i> 2019	2019	TAM users' approval of the Uber mobile app
Khalilzadeh <i>et al.</i> 2017	2017	Using enhanced UTAUT, NFC-based mobile payments at the restaurant.
Ismail <i>et al.</i> 2020	2020	An investigation of the variables affecting users' adoption and use of mobile hotel reservation apps
Huang <i>et al.</i> 2019	2019	Combining an extended TAM and experience design to examine how hotel visitors use mobile applications
Nizar & Rahmat, 2018	2018	Examining the adoption of mobile devices in museums using TAM
Lin <i>et al.</i> 2020	2020	Understanding the Impact of Smartphone Applications on Foreign Independent Travelers' using TAM
Yawised <i>et al.</i> 2022	2022	Identifying the variables affecting SMEs' willingness to use a mobile travel app (UTAUT-2)
Budiasa <i>et al.</i> 2018	2018	Factors that affect how the global distribution system is used
Chou <i>et al.</i> 2022	2022	The impact of big data and marketing innovation: case of catering sector
Çakir & Çiftçi, 2019	2019	The use of mobile tourism by domestic travellers: Analysis of the effect of UTAUT Model
Hamouda, 2022	2022	Examining the Factors to define the usage of mobile apps in travel
Okumus <i>et al.</i> 2018	2018	Psychological determinants of patrons' willingness to use smartphone diet applications while placing meal orders at restaurants
Chen & Li, 2020	2020	Studying College Students' Online Travel Booking Patterns Based on TAM
Ashcroft <i>et al.</i> 2019	2019	ICT adoption in independent restaurants: observations from China and the UK
Hua <i>et al.</i> 2017	2017	Using Social Media to Choose Travel Destinations: The Case of Malaysia
Singh & Srivastava, 2019	2019	A paradigm based on the technology acceptance model for social media in outbound leisure travel
Le Thi <i>et al.</i> 2022	2022	Intention of stakeholders to participate in a sustainable tourism management system
Rouby, 2019	2019	QR codes in the travel and tourism industry: the experience of Egyptian tourism students
Perinotto <i>et al.</i> 2022	2022	The Growth of the Hospitality Sector and the Challenge of Digital
Seo & Lee, 2021	2021	Adding trust, satisfaction and perceived risk in the raise of AI robots: case of restaurants
Oncioiu & Priescu, 2022	2022	Virtual Reality and behavior in Tourist destinations perspective
Madila <i>et al.</i> 2022	2022	Social media analytics are used by tourism SMEs as a business intelligence tool
Gupta & Dogra, 2017	2017	Map-based tourist adoption: smart travelers' perspectives UTAUT2
Paulo <i>et al.</i> 2018	2018	Understanding consumer uptake of mobile augmented reality
Gu <i>et al.</i> 2019	2019	Innovation Diffusion Theory and TAM for Understanding Mobile Tourism Shopping in Pakistan
Kim & Hall, 2020	2020	What fuels crowdsourcing in the tourism industry: an application of UTAUT
Saxena & Kumar, 2020	2020	UTAUT perspective on mobile augmented reality and smart tourism
Lu <i>et al.</i> 2022	2022	What Drives Responsible Tourist Behavior? An application of extended UTAUT
Palau-Saumell <i>et al.</i> 2019	2019	User Acceptance of Restaurant-Related Mobile Apps: An Extended and Expanded UTAUT-2
Melián-González <i>et al.</i> 2021	2021	Estimating the likelihood that chatbots will be used for travel and tourism

Source : Authors

Six papers out of a total of 40 are published in the journal Sustainability, a Q1-indexed journal on Scopus and WOS. Two other manuscripts are published in the journal Current Issues in Tourism. The remaining papers are published in prestigious journals dealing with tourism and hospitality related topics.

Table 2. Distribution of the 40 papers in journals

Journal	Number of studies	%
Sustainability	6	15.0
Current Issues in Tourism	2	5.00
Decision Analytics Journal	1	2.50
Technology in Society	1	2.50
Journal of Business Economics and Management	1	2.50
Journal of Information Management	1	2.50
Journal of Teaching in Travel & Tourism	1	2.50
Journal of Information Systems Engineering and Management	1	2.50
Journal of Environmental Management and Tourism	1	2.50
Journal of Travel & Tourism Marketing	1	2.50
Journal of Tourism, Hospitality & Culinary Arts	1	2.50
Journal of Hospitality Marketing & Management	1	2.50
Journal of Tourism, Hospitality and Environment Management	1	2.50
Emerging Science Journal	1	2.50
Journal of Physics	1	2.50
Journal of Hospitality and Tourism Management	1	2.50
Theory and Practice in Social Sciences	1	2.50
International Journal of Technology and Human Interaction	1	2.50
International Journal of Hospitality Management	1	2.50
Journal of Service Science and Management	1	2.50
e-Review of Tourism Research	1	2.50
Information Systems Management	1	2.50
Journal of Tourism Futures	1	2.50
Journal of Sustainability Science and Management	1	2.50
Journal of Tourism Research	1	2.50
Behavioral Sciences	1	2.50
Tourism and Hospitality Management	1	2.50
Journal of Hospitality and Tourism Technology	1	2.50
Mobile Information Systems	1	2.50
Tourism Management Perspectives	1	2.50
Journal of Xi'an University of Architecture & Technology	1	2.50
Mathematical Problems in Engineering	1	2.50
International Journal of Advances in Scientific Research	1	2.50
Computers in Human Behavior	1	2.50
Total	40	100.00

Source : Authors

Table 3. Types of applied theories

Type of applied theories	Number of studies	%
TAM	21	52.50
UTAUT	14	35.00
UTAUT2	4	10.00
UTAUT3	1	2.50
Total	40	100.00

Source: Authors

Most of the reviewed manuscripts were based on the TAM model, almost a quarter of the studies were based on UTAUT, 10% applied UTAUT2 theory with an extension of three other variables, and only one study applied UTAUT3.

Mobile applications emerged as the most prevalent research on tourism and hospitality (Palau-Saumell *et al.* 2019; Gu *et al.* 2019; Okumus *et al.* 2018; Hamouda 2022; ÇAKIR & ÇİFTÇİ 2019; Nizar & Rahmat 2018; Lin *et al.* 2020, Min *et al.* 2019; Khalilzadeh *et al.* 2017; Ismail *et al.* 2020; Huang *et al.* 2019; Kuo *et al.* 2019),

followed by social media marketing adoption (Madila *et al.* 2022; Hua *et al.* 2017; Matikiti *et al.* 2018; Singh & Srivastava 2019), several papers focused on augmented reality in tourism and hospitality (Ronaghi & Ronaghi 2022; Saxena & Kumar 2020; Paulo *et al.* 2018; Oncioiu & Priescu 2022; Pinto *et al.* 2022).

Table 4. Contexts of TAM and UTAUT applications in tourism and hospitality research

Contexts	Number of studies	%
Mobile applications	12	30.00
Social Media Marketing	6	15.00
Augmented reality	5	12.50
Food & beverage	4	10.00
Tourism experience	4	10.00
Mapping	2	5.00
Others	7	17.50
Total	40	100

Source: Authors

Table 5. A summary of the 40 papers' methodologies

Methodology	Number of studies	%
Conceptual paper	9	22.50
Mixed methods	6	15.00
Interviews	5	12.50
Content analysis	5	12.50
Survey	4	10.00
Scenario analysis	4	10.00
Action research	2	5.00
Others	5	12.50
Total	40	100.00

Source: Authors

The research methodology followed in almost a quarter of the treated manuscripts was based on a conceptual paper, six papers opted for a mixed method, five were conducted through an interview, and five other studies were based on a content analysis.

This paper reflects the status quo of TAM and UTAUT applications in tourism and hospitality research through a bibliometric study of highly cited papers applying TAM and UTAUT in tourism and hospitality reviews. The study summarizes 40 scientific manuscripts in 6 different contexts where TAM and UTAUT applications have emerged. Starting from our results, table 4 depicts the main contexts that TAM and UTAUT are applied in the literature related to tourism and hospitality industry, thereby contributing to the TAM and UTAUT and their application in touristic literature. In this context, we notice a lack of applications of these theories to consumer perception, destination marketing organizations, and online travel agencies.

An analysis of 40 researches published between 2017 and 2022 revealed that social media marketing and mobile applications were the most widely used constructs. Extended TAMs or UTAUT do not study the direct effects of AI robot applications on user perceptions and engagement (Go *et al.* 2020). Blockchain technology is projected to drastically change the tourist business. At now, cryptocurrencies are the most sophisticated use of public blockchains that offer benefits such as a universal means of payment and minimum fees through the elimination of middlemen (Treiblmaier *et al.* 2021).

The review work's assessment of gaps and lack of applications, which focus on three themes: (1) AI robot applications, (2) Blockchain, (3) Cryptocurrency, is another significant contribution. Examining the effects of applying TAM and UTAUT theories in tourism and hospitality research is something that future study should take into account. Similar to this, in studies of sub-sectors like geography, researchers who are still wary about applications of TAM/UTAUT might profit from embracing usability features to look at issues that can affect usage. To identify the factors influencing customers' intention to use and adopt service technology, the TAM model was emphasised in the bulk of publications that discussed the adoption and use of technology across various contexts and geographic locations. (Huang *et al.* 2019) performed a research with the goal of developing an integrative model that blends the technology acceptance model (TAM) with the experience construct, as well as investigating the elements that influence how hotel guests use mobile applications.

The findings of this research demonstrate that perceived utility and perceived ease of use have favourable effects on consumers' perceptions of hotel mobile applications and that perceived usefulness and user

experience affect consumers' adoption of hotel mobile apps. Several manuscripts on the adoption of digital tools in tourism and hospitality have been published without having mobilised adoption theories of TAM or UTAUT (EL ARCHI & Benbba 2021). The previous papers published in travel and hospitality journals indicate that the UTAUT has not been substantially tested in MENA region. In addition, the research indicates that there is minimal application of the UTAUT in tourism and hospitality industry and analysing e-tourism acceptability. There is evidence that the results of the UTAUT have been inconsistent due to the technology being researched, the technique of data analytics, and the culture of a certain nation.

To be more specific, UTAUT outcomes in developing countries have been inconsistent (Abu-Shanab *et al.* 2010). Therefore, there is a need to analyse the UTAUT in African nations, such as Morocco. According to the authors, technology inputs are becoming more crucial, resulting in more enjoyable and participatory experiences. Technology is strongly interwoven into the travel business, allowing for a wide range of applications. The authors' work also includes TAM and UTAUT theory, which aid in the deployment of new technologies to adapt to the global competitive environment (Dávid & SzHucs 2009). The study also evaluates the primary literature studies on the implementation of TAMT and UTAUT, as well as their contribution to tourism research. This chapter demonstrates why TAM and UTAUT adoption are becoming more crucial. This is followed by the most important information for evaluating the activity, attitudes, and efficacy of the invention.

The application of the unified theory of acceptance and use of technology paradigm is thoroughly covered (Venkatesh *et al.* 2003). Later, this model was expanded by Venkatesh *et al.* (2012) to become UTAUT2, which integrates important advancements in the scientific literature on technology adoption (Satama 2014). A number of industries, including mobile commerce (Mizanur & Sloan 2017), online shopping (Alsharif, 2013), email systems (Alraja 2015), wireless LAN technology were examined in earlier research that looked at technology adoption (Anderson & Schwager 2004). The stakeholders in the travel and tourism industry, mainly the visitors who buy tourist products, have paid relatively little attention to this significant breakthrough. As a result, the existing research only obliquely examines how visitors use ICT.

Thanks to the restricted usage of ICT, especially in developing nations, this condition also hinders the expansion of the tourist business. Most industrial sectors throughout the world have seen an acceleration in their development due to the digitization process (Novotny *et al.* 2015). In most developing nations, the tourism platform has yet to be fully established (Rahman & Saima 2021). In order to uncover the antecedents impacting consumers' desire to embrace service technology. As a result, the TAM model was highlighted in the majority of the papers that addressed the processes of adoption an use of technology in several settings and geographical regions.

Conclusion

The present work aims to analyze the scientific production in English on the themes of tourism by applying the theories of adoption and use of technology (TAM, UTAUT, UTAUT2, UTAUT3). To accomplish this, we conducted a bibliometric study that included extensive research in the EBSCO and Google Scholar databases. After selection of the results, a final sample of 40 published papers in international and indexed journals was obtained, which were used for the analyses presented here.

This study examined how the development of scientific publications on tourism and its related fields has proceeded based on theories of adoption and use, to understand the contexts in which new technologies have emerged, as well as to identify research gaps to propose future directions and possibilities for improvement in this aspect of research. From this bibliometric literature study, we hypothesize that applications of TAM and UTAUT have great potential in various subfields of tourism. Whether related to social science, marketing, digitalization and smart tourism offers new interactive ways to spread information that were not possible before.

While this study provides information on the landscape of TAM and UTAUT uses in tourism literature, it also reveals barriers that future papers should address. This bibliometric literature study evaluated only English-language articles in travel and hospitality journals. This study seeks to clarify the new contexts in which TAM and UTAUT are arising and to show how they are employed in tourism and hospitality research. In order to progress technology and create platforms that specifically address the problems raised by research, fresh research is also required. The study's conclusion demonstrates that applying theories of adoption and use of digital tools in tourism and hospitality research purposes technological and scientific issues. Other studies that apply UTAUT2 and UTAUT3 in tourism, hospitality and information technology will be very helpful in achieving this objective and gaps.

The papers on TAM and UTAUT that were published in tourism journals, such as the Journal of sustainability, which provided the biggest number of publications, followed by current issues in tourism. The

majority of the evaluated articles used the TAM model, about a quarter used UTAUT, 10% used UTAUT2 with an extension of three more variables, and only one study used UTAUT3. The study approach followed in roughly a quarter of the treated manuscripts was based on a conceptual paper; six articles opted for a mixed method; five were done through an interview; and five additional studies were based on a content analysis. The studies that we were able to analyze among many others that do not meet the criteria of our theoretical and empirical choice were published between 2017 and 2022 and raise issues related to the adoption of technologies in tourism and hospitality research, such as blockchain, augmented reality, AI robots, mobile applications, social media marketing, etc.

The application of TAM and UTAUT theories is nowadays widely used in the field of tourism and represents an important issue for research. Their extension has been possible thanks to the emergence of new technologies that reflect various technological changes and the evolution of knowledge.

Other research opportunities worth highlighting include the role of applying theories of technology adoption in tourism and hospitality, validating studies with other cultures, further investigation in other contexts within the same industry, and triangulation of researchers' views and theorists. Empirical verification of theoretical studies, the use of other research methodologies, and the use of larger samples would also allow for the development of knowledge about the theories of TAM and UTAUT. The present paper has been limited to only one language of the selected manuscripts, it is suggested that other languages be included in future research to enrich the results obtained. It is also proposed that this study be continued so that it is possible to verify the growth and emergence of new themes related to the keywords in question.

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