

**Abstract No: MO-04**

### **Tourists' intentions and actions on acceptance of tourism technology**

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Technological innovations simplify and considerably ease most of the time-consuming activities. Nowadays, almost all the industries utilize innovative technologies to improve the services whilst improving the profitability and performance, simultaneously. Acceptance of tourism related technology (AoTT) advancements, is dependent on the particular context. Hence, current research ascertains the significance of types of subjective norms (SN) towards tourists' intentions and actions on AoTT in the context of Sri Lanka. A sample was drawn from the tourists accommodated in the hotels of three renowned hotel chains. Self-administered questionnaires were used for data collection. Questionnaires totaling to 400 were distributed initially and 279 duly completed questionnaire forms were considered for the final data analysis. Theory of reasoned action (TRA) has been adopted for the study and dimensions of the variables were measured by five-point Likert scale. Enabling to test the hypotheses, MANOVA, ANOVA with contrast tests and discriminant function analysis (DFA) were applied. Subsequently, multivariate model was developed gradually and contrast test was performed to analyze further in which, these contrasts represented family SN vs. No SN and friends SN vs. No SN, respectively. Accordingly, as per Pillai's trace and other multivariate statistics along with *p* values, empirical evidence supported the hypotheses emphasizing the significance of type of SN towards tourists' intentions and actions on AoTT, specifying the importance of friends' SN than that of SN determined by family. Findings will contribute towards theory and practice perspectives in relation to AoTT. Marketers of tourism related technology service providers and tourism application promoters could capitalize on recommendations of family and related other parties with special reference to closely associated travel partners and friends of tourists, enabling to promote technology advancements over eco-tourism, sustainable tourism, wellness tourism, experiential tourism and other sub-sectors. Policy makers, tourism authorities, tourism application/web site developing companies could make use of the recent findings to formulate strategies for the revival of the Sri Lankan tourism industry given the prevalent external and domestic disturbances. Cross-sectional nature and time restrictions were the limitations of the study. Finally, researcher has proposed suggestions for future researches in the area of AoTT.

**Keywords:** Innovation, Sri Lanka, Service sector, Technology, Tourism