



## Technology Acceptance Model in Hospitality Management: A Systematic Review

### Modelo de Aceitação da Tecnologia na Gestão da Hospitalidade: Uma Revisão Sistemática

Wushuang Li 

Universiti Teknologi Malaysia, Faculty of Management, Malaysia, liwushuang@graduate.utm.my

Chin Fei Goh 

Universiti Teknologi Malaysia, Faculty of Management, Malaysia, gcfei@utm.my

Owee Kowang Tan 

Universiti Teknologi Malaysia, Faculty of Management, Malaysia, oktan@utm.my

Puong Koh Hii 

Raffles University, Faculty of Business, Malaysia, hiipuongkoh@gmail.com

Received: 16.04.2025; Revisions required: 12.08.2025; Accepted: 14.01.2026

#### Abstract

The purpose of this paper is to perform a systematic review of the representative research of the Technology Acceptance Model (TAM) application within the hospitality literature. The present study used the Web of Science and Scopus databases to identify and review 119 relevant studies spanning 2008-2024. The review concerns the analysis and classification of theories, the empirical context, and causal analysis in the relevant studies. The findings of this study indicate that Social Identity Theory is the most frequently used theoretical framework for modifying and extending the TAM. Furthermore, the study identifies moderators and mediators, including technology attributes, instrumental motives, and emotional motives. Finally, the most researched hospitality technologies are social media, online booking systems, and artificial intelligence (AI). This paper identifies some knowledge gaps in the current literature and suggests potential agendas for further investigation. Moreover, this paper proposes a comprehensive model for advancing knowledge of technology acceptance in hospitality management.

**Keywords:** Technology Acceptance Model, Conceptual framework, Hospitality Management, Systematic review, Technology adoption, Hospitality technologies.

#### Resumo

O objetivo deste artigo é realizar uma revisão sistemática da investigação representativa sobre a aplicação do Modelo de Aceitação da Tecnologia (TAM) na literatura de hospitalidade. O presente estudo recorreu às bases de dados Web of Science e Scopus para identificar e analisar 119 estudos relevantes, abrangendo o período entre 2008 e 2024. A revisão centra-se na análise e classificação das teorias, dos contextos empíricos e das análises causais nos estudos selecionados. Os resultados indicam que a Teoria da Identidade Social é o enquadramento teórico mais frequentemente utilizado para a modificação e extensão do TAM. Além disso, o estudo identifica moderadores e mediadores, incluindo atributos tecnológicos, motivos instrumentais e motivos emocionais, entre outros. Por fim, as tecnologias de hospitalidade mais investigadas são as redes sociais, os sistemas de reservas online e a inteligência artificial (IA). Este artigo identifica lacunas de conhecimento na literatura atual e sugere agendas potenciais para investigações futuras. Adicionalmente, propõe-se um modelo abrangente para o avanço do conhecimento sobre a aceitação da tecnologia na gestão da hospitalidade.

**Palavras-chave:** Modelo de Aceitação da Tecnologia, Estrutura conceptual, Gestão da hospitalidade, Revisão sistemática, Adoção de tecnologia, Tecnologias da hospitalidade.

#### 1. Introduction

Over the past few decades, the hospitality industry has transitioned from traditional service delivery to technology-oriented services. Technologies continue to revolutionise how hospitality businesses enhance guest experiences. Among the major technologies driving guest satisfaction are virtual reality tourism, service robots, and social media (Buhalis et al., 2019). The field of technology acceptance is a leading research paradigm for investigating hospitality technology adoption. In particular, the Technology Acceptance Model (TAM) is a primary model for understanding users' acceptance of new technologies in the hospitality industry (Chen et al., 2023). TAM can accurately determine and predict hospitality users' acceptance of new technologies, thereby assisting the hospitality industry in enhancing service quality and operational efficiency. Furthermore, TAM is adept at in-depth analysis of users' attitudes and behavioural intentions regarding technology use, providing the hospitality industry with an effective means to understand and satisfy users' needs. Consequently, TAM is considered an optimal framework for evaluating technology acceptance in the hospitality industry.

Despite the increasing number of systematic reviews on TAM in hospitality, several important research gaps remain. Recent systematic reviews in hospitality within the TAM literature are mostly limited to single fields, such as augmented reality/virtual reality (AR/VR) (Guo et al., 2024) and service robots (Chen et al., 2025). These studies have identified several external factors in the TAM, including subjective norms, perceived behavioural control, personal innovation, and others. Nevertheless, these studies have



not sufficiently addressed a range of theories that elucidate the underlying external factors in the TAM. Thus, it is difficult to categorise the relevant theoretical dimensions linked to the TAM extension.

Another critical gap concerns the limited examination of complex causal mechanisms in existing reviews. Although numerous hospitality studies have incorporated multiple external variables into the TAM (Du et al., 2025; Khan & Khan, 2025), existing reviews rarely synthesise how these variables interact through mediating and moderating roles. Moderating variables are typically more concerned with the predictor variable itself, whereas mediating variables are more interested in the underlying mechanisms or processes (Dawson, 2014; Wu & Zumbo, 2008). Consequently, it is challenging to make consistent comparisons across studies when evaluating technology acceptance, particularly in the hospitality industry.

The review from this study reveals that the majority of hospitality management studies focus on the use of specific technologies, including social media (Chong et al., 2018), virtual tourism (Li & Chen, 2019), artificial intelligence (Pillai & Sivathanu, 2020) and online booking (Amaro & Duarte, 2015), among others. Moreover, there is a continuous process of identifying new factors with significant influence on TAM’s core variables, aiming to enhance its predictive validity (e.g., Fong et al., 2024; Liu & Park, 2024). Consequently, there are numerous untapped avenues for TAM application, particularly in hospitality management (Mogaji et al., 2024).

In light of the aforementioned knowledge gaps, this review makes several theoretical contributions to TAM research in hospitality. This review systematically analysed how previous research extended the TAM through antecedents, mediators, and moderators, and clarified the theoretical basis underlying these extensions. Based on prior studies, this study proposed a theoretical framework that integrates previous scattered research results. Moreover, this review identified key directions for the future development of theories of hotel technology acceptance.

Based on the identified research gaps, this study proposed the following research questions:

RQ1: What research contexts, technologies, and empirical patterns characterise TAM applications in the hospitality industry?

RQ2: What theories and theoretical perspectives have been used to extend the TAM in hospitality research?

RQ3: What antecedents, mediators, and moderators have been empirically examined in TAM hospitality studies, and how are they conceptually categorised?

The objective of this study is to analyse and classify the theories, empirical contexts, and causal analyses in the relevant studies. This study commences with a description of the methodology employed in the systematic review. The subsequent section presents the principal findings, which include the following: (1) the year of publication, (2) the country or region in which the study was conducted, (3) the related theories or models, antecedents, moderators and mediators. The paper concludes with a discussion and potential future research agendas.

## 2. Methodology

This systematic literature review aims to identify research on the TAM in hospitality research. The review process followed a PRISMA-guided systematic review approach, comprising four key steps: literature identification, screening, eligibility assessment, and final inclusion. This study followed the systematic review process recommended by Templier and Pare (2018). It began with identifying the search keyword(s) and the database(s) to search. Since there are various expressions for the TAM, to ensure a thorough search for TAM literature in hospitality management, this study used the following search string: [“TAM” OR “TAM model” OR “Technology Acceptance Model” OR “Model of Technology Acceptance” AND “Hospitality” OR “Hotel” OR “Tourism”]. Subsequently, the Web of Science (WoS) and Scopus databases were employed for the search. The databases encompass a vast array of peer-reviewed, high-impact journal articles across a multitude of multidisciplinary fields (Van der Have & Rubalcaba, 2016). To ensure the identified studies were highly representative of the field, this study included only journals listed in the Social Science Citation Index (SSCI) in the WoS database search. Furthermore, conference papers, book chapters, and working papers were excluded. The articles included in the search were written in English. The search was not limited to a specific period in order to observe the evolution of the studies over time. Table 1 presents the inclusion and exclusion criteria employed in this study.

**Table 1 - Criteria of selecting articles**

Inclusion Criteria	Exclusion Criteria
Include TAM and hospitality	Include TAM but without hospitality
Research paper	Books, book chapters, or conference papers
Written in English	Written in languages other than English
	Full-text articles not available

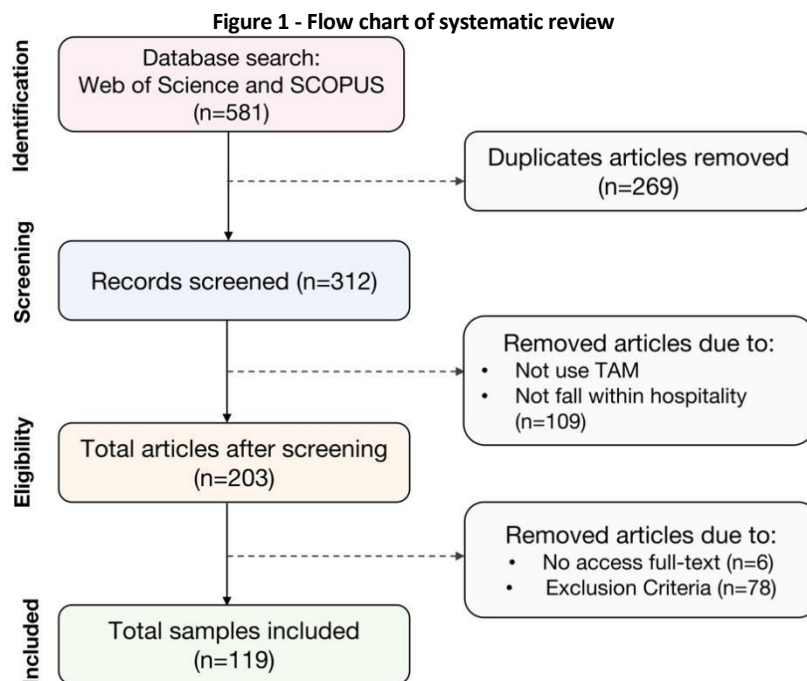
During the identification stage, a preliminary search of the selected databases using the pre-identified keywords yielded 263 articles from WoS and 318 articles from Scopus. In the screening stage, the results were reduced to 312 articles after removing 269



duplicates. Next, the title and abstract of each article were reviewed in accordance with the inclusion criteria to determine their relevance to the TAM's theoretical framework and the field of hospitality management. Following this screening process, 203 articles were retained. During the eligibility stage, the full texts of the remaining articles were assessed in detail. Six articles were excluded as the full-text versions were inaccessible. Subsequently, a review was conducted on all full-text articles that met the exclusion criteria. As a result of this multi-stage selection process, a total of 119 articles met all inclusion criteria and were therefore included in the final analysis. To ensure the reliability of the entire review process, two researchers independently conducted the article screening and selection stages. Figure 1 provides a PRISMA-style flow diagram illustrating each stage of the literature selection process.

After the final set of 119 articles was identified, a structured variable extraction and analysis process was conducted. For each article, one researcher extracted key information, including publication year, conducted area, technology type, theoretical foundation, and the relationships among TAM-related variables. Another researcher then coded and categorised these extracted variables according to their roles within the TAM framework, specifically as antecedents, mediators, or moderators of the core TAM constructs.

Among the 119 selected articles, the majority are empirical studies employing quantitative research designs. These studies are conducted across various hospitality contexts, including hotels, restaurants, online travel platforms, and smart tourism services, and examined a wide range of technologies such as mobile applications, self-service technologies, artificial intelligence-based systems, and online booking platforms. Most empirical studies focus on examining the relationships between core TAM variables and extended constructs, including individual, technological, and contextual factors. These empirical findings highlighted the importance of PU and PEOU, as well as the roles of additional antecedents, mediators, and moderators in influencing technology acceptance outcomes.



### 3. Findings and discussions

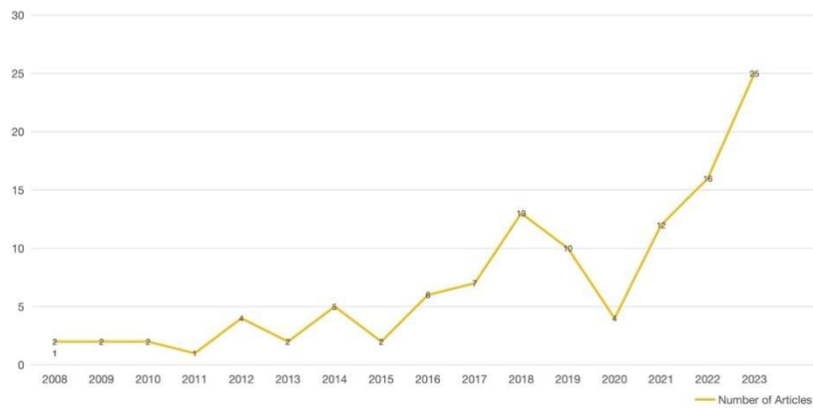
Based on the systematic selection and analysis process described above, the following section presents the key findings derived from the synthesis of the reviewed empirical studies.

#### ***Categorisation of publication years***

Our search shows that the number of TAM studies in hospitality management began from 2008 onwards (as shown in Fig. 2). Only one or two articles were published annually from 2008 to 2011. A gradual increase in the number of published articles followed it from 2012 to 2017. During this period, it was observed that the majority of studies focused on the utilisation of social media and online booking in the hospitality industry. The number of relevant studies began to increase from 2018 onwards, as the field of research emerged. The year 2023 saw the highest number of publications in the period under observation.



Figure 2 - Number of studies by years



### Categorisation of countries

Of 119 articles, most were conducted in the United States (n=22), South Korea (n=17), and China (n=17). The findings are consistent with Elkhwesky et al.'s (2024) view that some countries tend to embrace new technologies in the hospitality industry through government initiatives. Notably, there is less research on Taiwan (n=6), Spain (n=5), India (n=4), Egypt (n=4), and Malaysia (n=4) (see Fig. 3). It is also noteworthy that only a few articles have conducted cross-country research (e.g. Wei Quan et al., 2023; Radic et al., 2022).

Figure 3 - Number of studies by countries



### Categorisation of technologies

Our systematic review shows that the technologies in the selected articles can be categorised as follows: 1) social media, e.g., Facebook and travel blogs; 2) virtual reality (VR) and augmented reality (AR) technologies; 3) online booking, which assisting customers book travel products and service; 4) artificial intelligence (AI) and robotics; 5) mobile technologies, such as smartphone usage and travel apps; 6) self-service technology; 7) information and communication technology (ICT), such as hotel information systems and the Internet of Things; 8) electronic-payment; 9) ecotourism; 10) the sharing economy, including shared accommodation and office services. Table 2 summarises the types of technologies in this study. Most studies focus on social media (22.9%), VR/AR (18.6%) and online booking (12.7%). It is worth noting that the selected studies tend to focus on specific technologies rather than general ones.

**Table 2 - Technology used in reviewed articles**

Technology	Number of articles	%
Social media	27	22.7%
VR/AR	22	18.5%
Online booking	15	12.6%
AI/Robotics	14	11.8%
Mobile technologies	12	10.1%
Self-service technology	9	7.6%
ICT	8	6.7%
Payment	5	4.2%
Ecotourism	3	2.5%
Shared Economy	2	1.7%
Others*	2	1.7%
Total	119	100.0%

**Note:** \* means two meta-analysis review articles

#### ***Categorisation of Theories/models in Technology Adoption***

Based on the synthesis of the reviewed empirical studies, the following sections summarise the theoretical perspectives and key factors related to technology acceptance in hospitality. TAM posits that users' acceptance of a technology is primarily determined by PEOU and PU, which influence users' attitude toward use and, subsequently, their behavioural intention to use the technology. PEOU is also theorised to have an indirect effect on behavioural intention through PU.

This systematic review extends TAM by incorporating additional explanatory variables that influence, mediate, or moderate the relationships among its core constructs. Theories such as Social Identity Theory, Innovation Diffusion Theory, and the Stimulus-Organism-Response model are regarded as complementary theoretical lenses that explain the origins of external antecedents, the emotional and instrumental mechanisms, and the contextual contingencies that affect TAM's core causal pathways.

Based on the 119 articles analysed, the theories and models related to the TAM in the hospitality management can be categorised into three viewpoints: 1) social-related perspective, which focus on the influence of social environments on individual behavior; 2) instrumental and emotion-related perspective, which explains and predict an individual's behaviour and intentions; 3) process information and decision-making related perspective, which examines how individuals process information and subsequently influences their decisions and behavior.

Table 3 presents statistics on the theories and models that significantly influence TAM's core variables in the selected articles. Social Identity Theory (N=4) is the most often employed theory for explaining TAM prediction. On the other hand, Innovation Diffusion Theory (N=3), Task-Technology Fit (N=3), Motivation theory (N=3), and the Stimulus-Organism-Response Model (N=3) are among the important theories that explain TAM predictions.

**Table 3 - Theories/models used in reviewed articles**

Theories/models	Number of articles	
Social Related Perspective	Social Identity Theory	4
	Innovation Diffusion Theory	3
	Social Influence Model	2
Instrumental & Emotion Related Perspective	Task-Technology Fit	3
	Motivation Theory	3
	Flow Theory	2
Process Information & Decision-Making Related Perspective	Stimuli-Organism-Response Model	3
	Privacy Calculus Theory	2
	Elaboration Likelihood Model	2

#### ***Antecedents, mediators, and moderators of technology acceptance***

Antecedents are external factors or individual characteristics that directly influence the core TAM variables, particularly PU and PEOU. In general, the antecedents of technology acceptance in hospitality management can be divided into 9 theories or models (see Table 3). In this study, we construct a conceptual model based on the antecedents in the selected articles (see Figure 4). The following section presents the antecedents of each theory or model in the selected articles.

#### ***Related Antecedents in Social Identity Theory***

In the reviewed hospitality TAM studies, Social Identity Theory is primarily applied to explain how identification with online communities or social groups serves as a social antecedent that influences attitudes and behavioural intentions toward technology use (Hogg, 2016). Prior studies on online travel communities (Casaló et al., 2010) and ecotourism (Lee & Jan, 2018) have



demonstrated that identification positively impacts both attitude and intention to use. Nevertheless, Ting et al. (2014) found that community group identification does not significantly influence bloggers' intentions to use blogs. The reason is that bloggers see writing articles as their job and typically publish them across multiple online platforms to reach a wide audience.

#### ***Related Antecedents in Innovation Diffusion Theory***

Within the reviewed hospitality TAM literature, Innovation Diffusion Theory is mainly used to conceptualise diffusion-related attributes as antecedents influencing PU and PEOU (Zhang & Hwang, 2024). The complexity and relative advantage constructs work together to influence customers' attitudes and intentions to use (Cheng & Cho, 2011). The study by Amaro and Duarte (2015) shows that perceived relative advantage significantly affects customers' intentions to purchase travel products online.

Other studies have shown the importance of trialability and compatibility in technology acceptance (Kim & Qu, 2014). Trialability suggests that introducing new technologies can reduce users' perceived uncertainty and facilitate rapid adoption compared to untried technologies. On the other hand, compatibility represents the degree of consistency between the use of an innovation and the needs and past experiences of potential adopters. The study by Cheng and Cho (2011) demonstrated that trialability and compatibility influence employees' attitudes towards the use of ICT in travel agencies. The study implies that anxiety and fear among employees may be alleviated by acquiring skills and techniques in the early stages of technology acceptance.

#### ***Related Antecedents in the Social Influence Model***

The Social Influence Model posits that an individual's behaviour, opinions, or emotions may be influenced by others' actions, thoughts, and feelings (Vannoy & Palvia, 2010). In hospitality TAM studies, the Social Influence Model is primarily employed to explain the roles of compliance, identification, and internalisation in shaping users' attitudes and intentions toward technology use (Kowalczyk-Aniol & Nowacki, 2020). Compliance is defined as an individual's altered behaviour in response to the demands or pressures of others. Identification refers to a change in behaviour resulting from the individual identifying with another person. Internalisation is the permanent acceptance of an individual's viewpoint, position, or norm. Prior studies have shown that social influence is an important predictor of technology acceptance. The study by Kowalczyk-Aniol and Nowacki (2020) shows that internalisation is associated with perceived enjoyment of social media use among Generation Y. Another study by Leung and Tanford (2016) indicates that both identification and internalisation are positively related to attitudes.

#### ***Related Antecedents in Task-fit Theory***

The Task-Fit Theory proposes the match between technology and individual tasks (Kim et al., 2015). Within the reviewed hospitality TAM literature, task-technology fit is commonly operationalised as a key antecedent affecting PU and PEOU across various hospitality technologies. Users tend to perceive a technology as easy to use when it supports their tasks/requirements (Kim et al., 2010; Moon et al., 2014). Task-technology fit is also a dominant theory in predicting technology adoption across digital technology studies, including social media (Leung & Tanford, 2016), hotel information systems (Kim et al., 2010), and point-of-sale (POS) systems (Moon et al., 2014). However, Task-Fit Theory may not well explain technology adoption for all users. The study by Sancho-Esper et al. (2023) shows that using VR technology increases anxiety among elderly individuals, thereby reducing the perceived ease of use of the VR device. User characteristics and psychological responses to new technologies remain unanswered questions in the context of technology acceptance in hospitality management.

#### ***Related Antecedents in Motivation Theory***

Motivation Theory concerns the internal state of arousal that initiates and sustains human behaviour in a particular manner (Zhou et al., 2022). In the context of the reviewed studies, perceived enjoyment is commonly examined as a key antecedent linking TAM core variables to technology acceptance outcomes in hospitality settings. Perceived enjoyment is the perception that using a specific technology as a source of enjoyment, rather than merely a consequence of the system's functionality. In the hospitality industry, customers are more inclined to pursue enjoyment (Im & Hancer, 2017; Sahli & Legoh  rel, 2016). Numerous studies have demonstrated the significant effect of perceived enjoyment on the adoption of hospitality technology. These technologies include online shopping (Hew et al., 2018), mobile hotel apps (Zhang et al., 2019), VR (Li & Chen, 2019) and digital marketing (Mathew & Soliman, 2021). These studies show that customers who perceive greater enjoyment are more likely to use new technology. The reviewed studies suggest that user's sensory experience is equally, if not more important than the functionality of new technologies.

#### ***Related Antecedents in Flow Theory***

Flow Theory is applied to explain how immersive experiential states serve as antecedents that influence users' attitudes and reuse intentions, particularly in online and interactive technology contexts (Liu et al., 2016). Notably, Liu et al. (2016) show that there is



a positive relationship between flow experience and the intention to reuse online travel websites. Intriguingly, some studies describe the flow experience as the interpretation of environmental stimuli, which is similar to perceived enjoyment (Sahli & Legohérel, 2016). When users enjoy using a website, they tend to develop a positive attitude and an intention to reuse.

#### ***Related Antecedents in the Stimuli-Organism-Response Model***

The Stimuli-Organism-Response (SOR) Model posits that users are motivated by external stimuli to use technology, and subsequently engage in technology-related behaviours (Peng & Kim, 2014). In this review, the SOR framework is mainly employed to conceptualise environmental and technological stimuli as antecedents that indirectly affect technology acceptance through internal evaluations. Our selected articles have identified several stimulus factors, including quality, green marketing orientation, and entrepreneurship. The consensus is that high-quality, user-friendly, efficient technology can reduce customers' difficulties with technology use and thereby enhance their intention to use it (Albayrak et al., 2023; Hew et al., 2018). In the workplace context, Chou et al. (2022) explored the application of the sustainable marketing mix in the restaurant industry by viewing green marketing orientation and entrepreneurship in the business environment as stimuli. The study found that these factors influence the business state (organism) using big data technologies, ultimately leading to the acceptance of sustainable products, prices, locations, and promotions (responses).

#### ***Related Antecedents in Privacy Calculus Theory***

Privacy Calculus Theory suggests that customers are willing to provide personal information in exchange for enhanced services (Kang & Namkung, 2019). In the reviewed literature, this theory is primarily applied to explain how privacy-related concerns function as antecedents of perceived usefulness, perceived risk, and technology adoption intentions, particularly in payment and biometric technologies. Customers will evaluate perceived privacy risks and benefits before revealing personal information. Perceived privacy risk is most evident in the adoption of payment technology (Quan et al., 2023; Radic et al., 2022). Users often assess potential risks, such as fraud, data breaches, and unsuccessful transactions, when deciding whether to adopt a new payment technology. On the other hand, Boo and Chua (2022) show that perceived privacy risk can manifest as institutional trust and privacy concerns. The study shows that customers are concerned about both the advantages and disadvantages of facial recognition check-in systems and privacy concerns in determining perceived risk. However, the study by Kang and Namkung (2019) shows that perceived risk is unrelated to perceived value disclosure in the context of food-service mobile apps. One possible explanation is that customers have more control over reputable apps by adjusting privacy settings according to their needs. Thus, disclosing personal information is seen as a voluntary act rather than a threat to perceived value.

#### ***Related Antecedents in the Elaboration Likelihood Model***

The Elaboration Likelihood Model posits that the characteristics of a message can influence an individual's attitudes and behaviour. Information quality and source credibility are the main constructs in the model (Kitchen et al., 2014). This model primarily explains how information-related factors function as antecedents of TAM factors. Information quality refers to the credibility and reliability of the data, information, or messages used. Source credibility pertains to the trustworthiness of the information source. Studies related to food service mobile apps (Kang & Namkung, 2019) and electronic word of mouth (e-WOM) (Chong et al., 2018) have shown that both information quality and source credibility are positively related to perceived usefulness and perceived ease of use. These factors also exert a positive, indirect impact on use intention.

An interesting study by Dieck and Jung (2018) shows that information quality can be categorised into four different aspects: timeliness, relevance, collection and attractiveness. The study shows that timeliness, relevance and attractiveness are important aspects of information quality. That is, users expect information to be up-to-date, relevant to their context, and presented in an attractive format, such as video, images, and text.



**Figure 4 - Theories/models used in identifying antecedents of TAM in the hospitality literature**

Social Identity Theory		Task-Technology Fit		Stimuli-Organism-Response Model	
• Identification	4	• Task-technology fit	3	• Quality	2
				• Perceived enjoyment	1
				• Green Marketing Orientation	1
				• Entrepreneurship	1
Innovation Diffusion Theory		Motivation Theory		Privacy Calculus Theory	
• Complexity	1			• Perceived risk	17
• Relative advantage	1	• Perceived enjoyment	6	• Perceived benefits	1
• Compatibility	1			• Perceived value	1
• Trialability	1				
Social Influence Model		Flow Theory		Elaboration Likelihood Model	
• Compliance	1	• Flow experience	1	• Information quality	1
• Identification	1	• Perceived enjoyment	1	• Source credibility	2
• Internalization	1				

**Mediator**

Mediators are variables that explain the underlying mechanisms through which antecedents or core TAM constructs influence subsequent outcomes, such as attitude toward use and behavioural intention. Our review shows that perceived playfulness/enjoyment and convenience are commonly conceptualised as mediators (see Fig. 5). Perceived playfulness among users of hotel booking websites has been found to mediate the relationship between PEOU and attitude (Morosan & Jeong, 2008). However, in another study on Facebook, the mediating role of perceived enjoyment between PEOU and attitudes was absent (Lee et al., 2012). Such inconsistent findings are partly due to the social media environment, which is largely public and permanent. Thus, users are more likely to exhibit moderate or socially acceptable emotional responses.

On the other hand, perceived convenience partially mediates the relationship between perceived ease of use and attitudes. Perceived convenience refers to an individual’s perceived ease regarding time, place, and execution when using technology. When individuals perceive digital content as convenient, they are more likely to find it easy to use and develop positive attitudes toward it (Mathew & Soliman, 2021).

**Moderator**

Moderators, in contrast, are contextual or individual-level factors that affect the strength or direction of the relationships among TAM constructs. Moderating variables do not form part of the causal chain itself but instead condition the extent to which the effects of antecedents or core TAM variables (e.g., PU and PEOU) translate into attitudes and behavioural intentions. Previous studies have shown that demographic attributes, namely age, gender and nationality, exert a moderating influence on the relationship between PU, PEOU and attitude (Jung et al., 2018; Kang et al., 2018). Hatamifar et al. (2021) posit that the moderating role of demographic attributes may attenuate as technology penetration increases. Such a phenomenon is evident in the adoption of smartphones by males and females across different age groups. These findings suggest that other types of moderating variables, such as cultural differences and personal values, do not attenuate as technology penetration increases.

Our review shows that the extent to which users rely on established service practices, namely technology involvement, is a possible moderator of technology acceptance. Technology involvement is related to user acceptance of new technologies, suggesting that users are more likely to adhere to established habits and service practices (Huang et al., 2023; Pillai & Sivathanu, 2020).

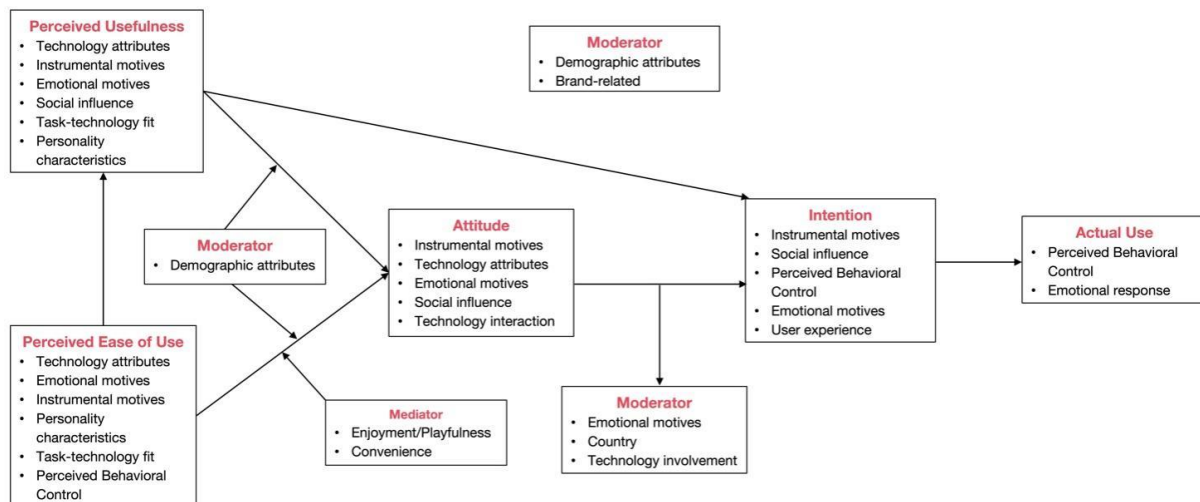
In the workplace context, the study by Parvez et al. (2022) shows that strategic human resources were not a significant moderator of service robot acceptance. This is early evidence suggesting that traditional human resource management (HRM) strategies are ineffective in addressing workplace acceptance of AI. Such findings may be attributed to employees' fears of potential future unemployment if AI is accepted in the workplace.

**Research framework of TAM**

Based on the above review, we propose a framework for the TAM in hospitality management (see Fig. 5). The framework includes the constructs of PU, PEOU, attitude towards use, and use intention. The key factors influencing PU and PEOU are technology attributes, emotional motives, instrumental motives and personality traits. Our proposed integrated framework also includes mediating and moderating factors.



Figure 5 - Integrated framework of TAM



#### 4. Discussion

This discussion section interprets the results in relation to existing hospitality technology acceptance literature and highlights their theoretical and practical implications. For clarity, the integrated relationships identified in the review are summarised visually in Fig. 5. The number of studies on the TAM in the hospitality management literature is on the rise. The previous review did not present a comprehensive framework and categorisation of theories (or models) that could synthesise the antecedents, mediators, and moderators in hospitality management. The findings indicate that a comprehensive understanding of these antecedents, mediators and moderators will advance the scholarship of hospitality management. These factors can be discussed from different user perspectives in order to identify future research agendas.

##### ***New factors for service providers***

Our review noted that research on technology acceptance by hospitality service providers is limited (Cheng & Cho, 2011; Moon et al., 2014). Specifically, the studies have identified Task-technology Fit, Compatibility, and Trialability as important antecedents for TAM in the hospitality management. This finding is consistent with prior hospitality technology studies (Tavitiyaman et al., 2022), which emphasise that employees are more likely to accept technologies that align with their job requirements and existing work practices. These functional factors suggest that technology acceptance among service providers is largely driven by instrumental considerations related to work efficiency and task performance.

We noted that cognitive, emotional, and social abilities among employees are increasingly important in the hospitality management context (Chou et al., 2022; Parvez et al., 2022). Our review extends earlier TAM hospitality research by highlighting employee capabilities that go beyond system characteristics alone. In particular, several reviewed studies emphasise digital literacy as a critical antecedent of technology acceptance, as employees are increasingly required to access, interpret, and apply digital information in their daily work (Nikou et al., 2022). This trend is especially evident in hotel management and frontline operations. For instance, hotel managers are obliged to utilise tools such as Google Analytics and Tableau to analyse complex models and support decision-making (Adeyinka-Ojo et al., 2020). Similarly, frontline employees are expected to possess digital knowledge to handle hotel booking systems such as Fidelio, Opera, and Macro.

Another potential factor to be explored further for technology acceptance in hospitality management is emotional intelligence. Emotional intelligence is the capacity to recognise, understand, and manage one's emotions. Prior studies have shown that effective communication and emotional regulation can improve employees' adaptation to new technologies (Kim et al., 2012). Similarly, negative emotions experienced by employees are negatively correlated with their intention to adopt new hotel reservation systems (Zheng & Montargot, 2022). This finding aligns with other organisational behaviour literature (Zheng & Montargot, 2022), which suggests that emotional responses affect employees' openness to technological adoption in service environments.

From a social perspective, our review confirms that the social perspective represents a significant antecedent in the context of technology acceptance (Montargot & Ben Lahouel, 2018). Studies indicate that cultures emphasising innovation, support, and risk-taking encourage hotel employees to adopt new technologies (Sun et al., 2020). It is noteworthy that collectivism, a cultural value, has a positive effect on the acceptance of hotel technology among employees at the individual level (Sun et al., 2020), which emphasised the importance of shared values and group-oriented norms in the hospitality context. These findings suggest that



future research may further explore the role of organisational culture as a contextual factor that may influence technology acceptance among service providers.

### ***New factors for customers***

The field of hospitality management has extensively researched customer acceptance of technology. These reviewed empirical studies indicated that emotional motives, technology attributes, and instrumental considerations affect customers' acceptance of hospitality technologies. For example, Hatamifar et al. (2021) demonstrate that customers place a high value on security and privacy in mobile app technology. This finding is consistent with other hospitality TAM research (Pizam et al., 2024), which posited that reducing perceived risk and building trust are critical in hospitality customer technology acceptance.

Our review further indicates that Generation Y travellers rely heavily on social media for their travel plans (Xiang et al., 2015). These findings indicated that social media is not just a communication tool but an important part of customers' technology adoption process. However, empirical evidence also suggests heterogeneity in how customers use different social media platforms (Kirilenko et al., 2024; Xiang et al., 2017). Dinh Nguyen (2025) also indicated that the differences in usage purpose may have different effects on customers' intention to adopt hospitality technologies. There are still gaps in the literature regarding the role of different social media usage patterns in affecting customer technology acceptance outcomes.

Our reviewed empirical studies also indicated that customers paid more attention to health-related considerations after the COVID-19 pandemic (e.g., Liu & Zheng, 2023; Pu et al., 2021). For example, self-service kiosks remain favoured by health-conscious tourists for some time after the COVID-19 pandemic (Kim et al., 2023). That is, the Covid-19 pandemic could have a long-term impact on how people utilise technology. Our review shows that consumer health-conscious factors remain largely unexplored in TAM applications in hospitality management.

In a similar vein, our review indicated that there is an increasing environmental and sustainability awareness in technology research. Empirical studies suggest that customers are more likely to accept technologies perceived as environmentally friendly or supportive of sustainable practices (Phaosathianphan & Leelasantitham, 2021). This aligns with other sustainability research, which emphasised the role of green innovation in technology acceptance (Mejia, 2019). However, current research still lacks more exploration of sustainability-related factors. Thus, we propose that factors related to environmental and sustainability awareness require more research attention.

### ***New factors for technology attributes***

Existing studies have shown that technology attributes are strongly related to technology acceptance (Albayrak et al., 2023; Li & Wang, 2022). For example, an intuitive, easy-to-use user interface (UI) shortens the learning curve and enhances user interaction with technology, thereby improving the user experience (Punchoojit & Hongwarittorn, 2017). These findings are consistent with earlier hospitality technology research, which emphasises that easy-to-use, time-saving system designs can facilitate user engagement with hotel technologies and enhance the overall user experience (Kim et al., 2021). Our review further highlights that the importance of interface design also extends to AI-based applications. For example, Pillai and Sivathanu (2020) found that a user-friendly UI facilitates communication between customers and AI-based chatbots in various local languages. As service technology becomes increasingly popular in the hospitality industry, its attributes warrant further investigation.

### ***New theories for hospitality technology adoption***

Based on the synthesis of these reviewed articles, this section presents an in-depth discussion of various theories used to explore technology acceptance in hospitality management. These theories interpret technology acceptance behaviour from different perspectives: individual behavioural intentions, social influences, and informational decision-making. They share a common limitation: a tendency to assume that the technology acceptance process is static and linear. This assumption overlooks the complexity and dynamics inherent in the actual technology acceptance process.

Existing studies on technology acceptance are built on the TAM's core variables and antecedents. Most studies extend the TAM model with supporting theories (see Fig. 4). However, some studies do not explain the antecedents with appropriate theories. For example, the study by Jiang et al. (2020) shows that social media, i.e., the influence of key opinion leaders (KOL) bloggers or WeChat Moments Ads, influences technology acceptance of new travel products. However, the identified factors were not further explained with the underlying theoretical framework. One potential explanation is that some research tends to focus on expanding the TAM to enhance predictive validity. This represents a significant limitation within the field of research.

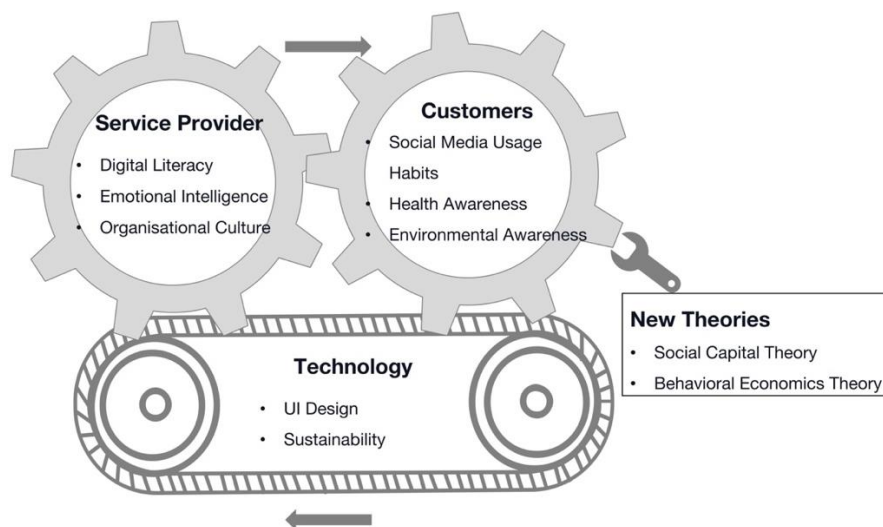
We noticed that the theories/models used in complement with TAM in this study may overlook marketing and economic perspectives. One potential research avenue is Social Capital Theory. Social Capital Theory states that social relationships can be manifested through personal and business networks (Lee, 2009). Given the importance of social media-related factors in our



review, Social Capital Theory may help explain how interactions, shared norms, and trust within online communities influence users' acceptance of hospitality technologies (Häuberer, 2011).

Furthermore, our review proposes that Behavioural Economics Theory can be another research avenue. Review findings suggest that customers' technology acceptance decisions were not always based on rational evaluations in TAM. For example, "Anchoring effect" in Behavioural Economics Theory can elucidate the decision-making process of customers' acceptance of new technologies. A prior study found that prior online ratings significantly influence a customer's subsequent ratings for a hotel (Wang et al., 2022). That is, customers may use a specific piece of information or experience as a reference point, or "anchor," from which to assess the value of a new technology. Both economic value and psychological factors can influence user behaviour. In this regard, individuals could make decisions based on well-defined preferences rather than on well-informed, self-interested ones. The assumption contradicts traditional TAM assumptions that individuals are rational decision makers. Fig. 6 presents an overview of the research agenda based on the above discussion.

**Figure 6 - Future research agenda**



## 5. Conclusion

### *Theoretical contribution*

This study has several contributions. First, we provide an integrated review framework that synthesises 119 studies from the hospitality literature using the TAM. Our review reveals new antecedents, mediators, and moderators of PU, PEOU, use attitude, and intention, and provides conceptual clarity on how hospitality researchers have extended TAM to embrace more intricate causal relationships and boundary conditions.

Second, this review delineated the theoretical frameworks employed to explain the significance of external variables in TAM-adopted research in the hospitality domain. By separating social-related attribution, instrumental/emotional perspectives, information processing lenses/development perspectives, and so on, our review explicates the theories adopted that support the roots and impact of extant constructs, as well as the underpinning questions relating to the extent of application of specific theories in extant research.

Third, building on the above synthesis, the study highlights theoretical gaps and emerging research avenues. In particular, it points to underexplored contexts, technologies, and explanatory mechanisms (e.g., employee capability-related factors, post-crisis health concerns, sustainability-related motives, and dynamic/nonlinear adoption processes).

### *Practical Implications*

This study also provides several practical implications. For hospitality managers and professionals, the review framework (see Figure 6) can be used as a prescriptive guide for technology implementation and change management. The findings of our review reveal that technology adoption-related outcomes depend not only on technology's functionality but also on various capability- and experience-related factors. Thus, managers should pay special attention to technology configuration and implementation approaches that enhance PU and PEOU (e.g., intuitive user interfaces, performance expectancy, and task-technology fit). For example, front-desk staff can use service robots for check-in or adopt digital menus instead of in-person ordering systems.



For technology and platform developers, this research underscores the relevance of technology design that entails hospitality industry-specific workflows. Further, our findings inform that developers must go beyond functionality by introducing other interactions that instil positive experiential states (e.g., flow and enjoyment), empower end users (e.g., privacy and protection), mitigate trust and risk perceptions (e.g., privacy policy transparency), as well as employ different platforms and interfaces for different users in the hospitality industry. In AI-integrated or self-service technologies, better interaction patterns and situated cues can be employed to minimise uncertainty.

For policymakers and industry associations, this review identifies the gap in fostering inclusive digital transformations and ecosystems for hospitality management. Regulators and associations may design supportive policies and initiatives to address system compatibility in the hospitality context and invest in developing an ICT infrastructure to alleviate technology barriers. This may entail setting up and communicating privacy/protection systems or protocols to alleviate hostility and uncertainty on the end-users' side. Regulatory agencies can also consider incentivising technology adoption among SMEs and dealers in the hospitality management industry that may not have the resources to adopt hospitality technologies.

For universities and hospitality education providers, the findings suggest that curricula should more explicitly prepare graduates for technology-intensive service environments. Programs may strengthen training in digital literacy, data analytics, technology management, and human-technology interaction skills, while also addressing the socio-emotional competencies required for technology-enabled service delivery. Further, the study provides insights into the intersection of socio-psychological capabilities and technology-enabled, context-specific services. This may offer new grounds for academic programs to build on.

### **Limitations and future research**

This study has some limitations. First, the literature review was restricted to studies in databases with SSCI access, excluding science- and engineering-oriented databases such as the Science Citation Index Extended (SCIE). Thus, our database selection criterion could introduce biases, and as we advance, studies can extend and offer a more comprehensive assessment by employing a diverse set of databases and indexes. Though we used a broader pool of search strings, it is conceivable that some of the newest construct terms were not captured in this research. We encourage researchers to widen the boundaries of their domains. Further, hospitality- and technology-specific constructs relevant to this study can be explored alongside other phenomena, such as antecedents, contexts, and theoretical gaps.

### **Credit author statement**

All authors have contributed equally. All authors have read and agreed to the published version of the manuscript.

### **Declaration of competing interest: None**

### **References**

- Adeyinka-Ojo, S., Lee, S., Abdullah, S. K., & Teo, J. (2020). Hospitality and tourism education in an emerging digital economy. *Worldwide Hospitality and Tourism Themes*, 12(2), 113-125. <https://doi.org/10.1108/WHATT-12-2019-0075>
- Albayrak, T., González-Rodríguez, M. R., Caber, M., & Karasakal, S. (2023). The Use of Mobile Applications for Travel Booking: Impacts of Application Quality and Brand Trust. *Journal of Vacation Marketing*, 29(1), 3-21. <https://doi.org/10.1177/13567667211066544>
- Amaro, S., & Duarte, P. (2015). An integrative model of consumers' intentions to purchase travel online. *Tourism Management*, 46, 64-79. <https://doi.org/10.1016/j.tourman.2014.06.006>
- Boo, H. C., & Chua, B. L. (2022). An integrative model of facial recognition check-in technology adoption intention: the perspective of hotel guests in Singapore. *International Journal of Contemporary Hospitality Management*, 34(11), 4052-4079. <https://doi.org/10.1108/ijchm-12-2021-1471>
- Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S., & Hofacker, C. (2019). Technological disruptions in services: lessons from tourism and hospitality. *Journal of Service Management*, 30(4), 484-506. <https://doi.org/10.1108/JOSM-12-2018-0398>
- Casaló, L. V., Flavián, C., & Guinalú, M. (2010). Determinants of the intention to participate in firm-hosted online travel communities and effects on consumer behavioral intentions. *Tourism Management*, 31(6), 898-911. <https://doi.org/10.1016/j.tourman.2010.04.007>
- Chen, Q., Huang, D., & Miao, M. (2025). Service robot acceptance: agenda for tourism and hospitality research. *Tourism Review*, 80(4), 871-893. <https://doi.org/10.1108/tr-03-2024-0159>
- Chen, S. C., Jong, D., Hsu, C. S., & Lin, C. H. (2023). Understanding Extended Theory of Planned Behavior to Access Backpackers' Intention in Self-Service Travel Websites. *Journal of Hospitality & Tourism Research*, 47(1), 106-132. <https://doi.org/10.1177/1096348021994166>
- Cheng, S., & Cho, V. (2011). An integrated model of employees' behavioral intention toward innovative information and communication technologies in travel agencies. *Journal of Hospitality & Tourism Research*, 35(4), 488-510. <https://doi.org/10.1177/1096348010384598>
- Chong, A. Y. L., Khong, K. W., Ma, T., McCabe, S., & Wang, Y. (2018). Analysing key influences of tourists' acceptance of online reviews in travel decisions. *Internet Research*, 28(3), 564-586. <https://doi.org/10.1108/IntR-05-2017-0212>
- Chou, S. F., Horng, J. S., Liu, C. H., Yu, T. Y., & Kuo, Y. T. (2022). Identifying the critical factors for sustainable marketing in the catering: The influence of big data applications, marketing innovation, and technology acceptance model factors. *Journal of Hospitality and Tourism Management*, 51, 11-21. <https://doi.org/10.1016/j.jhtm.2022.02.010>
- Dawson, J. F. (2014). Moderation in management research: What, why, when, and how. *Journal of Business and Psychology*, 29(1), 1-19. <https://doi.org/10.1007/s10869-013-9308-7>



- Dieck, M. C. T., & Jung, T. (2018). A theoretical model of mobile augmented reality acceptance in urban heritage tourism. *Current Issues in Tourism*, 21(2), 154-174. <https://doi.org/10.1080/13683500.2015.1070801>
- Dinh Nguyen, P. (2025). Social media adoption and its impact on hospitality firms' performance. *Journal of Hospitality and Tourism Technology*, 1-18. <https://doi.org/10.1108/jhtt-01-2025-0104>
- Du, H., Li, J., So, K. K. F., & King, C. (2025). Artificial intelligence in hospitality services: examining consumers' receptivity to unmanned smart hotels. *Journal of Hospitality and Tourism Insights*, 8(11), 55-78. <https://doi.org/10.1108/jhti-06-2024-0548>
- Elkhwesky, Z., El Manzani, Y., & Elbayoumi Salem, I. (2024). Driving hospitality and tourism to foster sustainable innovation: A systematic review of COVID-19-related studies and practical implications in the digital era. *Tourism and Hospitality Research*, 24(1), 115-133. <https://doi.org/10.1177/14673584221126792>
- Fong, S. F., Ong, Y. X., Ating, R., & Besa, M. S. (2024). Exploring the intermediary effects of TikTok on Generation Z's visit intention. *Journal of Vacation Marketing*, 13567667241229449. <https://doi.org/10.1177/13567667241229449>
- Guo, Q., Zhu, D., Li, F., Wang, X., & Shu, Y. (2024). Tourists' Adoption of Extended Reality Technologies: A MetaAnalytical Structural Equation Modeling. *Journal of Hospitality & Tourism Research*, 48(3), 450-463. <https://doi.org/10.1177/10963480221108906>
- Hatamifar, P., Ghaderi, Z., & Nikjoo, A. (2021). Factors affecting international tourists' intention to use local mobile apps in online purchase. *Asia Pacific Journal of Tourism Research*, 26(12), 1285-1301. <https://doi.org/10.1080/10941665.2021.1983626>
- Häuberer, J. (2011). *Social capital theory* (Vol. 4). Berlin: Springer Fachmedien.
- Hew, J. J., Leong, L. Y., Tan, G. W. H., Lee, V. H., & Ooi, K. B. (2018). Mobile social tourism shopping: A dual-stage analysis of a multi mediation model. *Tourism Management*, 66, 121-139. <https://doi.org/10.1016/j.tourman.2017.10.005>
- Hogg, M. A. (2016). *Social identity theory*. Springer.
- Huang, W. J., Zhang, J. X., Lin, S. S., & Zhang, X. Y. (2023). Traveling virtually amid the pandemic: antecedents and moderating effects of past visitation experience. *Asia Pacific Journal of Tourism Research*, 28(7), 745-762. <https://doi.org/10.1080/10941665.2023.2264970>
- Im, J., & Hancer, M. (2017). What Fosters Favorable Attitudes Toward Using Travel Mobile Applications? *Journal of Hospitality Marketing & Management*, 26(4), 361-377. <https://doi.org/10.1080/19368623.2017.1248805>
- J. Kitchen, P., Kerr, G., E. Schultz, D., McColl, R., & Pals, H. (2014). The elaboration likelihood model: review, critique and research agenda. *European Journal of Marketing*, 48(11-12), 2033-2050. <https://doi.org/10.1108/ejm-12-2011-0776>
- Jiang, Y., Rao, Y., Balaji, M., & Xu, D. X. (2020). Travel posts on WeChat moments: A model for eWOM effectiveness. *Tourism Analysis*, 25(1), 123-136. <https://doi.org/10.3727/108354220X15758301241693>
- Jung, T. H., Lee, H., Chung, N., & Dieck, M. C. T. (2018). Cross-cultural differences in adopting mobile augmented reality at cultural heritage tourism sites. *International Journal of Contemporary Hospitality Management*, 30(3), 1621-1645. <https://doi.org/10.1108/ijchm-02-2017-0084>
- Kang, J.-W., & Namkung, Y. (2019). The information quality and source credibility matter in customers' evaluation toward food O2O commerce. *International Journal of Hospitality Management*, 78, 189-198. <https://doi.org/10.1016/j.ijhm.2018.10.011>
- Kang, J. H., Jang, J. C., & Jeong, C. (2018). Understanding museum visitor satisfaction and revisit intentions through mobile guide system: moderating role of age in museum mobile guide adoption. *Asia Pacific Journal of Tourism Research*, 23(2), 95-108. <https://doi.org/10.1080/10941665.2017.1410190>
- Kang, J. W., & Namkung, Y. (2019). The role of personalisation on continuance intention in food service mobile apps A privacy calculus perspective. *International Journal of Contemporary Hospitality Management*, 31(2), 734-752. <https://doi.org/10.1108/ijchm-12-2017-0783>
- Khan, S., & Khan, S. U. (2025). Tourist motivation to adopt smart hospitality: the impact of smartness and technology readiness. *Journal of Hospitality and Tourism Insights*, 8(4), 1268-1287. <https://doi.org/10.1108/jhti-04-2024-0335>
- Kim, H., Huh, C., Song, C., & Lee, M. J. (2021). How can hotel smartphone apps enhance hotel guest experiences? An integrated model of experiential value. *Journal of Hospitality and Tourism Technology*, 12(4), 791-815. <https://doi.org/10.1108/jhtt-07-2020-0176>
- Kim, J.-K., Yang, J.-J., & Lee, Y.-K. (2023). How do self-service kiosks improve covid-19 pandemic resilience in the restaurant industry? *Sustainability*, 15(13), 10168. <https://doi.org/10.3390/su151310168>
- Kim, M., & Qu, H. L. (2014). Travelers' behavioral intention toward hotel self-service kiosks usage. *International Journal of Contemporary Hospitality Management*, 26(2), 225-245. <https://doi.org/10.1108/ijchm-09-2012-0165>
- Kim, M. J., Chung, N., Lee, C. K., & Preis, M. W. (2015). Motivations and use context in mobile tourism shopping: Applying contingency and task-technology fit theories. *International Journal of Tourism Research*, 17(1), 13-24. <https://doi.org/10.1002/jtr.1957>
- Kim, T., Jung-Eun Yoo, J., Lee, G., & Kim, J. (2012). Emotional intelligence and emotional labor acting strategies among frontline hotel employees. *International Journal of Contemporary Hospitality Management*, 24(7), 1029-1046. <https://doi.org/10.1108/09596111211258900>
- Kim, T., Suh, Y. K., Lee, G., & Choi, B. G. (2010). Modelling Roles of Task-technology Fit and Self-efficacy in Hotel Employees' Usage Behaviours of Hotel Information Systems. *International Journal of Tourism Research*, 12(6), 709-725. <https://doi.org/10.1002/jtr.787>
- Kirilenko, A., Stepchenkova, S., Gromoll, R., & Jo, Y. (2024). Comprehensive examination of online reviews divergence over time and platform types. *International Journal of Hospitality Management*, 117, 103647. <https://doi.org/10.1016/j.ijhm.2023.103647>
- Kowalczyk-Aniol, J., & Nowacki, M. (2020). Factors influencing Generation Y's tourism-related social media activity: the case of Polish students. *Journal of Hospitality and Tourism Technology*, 11(3), 543-558. <https://doi.org/10.1108/jhtt-03-2019-0049>
- Lee, R. (2009). Social capital and business and management: Setting a research agenda. *International Journal of Management Reviews*, 11(3), 247-273. <https://doi.org/10.1111/j.1468-2370.2008.00244.x>
- Lee, T. H., & Jan, F. H. (2018). Ecotourism Behavior of Nature-Based Tourists: An Integrative Framework. *Journal of Travel Research*, 57(6), 792-810. <https://doi.org/10.1177/0047287517717350>
- Lee, W., Xiong, L. N., & Hu, C. (2012). The effect of Facebook users' arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model. *International Journal of Hospitality Management*, 31(3), 819-827. <https://doi.org/10.1016/j.ijhm.2011.09.018>
- Leung, X. Y., & Tanford, S. (2016). What Drives Facebook Fans to "Like" Hotel Pages: A Comparison of Three Competing Models. *Journal of Hospitality Marketing & Management*, 25(3), 314-345. <https://doi.org/10.1080/19368623.2015.1014125>



- Li, T., & Chen, Y. (2019). Will virtual reality be a double-edged sword? Exploring the moderation effects of the expected enjoyment of a destination on travel intention. *Journal of Destination Marketing & Management*, 12, 15-26. <https://doi.org/10.1007/s10869-013-9308-7>
- Li, Y., & Wang, C. (2022). Effect of customer's perception on service robot acceptance. *International Journal of Consumer Studies*, 46(4), 1241-1261. <https://doi.org/10.1111/ijcs.12755>
- Liu, H., & Park, K. S. (2024). Exploring the impact of metaverse tourism experiences on actual visit intentions: An integrated model of presence, the Technology Acceptance Model, and the Theory of Planned Behavior. *International Journal of Tourism Research*, 26(1), e2616. <https://doi.org/10.1002/jtr.2616>
- Liu, S., & Zheng, D. (2023). Impacts of tourists' trust, perception and acceptance of health quick response technology on responsible pandemic travel behaviours. *Journal of Hospitality and Tourism Technology*, 14(2), 278-294. <https://doi.org/10.1108/jhtt-11-2021-0330>
- Liu, Y., Pu, B., Guan, Z. Z., & Yang, Q. Z. (2016). Online Customer Experience and Its Relationship to Repurchase Intention: An Empirical Case of Online Travel Agencies in China. *Asia Pacific Journal of Tourism Research*, 21(10), 1085-1099. <https://doi.org/10.1080/10941665.2015.1094495>
- Mathew, V., & Soliman, M. (2021). Does digital content marketing affect tourism consumer behavior? An extension of technology acceptance model. *Journal of Consumer Behaviour*, 20(1), 15. <https://doi.org/10.1002/cb.1854>
- Mejia, C. (2019). Influencing green technology use behavior in the hospitality industry and the role of the "green champion". *Journal of Hospitality Marketing & Management*, 28(5), 538-557. <https://doi.org/10.1080/19368623.2019.1539935>
- Mogaji, E., Viglia, G., Srivastava, P., & Dwivedi, Y. K. (2024). Is it the end of the technology acceptance model in the era of generative artificial intelligence? *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-08-2023-1271>
- Montargot, N., & Ben Lahouel, B. (2018). The acceptance of technological change in the hospitality industry from the perspective of frontline employees. *Journal of Organizational Change Management*, 31(3), 637-655. <https://doi.org/10.1108/JOCM-10-2016-0192>
- Moon, Y. J., Kim, W., & Ham, S. (2014). Users' intentions to employ a Point-Of-Sale system. *Service Industries Journal*, 34(11), 901-921. <https://doi.org/10.1080/02642069.2014.915947>
- Morosan, C., & Jeong, M. Y. (2008). Users' perceptions of two types of hotel reservation Web sites. *International Journal of Hospitality Management*, 27(2), 284-292. <https://doi.org/10.1016/j.ijhm.2007.07.023>
- Nikou, S., De Reuver, M., & Mahboob Kanafi, M. (2022). Workplace literacy skills—how information and digital literacy affect adoption of digital technology. *Journal of Documentation*, 78(7), 371-391. <https://doi.org/10.1108/jd-12-2021-0241>
- Parvez, M. O., Arasli, H., Ozturen, A., Lodhi, R. N., & Ongsakul, V. (2022). Antecedents of human-robot collaboration: theoretical extension of the technology acceptance model. *Journal of Hospitality and Tourism Technology*, 13(2), 240-263. <https://doi.org/10.1108/jhtt-09-2021-0267>
- Peng, C., & Kim, Y. G. (2014). Application of the stimuli-organism-response (SOR) framework to online shopping behavior. *Journal of Internet Commerce*, 13(3-4), 159-176. <https://doi.org/10.1080/15332861.2014.944437>
- Phaosathianphan, N., & Leelasanthitham, A. (2021). An intelligent travel technology assessment model for destination impacts of tourist adoption. *Tourism Management Perspectives*, 40, 17, Article 100882. <https://doi.org/10.1016/j.tmp.2021.100882>
- Pillai, R., & Sivathanu, B. (2020). Adoption of AI-based chatbots for hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 32(10), 3199-3226. <https://doi.org/10.1108/ijchm-04-2020-0259>
- Pizam, A., Ozturk, A. B., Hacikara, A., Zhang, T., Balderas-Cejudo, A., Buhalis, D., Fuchs, G., Hara, T., Meira, J., & Revilla, R. G. M. (2024). The role of perceived risk and information security on customers' acceptance of service robots in the hotel industry. *International Journal of Hospitality Management*, 117, 103641. <https://doi.org/10.1016/j.ijhm.2023.103641>
- Pu, B., Du, F., Zhang, L., & Qiu, Y. (2021). Subjective knowledge and health consciousness influences on health tourism intention after the COVID-19 pandemic: A prospective study. *Journal of Psychology in Africa*, 31(2), 131-139. <https://doi.org/10.1080/14330237.2021.1903181>
- Punchoojit, L., & Hongwarittorrn, N. (2017). Usability studies on mobile user interface design patterns: a systematic literature review. *Advances in Human-Computer Interaction*, 2017. <https://doi.org/10.1155/2017/6787504>
- Quan, W., Kim, S., Hailu, T. B., Ahmad, W., & Han, H. S. (2023). Exploring travelers' readiness to adopt cryptocurrency payment (vs mobile payment). *Current Issues in Tourism*, 18. <https://doi.org/10.1080/13683500.2023.2240474>
- Quan, W., Moon, H., Kim, S. S., & Han, H. (2023). Mobile, traditional, and cryptocurrency payments influence consumer trust, attitude, and destination choice: Chinese versus Koreans. *International Journal of Hospitality Management*, 108, 103363. <https://doi.org/10.1016/j.ijhm.2022.103363>
- Radic, A., Quan, W., Ariza-Montes, A., Lee, J. S., & Han, H. S. (2022). You can't hold the tide with a broom: Cryptocurrency payments and tourism in South Korea and China. *Tourism Management Perspectives*, 43, 18. <https://doi.org/10.1016/j.tmp.2022.101000>
- Sahli, A. B., & Legoh el, P. (2016). The tourism Web acceptance model: A study of intention to book tourism products online. *Journal of Vacation Marketing*, 22(2), 179-194. <https://doi.org/10.1177/1356766715607589>
- Sancho-Esper, F., Ostrovskaya, L., Rodriguez-Sanchez, C., & Campayo-Sanchez, F. (2023). Virtual reality in retirement communities: Technology acceptance and tourist destination recommendation. *Journal of Vacation Marketing*, 29(2), 275-290. <https://doi.org/10.1177/13567667221080567>
- Sun, S., Lee, P. C., Law, R., & Zhong, L. (2020). The impact of cultural values on the acceptance of hotel technology adoption from the perspective of hotel employees. *Journal of Hospitality and Tourism Management*, 44, 61-69. <https://doi.org/10.1016/j.jhtm.2020.04.012>
- Tavitiyaman, P., So, C. Y. A., Chan, O. L. K., & Wong, C. K. C. (2022). How task technology fits with employee engagement, organisational support, and business outcomes: Hotel executives' perspective. *Journal of China Tourism Research*, 18(6), 1212-1238. <https://doi.org/10.1080/19388160.2022.2027834>
- Templier, M., & Pare, G. (2018). Transparency in literature reviews: an assessment of reporting practices across review types and genres in top IS journals. *European Journal of Information Systems*, 27(5), 503-550. <https://doi.org/10.1080/0960085X.2017.1398880>
- Ting, K. C., Ting, P. H., & Hsiao, P. W. (2014). Why are bloggers willing to share their thoughts via travel blogs? *International Journal of Technology Management*, 64(1), 20. <https://doi.org/10.1504/ijtm.2014.059237>
- Van der Have, R. P., & Rubalcaba, L. (2016). Social innovation research: An emerging area of innovation studies? *Research Policy*, 45(9), 1923-1935. <https://doi.org/10.1016/j.respol.2016.06.010>



- Vannoy, S. A., & Palvia, P. (2010). The social influence model of technology adoption. *Communications of the ACM*, 53(6), 149-153. <https://doi.org/10.1145/1743546.1743585>
- Wang, Q., Chau, M., Peng, C.-H., & Ngai, E. W. (2022). Using the anchoring effect and the cultural dimensions theory to study customers' online rating behaviors. *Information Systems Frontiers*, 24(5), 1451-1463. <https://doi.org/10.1007/s10796-021-10148-2>
- Wu, A., & Zumbo, B. D. (2008). Understanding and Using Mediators and Moderators. *Social Indicators Research*, 87(3), 367-392. <https://doi.org/10.1007/s11205-007-9143-1>
- Xiang, Z., Du, Q., Ma, Y., & Fan, W. (2017). A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. *Tourism Management*, 58, 51-65. <https://doi.org/10.1016/j.tourman.2016.10.001>
- Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015). Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet. *Journal of Retailing and Consumer Services*, 22, 244-249. <https://doi.org/10.1016/j.jretconser.2014.08.005>
- Zhang, T. T., Seo, S., & Ahn, J. A. (2019). Why hotel guests go mobile? Examining motives of business and leisure travelers. *Journal of Hospitality Marketing & Management*, 28(5), 621-644. <https://doi.org/10.1080/19368623.2019.1539936>
- Zhang, Y., & Hwang, J. (2024). Dawn or dusk? Will virtual tourism begin to boom? An integrated model of AIDA, TAM, and UTAUT. *Journal of Hospitality & Tourism Research*, 48(6), 991-1005. <https://doi.org/10.1177/10963480231186656>
- Zheng, L., & Montargot, N. (2022). Anger and fear: effects of negative emotions on hotel employees' information technology adoption. *International Journal of Productivity and Performance Management*, 71(5), 1708-1727. <https://doi.org/10.1108/IJPPM-01-2020-0013>
- Zhou, T., Song, Y., & Zhou, P. (2022). Continued use intention of travel apps: from the perspective of control and motivation. *Technology Analysis & Strategic Management*, 34(6), 703-716. <https://doi.org/10.1080/09537325.2021.1916457>