Mobile Applications in Tourism: 
Examining the Determinants of Intention to Use

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ABSTRACT

Based on an extended version of the technology acceptance model (TAM), this study aims to understand the intention to use tourism mobile applications. WoM about app and personal innovativeness was added to the original model along with perceived usefulness, perceived ease of use, and attitude. A questionnaire was distributed through the convenience sampling method and 440 valid respondents were retained and analysed using structural equation modeling (SEM). The results of this study show that WoM about app represents the strongest predictor of the intention to use of tourism mobile applications followed respectively by perceived usefulness, attitude toward using tourism mobile applications, and personal innovativeness. The findings provide implications that would benefit managers in the hospitality and tourism sector as well as mobile app developers in order to ensure the effectiveness of their marketing and communication strategies and adapt their activities to the needs of a customer of the digital age.

KEYWORDS
Mobile Applications, Personnel Innovativeness, TAM, Tourism, WoM About App

INTRODUCTION

The use of mobile applications has boomed in the market and has become an observable trend with regard to consumers (Im & Hancer, 2016). According to a report published by Statista (2020a), consumers downloaded 116 billion mobile apps to their connected devices in 2019. This figure is projected to grow in 2024 to reach 184 billion app downloads.

Thus, professionals in various sectors of activity (Hew et al., 2016) rushed to offer their own applications. For instance, in the hospitality and tourism industry, mobile marketing devices are very helpful for both consumers and travel managers as consumers can collect information about travel, tourism offers; and managers can better present and promote their products and services (Kuo et al., 2019). In fact, hospitality and tourism companies have offered a wide range of mobile applications to customers allowing them to access information, products and services using their mobile devices (Liebana-Cabanillas et al., 2020; Litvin et al., 2017).

Although mobile apps represent an important potential for both consumers and businesses 'success, they have received little academic attention within literature on the study of the tourism industry (Tan et al., 2017). Specifically, published literature on understanding the tourist’s intentions to use mobile apps for travel purposes is still scarce (Gupta et al., 2018).

In fact, works interested in conceptual frameworks as well as researches on theories related to the technology of mobile applications show, on the one hand, that despite some recent researches that tend to provide a more holistic approach by taking a broader perspective to study tourism offerings via mobile apps, these researches are still in short supply and further investigations are required (Tan et
al., 2017); and on the other hand, a lack of consumer-related studies as far as consumer motivations to adopt applications for tourism products and services remain limited (Kuo et al., 2019). For example, few studies have evaluated the relationship between constructs such as WOM about the app and personal innovativeness on tourists’ attitudes and intentions towards using tourism apps (Kuo et al., 2019). Thus, this study aims to explore the factors that influence the use of tourism mobile applications, including WOM and personal innovativeness based on the Technology Acceptance Model (TAM).

This research contributes to enriching the mobile apps adoption literature in the specific context of hospitality and tourism industry and helps practitioners to take advantage of the use of mobile applications in order to develop effective marketing strategies by providing users with applications adapted to their needs. Furthermore, this study also offers a modest contribution to the literature of tourism mobile applications from an emerging market perspective as the empirical investigation was conducted in a developing country.

The paper is organised as follows: First, the theoretical framework and the hypotheses of the study are exposed. The method along with empirical analyses and discussions of findings follow thereafter. The last section, provides the conclusion with limitations and suggestions of avenues for future research.

THEORETICAL FRAMEWORK AND HYPOTHESES

Tourism Mobile Applications and Technology Acceptance Model (TAM)

A mobile application is an end-user software designed to run on mobile devices such as smartphones and tablet computers and which extends the device’s capabilities by enabling users to perform particular tasks (Gibbs & Gretzel, 2015). Within the mobile apps, travel and tourism apps are the seventh most popular category of active apps in 2020 (Statista, 2020b). According to Yadav & Sethi (2020), 70% of tourists are using mobile app for making their bookings and for other travelling purposes. Tan et al. (2017) argued that mobile apps provide personalised use, an efficiency in consumers’ daily tasks through their ease of access and a high level of convenience as they offer a wide range of information, location and transaction services, share information on social networks and other value-added services to travelers (Hew et al., 2016). Moreover, tourism mobile apps can be valuable to the traveler in all the three phases of the trip process (Okazaki et al., 2012): On the pre-trip phase for example to compare prices or to search information about a product or service; during the trip phase as tourists are generally unfamiliar with the destination sites and often need further information that is not foreseen before the travel such as locations; Finally, the post-travel phase, where apps could be used by tourists to give their feedback and reviews (Okazaki et al., 2012).

In this study, the Technology Acceptance Model (TAM) will be used to assess attitudes and intentions regarding the use of tourism mobile applications. The Technology Acceptance Model (TAM), was designed in order to predict individuals’ attitudes toward accepting a new technology and their intentions to use it, through two key antecedents: perceived usefulness and perceived ease of use (Davis, 1989). TAM is one of the widely used models to explain the acceptance of technology use as it is regarded to be a robust, flexible and parsimonious model related to any information technology or system (Chang et al., 2016) in comparison with other behavioural theories (Kim et al., 2014). Indeed, TAM explained the acceptance and the use of technologies in the e-commerce context as well as the m-commerce field including mobile applications use (Chang et al., 2016; Muñoz-Leiva et al., 2017; Natarajan et al., 2017). Moreover, the model was used as a theoretical foundation and benefited great support from much empirical evidence in hospitality and tourism research (Huang et al., 2019; Im & Hancer, 2016). Therefore, TAM is considered as the theoretical basis for the present study related to tourism mobile applications. However, in spite of its predictive power towards technologies adoption, the original TAM is not detailed enough and may be insufficient to cover complicated consumer contexts as it is initially developed to explain behaviour in the workplace (Kwon et al., 2013). In this
vein, and in order to study the adoption of a specific system, several researchers tend to extend the model by adding other variables related to particular technology contexts, as TAM is more flexible than other technology acceptance theories and enables to easily extend theory (Natarajan et al., 2017). Hence, we extend the framework to better explain the factors that affect tourism mobile app users’ intentions, by including personal innovativeness and WOM about apps to the original TAM factors perceived usefulness and perceived ease of use. The choice of these two additional constructs will be justified in their respective sub-sections.

**Perceived Usefulness (PU)**

Davis (1989) has defined perceived usefulness as “the degree to which a person believes that using a specific system will enhance his or her performance”. According to the TAM, perceived usefulness is an important predictor that influences attitude and behavioural intention to use (Davis, 1989). Several studies have demonstrated that when the perception of the usefulness of a given information technology is high, users believe that will help them to perform their jobs better, thus increasing their attitude towards this information technology and their intention to use it (Chen & Tsai, 2019). Indeed, in the mobile applications context, the perceived usefulness of applications has a positive relationship with the consumers’ attitude towards these applications (Muñoz-Leiva et al., 2017) as well as their intention to use them (Kwon et al., 2013; Natarjan et al., 2017). Specifically, in the case of tourism mobile applications and as products and services in the tourism industry are mostly intangible (O’Neill & Mattila, 2010), providing sufficient utility functions in these applications is important (Kwon et al., 2013). As such, Im & Hancer (2016), Chang et al. (2016) and Chen & Tsai (2019), have confirmed a positive relationship between attitude and intention toward using a tourism mobile app and its perceived usefulness. Hence the following hypotheses:

H1: The PU of tourism mobile application has a positive impact on the users’ attitude toward it.

H2: The PU of tourism mobile application has a positive impact on the users’ intention of using it.

**The Perceived Ease of Use (PEOU)**

According to Davis (1989), perceived ease of use is the “degree to which a person believes that using a particular system would be free of effort”. This amounts to check whether the system enables its user to perform tasks faster, enhance his productivity, performance and work efficiency (Muñoz-Leiva et al., 2017). The TAM suggests that PEOU leads to more positive attitudes toward using a particular system (Venkatesh & Davis, 2000). The effect of PEOU on attitude has been shown in various studies applied to different technology contexts (Kim et al., 2014; Taylor & Todd, 1995) including tourism mobile applications (Chang et al., 2016; Im & Hancer, 2016). Otherwise, according to TAM, PEOU, is also a determinant of PU (Davis, 1989), whereby users tend to consider a system is more useful and can enhance their performance when it is easy to use, effortless and requires little time to learn (Venkatesh & Davis, 2000). In this respect, empirical studies have proved this relationship to be statistically significant in many aspects of mobile commerce (Kwon et al., 2013; Muñoz-Leiva et al., 2017; Natarjan et al., 2017; Nathan et al., 2020). For tourism mobile applications, research presents different results as some studies found that mobile applications were easy to use, the respondents considered that those mobile applications were useful and hence, supported the result (Suki & Suki, 2017), while others did not confirm this relationship in their study of tourism mobile applications (Chen & Tsai, 2019). Therefore, it would be important to further examine this relationship in order to better understand the adoption of tourism mobile applications. Based on these ideas, hypotheses 3 and 4 were formulated as follows:

H3: The PEOU of tourism mobile application has a positive impact on its PU.

H4: The PEOU of tourism mobile application has a positive impact on the users’ attitude toward it.
Personal Innovativeness

Personal innovativeness refers to “the willingness of an individual to try out any new information technology” (Agarwal & Prasad, 1998). Indeed, according to the diffusion of innovation theory, individuals can be categorised from early adopters to laggards depending on the time taken for people to adopt the new technology or innovation (Rogers, 1995). Based on this theory, several researches have included personal innovativeness to study the technologies adoption (Agarwal & Prasad, 1998) and conclude that individuals with a higher level of personal innovativeness have a higher likelihood to adopt a new technology or system (Tan et al., 2014). As in the case of e-commerce users (Park & Jun, 2003), personal innovativeness has to be proven to be an important predictor of behavioural intention in the case of m-commerce (Soni et al., 2019). It has even been argued that the variance explained by personal innovativeness in the case of m-commerce is greater compared to e-commerce technologies adoption (Aldás-Manzano et al., 2009). However, limited studies used this construct specific to mobile applications (Natarajan et al., 2017). So, there is a need to further integrate PI in the research in mobile applications field as it can be a major determinant in user’s adoption (Gupta & Arora, 2017). Hence it would be interesting for this study to test the effect of personal innovativeness on the intention to use of tourism mobile applications, especially as a recent study of Tan et al. (2017) stipulates that the individual degree of innovativeness is significantly associated with the intention to use mobile-apps to purchase tourism related products and services. The following hypothesis is then proposed:

H5: Personal innovativeness has a positive impact on the users’ intention to use tourism mobile application

WOM About App

WOM refers to “the communication between consumers about a product, service, or a company in which the sources are considered independent of commercial influence” (Litvin et al., 2008). WOM is considered, therefore, as one of the most powerful communication tools affecting consumer’s behaviours’ (Bansal & Voyer, 2000) and intentions (Jalilvand et al., 2012), as information shared between people is a personal opinion about an experience with a product or a service perceived to be independent from the company (San-martin et al., 2016). With the growing number of mobile applications introduced daily on the market, WOM could be especially important and useful for consumers (Kim et al., 2014). In fact, Kim et al. (2016b) advance that “about 52% of consumers learn about new applications by conversing with their friends/acquaintances”. By considering its positive valence, Kim et al. (2016a), propose to define WOM about App as the “communication of positive evaluation from other users about the target App”. In spite of the limited number of studies interested in WOM regarding m-commerce in general and mobile applications in particular (Kim et al., 2014), some research pointed out that customers’ intentions to use a mobile application should increase thanks to a positive WOM about this App (Kim, et al., 2016a ; Kuo et al., 2019; San-martin et al., 2016) as consumers tend to check other users’ reviews and opinions or ratings regarding mobile apps before downloading them (Racherla et al., 2012). In tourism related products and services which have become available through mobile devices (Chang et al., 2016; Litvin et al., 2018), WOM has been shown to be the information source most frequently used by tourists (Litvin et al., 2008) likely to influence their behaviour and decision making (Harris, 2017). So, WOM about applications should have an influence on the intention to use tourism mobile applications and this leads us to the next hypothesis:

H6: The WOM about the tourism mobile application has a positive impact on the users’ intention to use it.
Attitude

Attitude is defined as “an individual’s positive or negative feelings and evaluations about performing a target behavior” (Fishbein & Ajzen, 1975). As an intention-based model, the basic assumption of TAM is that antecedents would predict attitude, which in turn would predict behavioral intention (Davis, 1989). In this vein, Taylor & Todd (1995) pointed out that attitude is an important construct likely to determine the intention of the user in accepting a technology as a positive attitude helps to minimize barriers toward the adoption of an innovation or a technology system and favours then the intended use (Pavlou, 2002). The relationship between attitude and intention to use has then been verified by several researchers across various technological contexts: e-commerce (Pavlou, 2002), m-commerce (Hew et al., 2016) and specifically mobile applications (Patil et al., 2020) such as mobile banking applications (Muñoz-Leiva et al., 2017). Chang et al. (2016) stated also this link in the specific case of a tourism medical application. So, it is possible to advance that:

H7: Users’ attitude toward using tourism mobile application has a positive effect on their intention to use it.

In summary, according to these hypotheses, the proposed model extended from TAM is shown in Figure 1.

METHOD

Sampling procedure and data collection

To conduct empirical research and test the proposed model, a quantitative method involving a self-administered questionnaire was used to gather data. Prior to the effective data collection and in order to ensure the clarity and the comprehension of the questionnaire, we pre-tested it with tourism and marketing experts to improve the appropriateness of the statements. Thus, based on their remarks and suggestions, some statements have been modified to avoid any ambiguity. The questionnaire was distributed via the convenience sampling method to 500 members of the public in the governorate of Tunis in Tunisia during 6 weeks from October 2017. The participants were intercepted in public places which include bus stop terminals, ferry terminal and airport. The participants eligible to indicate their choice in the questionnaire, should meet two main conditions, on the one hand their availability and agreement to complete the survey and on the other hand their possession of a mobile device with Internet access. Furthermore, we provided respondents with a brief explanation of the term tourism mobile applications used in the questionnaire which refers to an application in mobile devices that can be used for booking or purchasing a tourist product or services (accommodation, transport ticket, cultural, sports and leisure activities) or simply for searching tourism information. Of the initial 500 questionnaires distributed, 440 were returned and fully filled. Therefore, the final usable data represented a valid response rate of 88%. The results from the distribution of respondents’ characteristics reveal that 57.5% of participants are female while 45.9% are male respondents. The respondents age below 20 years old represents 10% of the sample, from 20-30 is 37.3%, from 31-40 is 27.7%, from 41-50 is 12.5% while under 51 is 12.5%. Regarding education level, a large portion of the respondents have a university degree at 60.6%.

Measures

The measurement scales used in the survey were adapted from previous literature. Perceived usefulness and Perceived ease of use were measured based on adaptations of established scales of Davis (1989). Personal innovativeness scale was adapted from the study of Natarajan et al. (2017). To measure WOM about app, we adopted the scale developed by Kim et al. (2016a). The items regarding the attitude were adapted from the previous work of Kim et al. (2014). Intention to use was measured
with three items used by Suki & Suki (2017). The questionnaire items presented scores according to the Likert-type scales ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis

The data collected were subsequently analysed by the SPSS 21 and AMOS 21 softwares. To assess the validity of the scales, exploratory and confirmatory factor analyses were conducted. To check for reliability and validity of the instruments, indices like Cronbach alpha, composite reliability, AVE were considered. In order to test the various model hypotheses, the structural equation modeling (SEM) was used.

RESULTS

Reliability and Validity Measurement

EFA (Exploratory Factor Analysis) and CFA (Confirmatory Factor Analysis) on all the item constructs in the research model were conducted in order to assess the validity of the measurement model. The initial EFA showed lower loading of 0.454 on the item PI6. Hence, before CFA was carried out, the item PI6 had been removed. Results indicated also that the measurement model has a good reliability as Cronbach’s Apha values (see Table I) reflecting the internal consistency of each construct are ranging from 0.914 to 0.962. Table I presents the results of final EFA and CFA, in addition the final six-component CFA model fitted the data well, with all indices satisfying their respective threshold: ($\chi^2$/df = 2.621; goodness of fit index (GFI) = 0.904; adjusted goodness of fit index (AGFI)= 0.892; normed fit index (NFI) = 0.910; comparative fit index (CFI) = 0.918; and root mean square error of approximation (RMSEA) = 0.021). Convergent validity of the measures was then supported with all
factor loadings significant at 1% for the sample study as well as with all standardised loadings are greater than 0.5 (Bagozzi & Yi, 1988). It is also seen in the table that the composite reliability (CR) is greater than the desirable value of 0.70 (Fornell & Larcker, 1981) in all the cases. The average variance extracted (AVE) was calculated for all the factors and from Table I, it can be observed that it is greater than 0.50 for all the factors thereby fulfilling the conditions of Fornell & Larcker (1981). Hence our measurement model satisfies the conditions for reliability and convergent validity.

Table II affirms that the discriminant validity of the measurement model is established as the square root of AVE (the diagonal elements in bold) for constructs is greater than correlation coefficient of other dimensions (Fornell & Larcker, 1981).

### Structural Model Analysis

After the analysis of the reliability and validity of the measurement model, the research hypotheses were tested through Structural Equation Model (SEM). The fit indices for the structural model provided evidence of a good model fit ($\chi^2/df = 2.083$; GFI = 0.959; AGFI = 0.892; NFI = 0.916; CFI = 0.918; RMSEA = 0.023). The results of the applied structural equation analysis and the results of the research hypotheses are reported on Table III. Both perceived usefulness (PU) (H1, $\beta=0.518$, $p<0.001$) and perceived ease of use (PEOU) (H4, $\beta=0.452$, $p<0.001$) have a positive influence on attitude toward tourism mobile apps. The hypothesis regarding the positive effect of perceived ease of use (PEOU) on perceived usefulness (PU) is supported as well (H3, $\beta=0.215$, $p<0.05$). Perceived usefulness (H2, $\beta=0.372$, $p<0.001$), personal innovativeness (H5, $\beta=0.284$, $p<0.001$), WOM about app (H6, $\beta=0.577$, $p<0.001$) and attitude toward tourism mobile apps (H7, $\beta=0.441$, $p<0.001$) all have a positive influence on intention to use tourism mobile apps.
DISCUSSION AND IMPLICATIONS

As advanced by TAM (Davis et al., 1989), this study confirms that perceived usefulness (PU) and perceived ease of use (PEOU) have a positive impact on attitude. This result is consistent with research conducted on mobile applications in general (Kim et al., 2014) and travel mobile applications in particular (Chang et al., 2016; Im & Hancer, 2016). So, it is recommended that the apps should be simple and not too complicated to understand and handle in order to reduce the app use effort expectation such as the creation of intuitive interfaces for users not so familiar with the App (Chang et al., 2016). Usefulness of the app could be enhanced by several ways such as the continuous improvement of information provided on the app, offer exclusive useful services on the app like a shorter query processing time, the inclusion of new social trends within the app (Muñoz-Leiva et al., 2017) and especially the customisation based on user profile and on his requirements.

As expected, PEOU significantly influences PU in this study. This is in accordance with the studies that had previously confirmed the positive effect of the ease of use on the usefulness in the case of mobile applications (Kwon et al., 2013; Muñoz-Leiva et al., 2017). However, this result contradicts the finding of Chen et al. (2017), who found that the PEOU of a personalised location-based tourism mobile application has not a significant impact on its perceived usefulness. The authors explain that this result indicates that the PEOU is not a facilitator affecting usefulness. It means that tourists who think that mobile applications are easy to use, this does not reflect a relevant feature of their functionality and therefore they do not consider the application as more useful. Hence, given these divergent results, the relationship between PEOU and PU needs further investigation in the tourism mobile applications context.

### Table 2. Discriminant validity of constructs

<table>
<thead>
<tr>
<th></th>
<th>PU</th>
<th>PEOU</th>
<th>PI</th>
<th>WOM</th>
<th>ATT</th>
<th>ITU</th>
</tr>
</thead>
<tbody>
<tr>
<td>PU</td>
<td>0.849</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PEOU</td>
<td>0.539</td>
<td>0.903</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PI</td>
<td>0.317</td>
<td>0.529</td>
<td>0.764</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOM</td>
<td>0.677</td>
<td>0.535</td>
<td>0.335</td>
<td>0.861</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATT</td>
<td>0.709</td>
<td>0.759</td>
<td>0.325</td>
<td>0.535</td>
<td>0.898</td>
<td></td>
</tr>
<tr>
<td>ITU</td>
<td>0.505</td>
<td>0.631</td>
<td>0.516</td>
<td>0.650</td>
<td>0.613</td>
<td>0.921</td>
</tr>
</tbody>
</table>

### Table 3. Structural model results

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Standardised Estimate</th>
<th>CR</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1. PU- Attitude</td>
<td>0.518***</td>
<td>11.176</td>
<td>Supported</td>
</tr>
<tr>
<td>H2. PU - Intention to Use</td>
<td>0.372***</td>
<td>12.077</td>
<td>Supported</td>
</tr>
<tr>
<td>H3. PEOU-PU</td>
<td>0.215*</td>
<td>3.245</td>
<td>Supported</td>
</tr>
<tr>
<td>H4. PEOU- Attitude</td>
<td>0.452***</td>
<td>15.274</td>
<td>Supported</td>
</tr>
<tr>
<td>H5. Personal innovativeness- Intention to Use</td>
<td>0.284***</td>
<td>7.358</td>
<td>Supported</td>
</tr>
<tr>
<td>H6. WOM about app - Intention to Use</td>
<td>0.577***</td>
<td>10.315</td>
<td>Supported</td>
</tr>
<tr>
<td>H7. Attitude - Intention to Use</td>
<td>0.441***</td>
<td>7.503</td>
<td>Supported</td>
</tr>
</tbody>
</table>

Note: *** = P < 0.001; * = P < 0.05
Consistent with Kim et al. (2014) and Oh et al. (2015), the analysis revealed that WOM about the app had a positive influence on the users’ intention to use app. Moreover, WOM about app had the strongest predictive power on intention to use tourism mobile applications in this study. This could be explained by several reasons: firstly, WOM about app enables users to minimise their research costs in the face of information overload on mobile applications and to focus on those about which they have a positive WOM. Secondly, this result reinforces WOM’s prominent place in influencing the intentions and behaviour of tourists (Harris, 2017; Litvin et al., 2008) in all stages of their travel process including mobile travel apps that they tend to use. Third, according to the innovation diffusion theory (Roger, 1995) the vast majority of adopters of an innovation tend to seek advice, experiences, and feedback, about the innovation from people who are more innovative (innovators and earlier adopters). This could explain why the majority of tourists would consider WOM about app, when they intend to use a tourism mobile applications. Hence, some practices could be used to encourage existing users to spread a positive WOM about apps, as offering a program rewarding customers who refer the app (ex. discounts, gifts) or suggesting more commitment from users through empowerment practices like giving them the opportunity to participate in the development or improvement of the app.

Otherwise, the innovation diffusion theory could also explain another finding of this study which demonstrated the direct and positive link between personal innovativeness and the intention to use tourism mobile apps as innovators and early adopters are the first customers of an innovation without having to consult the opinions of other users. However, they represent only a small percentage of the total population. Moreover, this result is in line with studies that emphasise the impact of personal innovativeness on intentions of adoption of several types of mobile applications (Natarajan et al., 2017; Wozniak et al., 2017). Focus on innovators is very important to increase the intention to use tourism mobile apps because on the one hand, as we already noticed, this segment is likely to spread positive WOM about the app and on the other hand people with these traits have a predisposition to use tourism mobile applications. Thus, apps developers, should ensure regular update of their applications and should integrate advanced technological options destined to these people. Marketers on their part can offer to this segment exclusive access to some products or services proposed by the application which could influence their intention to use the application. This segment, in fact, must be identified in the customer database of the company in order to target them easily and primarily in the communication strategy especially in the application launch phase by encouraging their participation in the promotion of the application through written or video testimonials.

Furthermore, consistent with the principles of the TAM model (Davis et al., 1989) as well as previous research conducted on mobile applications (Kwon et al., 2013; Natarajan et al., 2017; Suki & Suki, 2017), it has been possible to demonstrate in this study the positive effect of PU on the intention to use. PU emerged even as the second strongest determinant of individual intentions to use tourism mobile apps. This means, that tourists are more likely to use an application on a mobile device if they find the app to be useful. For instance, the ability of the application to help tourists complete their tasks more quickly, which will positively affect tourists’ willingness to use the application even when the replacements easily exist, such as an online version or through the Web (Muñoz-Leiva et al., 2017).

CONCLUSION

This study aims to identify the determinants of the intention to use tourism mobile applications based on an extended version of the TAM. Personal innovativeness and WOM about app are included into the original model along with perceived usefulness, perceived ease of use and attitude. Although this study provided interesting insights into the determinants of the intention to use tourism mobile applications, it has some limitations likely to open directions for future research. The first limitation is related to the methods adopted. In fact, the data were collected from one emerging country only, so the results of this research may not be conclusive and cannot be generalised to other countries. In the future, this model can be tested across other geographical areas or cultures. They can produce
different responses towards the adoption of tourism mobile applications. Second, this study did not distinguish between paid apps and free apps. Thus, it is possible to check, in a next investigation, whether the fact that the application is free or not could have a moderating effect on the determinants of the intention to use tourism mobile applications. Finally, given the impact of socio-demographic variables such as age and gender on the adoption of mobile technologies (Özsungur, 2019, 2020), proceeding to a segmentation on users of tourism mobile apps based on these variables could be another path for future research which could certainly progress the body of knowledge of this emerging topic.
REFERENCES


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