

## EXPLORING THE DETERMINANTS INFLUENCING TOURISTS' INTENTION TO UTILISE SMART TOURISM SERVICES IN MALAYSIA

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### ABSTRACT

*The tourism sector has been revolutionised by the rapid growth of technology, which has enabled the industry to provide tourists with unique and convenient experiences through the implementation of smart tourism services. Within the context of Malaysia, this study investigates the factors that influence the willingness of visitors to accept smart tourism services. The quantitative data from 246 individuals was acquired by the use of a structured survey methodology, which was a quantitative methods approach. The purpose of this inquiry is to first determine the most important smart tourism services that are available to visitors in Malaysia, and then to determine the factors that influence customers' intentions to use these services. The research takes into account a number of different factors, including perceived usefulness, perceived ease of use, perceived advantages, perceived hazards, and total satisfaction. We observed that the desire of visitors to use smart tourism services is significantly influenced by a number of factors, including perceived ease of use, perceived benefits, perceived risks, and satisfaction. The perceived usefulness of a destination, on the other hand, does not demonstrate any major support on the intention of tourists. Not only does this research contribute to the academic discourse on smart tourism, but it also provides the tourism practitioners, policymakers, and service providers with actionable insights that can be used to improve the overall tourist experience and drive sustainable tourism development in Malaysia. This is accomplished by refining the complex relationship that exists between these factors and the intention of tourists to use smart tourism services.*

Keywords: smart tourism services, tourist intention, tourism experience, tourism industry

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### INTRODUCTION

The growth of smart tourism services in recent years has resulted in a transformative era in the travel and tourism industry. These services make use of cutting-edge technologies to improve the whole travel experience for visitors, including mobile applications, wearable technology, and augmented reality. Understanding the elements that affect travellers' intentions to use smart tourism services has become crucial for both travel service providers and destinations as visitors want more personalized and easy travel experiences. The goal of this study is to look into the complex web of factors that influence visitors' desire to use these cutting-edge services.

Smart tourism services cover a wide range of options, from wearable technology that offers immersive augmented reality experiences to smartphone applications that give real-time navigation and suggestions. These technologies have spread quickly, creating a dynamic environment where travelers may access a variety of clever solutions intended to improve their travel experiences (Liu, 2020; Guarda et al., 2018). For those involved in the tourism sector, understanding the factors that drive and hinder travelers' use of these services is crucial.

The Technology Acceptance Model (TAM), which claims that perceived value and ease of use are key elements affecting users' intentions to accept technology, serves as the theoretical basis for this study. To give a comprehensive picture of travelers' intentions to embrace smart tourism services, this research builds on TAM by integrating other dimensions, including perceived risk, perceived benefit, and satisfaction (Rafdinal, 2021). The perceived risks and benefits of employing these services are reflected in perceived risk, while the benefits that are anticipated are reflected in perceived benefit. On the other hand, satisfaction refers to the level of happiness customers feel after using smart tourist services (Abidin et al., 2023; Chong et al., 2021).

There is currently an absence of research focusing on the intentions of tourists in particular. Only a few research have focused on the significance of these attributes in tourists' intentions or travelers' decisions to utilize smart tourism services (Chen, 2020; Wang, 2021; Morimura et al., 2020; Rafdinal, 2021). By investigating the interplay between these constructs, this study aims to contribute to both theoretical knowledge and practical insights within the context of smart tourism services adoption. It is critical for service providers and destinations to recognize the key factors that influence tourists' intentions, since this knowledge may help to inspire the creation of more friendly and effective smart tourism services. Furthermore, understanding tourists' concerns and expectations might help to reduce perceived risks while increasing perceived advantages, resulting in higher use of these services.

## LITERATURE REVIEW

### *Intention to use smart tourism services*

The concept of tourist's intention to use smart tourism services explores the factors that influence tourists' decisions to adopt innovative technology-driven solutions while traveling. With the initiation of smart tourism services, including mobile apps, augmented reality experiences, and wearable devices, tourists now have access to a wide range of tools aimed at enhancing their travel experiences (Guarda et al., 2018). Prior study on tourist intention to use smart tourism services has shown a number of attractive explanations (Liu, 2020). Many of these studies have emphasized the importance of perceived ease of use, arguing that visitors are more likely to adopt smart tourism services when they find these technologies user-friendly and accessible (Abidin et al., 2023). Furthermore, academics have emphasized the importance of perceived risk and perceived gain as crucial variables (Nam et al., 2019). The idea is that tourists are persuaded by the balance between the potential benefits of smart tourism services and concerns about using them (Ruiz-Sancho et al., 2021). Furthermore, a considerable body of research has highlighted on the role of satisfaction in visitors' intent to use such services, with increased satisfaction leading to a more favourable attitude towards smart tourism services (Pai et al., 2020).

### *The Effect of Perceived Ease of Use on the intention to use smart tourism services*

The Technology Acceptance Model (TAM) holds that people tend to develop favorable attitudes and behavioral intentions toward new systems or technologies that are easier to use and deliver better performance (Rafdinal, 2021, Heng et al., 2022). Perceived ease of use refers to the level of difficulty for traveller users to access and utilize tourism information related to the travel journey through various smart tourism service applications (Zhang et al., 2022). Perceived ease of use in smart tourism services will be enhanced when traveler users find that the service system or technology is highly user-friendly and accessible, which is when the high-quality accessibility of the smart tourism service helps traveler users to be able to navigate, understand, and reach their destinations more easily (Zhang et al., 2022). Thus, traveler users will be more likely to use these digital technologies to obtain and access relevant information at all stages of their trip, thereby enhancing their overall travel experience and satisfaction (Zhang et al., 2022). In short, the easier to use a system or technology in smart tourism services, the greater the intention of traveler users to use it.

Perceived ease of use has an impact on people's intention to use smart tourism services but also has different degrees of impact on different groups of people. In a demographic comparative study of these elements, someone states that perceived usefulness is the most significant factor among males and younger, while perceived ease of use is more significant among females and older travellers (Hatamifar et al., 2021). The yearly advancement and upgrading of various systems, applications or technologies related to smart tourism services makes it even more important to consider the adaptation level of individual target audiences to the technological changes in smart tourism services. Statistically, older travellers (defined as those over 60 years of age) will be the largest group of travellers, at the beginning of 2020 senior travellers represented 46.32% of the total number of travellers, and after the downturn during the epidemic until 2023 they represented almost 40% of the total number of travellers (Turner, 2023). Even though older travellers are considered a key target group, however, many technological innovations are commonly designed to meet the needs of younger generations, thus the importance of the perceived ease of use of smart travel services by travellers and users has increased. For example, in Finland, as its senior population keeps growing, the ease of use of technology has made older Finnish users more optimistic about learning to use and fully engaging with new technologies, including new forms of digital cultural tourism services, such as virtual museum tours and online lectures by novelists (Abidin et al., 2023). Hence, when the perceived ease of use of smart tourism services is high for older traveller users, it could be considered suitable for most users. As a result, perceived ease of use is likely to affect the level of tourists' intentions to adopt IT innovation, as indicated in the following hypotheses:

*H1: Perceived ease of use has a significant relationship with tourists' intentions to adopt smart tourism services.*

### *The Effect of Perceived Usefulness on the intention to use smart tourism services*

The Technology Acceptance Model (TAM) has been one of the most impactful models of technology acceptance, which claims that two main factors influence an individual's intention to use a new technology, which are perceived ease of use and perceived usefulness (De Camargo Fiorini et al., 2018). Perceived usefulness (PU) is one of the independent constructs of the technology

acceptance model and refers to the extent to which an individual believes that the use of a specific technology or system will improve their job performance or contribute to the achievement of specific goals (Han et al., 2021; Yeap et al., 2022; Marikyan & Papagiannidis, 2023). This concept is derived from Bandura's concept of outcome judgment as an individual's expectation of a positive outcome of the triggering behavior, whereas perceived usefulness is based on the confirmation of the impact of system performance expectations on system use (Bandura, 1982; Han et al., 2021). In smart tourism services, the impact of perceived usefulness can be seen in service programs such as social media, smartphone apps, internet service systems, technological experiences, big data analytics, smart wearables, mobile payments, and digital wallets.

The influence of the intention to adopt smart tourism services lies in the fact that perceived usefulness will be related to the user's ability to use these services in a way that is beneficial to their travel experience. If a smart tourism application can provide users with valuable information about attractions, hotel services, and recreational facilities related to the travel location, which can help to save time and money and enhance the overall travel experience, it will be perceived as useful by users of smart tourism services (Heng et al., 2024). For instance, mobile applications such as TripAdvisor, Grab, Google Maps, and Agoda can facilitate tourist users to book hotels or transportation (Rashid et al., 2020). Moreover, applications such as Yelp Monocle use AR technology to help tourist users discover local restaurants by overlaying reviews, ratings, and other relevant information onto the real world, which makes it easy to find the perfect place to dine (Yigitbaba, 2023). These smart tourism services and systems have shown the usefulness of providing tourists with the capability to better explore tourist destinations and the convenience of direct feedback and improvement of the tourism service experience through these service technology systems. Numerous studies have also examined the use of tourism technology and will influence travel intentions, which indicates that technology is one of the factors that travelers consider when traveling, and therefore confirms that smart tourism service technologies will influence travelers' users' intentions to use these services (Jeong & Shin, 2019). Along with technological advancement, smart tourism services have tended to be personalized. These services, which consider users' preferences and interests as well as provide personalized recommendations for activities and attractions, are perceived as useful by users who value the satisfaction of their individual needs and desires. For instance, Tour plus, the first personalized travel app in Malaysia, has launched its customer app to help more foreign tourists and Malaysians travel and explore personalized trips within Malaysia (Admin, 2020). These points are stated in the hypotheses listed below:

*H2: Perceived Usefulness has a significant relationship with tourists' intentions to adopt smart tourism services.*

#### ***The Effect of Perceived Benefit on the intention to use smart tourism services***

The use of smart tourism services offers a variety of perceived benefits. Travelers can access more travel data that is crucial for deciding where to visit and how to find the best value and other travel bundles via the Internet even when they are on the go, which allows travellers to be better informed (Pradhan et al., 2018; Chung et al., 2015; Dietz, 2018). Through the utilization of ICTs and smart tourism, these activities contribute to making the journey more captivating and pleasurable for visitors (Pradhan et al., 2018). Additionally, smart tourism services offer tourists a visual representation of the destination or attraction, thereby allowing them to psychologically prepare themselves for the location and lead to a more delightful experience for them (Pradhan et al., 2018). Travelers don't have to be concerned about the headaches of making pre-trip arrangements while on vacation, as these arrangements can be organized prior through smart tourism services before departure (Pradhan et al., 2018). Thus, this study analyses perceived benefit as a variable that represents the importance of external influences in the tourism service technology adoption decision model, as described in the following hypotheses:

*H3: Perceived Benefit has a significant relationship with tourists' intentions to adopt smart tourism services.*

#### ***The Effect of Perceived Risk on the intention to use smart tourism services***

In the research of smart tourism services, many scholars have addressed perceived benefit elements from the perspective of perceived value theory, but only a few studies have examined perceived risk in smart tourism (Pradhan et al., 2018; Ruiz-Sancho et al., 2021; Wang et al., 2016).

In contrast, the perceived risks of using smart tourism services have not been adequately explored. According to a few studies, there are some negative side effects of adopting smart tourism services (Pradhan et al., 2018). Personal safety and privacy are some of the obstacles that inhibit people from using smart tourism services while on a journey as smart devices can be easily tracked and can compromise the traveler's personal information (Bhaskar, 2020). After that, smart tourism services have numerous and complex functions that are not readily used by everyone. As a result, those who are not familiar with using smart tourism services may run the risk of mismanaging and occasionally losing or damaging them (Pradhan et al., 2018; Nam et al., 2019 ; Chong et al., 2021). There are several causes why tourists don't use smart tourism services on their trips. Therefore, this study claims that the intention to use smart tourism services will be high if the tourism's perceived risk propensity is high:

*H4: Perceived Risk has a significant relationship with tourists' intentions to adopt smart tourism services.*

#### ***The Effect of Satisfaction on the intention to adopt smart tourism services***

According to the Cambridge Dictionary, "satisfaction" defines a pleasant feeling you get when you get what you want or when you do what you want to do. Pai, Liu, Kang, and Dai (2020) explained that smart tourism services cover all aspects of travel, including transit, hospitality, and attractions. When tourists experience favorable emotions and behaviors towards smart tourism services, their experience at the destination will be fulfilling. Agrawal and Agrawal (2019) discovered also that satisfaction is one of the good indicators to predict customer loyalty, in other words, higher satisfaction with the travel experience comes to loyalty of attraction in the trip.

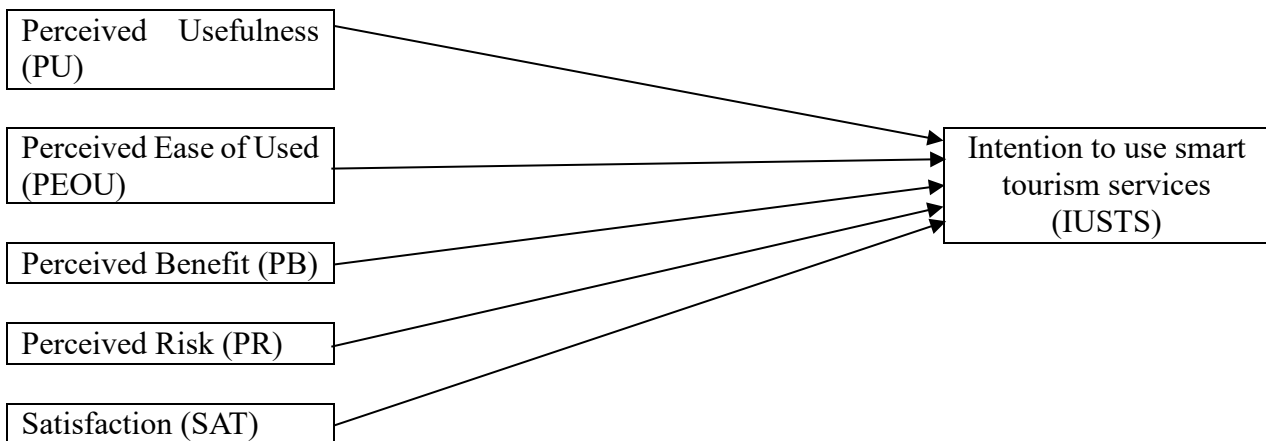
Besides, smart tourism services help alleviate human beings' loneliness when they encounter unexpected situations and indirectly fulfill their needs. According to the research findings, in the post-pandemic era, the eventual objective of introducing loneliness into the smart tourism agenda is the creation of the Loneliness Sensitive Smart Tourism Ecosystem (LoSSTE) is designed to identify and address consumer loneliness throughout the tourism journey. It possesses the capability to detect loneliness in travelers before and during their tourism experiences. Simultaneously, LoSSTE can deliver tailored services aimed at countering loneliness, ensuring the well-being, satisfaction, and happiness of consumers throughout their traveling experience (Stankov et al., 2022). Scholar shows that tourism service technologies can act as enablers to directly confront the state of loneliness, such as AI, chatbots, or e-mind applications or they can be employed to reconcile social connections through matching alerts and web-based platforms (Stankov et al., 2022). As a result, when individual tourists are satisfied with using smart tourism services and there will be positive consequences, they will be more likely to adopt smart tourism services. Hence:

*H5: Satisfaction has a significant relationship with tourists' intentions to adopt smart tourism services.*

## DATA AND METHODOLOGY

### Conceptual Framework

For a particular model created in this study, a conceptual framework is proposed to examine the factors that influenced the intention to utilize smart tourist services in Malaysia as supported by Davis's (1989) Technology Adoption Model (TAM). Researchers frequently employ this tool for related investigations in different contexts (Mohammadi, 2015). The dependent variable for this study is smart tourism services usage intention, whereas the independent variables are perceived usefulness, perceived benefits, perceived risk, satisfaction, and perceived ease of use. This study intends to investigate the relationship between these highlighted attributes and smart tourism services usage intention.



**Figure 1: Path model for current Intention to Adopt Smart Tourism Services**

### 3.2 Research Method

Tourists with experience with Malaysia's smart tourism services made up the study's participants. Data were gathered using a cross-sectional survey questionnaire that was distributed between May 2023 and September 2023. A convenience sample technique was used. The suggested model was put to the test through a survey. The survey approach was used for this study because it works best when obtaining personal and societal facts, perceptions, and intentions and because it emphasizes the value of improving the generalizability of research findings. Investigated was the link between PU, PEOU, PB, PR, SAT, and IUSTS.

The questionnaire included a wide range of topics, including socio-demographic characteristics, PU, PEOU, PR, PB, and satisfaction levels of the respondents regarding their intention to employ smart tourist services. The intention to employ local visitors' smart tourism services was the dependent variable in this research. Higher scores suggested a favorable tendency towards smart tourist services, whereas lower scores indicated a reluctance towards these services. Perceived usefulness, perceived usability, perceived risk and reward, and satisfaction levels were considered independent factors in this study. The 33 closed-ended items were developed using relevant empirical research and literature. All the items will be structured on Likert scale from 1 (strongly disagree) to 5 (strongly agree), to rate each of these factors. Referring to Garratt, Helgeland, and Gulbrandsen (2011), define that the 5-point scale performs better data compared with the 10-scale. After that, the data were analyzed by using an analytical tool SPSS. Table 1 presents a descriptive study of the demographic features of the 246 local visitors who completed the questionnaire.

**Table 1 : Demographic Characteristics (n=246)**

<b>Category</b>	<b>Total (%)</b>
<b><u>Gender</u></b>	
Male	25.2
Female	74.8
<b><u>Education Level</u></b>	
Pre-U/ Foundation	18.7
Diploma	42.3
Bachelor	39.0
<b><u>Smart Tourism Technologies usage time</u></b>	
1-5 Times	43.9
6 - 10 Times	28.5
More Than 11 Times	27.6
<b><u>Age Group</u></b>	
19 and below	34.1
20-29	28.5
30-39	19.5
40 and above	17.9

The scope of the study is limited to the Malaysian context. Table 1 displays the respondents' socio-demographic profile of the respondents. Out of the 246 respondents, 62 were males and 184 were females. Most of the respondents were 20 years old (60.8%). About one-third of the respondents were adolescents who had experience with smart tourism technology usage.

## RESULTS AND DISCUSSION

### 4.1 Reliability and Validity Analysis

In order to facilitate analysis and interpretation, this study employed exploratory factor analysis. The objective of this analytical approach is to evaluate the extent of uni-dimensionality within the scales utilized in the collected data. The assessment of shared variance among variables was conducted using the Principle Axis Factoring method. A total of 33 items underwent factor analysis. Prior to conducting the factor analysis, the appropriateness of the data was confirmed through the Kaiser-Meyer-Olkin (KMO) and Bartlett's test, with the results presented in Table 2. The higher values obtained from the KMO and Bartlett's test demonstrated that the data are suitable for factor analysis. Generally, the questionnaire is often regarded as meeting the sample adequacy standard when the Bartlett's test significance level fulfils the test's significance of confidence level and the Kaiser-Meyer-Olkin (KMO) score is greater than 0.5. Table 3 below displays the results of the validity test. It is evident that the KMO and Bartlett's tests of the indicators on the questionnaire met the requirements for factor analysis.

**Table 2 : KMO and Bartlett's Test Measure**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.859	
Bartlett's Test of Sphericity	Approx. Chi-Square	5988.602
	df	680
	Sig	.000

Principal Axis Factoring in conjunction with the varimax rotation method was employed in conducting an Exploratory Factor Analysis for data refinement. Varimax rotation was chosen to generate a matrix containing coefficients or loading factors, representing the correlations between factors and variables. This process led to the identification of six significant factors. To align with the study's objectives, these six factors were rebranded as follows: Factor 1 was renamed 'Perceived Usefulness,' Factor 2 as

'Perceived Ease of Use,' Factor 3 as 'Perceived Risk,' Factor 4 as 'Perceived Benefits,' Factor 5 as 'Satisfaction with Smart Tourism Technology Usage,' and Factor 6 as 'Intention to Use.'

Reliability analysis, which assesses internal consistency and item correlation, was then used to test the questionnaire. From questions one through five, the focus was on how respondents of the study assessed the perception or perceived usefulness of smart tourism technologies. The scale's third question was eliminated, resulting in a 0.76 Cronbach's Alpha rating for this component.

The sixth through thirteenth questions focused on perceived ease of use, however, question ten was later removed from the scale. This factor's total Cronbach's Alpha score was 0.81. The perceived risk was measured using four questions, and its total Cronbach's Alpha score was 0.718. Six items with Cronbach's Alpha values of 0.76 were used to assess perceived benefit, followed by five questions with Cronbach's Alpha values of 0.802 to assess satisfaction with smart tourist technology. Furthermore, five questions (numbers 29–33) were adopted to assess the dependent variable - intention to use smart tourism technology. The overall Cronbach's Alpha rating for this section was 0.852 as no questions were removed. The Cronbach's Alpha values for all the variables were greater than 0.7, demonstrating the validity of the questionnaire utilised in this investigation in terms of internal reliability, high, and acceptable. Table 3 displays the corresponding reliabilities.

**Table 3 : Reliability Analysis**

Construct	Cronbach's Alpha
Perceived usefulness	0.760
Perceived ease of use	0.810
Perceived risk	0.718
Perceived benefit	0.760
Smart tourism technology satisfaction	0.802
Intention to adopt smart tourism technology	0.852

**4.2 The Multiple Regression Analysis Outcomes**

Five attributes are shown in Table 4, including perceived usefulness and perceived ease of use., perceived risk, perceived benefit, and satisfaction were included in the regression equation

$$y = 0.1332 + 0.2423x_1 + 0.0288x_2 + 0.4134x_3 + 0.3440x_4 + 0.6028x_5 \quad (1)$$

where y stand as intention to adopt smart tourism technology and  $x_1, x_2, x_3, x_4, x_5$  are represent corresponding attributes of perceived usefulness, perceived ease of use, perceived risk, perceived benefit and satisfaction respectively. Multiple regression analysis showed that the model was significant ( $F = 118.0237, p\text{-value} < 0.000$ ), and the intent to adopt smart tourism technology and the other five important attributes had a positively strong relationship ( $r = 0.898$ ). According to the multiple regression equation, variations in the five non-demographic components have a significant impact on 80.6% of the variability in users' intentions.

**Table 4 : Significance of coefficients**

Variable	Unstandardized coefficients		Standardized coefficients	t	sig. p-value
	B	Std error	Beta		
Constant	0.1332	0.2322	0.142	0.5737	0.7767
Perceived Ease of Use	0.2423	0.1121	0.424	0.9866	0.0259**
Perceived Usefulness	0.0288	0.1093	0.322	0.9910	0.7884
Perceived Risk	0.4134	0.0749	0.092	1.9781	0.0001***
Perceived Benefit	0.3440	0.0686	0.324	0.1994	0.0005***
Satisfaction	0.6028	0.0940	0.122	6.4109	0.0003***
R square	80.6%				
Adjusted R square	79.8%				
F-test (p-value)	118.0237 (<0.01)				

Dependent Variable (Intention to adopt smart tourism technology)

Independent Variables (perceived usefulness, perceived ease of use, perceived risk, perceived benefit, and satisfaction)

\*\* 5% confidence level, \*\*\* 1% confidence level

**4.3 The Results of Hypothesis Testing**

Table 5 show the P-value of the measurement model. The results show that there is a significant relationship between PEOU, PR, PB, and SAT with IUSTS. This indicates that the influence of PEOU, PR, PB, and SAT is significantly positive for IUSTS ( $\beta > 0, p < .005$ ). Hence, H1, H3, H4 and H5 are supported. However, the impact of PU on IUSTS is not significant with a p-value greater than 0.05. Hence H2 is not supported.



**Table 5 : Results of Hypotheses**

Hypotheses	P-value	Results on Hypotheses
H1: PEOU has a significant effect on IUSTS	0.0259	Supported
H2: PU has a significant effect on IUSTS	0.7884	Not Supported
H3: PR has a significant effect on IUSTS	0.0001	Supported
H4: PB has a significant effect on IUSTS	0.0005	Supported
H5: SAT has a significant effect on IUSTS	0.0003	Supported

Notes: N=246; PEOU = Perceived Ease of Use, PU= Perceived Usefulness, PR = Perceived Risk, PB = Perceived Benefit, SAT= Satisfaction, IUSTS = Intention to use smart tourism technology

This empirical finding of the current study indicates the effectiveness of smart tourism technology adoption within the tourism sector by employing an integrated model that combines TAM constructs with external factors, which include perceived risk, perceived benefit, and satisfaction. The findings demonstrate that content richness positively influences smart tourism technology adoption, amplifying its adoption rates through the mediation of these critical factors. Additionally, content richness is revealed to have a positive and significant impact on perceived ease of use, thereby motivating a greater number of users to adopt smart tourism technology. These outcomes align with prior research indicating that quality content influences perceived ease of use and serves as an influential external factor impacting perceived ease of use in intention studies (Raksadigiri and Wahyuni, 2020; Fedorko, Bacik, and Gavurova, 2022). Personal satisfaction emerges as closely linked to personal intention, as highly satisfied users exhibit greater enthusiasm for technology adoption. The study underscores the key role of personal perceived risk and perceived benefit in shaping personal intention, corroborating the findings of previous research that emphasize their influence on technology adoption (Moghavvemi, Phoong and Lee, 2017; Skirpan, Yeh and Fiesler, 2018; Ismail et al., 2024). Furthermore, personal perceived risk and perceived benefit exhibit a strong relationship with satisfaction; enhanced satisfaction levels correspond to raised personal intentions to use.

## CONCLUSION AND RECOMMENDATION

This study made an effort to examine the correlation between some non-demographic factors that might influence the intention to use smart tourism technology among tourists in Malaysia. Several inferences are being made in conjunction with the study's hypothesis. First of all, this study's conclusions demonstrated that perceived ease of use, perceived risk, perceived benefit, and satisfaction are among the factors that affect the intention to use smart tourism technology. This means tourists' individual perception of smart tourism technology might enhance the level of intention to use among the tourists when they are using this gadget of technology during their traveling journey. The study also revealed that tourists who are more knowledgeable about the use of smart tourism technologies typically have more intentions to use smart tourism technology during their traveling purposes. The survey is a comprehensive and reliable tool for investigating how local visitors utilize smart tourism technology and how satisfied they are with it. In addition, this study built an equation model for quantitative analysis to forecast the correlation between several prospective variables. This model is practical and applicable to predict the intention to use smart tourism technology among local tourists, and the accuracy of high reliability.

To improve travelers' future intentions towards smart tourism technology, there is an urgent need to raise knowledge about the value of smart tourism technology among Malaysian tourists at all levels. Other than constructs of TAM help in validating the research model, the three additional factors from this study contribute to the content of intention to use smart tourism technology. Developers of this technology should focus on this and must play a role in encouraging visitors to adapt to the smart tourism technology procedure, and travelers should be closely directed so they can enjoy every advantage of smart tourism technology while changing to the new norm. There seems to be an absence of practical platforms that can allow continuous engagement close to the typical smart tourism setting. As a result, the present smart tourism platform and infrastructure developers are obligated to enhance the interactive aspects in order to increase the efficacy, security, and quality of Malaysian smart tourist technology.

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