

Technology Acceptance Model in the Hospitality Industry: Applications, Limitations, Criticisms, and Directions for Theoretical Extension

 Savunyu Samwel*,  Korir Jacqueline and  Belsoy Sawe

School of Tourism, Hospitality and Events Management, Department of Tourism Management Moi University, P.O Box 3900-30100, Eldoret

*Corresponding Author's Email Address: samwelsavunyu@gmail.com

Abstract

The accelerated adoption of emerging technologies in hospitality and tourism has intensified the need for strong explanatory frameworks to understand user acceptance and effective implementation. The Technology Acceptance Model (TAM) is one of the most frequently applied models for interpreting technology adoption behavior in hospitality contexts. However, their continued dominance has generated debate about their scope, assumptions, and practical utility. This study reviewed the literature to examine how TAM has been used in the hospitality industry and to synthesize its documented limitations and criticisms. In addition, it sought to identify recommended theoretical enhancements to improve TAM's explanatory and predictive power for contemporary and emerging technologies in hospitality. This study employed a literature-based design, using secondary sources from peer-reviewed journals, published articles, and reports. Relevant materials were retrieved from databases and scholarly platforms, including Emerald Insight, ScienceDirect, ResearchGate, Academia, and SAGE. The data were analyzed to identify the dominant application areas, patterns of use within hospitality settings, and recurring critiques of the model. This review indicates that TAM, initially developed by Davis (1989), has been widely applied as a psychological model to explain the acceptance of information technologies across diverse domains, including e-learning, social media, web commerce, entertainment, healthcare, mobile commerce, chatbot adoption, and the adult use of new technologies. Within hospitality, the TAM has been used to investigate the acceptance of customer feedback systems in upscale hotels, biometric systems, customer perceptions of chatbots, hotel tablet applications, and intranet use in restaurant operations. Despite its extensive use, the literature highlights persistent limitations, including a limited capacity to capture subjective, context-dependent behaviour, limited applicability to small- and medium-sized enterprises in some settings, and a tendency toward weak practical guidance for implementation. Critiques further emphasize that TAM often underrepresents external determinants, such as demographic

characteristics, social influence, organizational context, and human factors, and may overlook latent psychological or personality-related influences by emphasizing PU and ease of use as the primary predictors. Overall, the TAM remains a foundational framework for studying technology acceptance in hospitality; however, its explanatory limitations restrict its relevance in complex adoption environments and rapidly evolving technologies. The literature consistently recommends extending the TAM by integrating external and contextual variables to improve its predictive validity and better align it with real-world conditions. Future research on hospitality technology should employ extended TAM formulations that incorporate organizational, social, and individual-level determinants (e.g., demographics, social influence, organizational environment, and human factors). Such extensions are essential when examining emerging technologies, such as artificial intelligence, augmented/virtual reality, cloud computing, blockchain, IoT applications, and chatbots. These findings support a shift from reliance on core TAM constructs to context-sensitive models that explain heterogeneous adoption patterns in hospitality organizations. In practice, TAM-informed evaluation can guide human resource strategies, especially staff training and change management, and support implementation monitoring through adoption metrics, customer satisfaction indicators, and operational efficiency outcomes.

Keywords: Technology Acceptance Model (TAM); technology usage; emerging technologies; hospitality industry

Introduction

Origin of Technology Acceptance Model (TAM)

El Archi and Benbba (2023) noted that one model used to assess the factors influencing the acceptance and use of technology is the Technology Acceptance Model (TAM), first introduced by Davis (1986). The TAM originated with the Theory of Reasoned Action, which was first developed by Ajzen and Fishbein in 1980. TAM, an adaptation of the TRA, has emerged as a robust and concise framework for setting precedents in technology use. It is noteworthy that TAM replaced the TRA model by offering tools to explain technology adoption among users (Davis et al., 1989; Pietro et al., 2012). TAM applies the TRA framework and assumes that technology acceptance is determined by a voluntary decision to use it. The intention is determined by the user's attitude toward the technology and their perception of its usefulness (Ryu & Jang, 2006).

TAM, developed by Davis (1989), has become one of the most influential models for predicting and explaining behavior toward the acceptance or rejection of technology. Davis (1989) assumed that the acceptance and adoption of technology are determined by two primary variables: perceived usefulness (PU) and perceived ease of use (PEOU). PU refers to "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989, p. 320), while PEOU refers to "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989, p. 320).

Davis (1989) also asserted that several external factors affect PEOU, which in turn affects PU and consequently precipitates users' attitude (attitude) to be either positive or negative towards technological development, which, in turn, drives the desired behaviors towards usefulness and intention to use (IU) and finally actual use (AU) of technology (Al-Hujran et al., 2011)

Applications of the Technology Acceptance Model (TAM)

Information technology academics have paid close attention to the Technology Acceptance Model (TAM) framework, and extensive research has examined user acceptance of various technological applications. TAM has been applied to explain consumer acceptance of information technology in numerous contexts. Huang et al (2019) reviewed the literature and noted that the Technology Acceptance Model (TAM) is a psychological theory based on reasoned action and planned behavior that explains consumer acceptance of information technology in various contexts, including e-learning, social media usage, web commerce, entertainment technology, healthcare, and mobile commerce.

Yang, Choi, and Chung (2021) also claimed that TAM has been widely used in Enterprise Resource Planning (ERP) systems, mobile business, e-commerce, education, and network behavior. Pavlou (2003) used the TAM to analyze why consumers prefer online shopping. Its reliability, usefulness, and ease of use increase consumers' intention to shop online. The author predicted consumer acceptance of e-commerce by identifying key drivers, such as intention to transact and online transaction behavior, and by using the technology acceptance model (TAM) variables to understand the practical utility of e-commerce.

Cheung and Vogel (2013) used TAM and the Theory of Planned Behavior (TPB) to unify research models of the behavioral components of e-learning. The authors noted that the key elements influencing technology adoption were determinants of the Technology Acceptance Model. Furthermore, it was found that peers' subjective norms strongly moderated the link between attitudes and intentions toward technology.

Kong et al. (2021) showed that attitudes, intention to use mobile social media, perceived use (PU), and ease of use (PEU) were positively correlated with actual use among Chinese college students. PEU positively predicted the intention to use mobile social media both directly and through the mediator attitude toward using mobile social media. By contrast, PU predicted intention to use through the mediator of attitude toward mobile social media. By applying PU's serial mediators, PEU was also able to predict attitudes toward and intentions to use mobile social media platforms. The intention to use mobile social media is a strong predictor of actual activity.

According to Tjongirin et al. (2020), the theoretical model based on the Information Acceptance Model suggests that information (quality, credibility, usefulness, and adoption), information needs, and attitudes toward information are the main variables that influence purchase intention. Nevertheless, the authors indicated that while attitudes toward information do not significantly affect perceived usefulness, they have a considerable impact on purchasing intentions. Jung et al. (2018) found that two social media characteristics, ubiquity and interaction, influenced hotel guests' continued use of social media through the mediating factors of enjoyment, benefits, and trust.

Dakduk et al. (2020) examined the original Unified Theory of Acceptance and Use of Technology (UTAUT) model, incorporating perceived security and trust, to study low-income customers' desire to use m-commerce in Ecuador. The findings demonstrate that enabling conditions, hedonic motivation, habit, and perceived trust strongly and positively predict the desire to utilize m-commerce. Facilitating circumstances were the best predictor, followed by perceived trust. Contrary to predictions, the desire of low-income customers to

utilize m-commerce was not significantly impacted by perceived security, social influence, or performance expectancy. Ahmad et al. (2021) extended the unified theory of acceptance and use of technology (UTAUT) by introducing perceived mistrust and user experience (UX) into the initial UTAUT framework. The authors noted that tourists in two different nations exhibited notable cultural differences in their use of travel reservation applications. Zin et al. (2023) used an extended Technology Acceptance Model to examine South Korean elderly individuals' perceptions of smart health watches and the acceptability of digital health wearable technology in healthcare. The results indicated that respondents' opinions about wearing smart health watches were strongly influenced by their perceptions of their use, usability, and favorable circumstances. Suppliers, makers, and marketers of digital wearables can improve their approaches to encourage older people to use these gadgets by guaranteeing affordability, high quality, and essential support.

Dogruel et al. (2015) extended the Technology Acceptance Model (TAM) framework to describe how older adults use new media for entertainment. It includes new ideas, such as self-efficacy, technophobia, and prior knowledge and experience. According to studies on entertainment media technology, older adults' use and adoption of technology are driven mainly by their perceived utility or enjoyment. Enjoyment is viewed as requiring perceived simplicity of use, particularly in interactive media. Türker et al. (2022) discovered that the contactless payment feature of QR code mobile payment systems (MPS) contributed to their increasing popularity. Using an expanded Technology Acceptability Model, this study investigated user acceptability and causal linkages. According to this study, the most important criteria influencing the intention to use an MPS are perceived trust, compatibility, and usefulness. Hung and Cheng (2013) used the TAM to examine knowledge-sharing intentions in a virtual community and argued that perceived usefulness and perceived ease of use are two key factors. Many empirical studies have shown that TAM can be used to study consumers' acceptance of IT (Gefen et al., 2002).

According to Pillai and Sivathanu (2020), perceived ease of use, utility, trust (PTR), intelligence (PNT), and anthropomorphism (ANM) are determinants of chatbot adoption intention (AIN). The authors added that there is no effect of technological anxiety (TXN) on the AIN chatbot. Adherence to conventional human travel agents adversely moderates the relationship between AIN and AUE among chatbots in the tourism industry. This offers more insight into managers' intentions to use AI-based chatbots for trip-planning services.

Usage of the Technology Acceptance Model (TAM) in the Hospitality Industry

Bertan et al. (2016), as cited in Im and Hancer (2014), used the Technology Acceptance Model (TAM) to examine the direct and indirect relationships among utilitarian motivations, hedonic motivations, and self-identity in travelers' attitudes toward using mobile travel applications. The results show that utilitarian motivation and self-identity significantly affect travelers' attitudes toward mobile travel applications and that hedonic motivation significantly affects utilitarian motivation.

Kim (2016) examined the use of the Technology Acceptance Model (TAM) in self-service and mobile technology contexts, particularly in hospitality, as noted by Kim et al. (2011), Kim and Qu (2014), and Morosan (2014). The study hypothesized that customers who perceive hotel tablet apps as helpful and easy to use are more likely to adopt them. The research also found positive relationships between TAM and behavioral intention among both air travelers and hotel customers. In addition, Kim et al. (2008) indicated that

technology is increasingly becoming a critical source of sustainable competitive advantage in the hospitality industry. However, few studies have examined the relationship between external variables and the Technology Acceptance Model (TAM) framework to explain the acceptance behavior of hospitality organizations. This study offers practical guidance for increasing frontline employees' acceptance of the Human Resources Information System. The system must offer a variety of job information, provide safe and swift transaction times, and be designed in easy-to-understand language and technology.

Kim et al. (2009) used TAM to investigate customers' intentions to use guest feedback systems in upscale hotels. The study revealed that perceived usefulness significantly influences customers' intentions to use such systems, emphasizing the importance of providing valuable feedback channels. The author showed that perceived justice after service and post-service recovery positively influence customer trust, thereby enhancing customer loyalty. Distributive, procedural, and interactional justice significantly impact customer satisfaction with service recovery in upscale hotels. The majority of respondents in the study were in their 30s and 40s, representing typical Korean baby boomers who are educated and affluent professionals in the upscale hotel industry.

Morosan (2012) applied the Technology Acceptance Model (TAM) to biometric systems in the hotel industry, revealing that perceived innovativeness and ease of use are key factors in guests' intentions to use these systems. The TAM model is suitable for examining biometrics. The study recommended that Future research should explore the potential criticisms or limitations of TAM in the context of biometric system adoption in restaurants and consider alternative models or frameworks that may provide a more comprehensive understanding of consumer behavior.

In their study on customer perceptions of chatbot use in the hospitality industry, Dash & Bakshi (2019) found a lack of awareness among respondents. The factors influencing technology acceptance included perceived risk, service failure, complexity, familiarity with technology, and AI awareness. They argued that improving customer comfort with AI requires raising awareness, offering tutorials, and advocating for AI investment. Younger customers preferred virtual assistants, such as Siri and Google Assistant, over chatbots, indicating a preference for personalized services.

Ghanem et al. (2017) assessed the influence of normative views held by marketing managers and national culture on the adoption of e-tourism, using the Technology Acceptance Model (Davis, 1989) theory of national culture. The findings demonstrate that a culture of uncertainty avoidance significantly enhanced the perceived utility and convenience. The results suggest that these two factors influenced marketing managers' views toward and plans for embracing e-tourism within travel agencies. Furthermore, the findings confirmed that long-term orientation culture has no appreciable effect on how Egyptian tourist organizations view the value, usability, or practical use of e-tourism. However, this appears to affect the effectiveness and quality of e-tourism business adoption.

Hamid et al. (2020) found that perceived usefulness, ease of use, and innovativeness significantly affect attitudes and intentions toward innovative housekeeping technologies in the hospitality industry. Attitude partially mediates the relationship between these factors, while fully mediating the relationship between perceived innovativeness and intentions.

Park et al. (2018) used the technology acceptance model (TAM) to explain intranet usage in restaurant operations and examined variables affecting users' acceptance of intranets in the restaurant industry. TAM is an extraordinary model that has been successfully used in multiple technologies. Organizational support and information quality are included as two new independent variables in the original model. The regression analysis found that perceived ease of use, organizational support, and information quality were not significant factors affecting intranet adoption. Instead, perceived utility is the primary driver. According to the data, enhancing communication within restaurant franchise systems is crucial given the perceived value of intranet use.

Materials and Methods

This study adopted a qualitative literature-based research design coupled with a thematic synthesis methodology to evaluate the theoretical applications, inherent limitations, and proposed extensions of the Technology Acceptance Model (TAM) within hospitality and tourism environments. A structured desk-review approach was selected to critically evaluate existing empirical findings, trace theoretical trajectories, and synthesize diverse perspectives regarding how information technology adoption is operationalized across service contexts. By relying on established academic literature, this method allows for a comprehensive assessment of basic TAM constructs alongside expanded frameworks, capturing broader operational dynamics that single empirical studies might overlook.

Literature Search Strategy

To assemble a robust corpus of relevant academic work, a systematic multi-database search was carried out across prominent electronic scholarly platforms, including Emerald Insight, ScienceDirect, ResearchGate, SAGE Journals, Academia.edu, and Google Scholar. The search strategy relied on Boolean logic to combine core theoretical terms with domain-specific keywords. The query string was structured as follows: ("Technology Acceptance Model" OR "TAM" OR "UTAUT") AND ("hospitality industry" OR "hotels" OR "restaurants" OR "e-tourism" OR "emerging technologies"). This targeted search ensured that retrieved publications explicitly addressed the intersection of technology acceptance frameworks and service operations, capturing both foundational theoretical literature and contemporary sector-specific investigations.

Inclusion and Exclusion Criteria

To maintain analytical rigor, maintain thematic alignment, and safeguard the academic validity of the synthesized findings, clear criteria were established to filter retrieved publications.

- **Inclusion Criteria:** Studies were incorporated into the review if they were peer-reviewed journal articles, conceptual papers, or empirical investigations that directly analyzed TAM core constructs specifically Perceived Usefulness, Perceived Ease of Use, Behavioral Intention, and Actual Use or their direct extensions within hospitality, tourism, or broader service management settings.
- **Exclusion Criteria:** Materials excluded from analysis comprised non-peer-reviewed opinion pieces, trade magazine commentaries lacking empirical or conceptual grounding, publications written in languages other than English, conference abstracts lacking complete methodologies, and papers with poor methodological transparency.

Data Analysis and Synthesis

Retrieved literature was analyzed using a qualitative thematic synthesis framework to identify recurring patterns, core theoretical critiques, and operational gaps. The collected texts were systematically categorized, coded, and evaluated across three primary thematic axes:

1. **Functional Applications:** Examining how TAM and its variants have been deployed to evaluate user acceptance across specific service sectors, including hotel front-office systems, self-service kiosks, mobile booking applications, restaurant intranets, and destination marketing platforms.
2. **Methodological and Theoretical Critiques:** Identifying documented structural constraints of basic TAM, such as its static nature, reliance on self-reported usage intention over objective adoption metrics, and the exclusion of external social, environmental, and individual factors.
3. **Conceptual Extensions:** Synthesizing recommended theoretical augmentations aimed at adapting TAM to contemporary and emerging service technologies, including artificial intelligence, service robotics, Internet of Things (IoT) platforms, augmented and virtual reality (AR/VR), and contactless biometric systems.

Limitations and Criticisms of the Technology Acceptance Model

Although the Technology Acceptance Model (TAM), originally developed by Davis in 1989, remains a widely used framework for predicting user acceptance and technology adoption, an extensive body of literature highlights substantial theoretical, methodological, and practical limitations. Scholars consistently point out that while the model is frequently celebrated for its structural simplicity and intuitive design, this widespread popularity does not necessarily translate into high predictive validity or practical applicability within complex real-world settings.

Subjective Measurement and Over-Reliance on Behavioral Intention

A primary criticism of TAM centers on its heavy reliance on subjective metrics, specifically Behavioral Intention (BI), to evaluate actual user behavior. Ajibade (2018) argued that measuring user acceptance through BI is fundamentally flawed because interpersonal influences, such as word-of-mouth recommendations from colleagues or friends, are highly unstable and deeply confounded by societal norms and individual attributes. Furthermore, Ajibade contends that the premise that social networks reliably dictate technology usage is falsifiable within professional work settings. Consequently, scholars suggest that replacing behavioral intention with behavioral expectations offers a far more accurate metric for forecasting how employees adopt and use systems over time (Ajibade, 2018; Maruping et al., 2006).

Organizational Inadequacy and SME Contextual Mismatch

While TAM was designed to evaluate individual technology adoption, researchers emphasize its inadequacy when applied across small- and medium-sized enterprises (SMEs), corporate environments, and institutional settings. Ajibade (2018), drawing on critiques from Zahid et al. (2013) and Bashange (2015), noted that TAM's conceptual structure fails to capture the operational realities and regulatory constraints of complex

organizational environments. This aligns with the foundational work of Venkatesh and Davis (2000), who observed that TAM's exclusive focus on individual beliefs and personal attitudes systematically overlooks critical contextual, social, and environmental drivers. The model provides minimal operational value for enterprise-level deployments, where structural support and administrative mandates heavily dictate technology implementation (Ajibade, 2018; Venkatesh & Davis, 2000).

Static Design and Exclusion of Evolving User Dynamics

Another prominent theoretical critique focuses on TAM's static cross-sectional framework. Taylor and Todd (1995) criticized the model for failing to account for evolving user attitudes, skill acquisition, and temporal shifts in user experience. Because TAM captures adoption beliefs at a single point in time, it cannot accommodate dynamic behavioral adjustments as users grow accustomed to an information and communication technology (ICT) system (Taylor & Todd, 1995). To address these static boundaries in hospitality contexts, Morosan (2011) applied TAM to biometric restaurant systems but found it necessary to incorporate supplementary constructs specifically perceived security and perceived innovativeness to adequately explain the relationship between perceived usefulness and consumer attitudes.

Omission of External, Demographic, and Latent Psychological Factors

Critics consistently argue that core TAM oversimplifies human decision-making by isolating Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) as the primary predictors of adoption. Zahid et al. (2013) asserted that TAM frequently treats usage behavior as a simple dependent variable while neglecting crucial demographic determinants such as age, educational background, and digital literacy. Furthermore, latent personality traits, hidden psychological biases, and emotional factors are entirely absent from the core model, despite playing a decisive role in whether potential users accept or reject new systems (Zahid et al., 2013). This omission limits TAM's explanatory power across non-utilitarian platforms, such as online gaming and entertainment technology, where adoption is driven by hedonic enjoyment rather than functional problem-solving (Ajibade, 2018; Chandio et al., 2017).

Neglect of Social Influence, System Domain Constraints, and Theoretical Extensions

The structural omission of social influence remains one of TAM's most persistent vulnerabilities. Mathieson (1991) and Venkatesh and Davis (2000) stressed that by isolating individual cognition, TAM neglects subjective norms, peer pressure, and broader cultural dynamics that shape technology usage. Additional studies highlight TAM's inability to explain complex user behaviors across specific domains, including mobile device adoption, e-government services, and specialized service applications (Ajibade, 2018; Chandio et al., 2017; Hai & Alam, 2015; Lim et al., 2016; Torres & Gerhart, 2017). Although researchers such as Venkatesh and Davis (2000) and Venkatesh and Bala (2008) introduced extended models (TAM2 and TAM3) to integrate social and organizational determinants, these expanded formulations have received comparatively limited empirical application and standardized measurement across the broader technology adoption literature.

Conclusion and Recommendations

Conclusion

A comprehensive review of the scholarly literature confirms that the Technology Acceptance Model (TAM) remains a foundational and widely utilized framework for investigating user technology adoption. However, its classic formulation exhibits significant structural, contextual, and operational vulnerabilities that limit its explanatory scope in modern service contexts. The model relies heavily on the assumptions of rational decision-making and isolates Perceived Usefulness and Perceived Ease of Use as static, self-contained constructs, ignoring how user perceptions dynamically evolve over extended periods of system usage. Furthermore, by overemphasizing individual cognitive evaluations, TAM neglects vital external determinants, cultural variations, socio-technical contexts, and non-utilitarian adoption drivers. Ultimately, while TAM offers a useful baseline structure, its limited predictive power necessitates critical theoretical extensions and context-sensitive adaptations to capture the multi-dimensional nature of user behavior.

Recommendations

To address the empirical and theoretical gaps identified throughout this synthesis, specific avenues for future scholarly inquiry and industry practice are recommended:

- Empirical research must expand beyond traditional IT interfaces to test and adapt TAM across advanced, high-touch technological paradigms in hospitality. Future studies should explicitly evaluate user acceptance of artificial intelligence (AI), service robotics, Internet of Things (IoT) infrastructure, Radio Frequency Identification (RFID), augmented and virtual reality (AR/VR), blockchain, cloud computing, 3D printing, automated chatbots, real-time messaging, and mobile-driven digital concierge platforms.
- Future TAM deployments should formally incorporate external variables that fall outside the model's standard boundaries. Scholars must measure how actor demographic profiles (e.g., age, digital literacy, educational level), social influences, cultural norms, and specific organizational environment characteristics moderate the relationship between technology perceptions and actual usage.
- Researchers should utilize extended TAM frameworks to investigate evolving consumer behaviors regarding self-service and smart technology adoption. By systematically evaluating how guests perceive the utility and usability of modern digital touchpoints, service operators can refine technology deployments to better align with changing consumer expectations and enhance customer experience.
- Hospitality management should apply TAM internally to evaluate employee readiness and streamline technology transitions. By diagnosing staff perceptions regarding the ease of use and operational utility of new enterprise systems, managers can design targeted training programs, reduce technology anxiety, and foster higher adoption rates, ultimately driving improved service delivery.
- Studies should leverage adapted acceptance models to investigate specific structural, psychological, and operational barriers that hinder technology uptake across various service sectors. Identifying these friction points enables business operators and technology developers to proactively adjust system interfaces, address security or usability concerns, and mitigate resistance to adoption.

- Researchers and industry professionals should utilize TAM as an evaluative tool to measure the holistic impact of technology integration. By connecting TAM constructs with concrete performance indicators such as operational efficiency gains, customer satisfaction scores, employee productivity metrics, and financial return on investment organizations can make data-driven decisions regarding future technology investments.

Reference

- Ahmad, W., Kim, W. G., Choi, H. M., & Haq, J. U. (2021). Modeling behavioral intention to use travel reservation apps: A cross-cultural examination between the US and China. *Journal of Retailing and Consumer Services*, 63, Article 102689. <https://doi.org/10.1016/j.jretconser.2021.102689>
- Ajibade, P. (2018). Technology acceptance model limitations and criticisms: Exploring practical applications and use in technology-related studies, mixed-methods research, and qualitative research. *Technology*, 9(2), 93–106.
- Al-Hujran, O., Al-Dalameh, M., & Aloudat, A. (2011). The role of national culture on citizen adoption of E-Government services: An empirical study. *Electronic Journal of e-Government*, 9(2), 93–106.
- Bashange, L. (2015). *Assessment of the risk awareness for mobile banking users in Tanzania: A case of CRDB Mbagala branch Temeke Municipality Dar Es Salaam* [Master's thesis, The Open University of Tanzania].
- Bertan, S., Bayram, M., Öztürk, B., & Benzergil, N. (2016). Factors influencing hotel managers' perceptions of the use of mobile apps to gain a competitive advantage. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 5(1), 1–18.
- Chandio, F. H., Burfat, F. M., Abro, A. A., & Naqvi, H. F. (2017). Citizens' acceptance and usage of Electronic-Government services: A conceptual model of trust and technological factors. *Sindh University Research Journal - Science Series*, 49(3), 665–668. <https://doi.org/10.26692/surj/2017.09.36>
- Cheung, R., & Vogel, D. (2013). Predicting user acceptance of collaborative technologies: An extension of the technology acceptance model for e-learning. *Computers & Education*, 63, 160–175. <https://doi.org/10.1016/j.compedu.2012.12.003>
- Dakduk, S., Santalla-Banderali, Z., & Siqueira, J. R. (2020). Acceptance of mobile commerce in low-income consumers: Evidence from an emerging economy. *Heliyon*, 6(11), Article e05451. <https://doi.org/10.1016/j.heliyon.2020.e05451>
- Dash, M., & Bakshi, S. (2019). An exploratory study of customer perceptions of chatbot use in the hospitality industry. *International Journal on Customer Relations*, 7(2), 27–33.
- Davis, F. D. (1986). *A technology acceptance model for empirically testing new end-user information systems: Theory and results* (Publication No. 8619213) [Doctoral dissertation, Massachusetts Institute of Technology]. DSpace@MIT.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
- Dogruel, L., Joeckel, S., & Bowman, N. D. (2015). Use and acceptance of new media entertainment technology by elderly users: Development of an expanded technology acceptance model. *Behaviour & Information Technology*, 34(11), 1052–1063. <https://doi.org/10.1080/0144929X.2015.1077890>
- El Archi, Y., & Benbba, B. (2023). The applications of technology acceptance models in tourism and hospitality research: A systematic literature review. *Journal of Environmental Management & Tourism*, 14(2), 379–391. [https://doi.org/10.14505/jemt.v14.2\(66\).08](https://doi.org/10.14505/jemt.v14.2(66).08)
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51–90. <https://doi.org/10.2307/30036519>

- Ghanem, M. M., Mansour, S. O., & Adel, H. (2017). The impact of national culture on the adoption of e-tourism in Egyptian tourism companies. *Tourism: An International Interdisciplinary Journal*, 65(2), 234–246.
- Hua, L. Y., Ramayah, T., Ping, T. A., & Jun-Hwa, C. (2017). Social media as a tool for selecting tourism destinations: Malaysia. *Information Systems Management*, 34(3), 265–279. <https://doi.org/10.1080/10580530.2017.1330004>
- Huang, Y. C., Chang, L. L., Yu, C. P., & Chen, J. (2019). Examining an extended technology acceptance model with experience construct on hotel consumers' adoption of mobile applications. *Journal of Hospitality Marketing & Management*, 28(8), 957–980. <https://doi.org/10.1080/19368623.2019.1580172>
- Im, J. Y., & Hancer, M. (2014). Shaping travelers' attitudes toward mobile travel applications. *Journal of Hospitality and Tourism Technology*, 5(2), 177–193. <https://doi.org/10.1108/JHTT-11-2013-0036>
- Jung, T. H., Tom Dieck, M. C., & Chung, N. (2018). Determinants of hotel social media continued usage. *International Journal of Contemporary Hospitality Management*, 30(2), 1152–1171. <https://doi.org/10.1108/IJCHM-02-2017-0068>
- Kim, J. (2016). An extended technology acceptance model of behavioral intention toward hotel tablet apps, with moderating effects of gender and age. *International Journal of Contemporary Hospitality Management*, 28(8), 1535–1553. <https://doi.org/10.1108/IJCHM-06-2015-0289>
- Kim, M., & Qu, H. (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, T. G., Lee, J. H., & Law, R. (2008). An empirical examination of the acceptance behavior of hotel front office systems: An extended technology acceptance model. *Tourism Management*, 29(3), 500–513. <https://doi.org/10.1016/j.tourman.2007.05.016>
- Kong, F., Li, X., Xia, Y., Wang, M., & Sun, X. (2021). Technology acceptance model of mobile social media among Chinese college students. *Journal of Technology in Behavioral Science*, 6(2), 365–369. <https://doi.org/10.1007/s41347-020-00169-0>
- Morosan, C. (2011). Customers' adoption of biometric systems in restaurants: An extension of the technology acceptance model. *Journal of Hospitality Marketing & Management*, 20(6), 661–690. <https://doi.org/10.1080/19368623.2011.570645>
- Morosan, C. (2014). Toward an integrated model of adoption of mobile phones for purchasing ancillary services in air travel. *International Journal of Contemporary Hospitality Management*, 26(2), 246–271. <https://doi.org/10.1108/IJCHM-11-2012-0221>
- Ozturk, A. B. (2016). Customer acceptance of cashless payment systems in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 28(4), 801–817. <https://doi.org/10.1108/IJCHM-02-2015-0073>
- Park, K., Park, N., & Heo, W. (2018). Factors influencing intranet acceptance in restaurant industry: Use of technology acceptance model. *International Business Research*, 11(10), 1–11. <https://doi.org/10.5539/ibr.v11n10p1>
- Pietro, L. D., Virgilio, F. D., & Pantano, E. (2012). Social network for choosing a tourist destination: Attitudes and behavioral intentions. *Journal of Hospitality and Tourism Technology*, 3(1), 60–76. <https://doi.org/10.1108/17579881211206543>
- 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>
- Ryu, K., & Jang, S. S. (2006). Intention to experience local cuisine in a travel destination: The modified theory of reasoned action. *Journal of Hospitality & Tourism Research*, 30(4), 507–516. <https://doi.org/10.1177/1096348006287163>
- Taylor, S., & Todd, P. A. (1995). Assessing IT usage: The role of prior experience. *MIS Quarterly*, 19(4), 561–570. <https://doi.org/10.2307/249633>

- Tjongirin, R., Gianto, M., & Sihombing, S. (2020). Applying the information acceptance model to predict purchase intention in social media. *Jurnal Manajemen dan Pemasaran Jasa*, 13(2), 263–280. <https://doi.org/10.25105/jmpj.v13i2.6234>
- Torres, R., & Gerhart, N. (2017). Mobile proximity usage behaviors based on user characteristics. *Journal of Computer Information Systems*, 57(1), 1–10. <https://doi.org/10.1080/08874417.2016.1183422>
- Türker, C., Altay, B. C., & Okumuş, A. (2022). Understanding user acceptance of QR code mobile payment systems in Turkey: An extended TAM. *Technological Forecasting and Social Change*, 184, Article 121968. <https://doi.org/10.1016/j.techfore.2022.121968>
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management Science*, 46(2), 186–204. <https://doi.org/10.1287/mnsc.46.2.186.11926>
- Yang, K., Choi, J. G., & Chung, J. (2021). Extending the Technology Acceptance Model (TAM) to explore customer's behavioral intention to use Self-Service Technologies (SSTs) in Chinese budget hotels. *Global Business & Finance Review*, 26(1), 79–94. <https://doi.org/10.17549/gbfr.2021.26.1.79>
- Zahid, M. J. A., Islam, M. R., & Hasan, M. M. (2013). Information communication technology (ICT) for disabled persons in Bangladesh: Preliminary study of impact/outcome. In J. Choudrie, K. Liang, & H. Suomi (Eds.), *IFIP Advances in Information and Communication Technology: Vol. 403. Transfer and Diffusion of IT* (pp. 629–638). Springer. https://doi.org/10.1007/978-3-642-38862-0_48
- Zin, K. S. L. T., Kim, S., Kim, H. S., & Feyissa, I. F. (2023). A study on the technology acceptance of digital healthcare among older Korean adults using the extended technology acceptance model (TAM). *Administrative Sciences*, 13(2), Article 42. <https://doi.org/10.3390/admsci13020042>