

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



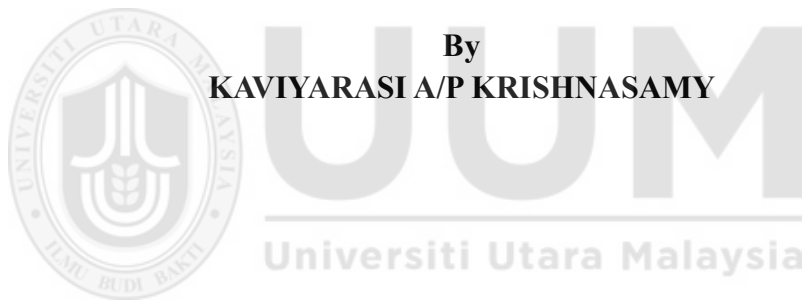
**SMART TOURISM BEHAVIORAL INTENTION  
AMONG YOUNG CONSUMERS IN MALAYSIA**

**KAVIYARASI A/P KRISHNASAMY**



**MASTER OF SCIENCE (MANAGEMENT)  
UNIVERSITI UTARA MALAYSIA  
JANUARY 2026**

**SMART TOURISM BEHAVIORAL INTENTION AMONG YOUNG  
CONSUMERS IN MALAYSIA**



**Thesis Submitted to  
College of Business,  
Universiti Utara Malaysia,  
in Fulfilment of the Requirement for the Master of Science (Management)**



**Pusat Pengajian Pengurusan  
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

**Universiti Utara Malaysia**

**PERAKUAN KERJA KERTAS PENYELIDIKAN**  
(*Certification of Research Paper*)

Saya, mengaku bertandatangan, memperakukan bahawa  
(*I, the undersigned, certified that*)

**KAVIYARASI A/P KRISHNASAMY (833393)**

Calon untuk Ijazah Sarjana  
(*Candidate for the degree of*)

**MASTER OF SCIENCE (MANAGEMENT)**

telah mengemukakan kertas penyelidikan yang bertajuk  
(*has presented his/her research paper of the following title*)

**SMART TOURISM BEHAVIORAL INTENTION AMONG YOUNG CONSUMERS IN MALAYSIA**

Seperti yang tercatat di muka surat tajuk dan kulit kertas penyelidikan  
(*as it appears on the title page and front cover of the research paper*)

Bahawa kertas penyelidikan tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan.

(*that the research paper acceptable in the form and content and that a satisfactory knowledge of the field is covered by the research paper*).

Nama Penyelia Pertama : **TS. DR. MATHIVANNAN A/L JAGANATHAN**  
(*Name of 1<sup>st</sup> Supervisor*)

Tandatangan :  
(*Signature*)

Tarikh : **11 JANUARY 2026**  
(*Date*)

## **PERMISSION TO USE**

In presenting this dissertation/project paper in partial fulfilment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this dissertation/project paper in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or in their absence, by the Director of Postgraduate Studies Unit, College of Business where I did my dissertation/project paper. It is understood that any copying or publication or use of this dissertation/project paper parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my dissertation/project paper.

Request for permission to copy or to make other use of materials in this dissertation/project paper in whole or in part should be addressed to:

Director of Postgraduate Studies Unit, College of Business

Universiti Utara Malaysia

06010 UUM Sintok

Kedah Darul Aman

## ABSTRACT

Smart tourism technologies are increasingly shaping tourism experiences, particularly among young consumers who are digitally proficient. In Malaysia, the Smart Tourism 4.0 initiative highlights the importance of digital transformation; however, young users' intention to adopt smart tourism technologies does not arise automatically and depends on value-based evaluations. This study examines the mediating role of perceived value in the relationships between perceived usefulness, perceived ease of use, trust in technology, perceived AI competence, and behavioural intention to use smart tourism technologies among Malaysian youth. A quantitative research design was employed, and data were collected via an online questionnaire administered to university students aged 15–30 years across Malaysia using a non-probability convenience sampling technique. A total of 407 valid responses were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings indicate that perceived value significantly mediates the relationships between perceived usefulness, trust in technology, perceived AI competence, and behavioural intention. These results highlight the central role of perceived value in driving the adoption of smart tourism technologies among Malaysian youth.

**Keywords:** Perceived Usefulness, Perceived Ease of Use, Trust in technology, Perceived AI competence, Behavioural Intention, Smart Tourism.

## ABSTRAK

Teknologi pelancongan pintar semakin membentuk pengalaman pelancongan, khususnya dalam kalangan pengguna muda yang celik digital. Di Malaysia, inisiatif Smart Tourism 4.0 menekankan kepentingan transformasi digital; namun, niat pengguna muda untuk menerima pakai teknologi pelancongan pintar tidak berlaku secara automatik dan bergantung kepada penilaian berasaskan nilai. Kajian ini meneliti peranan pengantara nilai yang dirasakan dalam hubungan antara kegunaan yang dirasakan, kemudahan penggunaan yang dirasakan, kepercayaan terhadap teknologi, kecekapan AI yang dirasakan, dan niat tingkah laku untuk menggunakan teknologi pelancongan pintar dalam kalangan belia Malaysia. Reka bentuk kajian kuantitatif digunakan, dan data dikumpul melalui soal selidik dalam talian yang diedarkan kepada pelajar universiti berumur 15 hingga 30 tahun di seluruh Malaysia menggunakan teknik persampelan bukan kebarangkalian secara mudah (convenience sampling). Sebanyak 407 respons yang sah dianalisis menggunakan Pemodelan Persamaan Berstruktur Kuasa Dua Terkecil Separa (PLS-SEM). Dapatan kajian menunjukkan bahawa nilai yang dirasakan memediasi secara signifikan hubungan antara kegunaan yang dirasakan, kepercayaan terhadap teknologi, kecekapan AI yang dirasakan, dan niat tingkah laku. Keputusan ini menegaskan peranan utama nilai yang dirasakan dalam mendorong penerimaan teknologi pelancongan pintar dalam kalangan belia Malaysia.

**Kata Kunci:** Persepsi kebergunaan, persepsi kemudahan penggunaan, kepercayaan terhadap teknologi, persepsi kecekapan kecerdasan buatan, niat tingkah laku, pelancongan pintar.

## ACKNOWLEDGEMENT

I want to express my deepest gratitude to God Almighty for granting me strength, patience, guidance, and perseverance throughout the completion of this thesis. Without His blessings, this academic journey would not have been possible. I want to extend my sincere appreciation and heartfelt thanks to my supervisor, Ts. Dr Mathivannan Jaganathan, for his invaluable guidance, constructive feedback, encouragement, and continuous support throughout the research process. His expertise, dedication, and insightful suggestions have greatly contributed to the successful completion of this study. My sincere thanks also go to all the lecturers at Universiti Utara Malaysia Kuala Lumpur (UUMKL) for sharing their knowledge, providing academic guidance, and contributing to my intellectual growth during my Master's programme. Their dedication to teaching has played an important role in shaping my educational development. Lastly, I would like to express my special love and heartfelt appreciation to my beloved husband, Thaneshwaran Nadeson, for his unwavering support, patience, understanding, and encouragement throughout this journey. His constant motivation, sacrifices, and emotional support gave me the strength to persevere through challenges and complete this thesis.

## TABLE OF CONTENTS

<b>CERTIFICATION OF THESIS WORK.....</b>	<b>i</b>
<b>PERMISSION TO USE.....</b>	<b>ii</b>
<b>ABSTRACT.....</b>	<b>iii</b>
<b>ABSTRAK .....</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>v</b>
<b>LIST OF TABLES.....</b>	<b>xi</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF ABBREVIATIONS.....</b>	<b>xiv</b>
<b>CHAPTER ONE INTRODUCTION .....</b>	<b>1</b>
1.1    Introduction.....	1
1.2    Problem Statement .....	9
1.4    Research Questions.....	13
1.5    Research Objectives .....	14
1.6    Scope of the Study .....	14
1.7    Significance of the Study .....	16
1.7.1    Theoretical Significance .....	16
1.7.2    Practical Significance.....	18
1.8    Definition of Key Terms .....	20
<b>CHAPTER TWO LITERATURE REVIEW.....</b>	<b>1</b>
2.1    Introduction.....	1

2.2	Smart Tourism and Malaysian Youth Market .....	2
2.3	Progress and Pain Points of Smart Tourism in Malaysia .....	5
2.4	Behavioural Intention (BI).....	8
2.4.1	Conceptualisation of Behavioural Intention to Adopt Smart Tourism Applications .....	11
2.4.2	Previous Empirical Studies on Behavioural Intentions.....	13
2.5	Perceived Usefulness (PU).....	17
2.5.1	Previous Empirical Studies on Perceived Usefulness (PU) .....	18
2.5.2	Perceived Usefulness, Perceived Value and Behavioural Intention .....	20
2.5.3	Gaps and Justification for the Mediating Role of Perceived Value .....	22
2.6	Perceived Ease of Use (PEOU).....	25
2.6.1	Previous Empirical Studies on Perceived Ease of Use .....	27
2.6.2	Perceived Ease of Use, Perceived Value and Behavioural Intention .....	29
2.6.3	Gaps and Justification for the Mediating Role of Perceived Value .....	30
2.7	Trust in Technology (TRU).....	33
2.7.1	Previous Empirical Studies on Trust in Technology.....	35
2.7.2	Trust in Technology, Perceived Value and Behavioural Intention.....	37
2.7.3	Gaps and Justification for the Mediating Role of Perceived Value .....	39
2.8.	Perceived AI Competence (AIC) .....	42
2.8.1	Previous Empirical Studies on Perceived AI Competence .....	44
2.8.2	Perceived AI Competence, Perceived Value and Behavioural Intention ..	46
2.8.3	Gaps and Justification for the Mediating Role of Perceived Value .....	47
2.9	Perceived Value (PV).....	49
2.10	Theoretical Framework .....	55
2.10.1	Technology Acceptance Model (TAM).....	56
2.10.2	Value-Based Adoption Model (VAM) .....	57
2.10.3	Trust-Based Technology Adoption and Human–AI Trust Theory .....	58

2.11	Theory Synthesis and Model Position.....	59
2.12	Synthesis of Gaps and Justification for the Study.....	60
2.13	Summary of chapter .....	65
<b>CHAPTER THREE RESEARCH METHODOLOGY .....</b>		<b>66</b>
3.1	Introduction.....	66
3.2	Research Framework.....	66
3.3	Hypotheses Development .....	68
3.3.1	Perceived Usefulness and Perceived Value .....	69
3.3.2	Perceived Ease of Use and Perceived Value .....	69
3.3.3	Trust in Technology and Perceived Value .....	70
3.3.4	Perceived AI Competence and Perceived Value .....	71
3.4	Research Design.....	72
3.5	Population .....	74
3.5	Sampling .....	75
3.6	Data Collection Procedure .....	79
3.6.1	Descriptive Analysis .....	83
3.7	Research Instruments .....	84
3.7.1	Measurement of Study Variables .....	85
3.8	Data Analysis Technique.....	92
3.9	Summary of the Chapter .....	94
<b>CHAPTER FOUR RESULTS.....</b>		<b>96</b>
4.1	Introduction.....	96
4.2	Profile of Respondents.....	97
4.3	Descriptive Analysis .....	99
4.4	Assessment of PLS-SEM Path Model Results.....	100

4.5	Assessment of the Measurement Model.....	102
4.5.1	Individual Items Reliability.....	104
4.5.2	Internal Consistency Reliability .....	107
4.5.3	Convergent Validity (AVE) .....	109
4.5.4	Discriminant Validity .....	110
4.6	Assessment of the Structural Model.....	114
4.6.1	Collinearity Assessment (Variance Inflation Factor – VIF).....	115
4.6.2	Testing Mediating Relationships .....	116
4.6.3	Assessment of the Model's Explanatory Power ( $R^2$ ) .....	122
4.6.4	Assessment of the Model's Explanatory Power ( $f^2$ ) .....	124
4.7	Summary of chapter .....	126
<b>CHAPTER FIVE DISCUSSION .....</b>		<b>129</b>
5.1	Introduction.....	129
5.2	Recapitulation of the Study.....	129
5.3	Discussion of the Findings.....	130
5.3.1	The Effect of Perceived Usefulness on Behavioural Intention via Perceived Value .....	130
5.3.2	The Effect of Perceived Ease of Use on Behavioural Intention via Perceived Value.....	133
5.3.3	The Effect of Trust in Technology on Behavioural Intention via Perceived Value .....	136
5.3.4	The Effect of Perceived AI Competence on Behavioural Intention via Perceived Value.....	138
5.4	Implications of the Study .....	140
5.4.1	Theoretical Implications .....	140
5.4.2	Practical Implications.....	142
5.5	Limitations of the Study.....	143
5.6	Recommendation for Future Research.....	145

5.7 Conclusion ..... 147

**REFERENCES..... 150**

**APPENDICES ..... 202**

**Appendix A: Questionnaire..... 202**



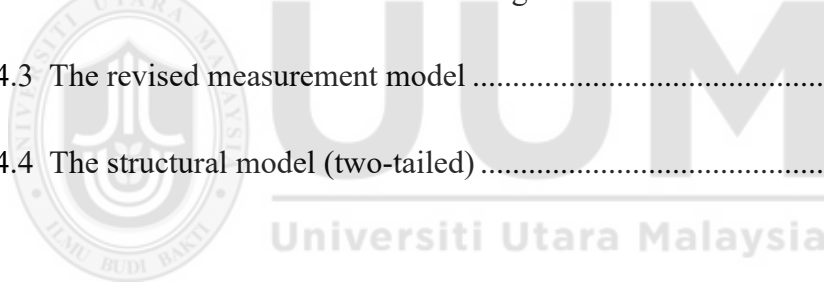
## LIST OF TABLES

Table 2.1 Empirical Studies on Behavioural Intention Toward Smart Tourism Technologies .....	15
Table 2.2 Empirical Evidence on the Role of Perceived Usefulness (PU) .....	24
Table 2.3 Empirical Evidence on Perceived Ease of Use (PEOU) .....	32
Table 2.4 Empirical Studies on Trust in Technology and Behavioural Intention in Smart Tourism .....	41
Table 2.5 Empirical Studies on Perceived AI Competence and Behavioural Intention in Smart Tourism .....	48
Table 3.1 Summary of the Hypothesis .....	71
Table 3.3 Measurement items of the Perceived Usefulness scale .....	86
Table 3.4 Measurement items of the Perceived Ease of Use scale .....	87
Table 3.5 Measurement items of the Trust in Technology scale .....	89
Table 3.6 Measurement items of the Perceived AI Competence scale .....	90
Table 3.7 Measurement items of the Perceived Value scale .....	91
Table 3.8 Measurement items of the Behavioural Intention scale .....	92
Table 4.1 Demographic Profile of Respondents .....	97
Table 4.2 Descriptive Statistics of the Latent Variables .....	99
Table 4.3 Item Loadings, Cronbach’s Alpha, Composite Reliability, and AVE.....	105
Table 4.4 Fornell–Larcker Criterion .....	111

Table 4.5 Heterotrait–Monotrait Ratio (HTMT).....	112
Table 4.6 Cross-Loadings.....	113
Table 4.7 Collinearity Assessment of the Structural Model (Inner VIF) .....	116
Table 4.8 Indirect Effects of Perceived Usefulness on Behavioural Intention via Perceived Value.....	118
Table 4.9 Indirect Effect of Perceived Ease of Use and Behavioural Intention via Perceived Value.....	118
Table 4.10.....	119
Indirect Effect of Trust in Technology and Behavioural Intention via Perceived Value	119
Table 4.11 Indirect Effect of AI Competence and Behavioural Intention via Perceived Value.....	120
Table 4.12 Summary of Mediating Effects Through Perceived Value (PV).....	121
Table 4.13 R <sup>2</sup> and Adjusted R <sup>2</sup> for Endogenous Constructs .....	123
Table 4.14 Effect Size by Variable .....	125

## LIST OF FIGURES

Figure 1.1 Global International Tourist Arrivals, 2019–2024 (UNWTO, 2024) .....	4
Figure 1.2 Malaysia Tourist Arrivals 2023–2024.....	5
Figure 1.3 Percentage of individuals using the Internet by age group in Malaysia (2022–2023) .....	7
Figure 3.1 Research Framework.....	68
Figure 4.1 The original theoretical model.....	102
Figure 4.2 The measurement model after loadings.....	104
Figure 4.3 The revised measurement model .....	107
Figure 4.4 The structural model (two-tailed).....	115



## LIST OF ABBREVIATIONS

<b>AIC</b>	Perceived AI Competence
<b>AI</b>	Artificial Intelligence
<b>AR</b>	Augmented Reality
<b>AVE</b>	Average Variance Extracted
<b>BI</b>	Behavioural Intention
<b>CR</b>	Composite Reliability
<b>ICT</b>	Information and Communication Technology
<b>IoT</b>	Internet of Things
<b>PEOU</b>	Perceived Ease of Use
<b>PU</b>	Perceived Usefulness
<b>PV</b>	Perceived Value
<b>R<sup>2</sup></b>	Coefficient of Determination
<b>STT</b>	Smart Tourism Technologies
<b>TAM</b>	Technology Acceptance Model
<b>TRU</b>	Trust in Technology
<b>VAM</b>	Value-Based Adoption Model
<b>VIF</b>	Variance Inflation Factor
<b>VR</b>	Virtual Reality

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Introduction**

The first chapter covers seven important sections: the background of the study (international and Malaysian), problem statement, research questions, research objectives, scopes of the study, significance of the study, definitions of key terms, and organization of the thesis.

#### **1.2 Background of Study**

Tourism has been one of the most vibrant and powerful sectors of the global economy, generating significant socioeconomic returns and livelihoods worldwide. The industry has demonstrated remarkable resilience in the aftermath of COVID-19. According to the United Nations World Tourism Organization (2025), international tourist arrivals reached approximately 1.4 billion in 2024, equivalent to 99% of pre-pandemic levels and an 11% increase over 2023. This rapid recovery has intensified global competition among destinations, prompting national governments to invest in digitalisation and innovation to enhance the visitor experience, operational efficiency, and safety.

In addition, smart tourism in dynamic environments has become a key paradigm shaping modern travel behaviours. Smart tourism refers to the application of modern information

## REFERENCES

- Ab. Rahman, S. A., & Dura, N. H. (2021). Malaysia Smart Tourism Framework for Ecotourism (MSTF-ECO) from the Malaysia Smart City Framework: A Review. *Asian People Journal*, 4(2), 92–104. <https://doi.org/10.37231/apj.2021.4.2.286>
- Ab. Rahman, S. A., Dura, N. H., Yusof, M. A., Nakamura, H., & Abu Nong, R. (2020). Challenges of smart tourism in Malaysia's eco-tourism destinations. *Planning Malaysia*, 18(14), 344–357. <https://doi.org/10.21837/pm.v18i14.844>
- Abdullah, M. F., Ibrahim, M. A., Bahtar, A. Z., & Khan, N. R. M. (2024). Conceptualising the implications of artificial intelligence (AI) tools and personalisation marketing on consumer purchase intention: Insights from the Malaysian e-commerce market. *Information Management and Business Review*, 16, 430. [https://doi.org/10.22610/imbr.v16i3s\(i\)a.4145](https://doi.org/10.22610/imbr.v16i3s(i)a.4145)
- Adwan, A. A., & Aladwan, R. (2022). Use of an artificial intelligence system to predict consumers' behaviours. *International Journal of Data and Network Science*, 6(4), 1223. <https://doi.org/10.5267/j.ijdns.2022.6.011>
- Ahn, J., & Kwon, J. (2020). Green hotel brands in Malaysia: Perceived value, cost, anticipated emotion, and revisit intention. *Current Issues in Tourism*, 23(12), 1559–1574. <https://doi.org/10.1080/13683500.2019.1646715>
- Akdim, K., Belanche, D., & Flavián, M. (2023). Attitudes toward service robots: Analyses of explicit and implicit attitudes based on anthropomorphism and construal level theory. *International Journal of Contemporary Hospitality Management*, 35(8), 2816–2837. <https://doi.org/10.1108/IJCHM-12-2020-1406>

- Akdim, K., & Casaló, L. V. (2023). Perceived value of AI-based recommendations service: The case of voice assistants. *Service Business*, 17(1), 81. <https://doi.org/10.1007/s11628-023-00527-x>
- ALAWNEH, K. A., Set, K., & Mokhlis, S. (2025). Impacts of country-specific aspects on tourists' revisit intentions to cultural heritage sites: The mediating role of destination image. *Tourism and Hospitality Management*, 32(1). <https://doi.org/10.20867/thm.32.1.7>
- Alexandra, Y., & Choirisa, S. F. (2024). Food consumption experiences: A framework for understanding Gen-Z's behavioural intentions on Indonesian local cuisine. *CBR - Consumer Behaviour Review*, 8(1). <https://doi.org/10.51359/2526-7884.2024.257506>
- ALIN, S., ALINA, F., IONEL, D., UMIT, A., TUDOR, I. F., OANA, M., & ANDREI, C. (2023). Modelling m-commerce adoption among Generation Z in the pandemic context. *Economic Computation and Economic Cybernetics Studies and Research*, 57, 187. <https://doi.org/10.24818/18423264/57.1.23.12>
- Aliyah, L., C., Pangilinan, G. A., Chakim, M. H. R., & Saputra, D. B. (2023). Examining the impact of artificial intelligence and Internet of Things on smart tourism destinations: A comprehensive study. *Aptisi Transactions On Technopreneurship (ATT)*, 5, 135. <https://doi.org/10.34306/att.v5i2sp.332>
- Almaiah, M. A., Al-Otaibi, S., Shishakly, R., Hassan, L., Lutfi, A., Almaiah, M., Qataweh, M., & Alghanam, O. A. (2023). Investigating the role of perceived risk, perceived security, and perceived trust on smart m-banking application using SEM. *Sustainability*, 15(13), 9908. <https://doi.org/10.3390/su15139908>

- ALmasoodi, M. F., Rahman, S., Basendwah, M., & ALfarra, A. N. (2023). Leveraging digital transformation to enhance quality tourism services in Babylon City, Iraq. *International Journal of Sustainable Development and Planning*, 18(10), 3195. <https://doi.org/10.18280/ijstdp.181020>
- Alsharif, A. H., Isa, S. M., & Alqudah, M. N. (2024). Smart tourism, hospitality, and destination: A systematic review and future directions. *Journal of Tourism and Services*, 15(29), 72. <https://doi.org/10.29036/jots.v15i29.746>
- Altınay, Z., Altınay, F., Tlili, A., & Vatankhah, S. (2024). "Keep your friends close, but your enemies closer:" ChatGPT in tourism and hospitality. *Journal of Hospitality and Technology*. <https://doi.org/10.1108/jhtt-03-2024-0139>
- Amalina Bt Bani Hasan, N., & Su Teng, L. (2017). Work-life balance and job satisfaction among working adults in Malaysia: The role of gender and race as moderators. *Journal of Economics, Business and Management*, 5(1), 18. <https://doi.org/10.18178/joebm.2017.5.1.478>
- Amir, S., Rahman, A., & Nur' H. (2022). Malaysia smart tourism framework: Is smart mobility relevant? *Kasetsart Journal of Social Sciences*, 43(4). <https://doi.org/10.34044/j.kjss.2022.43.4.25>
- Ammirato, S., Felicetti, A. M., Gala, M. D., Raso, C., & Cozza, M. (2018). Smart tourism destinations: Can destination management organizations exploit the benefits of ICT? Evidences from a multiple case study. In *IFIP advances in information and communication technology* (p. 623). Springer Science+Business Media. [https://doi.org/10.1007/978-3-319-99127-6\\_54](https://doi.org/10.1007/978-3-319-99127-6_54)

- Amron, M. T., Mohamad, M. A., & Noh, N. H. M. (2024). E-wallet payment usage among young consumers using technology continuance theory. *Information Management and Business Review*, 16, 189. [https://doi.org/10.22610/imbr.v16i2\(i\)s.3753](https://doi.org/10.22610/imbr.v16i2(i)s.3753)
- Anjum, F., & Ali, Y. (2025). Smart tourism technologies and destination perception: Implications for revisit intentions in mountainous destinations. *Tourism and Hospitality Management*, 31(1), 107. <https://doi.org/10.20867/thm.31.1.8>
- Anuar, N. A. M., Nazaruddin, N. A. I. M., Omar, S. N. P., & Zulkurnain, M. Z. (2025). An analysis of smart tourism technologies (STTs) at visitor attractions: Investigating the influence of information, accessibility, interactivity, personalization, and security on tourist satisfaction. *International Journal of Research and Innovation in Social Science*, 9862. <https://doi.org/10.47772/ijriss.2025.909000813>
- Any, B., Four, S., & Tariazela, C. (2024). Technology integration in tourism management: Enhancing the visitor experience. *Startupreneur Business Digital (SABDA Journal)*, 3(1), 81. <https://doi.org/10.33050/sabda.v3i1.508>
- Asenahabi, B. M. (2019). Basics of research design: A guide to selecting appropriate research design. *International Journal of Contemporary Applied Researches*, 6(5), 76–89. <http://ijcar.net/assets/pdf/Vol6-No5-May2019/07.-Basics-of-Research-Design-A-Guide-to-selecting-appropriate-research-design.pdf>
- Atanase, A., Popescu, D., Militaru, I., Bulin, D., Niță, V., Pop, I., & Balint, C. (2024). Virtual front and educational impact: Virtual reality effects in war tourism. *Amfiteatru Economic*, 26, 1160. <https://doi.org/10.24818/ea/2024/s18/1160>

- Azam, M. S. E., Muflih, B. K., & Haq, M. A. A. (2024). Intersection between modern technologies and halal tourism. *The Journal of Muamalat and Islamic Finance Research*, 16. <https://doi.org/10.33102/jmifr.546>
- Azmadi, A. S. A., Hamid, M. A., Hanafiah, M. H., Hariani, D., & Shariffuddin, N. S. M. (2023). Measuring tourist preferences and behavior toward smart tourism destination planning. *Planning Malaysia*, 21, Article 30. <https://doi.org/10.21837/pm.v21i30.1405>
- Ba, D.-T., Dinh, H.-V., Duy, Q.-P., Dai, D.-P., & Anh, T.-N. (2023). The acceptance of mobile applications for accommodation booking in Vietnam: Case of Gen Z. *International Journal of Data and Network Science*, 7(3), 1005. <https://doi.org/10.5267/j.ijdns.2023.6.005>
- Baba, N., Hanafiah, M. H., Mohd Shahril, A., & Zulkifly, M. I. (2023). Investigating customer acceptance, usage, trust, and perceived safety risk of self-ordering kiosk technology in Malaysian quick-service restaurants during COVID-19 pandemic. *Journal of Hospitality and Tourism Technology*, 14(3), 309–329. <https://doi.org/10.1108/JHTT-08-2021-0226>
- Bae, J.-I., Kwon, J. M., & Bosley, A. T. (2020). Factors influencing consumers' rejection to smartphone transactions in the lodging industry. *International Hospitality Review*, 34(1), 29. <https://doi.org/10.1108/ihr-09-2019-0020>
- Balakrishnan, J., Dwivedi, Y. K., Malik, T., & Baabdullah, A. M. (2021). Role of smart tourism technology in heritage tourism development. *Journal of Sustainable Tourism*, 31(11), 2506. <https://doi.org/10.1080/09669582.2021.1995398>

- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Başer, M. Y., & Olcay, A. (2022). Artificial intelligence (AI) technology in smart tourism. *Gaziantep University Journal of Social Sciences*, 21(3), 1795. <https://doi.org/10.21547/jss.1084783>
- Battour, M., Mady, K., Salaheldeen, M., Elsotouhy, M. M., Elbendary, I., & Boğan, E. (2022). AI-enabled technologies to assist Muslim tourists in Halal-friendly tourism. *Journal of Islamic Marketing*, 14(5), 1291. <https://doi.org/10.1108/jima-01-2022-0001>
- Baydeniz, E. (2023). Using blockchain technology for smart city and smart tourism. DergiPark (Istanbul University). <https://dergipark.org.tr/tr/pub/stbad/issue/77301/1244498>
- Bernama. (2025). New youth age limit comes into force Jan 1, 2026 – Hannah. <https://www.bernama.com/en/news.php?id=2247401>
- Beták, N., Csapó, J., HORVÁTH, Á., & Dávid, L. D. (2023). Virtual tour as a virtual experience of destination management organizations in Slovakia. *GeoJournal of Tourism and Geosites*, 47(2), 508. <https://doi.org/10.30892/gtg.47218-1050>
- Bhuiyan, M. S. (2024). The role of AI-enhanced personalization in customer experiences. *Journal of Computer Science and Technology Studies*, 6(1), 162. <https://doi.org/10.32996/jcsts.2024.6.1.17>

- Bi, F., & Liu, H. (2022). Machine learning-based cloud IOT platform for intelligent tourism information services. *EURASIP Journal on Wireless Communications and Networking*, 2022(1). <https://doi.org/10.1186/s13638-022-02138-y>
- Bolici, F., Acciarini, C., Marchegiani, L., & Pirolo, L. (2020). Innovation diffusion in tourism: How information about blockchain is exchanged and characterized on Twitter. *The TQM Journal*, 36(9), 255. <https://doi.org/10.1108/tqm-01-2020-0016>
- Bourdin, S., Kebir, L., Ivanov, S., & Stoleriu, O. M. (2023). Editorial: Tourism of the future - opportunities and challenges of smart technologies and digitalization. *Eastern Journal of European Studies*, 14, 5. <https://doi.org/10.47743/ejes-2023-si01>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77. <https://doi.org/10.1191/1478088706qp063oa>
- Bryman, A. (2021). *Social research methods* (6th ed.). Oxford University Press.
- Buabeng-Andoh, C. (2018). Predicting students' intention to adopt mobile learning: A combination of theory of reasoned action and technology acceptance model. *Journal of Research in Innovative Teaching & Learning*, 11(2), 178–191. <https://doi.org/10.1108/JRIT-03-2017-0004>
- Buhalis, D., & Karatay, N. (2022). Mixed reality (MR) for Generation Z in cultural heritage tourism towards metaverse (p. 16). [https://doi.org/10.1007/978-3-030-94751-4\\_2](https://doi.org/10.1007/978-3-030-94751-4_2)
- Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism

research. *Tourism Management*, 29(4), 609.

<https://doi.org/10.1016/j.tourman.2008.01.005>

Buhalis, D., Parra-López, E., & Martínez-González, J. A. (2020). Influence of young consumers' external and internal variables on their e-loyalty to tourism sites. *Journal of Destination Marketing & Management*, 15, 100409. <https://doi.org/10.1016/j.jdmm.2020.100409>

Bujdosó, Z., Vida, N., Máté, B., NAGY, K., & Bringye, B. (2025). The artificial intelligence usage and benefits in tourism marketing. *GeoJournal of Tourism and Geosites*, 60, 1147. <https://doi.org/10.30892/gtg.602spl12-1488>

Caber, M., Albayrak, T., & Crawford, D. W. (2020). Perceived value and its impact on travel outcomes in youth tourism. *Journal of Outdoor Recreation and Tourism*, 31, 100327. <https://doi.org/10.1016/j.jort.2020.100327>

Caddeo, F., & Pinna, A. (2021). Opportunities and challenges of blockchain-oriented systems in the tourism industry. 9. <https://doi.org/10.1109/wetseb52558.2021.00009>

Cai, W., Richter, S., & McKenna, B. (2019). Progress on technology use in tourism. *Journal of Hospitality and Tourism Technology*, 10(4), 651. <https://doi.org/10.1108/jhtt-07-2018-0068>

Camilleri, M. A., Troise, C., & Kozak, M. (2023a). Functionality and usability features of ubiquitous mobile technologies: The acceptance of interactive travel apps. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4320926>

Camilleri, M. A., Troise, C., & Kozak, M. (2023b). Functionality and usability features of ubiquitous mobile technologies: The acceptance of interactive travel apps.

*Journal of Hospitality and Tourism Technology*, 14(2), 188.  
<https://doi.org/10.1108/jhtt-12-2021-0345>

Campbell, M., Barthwal, A., Joshi, S., Shouli, A., & Shrestha, A. K. (2025). Investigation of the privacy concerns in AI systems for young digital citizens: A comparative stakeholder analysis. arXiv (Cornell University).  
<https://doi.org/10.48550/arxiv.2501.13321>

Cardoso, I. B. F., & Ruiz, T. C. D. (2021). Smart tourism destinations - A case study of Seoul, South Korea. *Applied Tourism*, 6(1), 36.  
<https://doi.org/10.14210/at.v6n1.p36-44>

Carvache-Franco, M., López, C. C., & Carvache-Franco, W. (2021). The perceived value and future behavioral intentions in ecotourism: A study in the Mediterranean natural parks from Spain. *Land*, 10(11), 1133. <https://doi.org/10.3390/land10111133>

Chadha, P., Gera, R., Awasthi, S., Yadav, A., Kansal, L., Kumar, A., Saxena, A. K., & Parashar, K. (2024). Unlocking sustainable tourism: A holistic examination of mobile applications' impact and evolution in travel experiences (2013-2023). *E3S Web of Conferences*, 511, 1029. <https://doi.org/10.1051/e3sconf/202451101029>

Chamboko-Mpotaringa, M., & Tichaawa, T. M. (2023a). Domestic tourists' perceptions of the intention to use digital marketing tools and platforms. *GeoJournal of Tourism and Geosites*, 46(1), 9. <https://doi.org/10.30892/gtg.46101-995>

Chamboko-Mpotaringa, M., & Tichaawa, T. M. (2023b). Moderating effect of age on the adoption of digital marketing tools and platforms in domestic leisure travel. *GeoJournal of Tourism and Geosites*, 51, 1636.  
<https://doi.org/10.30892/gtg.514spl05-1160>

- Chan, X. Y., Choy, J. N., Chua, Z. L., Ng, S. J., & Ong, S. K. (2023). Online dating apps adoption: A perspective from young adults in Malaysia. In *Advances in economics, business and management research/Advances in Economics, Business and Management Research* (p. 77). Atlantis Press. [https://doi.org/10.2991/978-2-494069-99-2\\_8](https://doi.org/10.2991/978-2-494069-99-2_8)
- Chang, J. Y., Cheah, J., Lim, X., & Morrison, A. M. (2023). One pie, many recipes: The role of artificial intelligence chatbots in influencing Malaysian solo traveler purchase intentions. *Tourism Management Perspectives*, 49, 101191. <https://doi.org/10.1016/j.tmp.2023.101191>
- Chang, J. Y., Konar, R., Cheah, J., & Lim, X. (2023). Does privacy still matter in smart technology experience? A conditional mediation analysis. *Journal of Marketing Analytics*, 12(1), 71. <https://doi.org/10.1057/s41270-023-00240-8>
- Chasanidou, D., Boletsis, C., & Krogstie, J. (2025). User experience in sustainable tourism: Enhancing transparency in tour guide app recommendations. 55. <https://doi.org/10.1145/3749012.3749064>
- Chen, S., Zhang, K., Li, X., Ye, H., Lin, K. J., & Law, R. (2023). ChatGPT: Cross cultural tourism research imperative. *Journal of Economics and Management*, 45, 137. <https://doi.org/10.22367/jem.2023.45.07>
- Chhabra, M., Roy, B., Gupta, Y., Kumar, A., & Yaja, M. (2025). Mapping the transformative impact of technology on experiential tourism: A systematic literature review. *Journal of Tourism Futures*, 1. <https://doi.org/10.1108/jtf-10-2024-0222>
- Chin, C.-H., WONG, W. P.-M., KIU, A. L. H., & Thong, J. Z. (2023). Intention to use virtual reality in Sarawak tourism destinations: A test of stimulus-organism-

- response (S-O-R) model. *GeoJournal of Tourism and Geosites*, 47(2), 551.  
<https://doi.org/10.30892/gtg.47223-1055>
- Chin, W. W. (2010). How to write up and report PLS analyses. In V. Esposito Vinzi, W. W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of partial least squares: Concepts, methods and applications* (pp. 655–690). Springer.  
[https://doi.org/10.1007/978-3-540-32827-8\\_29](https://doi.org/10.1007/978-3-540-32827-8_29)
- Choirisa, S. F. (2022). What drives Gen-Z to visit tourist destinations using virtual reality? The stimulus-organism-response approach. *GeoJournal of Tourism and Geosites*, 45, 1633. <https://doi.org/10.30892/gtg.454spl13-984>
- Chong, K. L. (2022). Factors affecting consumers' embracement of manual self-ordering system (order chit) in restaurants. *Journal of Foodservice Business Research*, 25(1), 33–56. <https://doi.org/10.1080/15378020.2021.1911565>
- Chouykaew, S., Kim, S., & Issayeva, A. (2024). How perceived ease of use, trust, and perceived usefulness influence tourists' decision to book homestay services online. *GeoJournal of Tourism and Geosites*, 56(4), 1609–1616.  
<https://gtg.webhost.uoradea.ro/PDF/GTG-4-2024/gtg.56417-1331.pdf>
- Christensen, J., Hansen, J. M., & Wilson, P. (2024). Understanding the role and impact of generative artificial intelligence (AI) hallucination within consumers' tourism decision-making processes. *Current Issues in Tourism*, 28(4), 545.  
<https://doi.org/10.1080/13683500.2023.2300032>
- Christou, E., Fotiadis, A., & Γιαννόπουλος, Α. (2025). Generative AI as a tourism actor: Reconceptualising experience co-creation, destination governance and responsible

innovation in the synthetic experience economy. *SSRN Electronic Journal*.  
<https://doi.org/10.2139/ssrn.5371017>

Christou, E., Γιαννόπουλος, Α., & Simeli, I. (2025). The evolution of digital tourism marketing: From hashtags to AI-immersive journeys in the metaverse era. *Sustainability*, 17(13), 6016. <https://doi.org/10.3390/su17136016>

Chuang, C.-M. (2023). The conceptualization of smart tourism service platforms on tourist value co-creation behaviours: An integrative perspective of smart tourism services. *Humanities and Social Sciences Communications*, 10(1). <https://doi.org/10.1057/s41599-023-01867-9>

Colmekcioglu, N., Dineva, D., & Lu, X.-M. (2022). "Building back better": The impact of the COVID-19 pandemic on the resilience of the hospitality and tourism industries. *International Journal of Contemporary Hospitality Management*, 34(11), 4103. <https://doi.org/10.1108/ijchm-12-2021-1509>

Cooper, D. R., & Schindler, P. S. (2014). *Business research methods* (12th ed.). McGraw-Hill.

Creswell, J. W., & Creswell, J. D. (2018). *Research design qualitative, quantitative, and mixed methods approaches*. Sage.  
<https://www.scirp.org/reference/referencespapers?referenceid=2895169>

Dang, Q., & Li, G. (2025). Unveiling trust in AI: The interplay of antecedents, consequences, and cultural dynamics. *AI & Society*. <https://doi.org/10.1007/s00146-025-02477-6>

- Das, S. (2024). Application of AI technology for the development of destination tourism towards an intelligent information system. *Economic Affairs*, 69(2). <https://doi.org/10.46852/0424-2513.3.2024.31>
- Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, 173, 121092. <https://doi.org/10.1016/j.techfore.2021.121092>
- Dash, M. M., Bhusan, P. B., & Samal, S. (2014). Determinants of customers' adoption of mobile banking: An empirical study by integrating diffusion of innovation with attitude. *Journal of Internet Banking and Commerce*, 19(3), 1–21.
- David-Negre, T., & Taño, D. G. (2025). Exploring tourists' intention to use smart tourism apps. *PASOS Revista de Turismo y Patrimonio Cultural*, 23(1), 89. <https://doi.org/10.25145/j.pasos.2025.23.006>
- 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>
- Dendrinou, K., & Spais, G. S. (2023). An investigation of selected UTAUT constructs and consumption values of Gen Z and Gen X for mobile banking services and behavioral intentions to facilitate the adoption of mobile apps. *Journal of Marketing Analytics*, 12(3), 492. <https://doi.org/10.1057/s41270-023-00271-1>
- Department of Statistics Malaysia. (2023). *Children statistics Malaysia 2023*. <https://www.dosm.gov.my/portal-main/release-content/children-statistics-malaysia-2023-dosm>

- Department of Statistics Malaysia. (2024). *Tourism satellite account 2024*.  
<https://www.dosm.gov.my/portal-main/release-content/tourism-satellite-account-2024>
- Diaz, G. M., Salvador, J. L. G., & Hernández, J. J. G. (2023). Smart cities and citizen adoption: Exploring tourist digital maturity for personalizing recommendations. *Electronics*, 12(16), 3395. <https://doi.org/10.3390/electronics12163395>
- Dieck, M. C. tom, & Jung, T. (2015). A theoretical model of mobile augmented reality acceptance in urban heritage tourism. *Current Issues in Tourism*, 21(2), 154. <https://doi.org/10.1080/13683500.2015.1070801>
- Dieck, M. C. tom, & Jung, T. (2017). Value of augmented reality at cultural heritage sites: A stakeholder approach. *Journal of Destination Marketing & Management*, 6(2), 110. <https://doi.org/10.1016/j.jdmm.2017.03.002>
- Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design method*. Indianapolis, Indiana.
- Dinc, L. (2024). Decoding destination desires: The influence of social media on young travelers' choices through parasocial interaction. *Nevşehir Hacı Bektaş Veli Üniversitesi SBE Dergisi*. <https://doi.org/10.30783/nevsosbilen.1474449>
- Dinev, T., & Hart, P. (2004). Internet privacy concerns and their antecedents—Measurement validity and a regression model. *Behaviour & Information Technology*, 23(6), 413–422. <https://doi.org/10.1080/01449290410001715723>
- Dorcic, J., Komsic, J., & Markovic, S. (2019). Mobile technologies and applications towards smart tourism—State of the art. *Tourism Review*, 74(1), 82–103. <https://www.emerald.com/tr/article-abstract/74/1/82/377268/>

- El-Said, O. A. (2020). Impact of artificial intelligence and automated systems on hospitality service performance and customer satisfaction. *International Journal of Hospitality Management*, 91, 102414. <https://doi.org/10.1016/j.ijhm.2020.102414>
- Emon, M. M. H. (2023). Predicting adoption intention of ChatGPT- A study on business professionals of Bangladesh. *Research Square (Research Square)*. <https://doi.org/10.21203/rs.3.rs-3749611/v1>
- Erdoş, F., Thinakaran, R., Firuza, B., & Koloszár, L. (2025). The rise of AI in tourism - A systematic literature review. *GeoJournal of Tourism and Geosites*, 60, 1254. <https://doi.org/10.30892/gtg.602spl22-1498>
- Escobar, S. D., & Hall, C. M. (2024). Integrating smart cities and tourism systems: A critical review. *International Journal of Public Sector Management*. Emerald Publishing Limited. <https://doi.org/10.1108/ijpsm-01-2024-0022>
- Farid, S., Boudia, M. A., & Mwangi, G. (2023). Revolutionizing tourism: Harnessing the power of IoT in smart destinations. *Journal of Digital Marketing and Communication*, 3(2), 91. <https://doi.org/10.53623/jdmc.v3i2.360>
- Fauzi, H., Sharif, H. Md., & Razak, R. A. (2022a). Virtualization of digitalized cultural assets to promote sustainable heritage tourism in Malaysia. *International Journal of Environment Architecture and Societies*, 2(2), 85. <https://doi.org/10.26418/ijeas.2022.2.2.85-99>
- Fauzi, H., Sharif, H. Md., & Razak, R. A. (2022b). Virtualization of digitalized cultural assets to promote sustainable heritage tourism in Malaysia. *International Journal of Environment Architecture and Societies*, 2(2), 85. <https://doi.org/10.26418/ijeas.2022.2.02.85-99>

- Field, A. (2018). *Discovering statistics using IBM SPSS Statistics* (5th ed.). SAGE Publications.
- Filieri, R., Acikgoz, F., Ndou, V., & Dwivedi, Y. K. (2020). Is TripAdvisor still relevant? The influence of review credibility, review usefulness, and ease of use on consumers' continuance intention. *International Journal of Contemporary Hospitality Management*, 33(1), 199. <https://doi.org/10.1108/ijchm-05-2020-0402>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Fricke, A., Pieper, N., & Woisetschlager, D. M. (2023). Smartness unleashed: A multilevel model for understanding consumers' perceptions and adoption across a myriad of smart offerings. *Journal of Service Theory and Practice*, 34(2), 163. <https://doi.org/10.1108/jstp-12-2022-0269>
- From virtual to reality: The influence of digital engagement and memorable experiences on tourist revisit intentions. (2024). *ASEAN Marketing Journal*, 16(2). <https://doi.org/10.7454/amj.v16i2.1264>
- Gallarza, M. G., & Saura, I. G. (2005). Value dimensions, perceived value, satisfaction and loyalty: An investigation of university students' travel behaviour. *Tourism Management*, 27(3), 437. <https://doi.org/10.1016/j.tourman.2004.12.002>
- Gao, J., & Pan, Y. (2022). Evaluating influencing factors of tourists' experiences with smart tour guide system: A mixed method research. *Sustainability*, 14(23), 16320. <https://doi.org/10.3390/su142316320>

- Garg, A., & Kumar, J. (2021). Social media marketing influence on boutique hotel customers' purchase intention in Malaysia. *Tourism & Management Studies*, 17(3), 51. <https://doi.org/10.18089/tms.2021.170304>
- Genc, V. (2021). What can Gen Z tourist eat on vacation: The food choices of Gen Z. *Journal of Gastronomy Hospitality and Travel (Joghat)*, 4(2), 343. <https://doi.org/10.33083/joghat.2021.79>
- Gharibi, N., Rudsari, S. M. M., Ali, F., & Ryu, K. (2022). Understanding XR technology acceptance by physically disabled tourists in museums. *Tourism and Hospitality Management*, 28(3), 661. <https://doi.org/10.20867/thm.28.3.10>
- Ghazaly, N. M. (2022). Data catalogue approaches, implementation and adoption: A study of purpose of data catalogue. *International Journal on Future Revolution in Computer Science & Communication Engineering*, 8(1), 1. <https://doi.org/10.17762/ijfrcsce.v8i1.2063>
- Ghesh, N., Alexander, M., & Davis, A. (2023). The artificial intelligence-enabled customer experience in tourism: A systematic literature review. *Tourism Review*, 79(5), 1017. <https://doi.org/10.1108/tr-04-2023-0255>
- Goeltom, A. D. L., Hurriyati, R., Gaffar, V., Wibowo, L. A., & Susanto, E. H. (2024). Exploring the impact of smart tourism initiatives on digital native's travel behavior: A review. *Journal of Business Management Education (JBME)*, 9(1), 1. <https://doi.org/10.17509/jbme.v9i1.68432>
- Golja, T., & Paulisic, M. (2021). Managing-technology enhanced tourist experience. *Management*, 26(1), 63. <https://doi.org/10.30924/mjcmi.26.1.5>

- Gong, X., Li, Y., Zhang, K., & Sun, Y. (2026). Understanding users' behavioural intentions toward AI-enabled service robots: An extended technology acceptance perspective. *Acta Psychologica*, 236, 106121. <https://doi.org/10.1016/j.actpsy.2025.106121>
- Gonzalez-Mendes, S., Garcia-Muina, F. E., & Sanchez, R. G. (2024). Blockchain revolution in the tourism industry: A semi-systematic literature review. *European Journal of Tourism Research*, 37, 3701. <https://doi.org/10.54055/ejtr.v37i.2777>
- Gretzel, U., & Koo, C. (2021). Smart tourism cities: A duality of place where technology supports the convergence of touristic and residential experiences. *Asia Pacific Journal of Tourism Research*, 26(4), 1–13. <https://doi.org/10.1080/10941665.2021.1897636>
- Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015a). Smart tourism: Foundations and developments. *Electronic Markets*, 25, 179–188. <https://doi.org/10.1007/s12525-015-0196-8>
- Gretzel, U., Werthner, H., Koo, C., & Lamsfus, C. (2015b). Conceptual foundations for understanding smart tourism ecosystems. *Computers in Human Behavior*. <https://www.sciencedirect.com/science/article/abs/pii/S0747563215002332>
- Guerra-Tamez, C. R., Flores, K. K., Serna-Mendiburu, G. M., Robles, D. C., & Cortes, J. I. (2024). Decoding Gen Z: AI's influence on brand trust and purchasing behavior. *Frontiers in Artificial Intelligence*, 7. <https://doi.org/10.3389/frai.2024.1323512>
- Gumpo, C. I. V., Chuchu, T., Maziriri, E. T., & Madinga, N. W. (2020). Examining the usage of Instagram as a source of information for young consumers when

- determining tourist destinations. *South African Journal of Information Management*, 22(1). <https://doi.org/10.4102/sajim.v22i1.1136>
- Gupta, A., & Dogra, N. (2017). Tourist adoption of mapping apps: A UTAUT2 perspective of smart travellers. *Tourism and Hospitality Management*, 23(2), 145. <https://doi.org/10.20867/thm.23.2.6>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning, EMEA.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling* (3rd ed.). Sage Publications.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2014). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203/FULL/PDF>
- Hakim, M., & Supriyanto, A. (2024). Sharia fintech and Gen Z: The mediating role of perceived usefulness. *Share Jurnal Ekonomi Dan Keuangan Islam*, 13(1), 322. <https://doi.org/10.22373/share.v13i1.22990>
- Hakimi, M., Fazil, A. W., Hakimi, S., Hakimi, F. M., & Najieb, K. (2023). Exploring the influences of cutting-edge technologies on operational efficiency, productivity, and financial profitability in Afghanistan's tourism sector. *Jurnal Riset Multidisiplin Dan Inovasi Teknologi*, 2(1), 168. <https://doi.org/10.59653/jimat.v2i01.417>

- Halim, N. H. A. A., Azlan, M. A. M., Adzhar, M. N. A. N., & Hussein, N. (2023). Accelerating digital talent readiness in Malaysian banking sector: A study on technology adoption through the intention to use customer-focused digital solutions. *Information Management and Business Review*, 15, 164. [https://doi.org/10.22610/imbr.v15i1\(i\)si.3396](https://doi.org/10.22610/imbr.v15i1(i)si.3396)
- Hammad, A. A. (2024). Factors influencing the digital tourism marketing of Generation Z tourists: Applied to the Egyptian tourist destination. *International Journal of Tourism Archaeology and Hospitality*, 4(1), 15–37. <https://doi.org/10.21608/IJTAH.2024.251138.1107>
- Hamid, S., Ali, R., Sujood, S., Jameel, S. T., Azhar, M., & Siddiqui, S. (2023). Understanding behavioural intention of experiencing virtual tourism during COVID-19: An extension of theory of planned behaviour. *Tourism and Hospitality Management*, 29(3), 423. <https://doi.org/10.20867/thm.29.3.10>
- Han, D. D., Dieck, M. C. tom, & Jung, T. (2017). User experience model for augmented reality applications in urban heritage tourism. *Journal of Heritage Tourism*, 13(1), 46. <https://doi.org/10.1080/1743873x.2016.1251931>
- Han, D., Hou, H., Wu, H., & Lai, J. H. K. (2021). Modelling tourists' acceptance of hotel experience-enhancement smart technologies. *Sustainability*, 13(8), 4462. <https://doi.org/10.3390/su13084462>
- Heidari, M., Verderese, D., & Saviano, M. (2024). Exploring the contribution of neuroscientific approach to sustainable smart tourism. *ITM Web of Conferences*, 62, 3001. <https://doi.org/10.1051/itmconf/20246203001>

- Hendijani, R. B., & Jaszus, K. (2024). The rise of virtual food tourism experiences: Integrating diffusion of innovation theory and self-determination theory. *Tourism and Hospitality Management*, 30(2), 249. <https://doi.org/10.20867/thm.30.2.8>
- Hengxuan, O., Gürsoy, D., & Christina, G. (2020). Tourists' attitudes toward the use of artificially intelligent (AI) devices in tourism service delivery: Moderating role of service value seeking. *Journal of Travel Research*, 61(1), 170. <https://doi.org/10.1177/0047287520971054>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1).
- Ho, R. C., & Amin, M. (2019). What drives the adoption of smart travel planning apps? The relationship between experiential consumption and mobile app acceptance. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v3i26.5356>
- Hoff, K. A., & Bashir, M. (2015). Trust in automation: Integrating empirical evidence on factors that influence trust. *Human Factors*, 57(3), 407–434.
- Hoo, W. C., Poh, N. M., & Khan, M. K. (2024). Factors influencing consumer behavior towards intention and the selection of luxury hotels in Malaysia using theory of planned behavior. *Innovative Marketing*, 20(3), 81. [https://doi.org/10.21511/im.20\(3\).2024.07](https://doi.org/10.21511/im.20(3).2024.07)
- Hossain, Z., Rahman, M., Hossain, Md. K., & Kumar, S. (2023). Investigating tourists' online travel agency selection intention: An empirical analysis on Bangladesh. *GeoJournal of Tourism and Geosites*, 50(4), 1212. <https://doi.org/10.30892/gtg.50401-1119>

- Huynh, T. Q. (2025). The impact of novelty-seeking and perceived coolness on tourist behavioral intention: The mediating role of creative tourism experience. *GeoJournal of Tourism and Geosites*, 60, 1279. <https://doi.org/10.30892/gtg.602spl24-1500>
- Ionescu, A.-M., & Sarbu, F. (2024). Exploring the impact of smart technologies on the tourism industry. *Sustainability*, 16(8), 3318. <https://doi.org/10.3390/su16083318>
- Islam, M. S. (2024). From data privacy to environmental sustainability: Comprehensive perspectives on smart tourism challenges. *Smart Tourism*, 5(1), 2534. <https://doi.org/10.54517/st.v5i1.2534>
- Israel, K., Tscheulin, D. K., & Zerres, C. (2019). Virtual reality in the hotel industry: Assessing the acceptance of immersive hotel presentation. *European Journal of Tourism Research*, 21, 5. <https://doi.org/10.54055/ejtr.v21i.355>
- Israel, M., & Hay, I. (n.d.). *Research ethics for social scientists*. [www.sagepublications.com](http://www.sagepublications.com)
- Ivanov, S., & Soliman, M. (2023). Game of algorithms: ChatGPT implications for the future of tourism education and research. *Journal of Tourism Futures*, 9(2), 214. <https://doi.org/10.1108/jtf-02-2023-0038>
- Ivasciuc, I.-S., Candrea, A. N., & Ispas, A. (2025). Exploring tourism experiences: The vision of Generation Z versus artificial intelligence. *Administrative Sciences*, 15(5), 186. <https://doi.org/10.3390/admsci15050186>
- Ivasciuc, I.-S., Sequeira, A., Brown, L. K., Ispas, A., & Peyre, O. (2025). Digital natives on the move: Cross-cultural insights into Generation Z's travel preferences. *Sustainability*, 17(14), 6601. <https://doi.org/10.3390/su17146601>

- Jakobsen, K., Mikalsen, M., & Lilleng, G. (2023). A literature review of smart technology domains with implications for research on smart rural communities. *Technology in Society*, 75, 102397. Elsevier BV. <https://doi.org/10.1016/j.techsoc.2023.102397>
- Jarrar, Y., Awobamise, A. O., & Sellos, P. S. (2020). Technological readiness index (TRI) and the intention to use smartphone apps for tourism: A focus on inDubai mobile tourism app. *International Journal of Data and Network Science*, 297. <https://doi.org/10.5267/j.ijdns.2020.6.003>
- Kang, S., Kim, M. J., Kim, J. S., & Olya, H. (2024). Can I trust GenAI to plan my next trip? A multi-method approach to optimizing media mix. *Journal of Travel Research*. <https://doi.org/10.1177/00472875241305630>
- Karim, M. W., Haque, A., Ulfy, M. A., Hossain, M. I., & Anis, Md. Z. (2020). Factors influencing the use of e-wallet as a payment method among Malaysian young adults. *Journal of International Business and Management*. <https://doi.org/10.37227/jibm-2020-2-21/>
- Kelley, K., & Preacher, K. J. (2012). On effect size. *Psychological Methods*, 17(2), 137–152. <https://doi.org/10.1037/a0028086>
- Kim, H. H., Sun, S., & Law, R. (2022). Value proposition of smartphone destination marketing: The cases of Hong Kong and South Korea. *Journal of Economics and Management*, 44, 187. <https://doi.org/10.22367/jem.2022.44.08>
- Kim, H. W., Chan, H. C., & Gupta, S. (2007). Value-based adoption of mobile internet: An empirical investigation. *Decision Support Systems*, 43(1), 111–126. <https://doi.org/10.1016/j.dss.2005.05.009>

- Kim, M. J., Lee, C.-K., & Jung, T. (2019). Perceived value and intention to use: Mediating role of attitude in tourism mobile apps. *Journal of Retailing and Consumer Services*, 50, 343–352. <https://doi.org/10.1016/j.jretconser.2019.05.022>
- Kim, W., Cake, D. A., & An, H. S. (2023). Role of social media on travel destination decision-making: Young American's motivation, attitude, and behavioral intention. *1*. <https://doi.org/10.20429/amtp.2023.28>
- Kim, W., Lee, S. J., Park, J. Y., Lee, H. R., & Choi, N. (2025). Systematic review of review research in hospitality and tourism: Updates from 2017 to 2023. *International Journal of Hospitality Management*, 131, 104310. <https://doi.org/10.1016/j.ijhm.2025.104310>
- Klarissa, K., Josephine, A., & Kristanti, M. (2024). Pemilihan destinasi kuliner melalui TikTok bagi Generasi Z di Indonesia: Model UTAUT2. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 8(3), 718. <https://doi.org/10.24912/jmbk.v8i3.28675>
- Koh, C., Suhartanto, D., Brien, A., Andrianto, T., Saputra, E., & Abnur, A. (2024). Attitudes and behaviour intention in consuming plant-based food: Evidence from young tourists in Indonesia. *Tourism and Hospitality Management*, 30(2), 259. <https://doi.org/10.20867/thm.30.2.9>
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30(3), 607–610. <https://doi.org/10.1177/001316447003000308>
- Ku, E. C. S., & Chen, C.-D. (2024). Artificial intelligence innovation of tourism businesses: From satisfied tourists to continued service usage intention.

*International Journal of Information Management*, 76, 102757.  
<https://doi.org/10.1016/j.ijinfomgt.2024.102757>

Kul, E., Dedeoglu, B. B., Kuçukergin, F. N., Martino, M. D., & Okumus, F. (2024). The role of tour guide competency in the cultural tour experience: The case of Cappadocia. *International Hospitality Review*. <https://doi.org/10.1108/ihr-04-2023-0021>

Kulavijit, B., & Chansanam, W. (2025). Modeling tourists' intention and information search behavior in virtual tour technology: Insights from Phra Pathom Chedi Temple. *GeoJournal of Tourism and Geosites*, 60, 1327.  
<https://doi.org/10.30892/gtg.602spl28-1504>

Kusdibyoy, L., Rafdinal, W., Susanto, E. H., Suprina, R., Nendi, I., & Abdurokhim, A. (2023). How smart are you at traveling? Adoption of smart tourism technology in influencing visiting tourism destinations. *Journal of Environmental Management and Tourism*, 14(4), 2015. [https://doi.org/10.14505/jemt.14.4\(68\).13](https://doi.org/10.14505/jemt.14.4(68).13)

Kwok, A. O. J. (2023). The next frontier of the Internet of Behaviors: Data-driven nudging in smart tourism. *Journal of Tourism Futures*. <https://doi.org/10.1108/jtf-11-2022-0288>

Laachach, A., Mumtaz, S., & Andaloussi, B. Z. (2024). Unveiling opportunities and challenges of the metaverse in the tourism and the hospitality sector: A qualitative investigation. *Tourism and Hospitality Management*, 30(4).  
<https://doi.org/10.20867/thm.30.4.1>

Lai, P. C., & Liew, E. J. Y. (2021). Towards a cashless society: The effects of perceived convenience and security on gamified mobile payment platform adoption. *AJIS*.

*Australasian Journal of Information Systems/AJIS. Australian Journal of Information Systems/Australian Journal of Information Systems*, 25.  
<https://doi.org/10.3127/ajis.v25i0.2809>

Lalicic, L., & Weismayer, C. (2021). Consumers' reasons and perceived value co-creation of using artificial intelligence-enabled travel service agents. *Journal of Business Research*, 129, 891. <https://doi.org/10.1016/j.jbusres.2020.11.005>

Lee, J., & Park, S. (2024). Examining customers' continuous intention to use self-service kiosks. *Information Technology & People*, 37(2), 456–472.  
<https://doi.org/10.1177/14673584251324745>

Lemy, D. M., Juliana, J., & Pramezwarly, A. (2025). Cultural value in the digital age: Combining smart travel technology with traveler satisfaction and loyalty. *International Journal of Sustainable Development and Planning*, 20(2), 607.  
<https://doi.org/10.18280/ijssdp.200212>

Leong, W. Y., Leong, Y. Z., & Leong, W. S. (2024). Smart tourism in ASEAN: Leveraging technology for sustainable development and enhanced visitor experiences. *International Journal of Social Sciences and Artistic Innovations*, 4(3).  
<https://doi.org/10.35745/ijssai2024v04.03.0003>

Liang, Y., Surinta, O., & Tirakoat, S. (2025). Algorithmic mediation and virtual engagement in smart tourism: An expectation–confirmation model of trust and travel intention among Gen Z tourists in Thailand. *Edelweiss Applied Science and Technology*, 9(9), 486. <https://doi.org/10.55214/2576-8484.v9i9.9825>

Lias, N. A. M., Radzli, N. R. N., & Johari, M. H. Y. (2025). The influence of user perceptions on adopting and using AI chatbots for halal travel information among

- Muslim travellers. *International Journal of Research and Innovation in Social Science*, 3812. <https://doi.org/10.47772/ijriss.2025.908000308>
- Liebana-Cabanillas, F., Higuera-Castillo, E., Coca-Stefaniak, J. A., & Molinillo, S. (2024). Smart or sustainable? Toward smart tourism cities that deliver at both levels. In *Edward Elgar Publishing eBooks* (p. 159). Edward Elgar Publishing. <https://doi.org/10.4337/9781803926742.00020>
- Lin, L.-P., & Huang, S.-C. L. (2018). Modelling Chinese post-90s' tourism loyalty to the ex-rival state using the perceived value approach. *Tourism and Hospitality Management*, 24(1), 23. <https://doi.org/10.20867/thm.24.1.1>
- Ling, E. C., Tussyadiah, I., Liu, A., & Stienmetz, J. L. (2023). Perceived intelligence of artificially intelligent assistants for travel: Scale development and validation. *Journal of Travel Research*. <https://doi.org/10.1177/00472875231217899>
- Lisana, L., Dinata, H., & Khosasih, M. M. (2025). Digital consumer behaviour among Generation Z. *Asian Journal of Business Research*, 15(3), 66. <https://doi.org/10.14707/ajbr.250201>
- Loan, N. T., Lan, L. T., Tra, D. T., & Hoang, N. V. (2022). The intention to use mobile applications in tourism among Gen Z in Vietnam: The effect of technological readiness and technology acceptance factors. *Journal Of Organizational Behavior Research*, 7(2), 290. <https://doi.org/10.51847/acdw70i581>
- Luqman, A., Cheam, C. L., & Mohamad, S. S. (2023). Predicting intention to continue using e-tourism technologies amidst Covid-19 endemic: A PLS-SEM approach. *Information Management and Business Review*, 15, 77. [https://doi.org/10.22610/imbr.v15i4\(si\).3578](https://doi.org/10.22610/imbr.v15i4(si).3578)

- Ma, Y., Li, Y., & Fang, H. (2024). Interconnected eco-consciousness: Gen Z travelers' intentions toward low-carbon transportation and hotels. *Sustainability*, *16*(15), 6559. <https://doi.org/10.3390/su16156559>
- Manolica, A., Bucătaru, O., Roman, T., Berteau, P. E., & Jelea, A. R. (2025). Adoption of AI in digital marketing: Comparing Gen Z and Gen Y through the technology acceptance model. *BRAIN BROAD RESEARCH IN ARTIFICIAL INTELLIGENCE AND NEUROSCIENCE*, *16*(3), 102. <https://doi.org/10.70594/brain/16.3/9>
- Mariani, M. M., Styven, M. E., & Ayeh, J. K. (2019). Using Facebook for travel decision-making: An international study of antecedents. *International Journal of Contemporary Hospitality Management*, *31*(2), 1021. <https://doi.org/10.1108/ijchm-02-2018-0158>
- Mazan, I., & Cetinel, M. H. (2022). Effects of perceived ease of use and perceived usefulness as mediators of the relationship between individual culture and intention to use digital tourism applications and services. *Journal of Tourism and Gastronomy Studies*. <https://doi.org/10.21325/jotags.2022.1087>
- Mogaji, E., Viglia, G., Srivastava, P., & Dwivedi, Y. K. (2024). Is it the end of the technology acceptance model in the era of generative artificial intelligence? *International Journal of Contemporary Hospitality Management*, *36*(10), 3324. <https://doi.org/10.1108/ijchm-08-2023-1271>
- Mohamad, M. A., Radzi, S. M., & Hanafiah, M. H. (2021). Understanding tourist mobile hotel booking behaviour: Incorporating perceived enjoyment and perceived price value in the modified technology acceptance model. *Tourism & Management Studies*, *17*(1), 19. <https://doi.org/10.18089/tms.2021.170102>

- Mohammadi, S., Fatoorchi, A. A., & Babagoli, M. (2025). A tokenized framework for enhancing the integrity and authenticity of tourism reviews. *Tourism and Hospitality Management*, 32(1). <https://doi.org/10.20867/thm.32.1.5>
- Mohsin, A., Lengler, J., & Subramonian, H. (2017). The influence of Malaysian students' travel motives on their intentions to discover new places and things. *Annals of Leisure Research*, 20(4), 490. <https://doi.org/10.1080/11745398.2017.1309984>
- Nadee, W., Kaewkitipong, L., Ractham, P., & Sayruamyat, S. (2024). An investigation of the intention to visit smart tourism destinations: Domestic travelers vs. international travelers. *Sustainability*, 16(23), 10484. <https://doi.org/10.3390/su162310484>
- Nafisyah, U., & Marsasi, E. G. (2023). The role of perceived value and perceived trust to optimize repeat purchase intention based on mean-end chain theory in Generations Y and Z. *Jurnal Pamator Jurnal Ilmiah Universitas Trunojoyo*, 16(4), 760. <https://doi.org/10.21107/pamator.v16i4.23841>
- Natasa Kovacic1. (2024). Is destination management data-driven and technology based? The perspective of the authorities responsible for destination management in a geographically diverse destination area. *International Journal of Advanced Trends in Computer Science and Engineering*, 13(2), 59. <https://doi.org/10.30534/ijatcse/2024/041322024>
- Nathan, R. J., Victor, V., Tan, M., & Fekete-Farkas, M. (2020). Tourists' use of Airbnb app for visiting a historical city. *Information Technology & Tourism*, 22(2), 217. <https://doi.org/10.1007/s40558-020-00176-0>
- Nawang, W. R. W., Abdillih, M. A. A. M., & Mursidi, A. (2025). Embracing e-wallet applications among Generation Z in Malaysia: The mediating role of trust. *Journal*

of *Nusantara Studies (JONUS)*, 10(1), 373.  
<https://doi.org/10.24200/jonus.vol10iss1pp373-398>

Nayak, M. S. D. P., & Narayan, K. A. (2019). Strengths and weaknesses of online surveys. *IOSR Journal of Humanities and Social Sciences*, 24(5), 31–38.  
<https://doi.org/10.9790/0837-2405053138>

Ndaguba, E., & Zyl, C. V. (2025). Exploring brain tourism discourse in the tourism and hospitality sector: Reawakening research in neurotourism. *Tourism and Hospitality Management*, 31(2), 197. <https://doi.org/10.20867/thm.31.2.3>

Neuhofer, B., Buhalis, D., & Ladkin, A. (2015). Smart technologies for personalized experiences: A case study in the hospitality domain. *Electronic Markets*, 25(3), 243.  
<https://doi.org/10.1007/s12525-015-0182-1>

Ng, K. M., & Bhutia, L. D. (2025). Leveraging digital technologies and sustainable practices for post-pandemic tourism recovery. In *IGI Global eBooks* (p. 151). IGI Global. <https://doi.org/10.4018/979-8-3693-9107-5.ch006>

Ng, S. I., Ho, J. A., Lim, X. J., Chong, K. L., & Latiff, K. (2021). Mirror, mirror on the wall, are we ready for Gen-Z in marketplace? A study of smart retailing technology in Malaysia. *Young Consumers*, 22(1), 68–89. <https://doi.org/10.1108/YC-06-2019-1006>

Nguyen, T. A., Nguyen, T. T. N., & Chau, N. T. (2024). Do the characteristics of smart tourism technologies stimulate tourists' co-creative behaviour? A case study at the destination of Danang, Vietnam. <https://doi.org/10.2139/ssrn.5077776>

Nor, S. M., Awang, K. W., & Faisal, A. (2025). The mediating effect of smart technology on the relationship between homestay management and collaborative digital

- economy. *International Journal of Knowledge Management*, 21(1), 1.  
<https://doi.org/10.4018/ijkm.367325>
- Nookhao, J., & Homsud, N. (2026). Exploring the potential of artificial intelligence in the tourism industry: Integrating the technology acceptance model and innovation-decision process. *Cogent Business & Management*, 13(1), Article 2607770.  
<https://doi.org/10.1080/23311975.2025.2607770>
- Octaviani, R. D., Sucherly, S., Prabowo, H., & Sari, D. (2023). Determinants of Indonesian Gen Z's purchase behavior on online travel platforms: Extending UTAUT model. *Innovative Marketing*, 19(4), 54.  
[https://doi.org/10.21511/im.19\(4\).2023.05](https://doi.org/10.21511/im.19(4).2023.05)
- Olszewski, M. (2024). Assessing the quality of AI-generated content in tourism - A signalling theory approach. *Scientific Papers of Silesian University of Technology Organization and Management Series*, 2024(209), 321.  
<https://doi.org/10.29119/1641-3466.2024.209.19>
- Omran, W., Ramos, R. F., & Casais, B. (2023). Virtual reality and augmented reality applications and their effect on tourist engagement: A hybrid review. *Journal of Hospitality and Tourism Technology*, 15(4), 497. Emerald Publishing Limited.  
<https://doi.org/10.1108/jhtt-11-2022-0299>
- Orden-Mejía, M., Carvache-Franco, M., Huertas, A., Carvache-Franco, O., & Carvache-Franco, W. (2023). Modeling users' satisfaction and visit intention using AI-based chatbots. *PLoS ONE*, 18(9). <https://doi.org/10.1371/journal.pone.0286427>

- Orden-Mejía, M., Carvache-Franco, M., Huertas, A., Carvache-Franco, O., & Carvache-Franco, W. (2025). Analysing how AI-powered chatbots influence destination decisions. *PLoS ONE*, *20*(3). <https://doi.org/10.1371/journal.pone.0319463>
- Ordóñez-Martínez, D., Seguí-Pons, J. M., & Ruíz, M. (2024). Toward establishing a tourism data space: Innovative geo-dashboard development for tourism research and management. *Smart Cities*, *7*(1), 633. <https://doi.org/10.3390/smartcities7010026>
- O'Regan, M., & Chang, H. (2015). Smartphone adoption amongst Chinese youth during leisure-based tourism: Challenges and opportunities. *Journal of China Tourism Research*, *11*(3), 238. <https://doi.org/10.1080/19388160.2015.1077181>
- Osman, Z., & Yatam, M. (2024). Enhancing the intention to use e-tourism among tourists in the digital era. *International Journal of Academic Research in Economics and Management Sciences*, *13*(2). <https://doi.org/10.6007/ijarems/v13-i2/21323>
- Ovando, R. Y., Esquinas, E. M. B., Puig-Cabrera, M., Santos, M. C., & Santos, J. A. C. (2024). Artificial intelligence and sustainable tourism planning: A hetero-intelligence methodology proposal. *Tourism & Management Studies*, *20*, 45. <https://doi.org/10.18089/tms.2024si04>
- Ozturk, A., Pizam, A., Hacikara, A., An, Q., Chaulagain, S., Balderas-Cejudo, A., Buhalis, D., Fuchs, G., Hara, T., Meira, J. V. de S., Revilla, M. R. G., Sethi, D., Shen, Y., & State, O. (2023). Hotel customers' behavioral intentions toward service robots: The role of utilitarian and hedonic values. *Journal of Hospitality and Tourism Technology*, *14*(5), 780. <https://doi.org/10.1108/jhtt-07-2022-0223>

- Pai, C.-K., Kang, S., Liu, Y., & Zheng, Y. (2021). An examination of revisit intention based on perceived smart tourism technology experience. *Sustainability*, *13*(2), 1007. <https://doi.org/10.3390/su13021007>
- Pai, C.-K., Liu, Y., Kang, S., & Dai, A. (2020). The role of perceived smart tourism technology experience for tourist satisfaction, happiness and revisit intention. *Sustainability*, *12*(16), 6592. <https://doi.org/10.3390/su12166592>
- Pallant, J. (2020). *SPSS survival manual: A step by step guide to data analysis using IBM SPSS* (7th ed.). Routledge. <https://doi.org/10.4324/9781003117452>
- Pan, T., & Fu, R. J. C. (2024). Navigating the AI horizon in hospitality: A novel classification and future research agenda. *International Hospitality Review*. <https://doi.org/10.1108/ihr-01-2024-0003>
- Panyadee, C., Krajangchom, S., Sangkakorn, K., & Intawong, K. (2023). Smart wellness technology for tourism destination based-on evolving tourist expectation model. *TEM Journal*, 1218. <https://doi.org/10.18421/tem122-68>
- Papagiannidis, S., & Davlembayeva, D. (2021). Bringing smart home technology to peer-to-peer accommodation: Exploring the drivers of intention to stay in smart accommodation. *Information Systems Frontiers*, *24*(4), 1189. <https://doi.org/10.1007/s10796-021-10227-4>
- Patel, M. (2024). A study on work life balance of women working in IT sector in India. *Indian Scientific Journal Of Research In Engineering And Management*, *8*(4), 1. <https://doi.org/10.55041/ijsrem30810>
- Patwary, A. K., Yusof, M. F. B. M., Kamarudin, L. M., Simpong, D. B. B., ISLAM, G. M. N., & Rahman, M. K. (2022). Place attachment, host tourists' interaction and

resident welcoming attitude: A post COVID-19 assessment towards tourism recovery in Langkawi, Malaysia. *GeoJournal of Tourism and Geosites*, 44(4), 1335. <https://doi.org/10.30892/gtg.44419-951>

Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>

Pawlak-Kołodziejska, K. (2023). City tourism application functionality from the perspective of tourist experience and technology acceptance models. *Scientific Papers of Silesian University of Technology Organization and Management Series*, 2023(174), 131. <https://doi.org/10.29119/1641-3466.2023.174.10>

Peiris, K., Weerasekera, D., & Silva, P. (2024). Impact of smart tourism technologies on destination loyalty: Perspective of Generation Z travelers. <https://www.researchgate.net/publication/392442548>

Pena, A. I. P., Ruano, M. L. F., & Jamilena, D. M. F. (2024). The role of gamified environmental interpretation in boosting destination perceived value. *Tourism & Management Studies*, 20(2), 55. <https://doi.org/10.18089/tms.20240205>

Peong, K. K., Peong, K. P., Yeo, S. F., Solarin, S. A., Tan, C. L., & Lim, K. B. (2024). The impact of smart tourism technologies and destination image on tourists' intention to revisit Malaysia: The mediator role of memorable tourists' experiences. In *Studies in systems, decision and control* (p. 925). Springer International Publishing. [https://doi.org/10.1007/978-3-031-54379-1\\_79](https://doi.org/10.1007/978-3-031-54379-1_79)

Pereira, T., Limberger, P. F., Minasi, S. M., & Buhalis, D. (2022). New insights into consumers' intention to continue using chatbots in the tourism context. *Journal of*

*Quality Assurance in Hospitality & Tourism*, 25(4), 754.  
<https://doi.org/10.1080/1528008x.2022.2136817>

Perumal, S., Qing, Y. R., & Jaganathan, M. (2022). Factors influencing attitudes and intentions towards smart retail technology. *International Journal of Data and Network Science*, 6(2), 595–602. <https://doi.org/10.5267/j.ijdns.2021.11.005>

Pham, T. N. (2024). Determinants of consumer' preferences for robot service hotel: An experiment among Vietnamese young travellers. *GeoJournal of Tourism and Geosites*, 53(2), 638. <https://doi.org/10.30892/gtg.53227-1239>

Phupunna, S., & Supahuang, R. (2024). The construction of tour guide application to enhancement and multilingual tourism development in Mahasarakham Province, Thailand. *Journal of Education and Learning*, 13(4), 201.  
<https://doi.org/10.5539/jel.v13n4p201>

Platov, A. V., Kalemullov, M., Zikirova, S., III., & Lysoivanenko, E. (2021). Building the tourist experience of visitors to sustainable smart tourist destinations. *SHS Web of Conferences*, 94, 4007. <https://doi.org/10.1051/shsconf/20219404007>

Prados-Castillo, J. F., Torrecilla-Garcia, J. A., Andraz, G., & Martínez, J. M. G. (2023). Blockchain in peer-to-peer platforms: Enhancing sustainability and customer experience in tourism. *Sustainability*, 15(22), 15968.  
<https://doi.org/10.3390/su152215968>

Pratista, N. D., & Marsasi, E. G. (2024). Effects of perceived usefulness and perceived ease of use for driving purchase intention. *Jurnal Ekonomi*, 28(3), 488.  
<https://doi.org/10.24912/je.v28i3.1940>

- Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS procedures for estimating indirect effects in simple mediation models. *Behavior Research Methods, Instruments, & Computers*, 36(4), 717–731. <https://doi.org/10.3758/BF03206553>
- Priscope-Vancia, A. P., Baltescu, C. A., Bratucu, G., Tecau, A. S., Chițu, I. B., & Duguleana, L. (2023). Examining the disruptive potential of Generation Z tourists on the travel industry in the digital age. *Sustainability*, 15(11), 8756. <https://doi.org/10.3390/su15118756>
- Puig-Cabrera, M., & Robles, C. F. (2025). Multi-level evolutionary model for smart tourism transition: A pilot test in the Andalusian region (Spain). *European Journal of Tourism Research*, 41, 4118. <https://doi.org/10.54055/ejtr.v41i.4126>
- Purwaningsih, M., & Ekosiwi, E. K. (2019). Smart tourism studies from an axiological perspective. *Global Research on Tourism Development and Advancement*, 1(1), 1. <https://doi.org/10.21632/garuda.1.1.1-13>
- Putera, N. S. F. M. S., Saripan, H., Bajury, M. S. M., & Ya'cob, S. N. (2022). Artificial intelligence in the tourism industry: A privacy impasse. *Environment-Behaviour Proceedings Journal*, 7, 433. <https://doi.org/10.21834/ebpj.v7isi7.3812>
- Qasimi, M. (2024). Personalized recommendation intelligent fuzzy clustering model for the tourism. *Journal of Computer Allied Intelligence (JCAI)*, 2(5), 42. <https://doi.org/10.69996/jcai.2024024>
- Radic, A., Quan, W., Ariza-Montes, A., Lee, J., & Han, H. (2022). You can't hold the tide with a broom: Cryptocurrency payments and tourism in South Korea and China. *Tourism Management Perspectives*, 43, 101000. <https://doi.org/10.1016/j.tmp.2022.101000>

- Rahim, F. A., Shafiee, Y. A., & Jamil, N. (2025). Key drivers influencing Gen Z's use of chatbots in Malaysia's digital banking sector: A conceptual model. *International Journal of Academic Research in Business and Social Sciences*, 15(8). <https://doi.org/10.6007/ijarbss/v15-i8/26106>
- Rahman, S. A. A., & Dura, N. (2021). Malaysia smart tourism framework: Is smart mobility relevant? *Kasetsart Journal of Social Sciences*, 43(4). <https://doi.org/10.34044/j.kjss.2022.43.4.25>
- Rahmadian, E., Feitosa, D., & Virantina, Y. (2023). Digital twins, big data governance, and sustainable tourism. *Ethics and Information Technology*, 25(4). <https://doi.org/10.1007/s10676-023-09730-w>
- Rahmayanti, P. L. D., Dharmanegara, I. B. A., Yasa, N. N. K., Sukaatmadja, I. P. G., Pramudana, K. A. S., Rahanata, G. B., Giantari, I. G. A. K., & Martaleni, M. (2021). What drives millennials and zillennials continuously using instant messaging? Perspective from Indonesia. *International Journal of Data and Network Science*, 6(1), 17. <https://doi.org/10.5267/j.ijdns.2021.11.001>
- Rajput, A., & Gandhi, A. (2025). Impact of social media influencer content on generation Z sustainable tourism choices. *Discover Sustainability*, 6(1). <https://doi.org/10.1007/s43621-025-02004-z>
- Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2018). *Partial least square structural equation modelling (PLS-SEM) using SmartPLS 3.0: An updated and practical guide to statistical analysis*. Pearson Malaysia Sdn. Bhd.
- Ramdan, F. A., Siang, T. G., & Aziz, K. Ab. (2025). A systematic literature review on Gen Z's adoption of metaverse tourism in Malaysia: Models and research gaps.

*International Journal of Innovative Research and Scientific Studies*, 8(7), 12–24.

<https://doi.org/10.53894/IJIRSS.V8I7.10397>

Rane, N. L., Choudhary, S., & Rane, J. (2023). Sustainable tourism development using leading-edge artificial intelligence (AI), blockchain, Internet of Things (IoT), augmented reality (AR) and virtual reality (VR) technologies. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4642605>

Roosdhani, M. R., Arifin, S., Komaryatin, N., Ali, A., Huda, N., & Khoiruddin, M. A. (2025). Generation Z decision to use e-wallets and its drivers. *Economics and Business Solutions Journal*, 9(2), 182. <https://doi.org/10.26623/ebsj.v9i2.11982>

Rosario, A. T., & Dias, J. C. (2024). Exploring the landscape of smart tourism: A systematic bibliometric review of the literature of the Internet of Things. *Administrative Sciences*, 14(2), 22. <https://doi.org/10.3390/admsci14020022>

Ruslan, N., Ying, K. P., Hassan, F. A., Halim, A. M. A., Arbaain, A. F., Muazam, F. N. I. B., Rashidi, I. F. F., Valerience, N. W. I., Zamri, N. F. M., Zol, N. U., & Jasni, J. (2023). Does the smart tourism experience in Malaysia increase local tourists' happiness and revisit intentions? *Journal of Sustainable Natural Resources*, 3(2). <https://doi.org/10.30880/jsunr.2022.03.02.005>

Saari, H., Mohammad, A. A., & Othman, R. (2025). Smart mosque information system (SMIS): A framework for digital Da'wa and religious tourism in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 15(9). <https://doi.org/10.6007/ijarbss/v15-i9/26428>

Safitri, L. R., & Abdurrahman, A. (2023). The effect of smart tourism technologies, memorable tourism experiences, and tourist satisfactions on traveller loyalty (Study

- on traveller users of the Tiket.Com app). *Jurnal Pamator Jurnal Ilmiah Universitas Trunojoyo*, 16(1), 153. <https://doi.org/10.21107/pamator.v16i1.19558>
- Saidon, J., Hisham, N. A., Atory, N. A. A., Hashim, H., Johari, M. H., Ahmad, N. S., Sohid, F. M., & Ishak, M. F. (2024). From gaming elements to purchase intentions: The influence of perceived enjoyment and promotion focus in online travel bookings. *Information Management and Business Review*, 16, 564. [https://doi.org/10.22610/imbr.v16i3s\(i\)a.4224](https://doi.org/10.22610/imbr.v16i3s(i)a.4224)
- Santiago, M. P., & Parra-Lopez, E. (2024). Intellectual influence of smart tourism destinations 2000-2023. *Tourism and Hospitality Management*, 30(3), 301. <https://doi.org/10.20867/thm.30.3.1>
- Saputra, R. A. (2023). Economic improvement, environmental sustainability, and community empowerment in Indonesia: Bibliometric analysis (Smart city and smart tourism) year 2013-2022. *E3S Web of Conferences*, 440, 1006. <https://doi.org/10.1051/e3sconf/202344001006>
- Sarnacchiaro, P., Luongo, S., Sepe, F., & Corte, V. D. (2024). The role of blockchain technology in the tourism industry: Analyzing the factors affecting its adoption. *Quality & Quantity*. <https://doi.org/10.1007/s11135-024-01836-7>
- Sarstedt, M., Hair, J. F., & Ringle, C. M. (2023). "PLS-SEM: Indeed a silver bullet" – Retrospective observations and recent advances. *Journal of Marketing Theory and Practice*, 31(3), 261–275. <https://doi.org/10.1080/10696679.2022.2056488>
- Sasaeac, Ștefania-M., Berteau, P. E., Jelea, A. R., Manolica, A., & Roman, T. (2025). eWOM vs. aWOM: AI powered word of mouth and its impact on consumer decision

- making in tourism. *Scientific Annals of Economics and Business*, 72(3), 489.  
<https://doi.org/10.47743/saeb-2025-0026>
- Sato, M., Onbuddha, R., Ma, B., & Ogata, S. (2024). Do young sustainable tourists build better relationships with destinations? *European Journal of Sustainable Development*, 13(2), 375. <https://doi.org/10.14207/ejsd.2024.v13n2p375>
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson Education Limited.
- Sebastian, M. G. de B., Grande, A. A., & Guede, J. R. S. (2023). Understanding the use of travel and restaurant platforms through the UTAUT2 model. *British Food Journal*, 126(2), 774. <https://doi.org/10.1108/bfj-07-2023-0636>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach* (7th ed.). John Wiley & Sons Ltd.
- Shamim, N., Gupta, S., & Shin, M. M. (2024). Evaluating user engagement via metaverse environment through immersive experience for travel and tourism websites. *International Journal of Contemporary Hospitality Management*.  
<https://doi.org/10.1108/ijchm-10-2023-1590>
- Shariffuddin, N. S. M., Azinuddin, M., Yahya, N. E., & Hanafiah, M. H. (2023). Navigating the tourism digital landscape: The interrelationship of online travel sites' affordances, technology readiness, online purchase intentions, trust, and e-loyalty. *Heliyon*, 9(8). <https://doi.org/10.1016/j.heliyon.2023.e19135>
- Sharma, S., Singh, G., & Pratt, S. (2020). Does consumers' intention to purchase travel online differ across generations? *AJIS. Australasian Journal of Information*

*Systems/AJIS. Australian Journal of Information Systems/Australian Journal of Information Systems*, 24. <https://doi.org/10.3127/ajis.v24i0.2751>

Shi, S., Gong, Y., & Gürsoy, D. (2020). Antecedents of trust and adoption intention toward artificially intelligent recommendation systems in travel planning: A heuristic–systematic model. *Journal of Travel Research*, 60(8), 1714. <https://doi.org/10.1177/0047287520966395>

Shrestha, A. K., Barthwal, A., Campbell, M., Shouli, A., Syed, S., Joshi, S., & Vassileva, J. (2024). Navigating AI to unpack youth privacy concerns: An in-depth exploration and systematic review. arXiv (Cornell University). <https://doi.org/10.48550/arxiv.2412.16369>

Singh, R., & Sibi, P. S. (2023). E-loyalty formation of Generation Z: Personal characteristics and social influences. <https://doi.org/10.5281/zenodo.8054004>

Sjukriana, J., Hanafiah, M. H., Asyraff, M. A., & Kusumah, G. (2024). Unveiling the landscape of event technology adoption in hospitality and tourism industry: Insights from a systematic literature review. *International Journal of Event and Festival Management*, 16(2), 207. <https://doi.org/10.1108/ijefm-06-2024-0077>

Skandali, D., Magoutas, A., & Tsourvakas, G. (2023). Artificial intelligent applications in enabled banking services: The next frontier of customer engagement in the era of ChatGPT. *Theoretical Economics Letters*, 13(5), 1203. <https://doi.org/10.4236/tel.2023.135066>

Skandali, D., Magoutas, A., & Tsourvakas, G. (2024). Consumer behaviour on AI applications for services: Measuring the impact of value-based adoption model on

- luxurious AI resorts' applications. *Review of Marketing Science*, 22(1), 57.  
<https://doi.org/10.1515/roms-2023-0099>
- Skubis, I., Mesjasz-Lech, A., & Nowakowska-Grunt, J. (2024). Humanoid robots in tourism and hospitality—Exploring managerial, ethical, and societal challenges. *Applied Sciences*, 14(24), 11823. <https://doi.org/10.3390/app142411823>
- Smith, M., & Coronel, M. (2023). Technology acceptance and readiness among different generations of urban tourists. *Marketing & Management*, 57(1), 37. <https://doi.org/10.15170/mm.2023.57.01.04>
- Sokmen, A., Arıcı, H. E., & Çalışkan, G. (2024). Determinants of the usage of ChatGPT in the tourism and hospitality industry: A model proposal from the technology acceptance perspective. *Journal of Tourism and Gastronomy Studies*. <https://doi.org/10.21325/jotags.2024.1398>
- Solakis, K., Katsoni, V., Mahmoud, A. B., & Grigoriou, N. (2022). Factors affecting value co-creation through artificial intelligence in tourism: A general literature review. *Journal of Tourism Futures*, 10(1), 116. <https://doi.org/10.1108/jtf-06-2021-0157>
- Soliman, M., Buaniew, A., Hassama, A., Assalihee, M., & Adel, R. (2025). Investigating the role of smart hotel technologies in enhancing guest experiences and sustainable tourism in Thailand. *Discover Sustainability*, 6(1). <https://doi.org/10.1007/s43621-025-01954-8>
- Song, B. L., Kaur, D., Subramaniam, M., Tee, P. K., Wong, L. C., & Zin, N. A. M. (2024). The adoption of mobile augmented reality in tourism industry: Effects on customer engagement, intention to use and usage behaviour. *Journal of Tourism and Services*, 15(28), 235. <https://doi.org/10.29036/jots.v15i28.679>

- Souza, V. da S., & Marques, S. (2024). Urban tourists' receptivity to ecogamification: A technology, environment, and entertainment-based typology. *European Journal of Tourism Research*, 37, 3707. <https://doi.org/10.54055/ejtr.v37i.3300>
- Stacchini, A., Guizzardi, A., & Costa, M. (2022). The value of sustainable tourism destinations in the eyes of visitors. *Highlights of Sustainability*, 1(3), 202. <https://doi.org/10.54175/hsustain1030015>
- Statista. (2024). *Use of AI for travel planning worldwide*. <https://www.statista.com/statistics/1558304/ai-use-travel-planning-worldwide/>
- Stavrianea, A., & Kamenidou, I. (2021). Complying with digital transformation in online booking through experiential values of generation Z. *European Journal of Tourism Research*, 30, 3003. <https://doi.org/10.54055/ejtr.v30i.2590>
- Stilic, A., Puska, A., & Nicic, M. (2025). The role of artificial intelligence in shaping the future of travel industry: An expert analysis of artificial intelligence-generated travel itineraries. *DEUROPE - The Central European Journal of Tourism and Regional Development*, 16(2), 57. <https://doi.org/10.32725/det.2024.020>
- Stroumpoulis, A., Kopanaki, E., & VARELAS, S. (2022). Role of artificial intelligence and big data analytics in smart tourism: A resource-based view approach. *WIT Transactions on Ecology and the Environment*. <https://doi.org/10.2495/st220091>
- Stylos, N., Jiang, Y., & Pergelova, A. (2024). Guest editorial: Marketing via smart technologies in hospitality and tourism. *Journal of Hospitality and Tourism Insights*, 7(3), 1285. <https://doi.org/10.1108/jhti-07-2024-969>

- Su, L., & Rahman, M. S. (2026). Tourist behavioural intentions in a UNESCO World Cultural Heritage site: A multi-method analysis. *SAGE Open*, 16(1).  
<https://doi.org/10.1177/21582440251410718>
- Suanpang, P., & Pothipassa, P. (2024). Integrating generative AI and IoT for sustainable smart tourism destinations. *Sustainability*, 16(17), 7435.  
<https://doi.org/10.3390/su16177435>
- Suasapha, A. H. (2025). Will generation z use ChatGPT for tourism recommendations. *Tourism and Hospitality Management*, 30(3). <https://doi.org/10.20867/thm.31.3.11>
- Sun, J., & Guo, Y. (2022). A new destination on the palm? The moderating effect of travel anxiety on digital tourism behavior in extended UTAUT2 and TTF models. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.965655>
- Sürme, M., & İnce, E. (2023). Smart destination selection process: Research on Generation Y tourists. *European Journal of Tourism, Hospitality and Recreation*, 13(1), 26. <https://doi.org/10.2478/ejthr-2023-0003>
- Sustacha, I., Baños-Pino, J., & Valle, E. D. (2023). The role of technology in enhancing the tourism experience in smart destinations: A meta-analysis. *Journal of Destination Marketing & Management*, 30, 100817.  
<https://doi.org/10.1016/j.jdmm.2023.100817>
- Swart, M. P., Sotiriadis, M., & Engelbrecht, W. H. (2019). Investigating the intentions of tourism providers and trade exhibition visitors to use technology: A technology acceptance model approach. *Acta Commercii*, 19(1).  
<https://doi.org/10.4102/ac.v19i1.693>

- Tajeddini, K., Gamage, T. C., Hameed, W. U., Qumsieh-Mussalam, G., Chaijani, M. H., Rasoolimanesh, S. M., & Kallmuenzer, A. (2021). How self-gratification and social values shape revisit intention and customer loyalty of Airbnb customers. *International Journal of Hospitality Management*, *100*, 103093. <https://doi.org/10.1016/j.ijhm.2021.103093>
- Tavitayanan, P., Qu, H., Tsang, W. L., & Lam, R. (2021). The influence of smart tourism applications on perceived destination image and behavioral intention: The moderating role of information search behavior. *Journal of Hospitality and Tourism Management*, *46*, 476. <https://doi.org/10.1016/j.jhtm.2021.02.003>
- Tay, L. K. L., Chan, K. H., Ng, T. H., Cheah, Y. Y., & Hussain, H. (2022). The continuous intention to use e-wallet in the post Covid-19 era: The perspective of Generation Y. In *Advances in economics, business and management research/Advances in Economics, Business and Management Research* (p. 52). Atlantis Press. [https://doi.org/10.2991/978-94-6463-080-0\\_5](https://doi.org/10.2991/978-94-6463-080-0_5)
- Tedjakusuma, A. P., Liu, L.-W., Eunike, I. J., & Silalahi, A. D. K. (2025). Rethinking information quality: How trust in ChatGPT shapes destination visit intentions. *Tourism and Hospitality*, *6*(4), 178. <https://doi.org/10.3390/tourhosp6040178>
- Terrah, A., Ali, F., Abbasi, G. A., Dogan, S., & Cobanoglu, C. (2024). Determinants of users' intentions to use AI-enabled technological innovations in hotels: A hybrid approach using PLS-SEM and fsQCA. *Advances in Hospitality and Tourism Research (AHTR)*, *12*(2), 200. <https://doi.org/10.30519/ahtr.1392494>
- Thong, C. L., Chaw, L. Y., Cherukuri, A. K., Jalil, A., Chit, S. M., & Lee, C. Y. (2022). The effectiveness of smart tourism in Malaysia in Covid-19 post-pandemic era: A

- case study. In *Lecture notes in computer science* (p. 60). Springer Science+Business Media. [https://doi.org/10.1007/978-3-031-05014-5\\_6](https://doi.org/10.1007/978-3-031-05014-5_6)
- Ting, H., Cheah, J., Lim, X., Ringle, C. M., Liu, Y., & Leong, C. (2021). Guest editorial. *Young Consumers Insight and Ideas for Responsible Marketers*, 22(1), 1. <https://doi.org/10.1108/yc-04-2021-997>
- Torabi, Z.-A., Pourtaheri, M., Hall, C. M., Sharifi, A., & Javidi, F. (2023). Smart tourism technologies, revisit intention, and word-of-mouth in emerging and smart rural destinations. *Sustainability*, 15(14), 10911. <https://doi.org/10.3390/su151410911>
- Tourism of the future: Opportunities and challenges of smart technologies and digitalisation. (2023). *Eastern Journal of European Studies*, 14. <https://doi.org/10.47743/ejes-2023-si>
- Tran, A. V., & Khoa, B. T. (2025). Generation Z customers' online outbound tourism booking intention in Vietnam: Extending the technology acceptance model with intercultural competence. *GeoJournal of Tourism and Geosites*, 60, 1119. <https://doi.org/10.30892/gtg.602spl09-1485>
- Tran, B. D., & Vu, D. H. (2024). Gen-Y behavioral intention to adopt mobile tourism apps: Extending UTAUT2 with trust and security. *International Journal of Data and Network Science*, 8(4), 2173. <https://doi.org/10.5267/j.ijdns.2024.6.014>
- Triantafillidou, A., & Lappas, G. (2022). Virtual and augmented reality in serious tourism games: Opportunities, tourist motives, and challenges. *SHS Web of Conferences*, 139, 3021. <https://doi.org/10.1051/shsconf/202213903021>

- Tuomi, A., Tussyadiah, I., & Ascensão, M. P. (2024). Customized language models for tourism management: Implications and future research. *Annals of Tourism Research, 110*, 103863. <https://doi.org/10.1016/j.annals.2024.103863>
- Tyan, I., Yagüe, M. I., & Plaza, A. J. G. (2021). Blockchain adoption in tourism: Grounded theory-based conceptual model. *Deleted Journal, 10*(1), 68. <https://doi.org/10.1344/ara.v10i1.32819>
- United Nations World Tourism Organization. (2025). *World tourism barometer: January 2025*. [https://en.unwto-ap.org/news/worldtourismbarometer\\_jan2025/](https://en.unwto-ap.org/news/worldtourismbarometer_jan2025/)
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly: Management Information Systems, 27*(3), 425–478. <https://doi.org/10.2307/30036540>
- wang, zhenbin, Zhang, H., & Cao, C. (2024). The influencing factors of tourists' behavioral intention in City walk in Malaysia. *Research Square (Research Square)*. <https://doi.org/10.21203/rs.3.rs-3938172/v1>
- Wang, C. (2014). Antecedents and consequences of perceived value in mobile government continuance use: An empirical research in China. *Computers in Human Behavior, 34*, 140–147.
- Wang, H., Yang, Y., & He, W. (2022). Does value lead to loyalty? Exploring the important role of the tourist–destination relationship. *Behavioral Sciences, 12*(5), 136. <https://doi.org/10.3390/bs12050136>
- Wang, L., Zhang, M., & Wang, H. (2022). Research on integrated management development of the tourism industry under the background of "Internet+". *IEEE Access, 10*, 13579–13590. <https://doi.org/10.1109/IMCCE51767.2020.00347>

- Wang, S., & Yoon, T. (2025). Exploring the impact of information characteristics on perceived value, attitude, and behavioural intention for travel information provided by GAI (Generative Artificial Intelligence). In *Springer proceedings in business and economics* (p. 141). Springer International Publishing. [https://doi.org/10.1007/978-3-031-77975-6\\_11](https://doi.org/10.1007/978-3-031-77975-6_11)
- Wang, Z., & Lin, Z. (2022). Measuring the effect of smart tourism technology on travellers' perceived value, use intention, and tourism satisfaction. In *Proceedings of the International Conference on Management, Economics and Innovation (ICMEIM 2022)* (pp. 848–856). Atlantis Press. [https://doi.org/10.2991/978-94-6463-044-2\\_106](https://doi.org/10.2991/978-94-6463-044-2_106)
- Wang, Z. Y., Huang, W., Kumari, P., Tian, F., & Zhang, S. (2025). The influence of smart tourism technology on use intention, perceived value, and tourists' net benefits. *Journal of Quality Assurance in Hospitality & Tourism*. <https://doi.org/10.1080/1528008X.2025.2488428>
- Warintarawej, P., Seksan, J., & Thongsri, N. (2024). Utilizing machine learning for analysing digital marketing's influence on Gen-Z travellers' destination selection. *Journal of Tourism and Services*, 15(29), 206. <https://doi.org/10.29036/jots.v15i29.853>
- Weltman, T., Sciacca, A. G., Hwang, Y., & Schipani, S. (2024). *Smart tourism ecosystem development readiness in Southeast Asia*. <https://doi.org/10.22617/brf240230-2>
- Wiardi, A. H., Trisna, M., Hayu, R. S., & Hadi, E. D. (2022). Behavioral intention to re-use online learning platform. *Journal of Health and Behavioral Science*, 4(1), 1. <https://doi.org/10.35508/jhbs.v4i1.4781>

- Wibisono, N., Rafdinal, W., & Setiawati, L. (2024). Tourism in the virtual age: Predicting the adoption of virtual reality applications in tourism. *International Journal of Applied Sciences in Tourism and Events*, 8(1), 9. <https://doi.org/10.31940/ijaste.v8i1.9-23>
- Wong, L., Tan, G. W., Ooi, K., & Dwivedi, Y. K. (2023). The role of institutional and self in the formation of trust in artificial intelligence technologies. *Internet Research*, 34(2), 343. <https://doi.org/10.1108/intr-07-2021-0446>
- Xie, H., Karim, R. B., & Azman, N. (2025). Factors affecting Generation Z tourist visit intention in Nanchang Jiangxi province, China: Attitude towards short videos as a mediator. *Edelweiss Applied Science and Technology*, 9(4), 1552. <https://doi.org/10.55214/25768484.v9i4.6334>
- Xiong, K. (2022). The influential factors of destination image on Generation Z's travel intention. *Advances in Economics, Business and Management Research/Advances in Economics, Business and Management Research*. <https://doi.org/10.2991/aebmr.k.220405.053>
- Xiong, S., & Zhang, T. (2024). Enhancing tourist loyalty through location-based service apps: Exploring the roles of digital literacy, perceived ease of use, perceived autonomy, virtual-content congruency, and tourist engagement. *PLoS ONE*, 19(1). <https://doi.org/10.1371/journal.pone.0294244>
- Xuan, V. T. T., Khánh, G. H. N., & Văn, T. T. (2025). Analyzing the impact of smart tourism application, destination image, and satisfaction on tourist intention to return to the tourist destination of Nha Trang. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.5072296>

- Yacoub, L., Elhajjar, S., Zgheib, Y., & Maalouf, N. J. A. (2025). Understanding perceived value in tourism: Insights from destinations facing crises. *PLoS ONE*, 20(9). <https://doi.org/10.1371/journal.pone.0331144>
- Yan, Z., Konar, R., Sthapit, E., Balasubramanian, K., Chen, J. L., & Prentice, C. (2025). Opting for smart hotels: Do digital immigrants perceive differently than digital natives do? *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/jhti-08-2024-0785>
- Yang, H., Luo, X., & Lan, Y. (2022). Understanding the impacts of AI capability on user engagement in smart services. *Journal of Business Research*, 145, 635–647. <https://doi.org/10.1016/j.jbusres.2022.03.022>
- Yang, H., Song, H., Cheung, C., & Guan, J. (2021). How to enhance hotel guests' acceptance and experience of smart hotel technology: An examination of visiting intentions. *International Journal of Hospitality Management*, 97, 103000. <https://doi.org/10.1016/j.ijhm.2021.103000>
- Yap, Y. Y., Tan, S. H., Tan, B. C., & Tan, S. K. (2025). Smart tourism technologies and tourist satisfaction: A systematic literature review and research agenda. *Acta Psychologica*, 258. <https://doi.org/10.1016/j.actpsy.2025.105191>
- Yavuz, M. C., Çavuşoğlu, M., & Çorbacı, A. (2018). Reinventing tourism cities: Examining technologies, applications, and city branding in leading smart cities. *Journal of Global Business Insights*, 3(1), 57. <https://doi.org/10.5038/2640-6489.3.1.1029>

- Yuan, J., Jiang, S., & Cruz, B. M. J. D. (2023). Toward the digital economy: Mobile payment affecting sustainable consumption behavior. *Innovative Marketing*, 19(1), 220. [https://doi.org/10.21511/im.19\(1\).2023.19](https://doi.org/10.21511/im.19(1).2023.19)
- Yudhistira, P. G. A., Kurniasari, N., & Bambang, S. P. S. (2023). The mediating role of social media use and perceived value between tourist knowledge and tourist attitudes: A study on the digital native generation. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 16(3), 491. <https://doi.org/10.20473/jmtt.v16i3.46909>
- Zeng, Z., Xu, M., Qiu, M., & Chi, Y. (2024). Assessing the impact of environmental factors on geo-based technology acceptance model (GTAM) among pedestrian tourists. *Research Square (Research Square)*. <https://doi.org/10.21203/rs.3.rs-4009147/v1>
- Zhang, J., Zamani, E. D., Gerli, P., & Mora, L. (2025). Co-constructing cooperative value ecosystems: A critical realist perspective. *Information Systems Journal*, 35(2), 504–544. <https://doi.org/10.1111/isj.12549>
- Zhang, Y., & Bin, D. (2024). Exploring the nexus of smart technologies and sustainable ecotourism: A systematic review. *Heliyon*, 10(11). Elsevier BV. <https://doi.org/10.1016/j.heliyon.2024.e31996>
- Zhang, Y., Sotiriadis, M., & Shen, S. (2022). Investigating the impact of smart tourism technologies on tourists' experiences. *Sustainability*, 14(5), 3048. <https://doi.org/10.3390/su14053048>

Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197–206.  
<https://doi.org/10.1086/651257>

Zheng, Y., & Wu, Y. (2023). An investigation of how perceived smart tourism technologies affect tourists' well-being in marine tourism. *PLoS ONE*, 18(8).  
<https://doi.org/10.1371/journal.pone.0290539>

Zheng, Z., Lu, C., & Zhao, W. (2023). Study on the influence of Douyin short video marketing on camping travel intention. *SHS Web of Conferences*, 179, 3022.  
<https://doi.org/10.1051/shsconf/202317903022>



## APPENDICES

### Appendix A: Questionnaire

#### Questionnaire: *Smart Tourism Among Malaysian Youth Survey*

Dear Participant,

You are invited to take part in a study on *Smart Tourism Adoption among Malaysian Youth*. The purpose of this survey is to understand how Malaysian youth perceive and adopt smart tourism technologies such as mobile travel apps, AI chatbots, and smart booking platforms. Your participation is voluntary, and all responses will remain strictly confidential and used for academic purposes only. Completing the questionnaire should take about 10–15 minutes.

By proceeding, you consent to participate in this research.

Thank you for your valuable time and insights.

---

#### SECTION A: Demographic Information

Please tick (✓) the appropriate answer.

1. Gender

- Male
- Female

2. Age

- Below 20
- 21-25
- 26-30
- 31 & above

3. Education Level

- Diploma/ certification
- bachelor's degree
- master's degree/higher

4. Ethnicity
  - Malay
  - Chinese
  - Indian
  - Other

**SECTION B: Smart Tourism Constructs**

Smart tourism technologies (STTs) include mobile travel apps, AI chatbots or recommendation features, online travel platforms, digital payments, and AR/VR guides used for planning or during travel. Answer the next sections thinking about your typical planning or travel use of such tools. Read the statement carefully and provide the best answer based on a 5-point Likert scale provided.

Response scale:

- 1 = Strongly disagree,
- 2 = Disagree
- 3 = Neutral/Uncertain
- 4 = Agree
- 5 = Strongly agree



**SECTION C: Perceived Usefulness (PU)**

1. Learning to use smart tourism tools is easy for me.

	1	2	3	4	5	
Strongly disagree						Strongly agree

2. Interacting with smart tourism tools is clear and understandable.

	1	2	3	4	5	
Strongly disagree						Strongly agree

3. It is easy for me to become skilled at using smart tourism tools.

	1	2	3	4	5	
--	---	---	---	---	---	--

Strongly disagree						Strongly agree
-------------------	--	--	--	--	--	----------------

4. I find smart tourism tools easy to use during planning or traveling

	1	2	3	4	5	
Strongly disagree						Strongly agree

#### SECTION D: Perceived Ease of Use (PEOU)

1. Using smart tourism tools helps me plan trips more efficiently.

	1	2	3	4	5	
Strongly disagree						Strongly agree

2. Smart tourism tools improve the quality of my travel decisions.

	1	2	3	4	5	
Strongly disagree						Strongly agree

3. Smart tourism tools save me time during trip planning or while traveling.

	1	2	3	4	5	
Strongly disagree						Strongly agree

4. Overall, smart tourism tools enhance my travel experience.

	1	2	3	4	5	
Strongly disagree						Strongly agree

#### SECTION E: Trust in Technology (TRU)

1. I trust smart tourism platforms to keep my personal data secure.

	1	2	3	4	5	
Strongly disagree						Strongly agree

2. I believe smart tourism tools provide reliable and accurate information.

	1	2	3	4	5	
Strongly disagree						Strongly agree

3. I can depend on smart tourism tools to work properly when I need them.

	1	2	3	4	5	
Strongly disagree						Strongly agree

4. Overall, I feel safe using smart tourism tools for travel-related tasks.

	1	2	3	4	5	
Strongly disagree						Strongly agree

5. I worry that my personal data could be misused.

	1	2	3	4	5	
Strongly disagree						Strongly agree

### SECTION F: Perceived AI Competence (AIC)

1. AI features in travel tools understand my questions and needs accurately.

	1	2	3	4	5	
Strongly disagree						Strongly agree

2. AI recommendations for travel (routes, places, prices) are competent and helpful.

	1	2	3	4	5	
Strongly disagree						Strongly agree

3. AI features respond efficiently and appropriately to my queries.

	1	2	3	4	5	
Strongly disagree						Strongly agree

4. Overall, the AI in travel tools seems knowledgeable and capable.

	1	2	3	4	5	
Strongly disagree						Strongly agree

### SECTION G: Perceived Value (PV)

1. Using smart tourism tools gives me good value for my effort.

	1	2	3	4	5	
Strongly disagree						Strongly agree

2. The benefits I receive from smart tourism tools outweigh any costs or risks.

	1	2	3	4	5	
Strongly disagree						Strongly agree

3. Using smart tourism tools is worthwhile for my travel needs.

	1	2	3	4	5	
Strongly disagree						Strongly agree

4. Overall, smart tourism tools provide me with valuable advantages.

	1	2	3	4	5	
Strongly disagree						Strongly agree

#### SECTION H: Behavioural Intention (BI)

1. I intend to use smart tourism tools for my next trip.

	1	2	3	4	5	
Strongly disagree						Strongly agree

2. I will frequently use smart tourism tools when planning or travelling.

	1	2	3	4	5	
Strongly disagree						Strongly agree

3. I will recommend smart tourism tools to my friends or family.

	1	2	3	4	5	
Strongly disagree						Strongly agree

4. I am likely to rely on smart tourism tools in the near future.

	1	2	3	4	5	
Strongly disagree						Strongly agree