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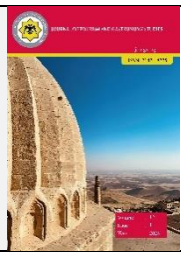

Exploring the Nexus of Tourism and Technology Acceptance: A Bibliometric Analysis

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Abstract

This article offers a comprehensive bibliometric analysis examining the complex relationship between technological acceptance and tourism. The study examines 313 documents from 183 different sources between 1995 and 2023, with a primary focus on articles (n = 213). Key findings show that this research area first appeared in 1995 and that 856 authors contributed 966 times to its changing environment. Global collaborations are led by China, the USA, and, surprisingly, Malaysia; this highlights the international character of modern research. The selection of essential journals is guided by Bradford's Law, which emphasizes "Sustainability" as a key resource. Lodka's Law highlights the contributions of a small number of extremely productive writers while revealing complex authorship interactions. Information technology and user acceptance are two examples of thematic focal points that are found through word cloud analysis. Global research clusters are identified by Collaboration Network analysis across nations, organizations, and authors. These analyses provide important information for future research orientations, industry, and academia. This research adds to the growing body of knowledge regarding how technology affects travel by offering guidance to academics, industry professionals, and decision-makers on how to navigate this complex intersection.

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INTRODUCTION

Technology has always been a key factor in defining the experiences of both travelers and industry participants in the dynamic and ever-evolving field of tourism (Kaushik et al., 2015). The tourism industry has experienced an unparalleled surge in the use of technology in recent years (Pencarelli, 2020), influencing every facet of travel, from choosing a destination to reflecting on a journey afterward (Gholamhosseinzadeh et al., 2023). However, the rapid adoption of technology in the travel industry raises interesting questions regarding the acceptance and application of these technological advancements (Xiang et al., 2015).

It is now more crucial than ever for tourism industries to embrace new technologies to stay competitive as technology continues to develop quickly (Buhalis, 1998). With the widespread use of smartphones, the internet, and other digital devices, travelers nowadays expect to have access to a wide variety of technical tools to enhance their travel experiences (Huang et al., 2017). To succeed, businesses in the tourism industry need to understand the factors that influence the acceptance of technology (Ezzaouia & Bulchand-Gidumal, 2020).

In the context of tourism, the phenomenon of technology acceptance explores the variables that impact people's propensity to accept and make use of technological platforms and tools during their travels. The objective of this research is to investigate the complex correlation between technological acceptability and tourism by conducting a thorough review of the extant scholarly literature. The purpose of this study is to present a bibliometric analysis of the topic "technology acceptance in tourism" in order to assess the state of the field and pinpoint important trends and advancements.

Literature Review

Recent decades have witnessed profound changes in the tourism industry due to a variety of factors, including globalization, shifting consumer preferences, and improvements in information and communication technologies (ICTs) (Ali & Frew, 2013; Dwyer, 2015). Traveler planning, traveler experience, and traveler sharing have all changed dramatically with the advent of social media, mobile applications, and online travel firms (Xiang et al., 2015; Pencarelli, 2020). This change in perspective has led academics to investigate how technology affects other aspects of tourism, such as destination management, visitor behavior, and marketing (Neuhofer et al., 2012).

Today's travelers depend more and more on technology for every aspect of their trip, from planning itineraries to making hotel and tour reservations (Benckendorff et al., 2019). Acceptance of technology is now crucial to the success of tourism-related enterprises (Hasni et al., 2021). Additionally, technology acceptance is crucial for the tourism industry, according to Buhalis and Law (2008), as travelers anticipate using technology-based services to enhance their trip experiences.

It is now essential to conduct research how technology is accepted and used in the tourism industry. Since its initial proposal by Davis (1989), the Technology Acceptance Model (TAM) has been extensively utilized to comprehend the aspects impacting people's acceptance of technology. Scholars have extended Technology Acceptance Models (TAM) to investigate the acceptance of certain technologies in the context of tourism, including mobile applications, online booking systems, and destination management systems (Huang et al., 2019). TAM is a popular paradigm for analyzing how technology is adopted in a variety of sectors, such as hospitality and tourism (Kaushik et al., 2015). Perceived usefulness (PU) and perceived ease of use (PEOU) are the two primary pillars upon

which it is based. These characteristics impact users' views about technology and, in turn, their behavioral intention to use it (Yen et al., 2010). PU and PEOU are significant predictors of technology use in diverse situations (Yang, 2005). The tourism industry's acceptance of technology is influenced by various variables (Ukpabi & Karjaluoto, 2017); perceived usefulness is a key factor since technology ought to offer capabilities that are both required and beneficial to help travelers (Chu & Choi, 2000). Another important consideration is perceived ease of use; travelers are more inclined to embrace technology that is simple to operate and doesn't require a lot of training (Siamagka et al., 2015). Moreover, Gretzel et al. (2010) state that trust, security, and privacy issues are crucial factors to consider while accepting technology in the tourism sector.

Utilizing technology in the tourism industry offers several advantages since it has changed marketing, planning, and service delivery, among other areas of the business (Buhalis, 1998). Among the main advantages are; productivity and efficiency: Productivity and efficiency have grown as a result of technology's streamlining of numerous operations, including customer service and reservation systems. Time and environmentally efficient travel plans: Due to technology, new environmentally friendly and time-efficient travel options have been created, lessening the impact of tourism on the environment, and increasing its accessibility to a larger audience. Globalization and connectivity: By bringing people and information together globally, technology has enabled globalization and allowed for the exchange of ideas and innovation in the tourism and travel industries. Better user experience: By offering more individualized and immersive experiences, technological innovations like augmented reality, virtual reality, and smartphone apps have improved the traveler experience. Accessibility: Due to technology, tourists can now easily arrange their vacations without the assistance of a travel agency. Information about popular tourism destinations is now more readily available. Security: With the use of technologies like facial recognition, fingerprint scanning, and document identification, travel industry security has increased, resulting in more controlled environments at airports and other transportation hubs. Marketing and promotion: Businesses can now access potential clients and launch focused marketing campaigns thanks to technology, which has a big impact on the marketing and promotion of tourism-related goods and services. Data-driven decision-making: According to technological advancements, data can now be collected and analyzed, empowering organizations to optimize their operations and make data-driven decisions (Cheong, 1995; Buhalis, 1997; Gans & Stern, 2003; Pencarelli, 2020; Rajapaksha & Jayasuriya, 2020; Awan et al., 2021; Jamaluddin & Rahmat, 2022; Chiwaridzo & Masengu, 2023). Globalization and innovation have been fostered by the tourism industry's use of technology, which has resulted in notable gains in accessibility, efficiency, and user experience (Buhalis, 2000).

An overview of the underlying understanding of the intertwined domains of technology acceptance and tourism is given in this introduction and literature review. The paper's next sections will conduct a bibliometric study to pinpoint important authors, countries, institutions, and patterns in the scholarly literature. The goal of this thorough analysis is to provide insightful information about how the tourism industry is changing in the digital era and what influences the acceptance of new technologies in this fast-paced industry.

Methodology

Bibliometrics is the study of scientific investigations with the aid of statistics and numerical analysis. Bibliometric approaches locate, evaluate, and track published research using a numerical approach. Bibliometric analysis is one type of quantitative analysis method used to evaluate the impact of certain researchers, academics, countries,

institutions, or publications. By emphasizing the most influential studies, bibliometric approaches can help researchers focus their efforts and find the literature before they ever start reading. Bibliometrics displays the total number of publications published during a certain time frame. It can also demonstrate the extent to which a study has impacted more recent research (Kalıpçı & Şimşek, 2023). Additionally, by using bibliometric methodologies, scholars can collaborate, write, and cite their ideas while basing their results on the corpus of bibliographic data produced by other scientists in the field. Bibliometric analysis is used in both performance analysis and science mapping. Performance analysis shows how individual and institutional publications and research are evaluated. Making the dynamics and structure of the scientific field visible is the aim of science mapping (Zupic & Čater, 2015; Krauskopf, 2018; Öztürk & Kurutkan, 2020; Şimşek, 2022).

This study uses bibliometrics. Using bibliometric techniques, this study attempts to comprehend the relationship between "Tourism" and "Technology Acceptance". While it may perform both science mapping and performance analysis as it was stated above, the R package "bibliometrix" was utilized to accomplish the necessary analysis on the dataset (Aria & Cuccurullo, 2017; Şimşek & Kalıpçı, 2023). Additionally, the dataset was gathered from the Wos database, which has been supporting 256 disciplines since 1997 and covers fields including social science, science, arts, and humanities (Clavirate, 2024). 313 studies were discovered when the terms "Tourism" and "Technology Acceptance" were searched in the WoS. To get the data, only abstracts were selected. There are two research questions posed, and they are:

1. What are the global trends in research publications regarding the ideas of "Tourism" and " Technology Acceptance"?

2. How have authors, institutions, and countries engaged with one another in academic publications about the notions of "Tourism" and "Technology Acceptance" in the context of travel?

Findings

After starting the analysis process, series of analysis were run, and the finding were given in this part. First findings belonging to the dataset which is about the Main Information are the precedence ones leading researchers to understand the main body of the literature. According to the findings, first study was published in 1995. Till 2023 (including this year), 313 documents have been published in 183 different sources such as journals, books, and so on. Majority of the documents are articles (n=213). 597 Keywords Plus (ID) and 1043 Author's Keywords (DE) were used in these documents. 856 Authors have been appeared 966 times meaning that some of them have contributed more than 1 documents. Because only 35 Single-authored documents were found which confirms this fact. The other details can be seen below in the table 1.

Table 1. Main Information about Data

Description	**Results**
MAIN INFORMATION ABOUT DATA	
Timespan	1995:2023
Sources (Journals, Books, etc)	183
Documents	313
Average years from publication	4,93

Table 1. Main Information about Data (Cont.)

Average citations per documents	22,04
Average citations per year per doc	3,564
References	15026
DOCUMENT TYPES	
article	213
article; book chapter	2
article; data paper	1
article; early access	28
article; proceedings paper	2
proceedings paper	51
review	14
review; early access	2
DOCUMENT CONTENTS	
Keywords Plus (ID)	597
Author's Keywords (DE)	1043
AUTHORS	
Authors	856
Author Appearances	966
Authors of single-authored documents	34
Authors of multi-authored documents	822
AUTHORS COLLABORATION	
Single-authored documents	35
Documents per Author	0,366
Authors per Document	2,73
Co-Authors per Documents	3,09
Collaboration Index	2,96

A three-field Plot of Authors, Countries, and Affiliations was created to illustrate the relationship of these three parameters. China is the leader country with its institutions and authors in the figure. USA comes after that. Surprisingly, Malasia has a deep impact on the topic which comes 3rd in the figure. But there are some authors such as Tahir Albayrak from Türkiye who cooperate with other countries' institutions as well. The figure can be viewed below.

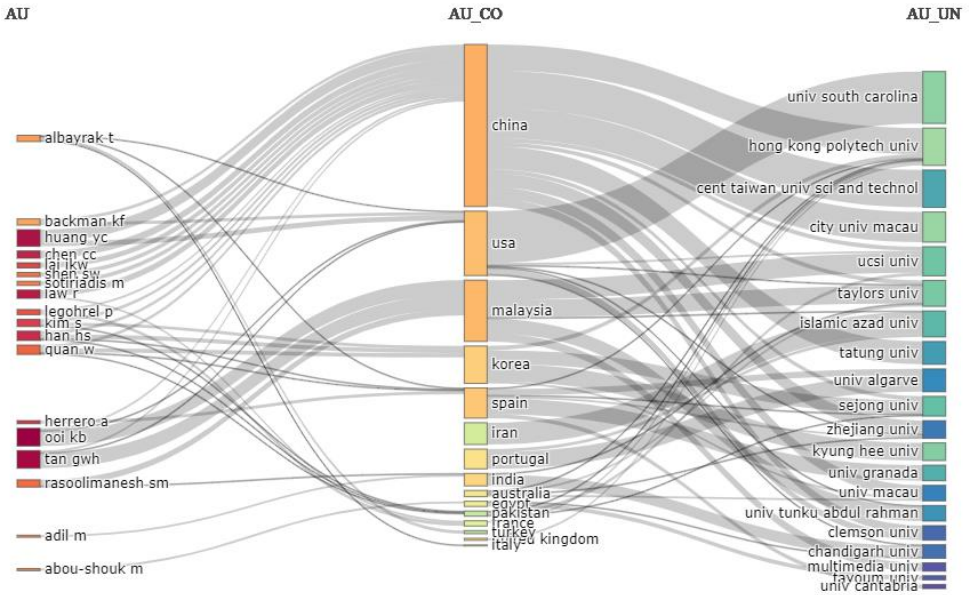

Figure 1. A three-field Plot

It is well known that scientific article distribution in journals closely complies with Bradford's law. If the journals are separated into groups with an equal number of articles on a certain subject in each group, the number of journals in subsequent groups creates a geometrical progression (Farooq, 2023). The bibliography must refer to a clearly defined subject, be comprehensive, span a finite amount of time, and strictly comply with legal requirements. In the mid-1930s, S.C. Bradford argued that (1946) all journals published in a field of science cannot publish articles on the same level. Therefore, it is not necessary to examine all these journals. And, among the journals published in a scientific discipline researchers need to make a choice based on the quality of the information (Tonta & Al, 2008). Considering that, it can be said that Sustainability is the core source for the literature about the topic. Other journals can be seen in the figure below with the number of articles.

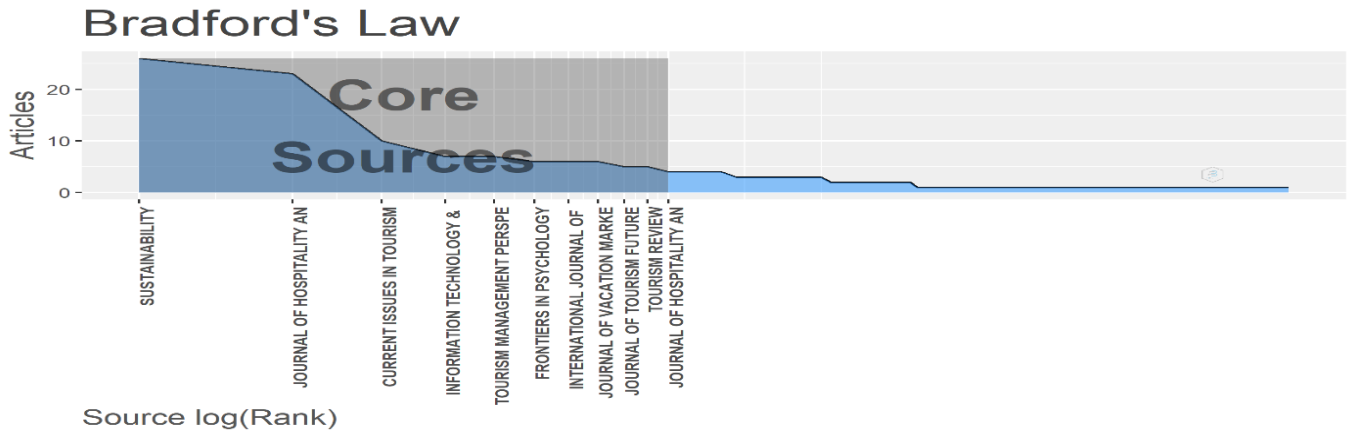

Figure 2. Bradford's Law

Another analysis that can be used to examine the contribution of authors to production in the field is Lodka's Law. By focusing on the academic production of authors, Lodka's law reveals one of the basic laws of bibliometrics. According to this, the studies that emerge in a field reveal that many authors produce only a single publication, while a small number of highly productive authors produce a large number of publications (Andrés, 2009:23). In the figure below, the horizontal plane sources and the vertical plane shows the number of authors. Data set of the study. When evaluated over 771 authors, they have only 1 publication on the subject, 69 of them have 2 publications and 12 authors have 3 publications. On the other hand, the other 4 authors have 15 publications in total (Figure 3 and Table 2).

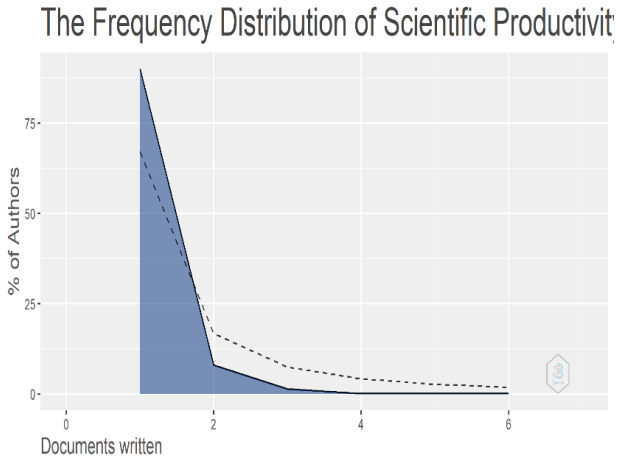

Figure 3. Lodka's Law

Table 2. Lodka's Law

Documents written	N. of Authors	Proportion of Authors
1	771	0,901
2	69	0,081
3	12	0,014
4	1	0,001
5	1	0,001
6	2	0,002

When the WordCloud analysis were ran by using Keywords Plus to be able to identify which terms used most in these studies. The findings showed that user acceptance (f=96), information-technology (f=86), model (f=55), acceptance (f=52), adoption (f=48), intention (f=48), technology (f=40), technology acceptance model (f=38), determinants (f=31), and perceived ease (f=31) are the most frequent terms. They were all illustrated in the figure below.

Figure 4. WordCloud

To be able to understand the network of the countries, institutions, and authors Collaboration Network was ran. As a result of the countries' network analysis, 4 clusters have been created. China is in the center of the network in the red cluster. In the green and blue clusters, there are collaborations of European countries about the topic. In the purple cluster, it can be seen that 3 Arabic countries have studied together about the topic. The figure was presented below.

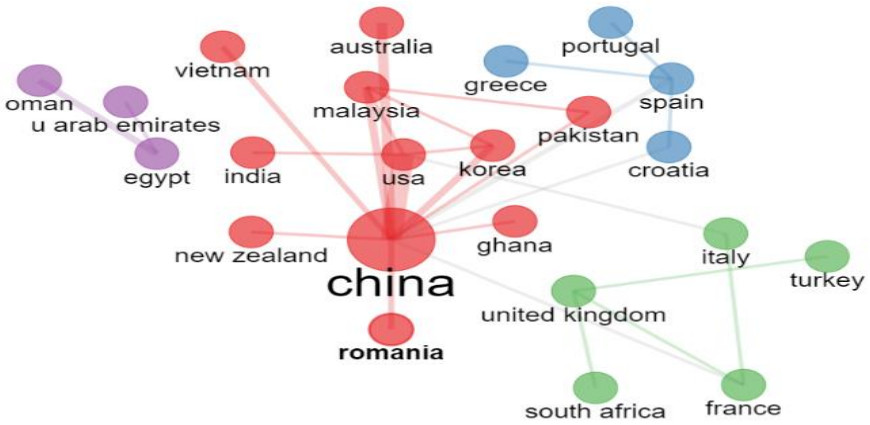

Figure 5. Collaboration Network (Countries)

In parallel with the previous analysis, the findings of the Collaboration Network analysis with the institutions have shown that the universities from these countries have network with each other such as Hong Kong Poly Technic from China and Sejong Uni. From Korea in the red clusters. But the institutions in the clusters have no other network with the institutions in the other clusters. They can be viewed below.

Figure 6. Collaboration Network (Institutions)

Finally, Collaboration Network analysis with the authors were ran and 10 clusters have been created with 27 authors from different countries and institutions. Their network with each other and names can be seen in the figure below.

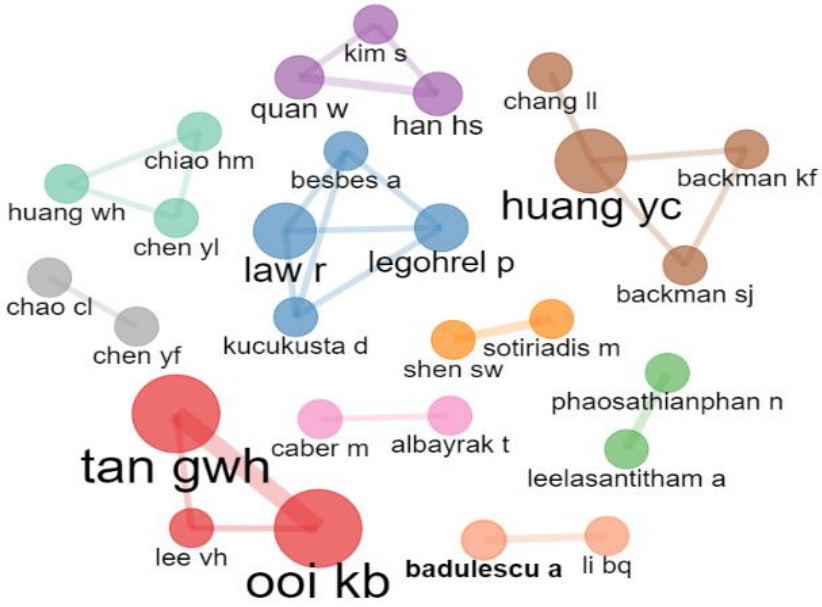

Figure 7. Collaboration Network (Authors)

Conclusion

This study's thorough bibliometric analysis illuminates the development, trends, and important participants at the nexus of technological adoption and tourism. Upon examination of the primary data collection, which covers the years 1995 to 2023, 313 documents from 183 different sources were found. The overwhelming majority of publications in this dataset highlight the academic emphasis on in-depth research in the discipline.

The Authors, Countries, and Affiliations three-field plot revealed intriguing patterns, emphasizing China's dominance, closely followed by the USA. Malaysia's noteworthy contribution to the field—it came in third in the results—illustrates the international cooperation that defines modern research. The global aspect of scholarly contributions is emphasized by the noteworthy collaboration of authors from many nations, as demonstrated by Tahir Albayrak from Türkiye.

"Sustainability" is a key source in the literature, according to Bradford's Law analysis of the distribution of scientific articles among journals. This highlights how important it is for researchers to base their decisions on the caliber and applicability of the data found in this prestigious journal.

When Lodka's Law is used to evaluate authors' academic achievement, it shows a pattern in which a few extremely productive writers contribute a large amount to the total. The results demonstrate this deep understanding of authorship dynamics and emphasize how important it is to recognize and value the variety of contributions made by members of the scholarly community.

The subject landscape of the literature is illuminated by WordCloud analysis based on Keywords Plus, which highlights phrases like "user acceptance", "information-technology", and "technology acceptance model" as crucial to the debate. This realization lays the groundwork for later scholars and practitioners to focus on fields of study.

The Collaboration Network analysis reveals a worldwide panorama of research clusters across nations,

organizations, and authors. The interconnectedness and collaborative nature of modern academic initiatives are emphasized by the key role of China, cooperative efforts within European countries, and theme groupings among Arabic nations.

In addition to the data acquired from our bibliometric study, it is imperative to recognize how technology and the tourism industry are constantly changing. Future studies may examine how new technologies, such as blockchain and artificial intelligence, may affect user experiences and industry dynamics as the natural link between technology and tourism develops. Moreover, the ever-changing preferences of users and the swift advancement of technology demand continuous scholarly focus. This study provides as a starting point for further research, which could examine particular areas in further detail given how tourism and technology are developing. By doing this, academics can advance our understanding of the complex interactions that exist between these two dynamic realities.

Recommendations

1. Interdisciplinary Research: Promote interdisciplinary research projects to delve further into the complex relationship between technology acceptability and tourism, encouraging cooperation among academics from various industries.

2. Knowledge Sharing Platforms: To enhance global understanding of the subject, provide forums for international knowledge sharing that will encourage discussion and cooperation among scholars, organizations, and nations.

3. Paying Attention to Emerging Trends: Ensure that academic pursuits align with the changing technological landscape of the tourism industry by closely monitoring emerging trends including user acceptance, information technology, and technology adoption.

4. Strategic Collaborations: To bridge the knowledge gap between academic institutions, travel agencies, and technological businesses, it is important to encourage these types of partnerships.

5. Technologies Focused on Users: Prioritize the creation and application of user-centric technologies, recognizing that user acceptance and intention play a critical role in determining the success of technological advances in the travel and tourism industry.

6. Using Best Practices: Stay updated with the latest research on best practices and utilize ideas from reputable journals such as "Sustainability" to guide the strategy and decision-making processes.

Research Gaps and Future Directions

There are still several study gaps despite extensive research on technology acceptance in tourism. For instance, nothing is known about how new technologies, like virtual reality, affect the use of technology in the travel industry. Limited research has also been done on how travelers use sharing economy platforms like Airbnb and how that affects tourists' acceptance of technology. It is recommended that future studies aim to bridge these gaps and offer a more thorough picture of the accepting of technology in the travel industry.

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