Chapter 9
A Conceptual Model of Emerging Mobile Travel Apps for Smart Tourism Among Gen X, Gen Y, and Gen Z

Phoebe Yueng Hee Sia
https://orcid.org/0000-0003-3796-4244
Graduate School of Business, Universiti Sains Malaysia, Malaysia

Yulita Hanum P. Iskandar
https://orcid.org/0000-0002-8037-5800
Graduate School of Business, Universiti Sains Malaysia, Malaysia

Siti Salina Saidin
Faculty of Hospitality, Tourism, and Wellness, Universiti Malaysia Kelantan, Malaysia

ABSTRACT

Mobile travel apps are essential tools in trip planning; they provide local insights and recommendation on destinations. Smart tourism features the extensive use of information and communication technology (ICT) which is a new evolution of old-style tourism and e-tourism, emphasised on two approaches: augmented reality (AR) and big data (BD). Several tourism studies have discussed the positive and negative impacts of adopting smart mobile travel apps in the tourism industry. Different factors may affect the app's adoption and acceptance of new technology. However, the level of adoption of smart mobile travel apps depends on the traveller's characteristics as each generation has different characteristics in the adaptability of smart technology. Therefore, this research model is based on the integration of the DeLone and McLean IS success (IS) model and consumer acceptance and use of information technology (UTAUT2) model to determine the factors influencing behavioural intention to use mobile travel apps for smart tourism among Generations X, Y, and Z.
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INTRODUCTION

Travelling has a great impact on the evolution of our society and species. Less than a century old, tourism has become a worldwide phenomenon. After 60 years, the travel industry has become one of the biggest industries worldwide (Shoutem, 2016). Mobile travel apps are essential tools in trip planning and gaining local insights and recommendation on destinations. It ensures a smoother trip and spares travellers extensive long-term planning itineraries from booking flights to navigating a new destination. It provides a one-stop solution for users to perform travelling-related activities such as booking tickets, booking hotels, car rentals, insurance, restaurants and interesting places to visit; all at a single place without the need to go through different portals.

The advancement of the internet and technology has evolved the smart tourism industry. Recently, the smart tourism industry put a lot of efforts in two areas: Augmented Reality (AR) and Big Data (BD) (Pradhan, Oh, & Lee, 2018). AR augments the surroundings of the real world with digital objects or information, thereby helping the traveller acquire information throughout the experience. BD is a data-driven approach which is important in tourism applications for improving operations, provide better services, create personalized marketing campaigns based on specific user preferences and, ultimately increase better decision making and creates value for stakeholders (Mariani, Baggio, Fuhs, & Hoepken, 2018). BD analytic is accustomed to auto-provide appropriate suggestions for supporting the decisions of travellers.

Smart tourism has the potential to suggest more appropriate information in BD with more privacy of information disclosed by the traveller, however, it increases the risk of privacy and personal information (Pradhan, Oh, & Lee, 2018) accessed irresponsibly for inappropriate purposes. The level adoption of smart apps may depend on traveller's characteristics. As each generation has different characteristics on the adaptability of smart technology, the factors affect the adoption and acceptance of new technology may differ. Therefore, the main objective of this research is to determine the factors that influence the behavioural intention to use mobile travel apps for smart tourism among Generation X, Y and Z.

BACKGROUND

The emergence of mobile apps for smart tourism has raised the trends of personalization and privacy paradox (Litsa, 2018). In terms of convenience, digital media usage favours mobility and it leads to the rapid development of mobile apps. From app download statistics *(Figure 1)*, 197 billion in 2017 and 149 billion in 2016 have been