

## Tourism Web Acceptance Model (TWAM) : A study of intention to book e-tourism product

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Auteur	Besbes Sahli, Alia [1], Legoherel, Patrick [2]
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Mots-cl�s	booking [3], e-tourism. [4], flow theory [5], Intention [6], technology [7], Technology Acceptance Model (TAM) [8], Tourism Web Acceptance Model (T-WAM) [9] The tourism web acceptance model (T-WAM) is a model of consumers' acceptance of information technology (IT) designed for e-tourism. The model aims to explain intention to book tourism products online better than other models do. Results from a survey collected from 389 Tunisian consumers show that the T-WAM is more robust than other models and theories (e.g. TAM, TPB, DTPB, flow theory) to explain behavioral intention in the context of e-tourism. The explained variance of intention to book is about 51% ( $R^2 = 50.6\%$ ). Results are discussed in detail, and recommendations, limitations, and suggestions for future research are provided.
R�sum� en anglais	
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