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8-5-2011

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ABSTRACT

With hand-held devices and mobile computing becoming ubiquitous in our lives, it is true that many people are interested in the usage of smartphones in the tourism industry. However, even though there are lots of studies on technology acceptance and online travel information, there is little research on smartphone acceptance for travel information. The aim of this study is to investigate the determinants of travelers' intentions to adopt smartphones within the context of their travel activities. In this paper we propose a new approach to examine the intention of travelers to use smartphones by viewing smartphone usage from two standpoints: hardware (technology) and software (online travel information). In terms of hardware, the united theory of acceptance and use of technology (UTAUT) model is used to investigate the intention to use smartphones, and the travel websites satisfaction (E-SAT) model is used to investigate the intention to use smartphones in terms of software. Based on the literature of two research streams, this study proposes an instrument to measure the affecting factors on the acceptance of smartphones regarding travel information.

Keywords

Smartphones, online travel information, travel websites, UTAUT, E-SAT.