

The Adoption of E-tourism: An Empirical Investigation

Eweoya Ibukun, Okuboyejo S.R.,

ibukun.eweoya_sena.okuboyejo@covenantuniversity.edu.ng

Abstract

Man's desire to discover more, enjoy more, and acquire more is an unquenchable thirst, which gives relevance to tourism. The act of food-searching, safety, and environmental-friendliness search in animals is naturally consistent; this is applicable to humans too, and it boosts tourism which involves customer reservation services (CRS), hospitality, airline reservation, car hire reservation and others. E-tourism is a revolution from traditional way of physically present in multiple locations to plan a tour, to achieving numerous tour planning tasks with maximum convenience using ICT. This work is a survey research, it investigates the acceptance and adoption of e-tourism in Nigeria, adopting the UTAUT/UTAUT2 model, and analyzed the gathered data from the questionnaires using SmartPLS 3 to confirm the reliability and validity of the measurement instruments.

Keywords: ICT, UTAUT, customer reservation system (CRS), e-tourism, internet.