

The Moderating Effect of Social Media Usage on the Relationship between the Perceived Value of the Websites and Motivational Factors on Sustainable Travel Agents

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Abstract: As sustainable tourism gains increasing attention, understanding the factors that influence travelers' motivation to engage with sustainable travel agents becomes crucial. This study investigates the moderating effect of social media usage on the relationship between the perceived value of websites and motivational factors for sustainable travel agents. The study proposes that social media usage acts as a moderator in shaping the relationship between the perceived value of websites and motivational factors. This study has utilized smart tourism. Therefore, independent variable motivation in terms of informativeness gratification and gratification acted as moderating variables. This study has utilized an online questionnaire adapted from a standardized questionnaire based on the literature review. Moreover, a total of 146 managers were surveyed in which they were required to respond to 55 items that elicited the 7 variables social media use, Propensity, perceived website value, motivating factors, entertainment gratification, informativeness gratification, sustainable smart tourism. The data were analyzed by SPSS and PLS-SEM. The findings indicated that relevance and importance of social media use and sustainable smart tourism. The result revealed that 7 hypotheses had a significant relationship. 3 hypotheses did not show a moderating effect. Overall, this study extends the understanding of sustainable smart tourism. These findings will benefit travel agents' managers in Malaysia to better understand the role of social media use and utilize it towards developing sustainable sustainable smart tourism.

Keywords: social media use, perceived website value, motivating factors and sustainable smart tourism

Introduction

The global tourism market has experienced continuous growth, especially with the increasing numbers of tourists visiting Malaysia. Furthermore, through economic diversification, improved infrastructure, and the conservation of the environment and culture, the tourism sector benefits rural people (Gan, Inversini, & Rega, 2016). However, workers in the tourism sector in Malaysia face difficulty using smart tourism.

Meanwhile, due to the multiple advantages that tourism offers like most developed countries, Malaysia, it has grown to be one of Malaysia's most improved industries in different ways both cultural and economic. Generally, in Malaysia, especially in the remote Islands that need any job opportunity this is beneficial to the local population (Jaafar, Bakri, & Rasoolimanesh, 2015).

However, in today's interconnected world, social media has emerged as a powerful platform for individuals to share their travel experiences, recommendations, and opinions. Travelers increasingly rely on social media platforms to gather information, seek peer recommendations, and engage in conversations about sustainable travel. The influence of social media on travelers' decision-making process cannot be underestimated, as it shapes perceptions and attitudes towards various travel options.

Nevertheless, despite the fact that tourism could be an encouraging root of socioeconomic stimulation (Cheuk, Atang, & Ramayah, 2017), it can be challenging to persuade people to travel to a particular location, particularly for remote societies that struggle with an absence of acknowledgement in the tourism industry. Therefore, successful destination marketing initiatives will promote tourism by boosting visitor numbers, contentment, and inclination to revisit. Consequently, marketing initiatives leverage smart tourism (Mariani, Di Felice, & Mura, 2016).

The impact of the internet has positively transformed the interaction and communication of tourists thereby facilitating quick access to the information needed by the tourist, such as data, prices, maps, popular places, and people's opinions about the tourist area through social media (Ganglmair-Wooliscroft, & Wooliscroft, 2016; Sun, Cárdenas, & Harrill, 2016). Indeed, (Abumandil, Abd Halim, Alshuaibic, & Siam, 2020; Viñan-Ludeña, 2019) lamented that social media has become a mechanism to bring more tourists to their desired destinations. Studies such as (Andreopoulou, Koliousska, Lemonakis, & Zopounidis, 2015) and have examined

internet marketing for tourism. With the help of social networks, tourists and travelers can gather multiple digital data from a variety of resources, exchange their learnings with others, and occasionally plan for and outfit their individual travel-related experiences. According to Kourouthanassis, Mikalef, Pappas, & Kostagiolas, 2017 (i) Rather than relying on usual tourism industry or travel companies, people who are ready to go on a trip like to hunt up the details they require digitally by using social networking sites and (ii) searching via web pages.

In light of this, social network platforms like YouTube, Flickr, and Facebook with user-generated material creation (UGC), have achieved spontaneous prominence within the online community of tourists and travelers.

Digital tools that provide services and other phenomena like the Internet, Web 2.0, and social network have transformed the system of tourist-relied data distribution as it gets the travelers and impacts how they embark on their travelling (Xiang, Wang, O'Leary, & Fesenmaier, 2015). With the system and dynamic role social network plays to the promotion of tourism, there is a need for marketers to adopt to this changing system as it is in constant change and still growing.

Therefore, the focus of this research is to grasp and highlight a few of the more noticeable areas of the social networking usage implementation and administration on smart tourism. Meanwhile, there are some factors such as the moderating effect in the linkage among the perceived value of the websites and motivational factors (Wang, So, & Sparks, 2017; Obaid, Al Musawi, & Abumandil, 2023) which can likewise affect smart tourism.

In addition, it is advocated for pervasive internet to be used in visitor information services. (Almasri, Obaid, Abumandil, Eneizan, Mahmoud, & Abu-Naser, 2022; Younus, Abumandil, Gangwar, & Gupta, 2022). The adoption of pervasive technology into tourist services is being advocated in light of the latest advancements in the field and its integration into regular living. Moreover, these variables in the study can affect the adoption of smart tourism such as the perceived value of the websites and motivational factors moderating by social media usage, display network and connection related information, search for information on restaurants and tourist destinations based on location using the wireless Internet or use telematics to search for information on tourist attractions. A ubiquitous tourist information service based on various media, such as providing a variety of tourist information along with directions, is being built and operated. Smart media such as smartphones are gaining attention as a new educational medium in the digital age by enhancing mobility and accessibility, leading to a new change in the language education environment (Afzaal, Usman, & Fong, 2019). In applying ubiquitous technology and developing tourism content, each local government does not have any precedent or standard, and does not have any precedent or standard, and proceeds individually using the technology and manpower of the local company, so that no discussion or consideration on the standard application method can be achieved. Without information on tour packages is known as tourism details also it refers to information necessary for tourists to decide on tourism (Shahidan, Ibrahim, Abdoh, Alshuaibi, & Abumandil, 2022; Abumandil, Jan, Zulkefli, & Saidin, 2022; Eneizan, Obaid, Abumandil, Mahmoud, Abu-Naser, Arif, & Abulehia, 2022). A server that displays information whenever via phone is required. Which is a close-up media that generates content using smart tourism, and stores efficient tourism information content. As a result, this paper can produce travel information employing smart tourism, explore for and find and alter smart tourism information, assess regulatory frameworks and visitors' preferences and reviews, and save these effective tourism information elements. And it proposes a model that can be utilized. This is the u-smart tourism information system. The biggest advantage of this study is that the mobility and accessibility of existing tourism information are very high, and the meta-database is built employing smart tourism to meta-model real-time smart tourism data, visitor behavior, and travel reviews. Additionally, by structuring smart tourism information, it aids in the development of a digital tourist strategy. A tourist can use visitor details contents by obtaining information in real-time using smart applications for details required to make choice about their trip using "u-smart tourism information," which is details on travel likes and products. Additionally, by meta-modeling the already existing tourism data, tourist inclinations, and tourism evaluations, a meta-database is created. In addition, Veal (2017) defined tourism as a field or a business related to transportation and enjoyment. It is regarded as one of the most important and fastest-growing sectors across the globe (Almasri, Obaid, Abumandil, Eneizan, Mahmoud, & Abu-Naser, 2022; Bahae, Pisani, & Shavakh, 2014). Earlier research, nonetheless, has shown that the tourist sector contributes to income advantages for society and is a root of expansion for any country (Frenzel, Koens, Steinbrink, & Rogers on, 2015).

In 2015, the tourism and travel industry contributed USD 2.4 trillion to the global gross domestic product (GDP), creating around 105 million employment options, as per research from the World Travel and Tourism Council (Kim, & Kim, 2015). There has been a noticeable expansion of the tourism sector recently, particularly in the areas of adventure, seaside, healthcare, agricultural, culture, and shoreline tourism. But in Malaysia, the tourism industry has historically contributed to the growth of the nation. While this is going on, the government is working to expand the tourism industry since it has the possibility of contributing significantly to the economy's expansion. The connection between the tourism industry and economic expansion has been the subject of numerous studies. (Chaffey & Ellis-Chadwick, 2019; Zhaldak & Shulgina, 2016; Abumandil, Ekmeil, Younus, & Alkhawaja, 2022) demonstrating a favourable correlation between the tourism industry and economic expansion. The economy would flourish at the same time that the tourism industry developed. Because of its ability to boost gross margins, enhance earnings, and many other

factors, the Malaysian government places a high priority on this industry. The industries that are closely engaged in the field, such as the hotel, restaurant, and transportation industries, are known as direct sectors, while those that serve indirectly to the industry are known as indirect industries. As a result of the firm's involvement from a variety of sectors, businesses and individuals benefited greatly from it. For instance, if more tourists travel to Malaysia, more commercial transactions will take place, generating revenue for home companies and opening up job opportunities as this industry grows and helps to lower Malaysia's jobless rate. The government is investing a significant sum of cash to grow this industry and strive to maximize the benefits that can be obtained from it (Younus, Tarazi, Younis & Abumandil, 2022; Mohamed, Patwary, & Abumandil, 2021). Social networking provides internet advertising and sustainable company remedies to assist attracting plenty of tourists. Additionally, social network is a powerful digital marketing tactic that gives companies the chance to simultaneously contact a huge potential customer. It entails producing and distributing material (Mariani, Di Felice, & Mura, 2016). Including social networking sites like Facebook, LinkedIn, Google+, Twitter, Tumblr, and video and photo sharing sites like Instagram, Pinterest, and Snapchat (YouTube, Instagram, Facebook Live, Periscope, Vimeo). In addition, despite the reality there are more visitors every year, there are a lot of variables that need to be considered as well. This is due to social networks is now being used for smart tourism, which is rapidly growing in popularity. As a consequence, there is an extremely high level of rivalry in tourist sites that receive a significant amount of focus from many partners utilizing social media marketing, especially in rural areas where it is deemed to be crucial for a visitor's happiness. In the present-day travel industry, that has grown more difficult. Prior studies (Okazaki, Andreu, & Campo 2017; Mariani et al. 2016) have shown the importance of having a thorough understanding of tourists' perspectives when assessing the competition of tourist locations. Therefore, in order to attract the most tourists, social networking plays a crucial function as a middleman between business holders and visitors. Therefore, by applying these three factors—Trust, Culture, and Technology Readiness three crucial factors that decide the promoting of the achievement and minimize losses of a tourist are the accessibility of visitors' data and desire for the different sorts of tour packages. Ganglmair-Wooliscroft and Wooliscroft (2016). Additionally, these components direct travel agents in developing concrete plans of action that can result in the successful application of smart tourism in social networks. Nevertheless, the competition of using smart tourism in social networks had not been tackled in the studies on the attitudes of tourist participants (Chaffey & Ellis-Chadwick, 2019; Zhaldak, & Shulgina, 2016). For instance, the survey by Andonian, Kuwabara, Yamakawa, and Ishida (2016) claims that Japan's tourist sector is on the cusp of turning into a significant economic driver for the nation. Japan will organize the Olympic and Paralympic Games in 2020, giving its population, culture, and artifacts a forum on a worldwide scale. In latest days, tourism in Japan has been promoted as a tool for addressing social issues and fostering economic development. The main focus of this research is the use of digital marketing, which is still in its early stages in Malaysia rather than possessing all the fundamental components of smart tourism on social networks. In-depth research also reveals that some of the main obstacles to the spread of smart tourism have been an absence of technological expertise, ineffective computer use, suspicion of technology, security concerns, privacy concerns, and communication issues.

Findings implied that technology readiness plays a significant impact in the adoption, administration, and dissemination of technology. On the one side, a number of research a beneficial correlation between technology readiness and the spread of new or cutting-edge technologies. On the other side, only a small number of research (Khan, & Abir, 2022) have discovered a negligible correlation between the dissemination of inventions and the state of technology.

An examination of the literature reveals two opposing views on the connection between trust and the adoption of new ideas or technologies. However, research (Laudon and Traver, 2016) show a considerably favorable association between trust and the adoption of innovative ideas or technology. However, research (Progano, 2018) have revealed no correlation between trust and the adoption of new technologies, such as digital marketing, in society.

As was already said, the factual findings of research looking at the connections involving technological readiness and the proliferation of new or cutting-edge technologies, including digital marketing, are mixed. It is acceptable to increase a moderating variable that can decide the potential of dissemination of digital marketing to profit from technology readiness and trust practices because the links connecting trust and diffusion of innovations or current technologies also reveal inconsistent outcomes. The connection underlying trust, culture, and technological readiness may be influenced by religion, according to a thorough examination of the literature.

This study aims to fill the existing research gap by examining the moderating effect of social media usage on the relationship between the perceived value of websites and motivational factors for sustainable travel agents. By investigating these dynamics, the findings can contribute to the development of effective strategies for sustainable travel agents to engage with and motivate travelers, ultimately fostering the growth of sustainable tourism and responsible travel practices.

Literature review

Lots of studies have shown that the majority of travel agencies have included the Internet into their operational procedures (Doolin, Burgess, & Cooper, 2002). This circumstance has an impact on how sports visitors behave and their tendency to use websites. This

is corroborated by Litvin, Goldsmith, and Pan's (2008) revelation that an increasing number of tourists are reportedly using websites and going online. As a result, the hospitality and tourist sectors must be aware of their customers' needs. The behavior of online shoppers is driven by travel websites, particularly those that are involved in the sale of goods and/or services and the debate of vacations. Numerous tourist research has found a link among website visitors' perceived value and their subsequent behavior. For instance, Litvin, Goldsmith & Pan, (2008) proposed that favorable opinions (perceived value) about using travel websites can forecast one's inclination for using travel e-services in the upcoming. Shin, Kim and Jeong, (2023) revealed the influence of customer-perceived value on purchase intentions using a content assessment of 203 existing websites. In this study, the likelihood of using the websites would be predicted by how valuable customers viewed the sporting events tourist websites to be. The investigator came up with the following hypothesis based as follows:

H1: Propensity to use tourism website significantly affect the sustainable smart tourism.

Motivational Factors

The requirements and motivations of sports tourists have also been identified using a number of existing paradigms. Iso-Aloha (1982) created a model that depicted two driving factors for travel, including the tendency to explore out intrinsic pleasures through travel and the need to escape one's wish to quit the familiar area. The push-pull theory was founded on the push motive, which is the desire to resist motivational impulses, and the pull motive. The researcher generated the following hypothesis based on these:

H2: Motivational factors significantly affect the sustainable smart tourism.

Entertainment Gratification

The value of media entertainment, according to earlier studies, is in its capacity to satisfy viewers' desires for escape, hedonistic pleasure, aesthetic appreciation, and/or emotional release. According to Kim and Forsythe's research from (2007), people who purchase online yearn for these recreational delights. Websites with a better entertainment value were developed with the intention of benefiting media consumers and encouraging them to utilise the medium more frequently. According to Kim, and Eastin, (2011) entertainment, and people are key factors in website re-visitation. These elements were included within the entertainment pleasure category in a study by Mokhtar, Yazid, and Shamsudin, (2020). Entertainment gratification some experts further stated that entertainment gratification was the primary driver of repeat website visits. In the end, it became clear that customer happiness with a particular website would lead online users to adopt favorable sentiments toward that website.

They decided to acknowledge website delight as the primary factor affecting how internet consumers feel about using websites. In fact, a study result by Mokhtar, Yazid, and Shamsudin, (2020) also backed up this idea. They claim that the entertainment gratification of an online store would have a significant impact on how customers felt about the service. The scholar came up with the following hypothesis based on these:

H2a: Entertainment gratification significantly affect the sustainable smart tourism.

Informativeness Gratification

Luo (2002) asserted that informativeness gratification should be taken into consideration as another prominent factor in connection to the use of web media, in addition to entertainment gratification as a primary determinant found in the UGT. According to Lim, and Ting, (2012), the Internet Governance (IG) is evaluated based on the web media's capacity to provide significant and practical information to online consumers. As much useful information as possible may be obtained through the Internet, ability of the organization to provide high-quality information will strongly impact how many people visit the website.

As a result, it enables a company to advertise its goods and services on the development website. In fact study, which concluded that IG of e-commerce websites will favorably affect customers' perceptions toward online buying, yields the same conclusion. The researcher came up with the following hypothesis based on these:

H2b: Informativeness gratification significantly affect the sustainable smart tourism.

Social Media Marketing Usage as Moderating

Web 2.0 technology serves as the foundation for a number of internet-based services known as social media, which enable the creation and exchange of user-generated content (Mohamed, Hussein, Hidayah Ahmad Zamzuri, & Haghshenas, 2014). Numerous academics have produced different definitions of social media applications. However, Andreas Kaplan and Michael Heinein created an adequate explanation by separating social media literature. According to Hansen et al. (2017), social media technology (SMT) is a collection of online technologies that permit a variety of social and communicative activities. It's interesting to note that social media applications are luring information seekers who want to find out the most recent details about the services and goods on offer. Because of this, suppliers, retailers, and customers are more likely to make purchases (Ferri, Dominici, Basile, & Aiello, 2015). stakeholders can achieve a variety of organizational goals with the use of social media marketing, including marketing, advertising, customer service management, product branding, problem-solving, and human resources management (Lai, Vinh, 2013). Social media is a fantastic tool for conducting free market research because it focuses on evaluating the mutual interests of customers,

retailers, and suppliers as well as comments and posts on various social media platforms. It also gives tourism managers companies. As a result, reaching out to and attracting clients as well as other tourist stakeholders on a worldwide scale will contribute to the idea of internationalization, which will then result in increased tourism flexibility. The researcher came up with the following hypothesis based on these:

H3: social media usage significantly moderates the relationship between propensity to use tourism websites significantly affect the sustainable smart tourism.

H4: social media usage significantly moderates the relationship between motivational factors significantly affect the sustainable smart tourism.

H4a: social media usage significantly moderates the relationship between entertainment gratification significantly affect the sustainable smart tourism.

H4b: social media usage significantly moderates the relationship between informativeness gratification significantly affect the sustainable smart tourism.

The Conceptual Research Framework

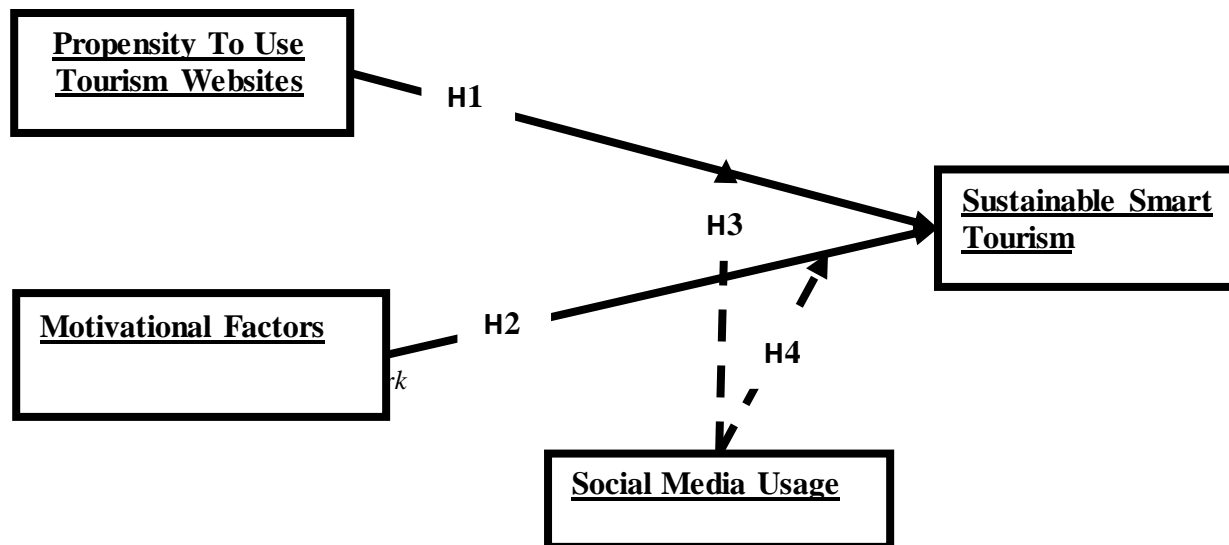
This research looks at how social networking use affects the connection between the perceived value of websites and the driving forces for sustainable smart travel. Age, gender, education, and income were the four components that made up the individual features of the young visitors, while the two parameters that made up the motivational aspects were entertainment gratification and informativeness gratification. These decision-making processes can be explored by looking at the sequential relationships between fans' attitudes, beliefs, and intentions with regard to using the websites to buy sports merchandise or acquire sports information. The researcher used the existing model in the new study situation, but made a few minor adjustments. This is because the respondents to the survey, who were millennial travelers who used travel websites, came from that background. Tourism websites for sporting events included some unique aspects. Accessibility, adaptability, interactivity, and dependability are some of these traits. The SWAM model initially identified four belief qualities about sports websites, including perceived usability, perceived value, perceived fun, and perceived reliability. To fit them within the views of sports tourism, the current researcher transformed these perceptions of sports websites and identified them as a customer-perceived value of tourism websites. The association between the customer perceived value of the tourism websites and the tendency to utilize the websites among millennial travelers in Malaysia was tabulated through data collecting. The moderating effects of social media usage were introduced as a further variable in this study. Numerous investigations suggested that customers' responses to innovations are typically explained by their personal qualities. These former researchers employed demographic traits, sometimes known as personal traits, as the primary factors for technology-related study. Individual traits of sports tourists can be categorized into a number of groups, including age, gender, race, nationality, education level, and income. For instance, a cross-cultural study comparing internet purchasing patterns between American and Korean consumers discovered a considerable difference. The creation of several models that address user acceptance of technology has led to the availability of numerous research about technology acceptance in recent years.

Employees in Malaysia's tourist sector which would cause mismatch between the pertinent technologies needed by smart tourism practitioners and the IT used by managers. Managers must have sufficient IT skills in order to function successfully and efficiently in an IT company environment. Furthermore, Figure 1 provides the following examples of how to design a study framework.

IV

MD

DV



Methodology

An online survey form was created for the data collection purpose. Data were collected from 215 travel agents working in Malaysia. Furthermore, in order to assess them, an unusual research approach was employed. In this investigation, the quantitative research was put to use. The benefit of using quantitative research methods is that they will shed light on a phenomenon that calls for teamwork and thorough understanding (Graue, 2015). The primary method employed in this study to find the answers to the research questions was quantitative research.

A study can be carried out with the goals of either examining the phenomenon (exploratory study), describing a phenomenon (descriptive study), or testing some hypotheses, according to Sekaran and Bougie (2016). To establish links between and among the important factors that are taken into account in the explanatory investigation, the current study tries to evaluate the hypotheses. This approach is consistent with Ivankova, Creswell, and Stick's (2006) assertion that researchers frequently use sequential explanatory designs, which first gather and analyse quantitative data. The quantitative data is the core component of this strategy, and its subsequent analysis provides a general comprehension of the study issue (Fetters, Curry, & Creswell, 2013). Data and its analysis then distil and explain those empirical findings by examining the data. This study specifically aims to investigate how the moderating effect of social media usage on the relationship between the perceived value of the websites and the driving forces behind sustainable smart tourism.

Population and Data Collection

Data was gathered using a self-administered study questionnaire. The tourism businesses in Malaysia are composed of the general populace. Intrepid Travel, G Adventures, Peregrine Adventures, Exodus Travels, Bamba, Destination Services Malaysia, National Geographic Journey, Sri Sutra Travel, Apple Vacations, Al Masyhur International Travel & Tours, Holiday Tours & Travel, PYO Travel Malaysia, Reliance Travel Malaysia, Star Travel, Summit Holidays, YL Travel & Tours, and Mayflower are the top 17 travel agencies in Malaysia. Additionally, 215 respondents were chosen at random from the entire country for the sample size. The top executives, department heads, and senior middle managers were the respondents. The decision to use the upper and middle management of the tourism industry as the unit of analysis was made based on the study's concepts regarding the moderating impact of social media use on the relationship between perceived website value and motivating factors for sustainable smart tourism.

Social media use, perceived website value and motivating factors for sustainable smart tourism. All items for social media use, perceived website value and motivating factors for sustainable smart tourism were measured on a five-point Likert scale, ranging from '1' "strongly disagree" to '5' "strongly agree."

Analysis of Results

Data were analysed by using partial least squares (PLS), which is a structural equation modelling (SEM) technique that is based on path analysis and regression analysis. PLS is good for both theory confirmation and exploratory research (Chin, 1998). PLS involves two types of assessment: the measurement model and the structural model. The majority of the travel agents managers who

participated in the study were male (90.4%). Close to half of them were less than 45 years old (43.8%). In terms of education, the majority had a bachelor's degree (84.2%), and most of them had been working in the tourism sector for a long period of time between 10 and 20 years (99.0%), indicating that the sample had a fairly good experience in making decisions. In general, items with loadings of less than 0.5 should be dropped (Hulland, 1999). Results show the rest factor loading values are greater than the recommended level (i.e., 0.7). The composite reliability (CR) values of the components (ranging from 0.858 to 0.984) exceeded the generally accepted value of 0.70. The AVE values (ranging from 0.603 to 0.795) are higher than the general accepted value of 0.5. One-tailed t-tests was assumed because corresponds are extreme negative or extreme positive. 95% significance for value ≥ 1.645 at level of social media use (SMU), Propensity (P), perceived website value (PWV), motivating factors (MF), entertainment gratification (EG), informativeness gratification (IG), for sustainable smart tourism (SST).

All Hypotheses Testing Results.

NO.	Hypotheses	Path coefficient	t value	Decision
H1	Propensity (P) \rightarrow -> SST.	0.317	*1.972	Supported
H2	Perceived Website Value (PWV), \rightarrow -> SST.	-0.077	1.029	Not Supported
H3	Motivating Factors (MF) SST \rightarrow -> SST	-0.152	*1.320	Not Supported
H4	Entertainment Gratification (EG) \rightarrow -> SST	0.303	*2.624	Supported
H5	Informativeness Gratification (IG) \rightarrow -> SST	0.331	*2.127	Supported
H6	P *Social Media Use \rightarrow -> SST.	0.252	**2.525	Supported
H7	PWV*Social Media Use \rightarrow -> SST.	0.113	2.020	Supported
H8	MF *Social Media Use \rightarrow -> SST	0.046	1.684	Supported
H9	EG *Social Media Use \rightarrow -> SST	0.150	3.945	Supported
H10	IG *Social Media Use \rightarrow -> SST	0.016	0.627	Not supported

Discussion and Conclusion

The present study was carried out to examine the role of social media use, Propensity, perceived website value, motivating factors, entertainment gratification, informativeness gratification, for sustainable smart tourism. All these features were able to explain 83.7% variance in smart tourism. The collective influence of social media use characteristics found in this study corroborates the argument and past studies that perceived website value, motivating factors, entertainment gratification, informativeness gratification is key in sustainable smart tourism toward achieving the organizational performance. However, upon a closer examination, of the 10 hypotheses, only 7 of them had significant individual effect on sustainable smart tourism. They were social media use, Propensity, perceived website value, motivating factors, entertainment gratification, informativeness gratification, for sustainable smart tourism. Such finding suggests that travel agents require information that is accurate, relevant, complete, and interpretable when making decisions, implying that sustainable smart tourism features may be culture or context specific. Culture plays a critical role in decision making. While such speculation may be valid, future research needs to be carried out to corroborate the cultural claim. The findings offer practical insight to the management of company regards to how they should manage the information and what type of information they should seek for before smart tourism. In particular, smart tourism should obtain accurate, relevant, complete, and interpretable information. Only when the information has all these characteristics that decisions made can help achieve the organizational goals. One of them is that this study was cross-sectional in nature; hence, drawing causal inferences may be problematic although it is likely that a smart tourism. Secondly, the findings may have limited generalizability to other cultural contexts or research settings, which necessitate that future studies replicate the present research on smart tourism.

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