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Smart technology's potential in smart destinations: a comprehensive UTAUT model with privacy and safety risk moderation

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Abstract

Purpose: This study aims to develop a model that explains the relationship between broad personality traits and specific aspects of smart technology acceptance among visitors to smart destinations. It incorporates privacy and safety risks as moderating factors within the Unified Theory of Acceptance and Use of Technology (UTAUT) model, thereby advancing research in this area. Design/methodology/approach: The cross-sectional study collected data from 519 respondents using purposive sampling. The questionnaire was administered across two smart destinations to validate the study's findings. Findings: Performance expectancy, effort expectancy and facilitating conditions significantly influence behavioral intentions for smart technology use, emphasizing the importance of user-centric design. While social influence's impact is modest compared to the practical benefits users gain from the technology. Privacy and safety concerns act as barriers, reducing the influence of these drivers and underscoring the need for their mitigation in technology adoption. Research limitations/implications: This study enhances smart destination theory and practice by emphasizing the critical role of privacy and data security in the deployment of smart technologies. By addressing both the benefits and challenges of these technologies, it offers valuable insights into

improving visitors' overall experience and satisfaction, contributing to more effective smart tourism strategies. Originality/value: The originality of this research lies in integrating the UTAUT model with risk theory by incorporating perceived privacy and safety risks as moderating factors in the context of smart destinations. This approach deepens the understanding of smart technology acceptance and offers valuable insights into the complex dynamics of technology adoption in tourism environments. © 2024, Emerald Publishing Limited.

Author keywords

Perceived privacy risk; Perceived safety risk; Risk theory; Smart destination; Smart technology; UTAUT model

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