

A study on the Adoption of Cloud technology service In Tourism

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Abstract

Tourism is considered the "super star" industry with most growth potential in the 21st century. It is expected to bring huge economical benefits, and would be what countries in the world compete for. With the rapid development in technology, services provided by cloud technology have become increasingly diverse. One of the major areas for applying cloud service is to integrate it within travel industry to provide a value added service. Taiwanese government has been actively promoting local tourism. For example, the Taipei City Government utilizes cloud technology to promote itself as a smart city, using "MOTA (Map of Taipei Amusement)", a map based interactive guiding tool to deliver rich location based information. To understand how users take advantage of cloud technology, this study aims to construct a tourist cloud service accept behavior system (TCSAB) based on three elements, including innovation diffusion, the technology acceptance model, and media richness. Through an extensive literatures review, theories relevant to innovation service (i.e., reasoned action theory, innovation diffusion theory, and technology acceptance model), and to media richness (i.e. media richness theory, enjoyable experience) will be extracted in the TCSAB system. This study uses questionnaire to collect data. Structural Equation Modeling (SEM) is adopted to analyze the data to clarify the determinants influencing users' intention of tourist cloud service. Some implications from our results will be discussed and be expected as a reference for promoting the tourist industry in the future.

Keyword : cloud services, innovation diffusion, media richness, Structural Equation Modeling (SEM), tourist cloud service accept behavior (TCSAB)