

# What constructs affect tourist behaviour in the purchasing process?: Analysis in technological innovation environments

Bastidas-Manzano, Ana-Belén  
Alcolea-Parra, María  
Sánchez-González, Olga

---

What constructs affect tourist behaviour in the purchasing process?: Analysis in technological innovation environments



# Content:



Introduction: Originality,  
Research Gaps, and  
Research Questions



Methodology



Analysis of Results



Discussion



Conclusion

# 1. Introduction



Everyday gadgets in consumer technology are affecting consumer behaviours that characterizes a noticeable change around purchasing habits as it relates to regular standard transactions, that is, integrated technology (Bhukya et al., 2023; Ekinici et al.,2023)



Customer journey



Consumer behaviour has emphasized the close relationship between technological innovation and urban centers.



**Smart cities**



# 1. Introduction



SMART CITY

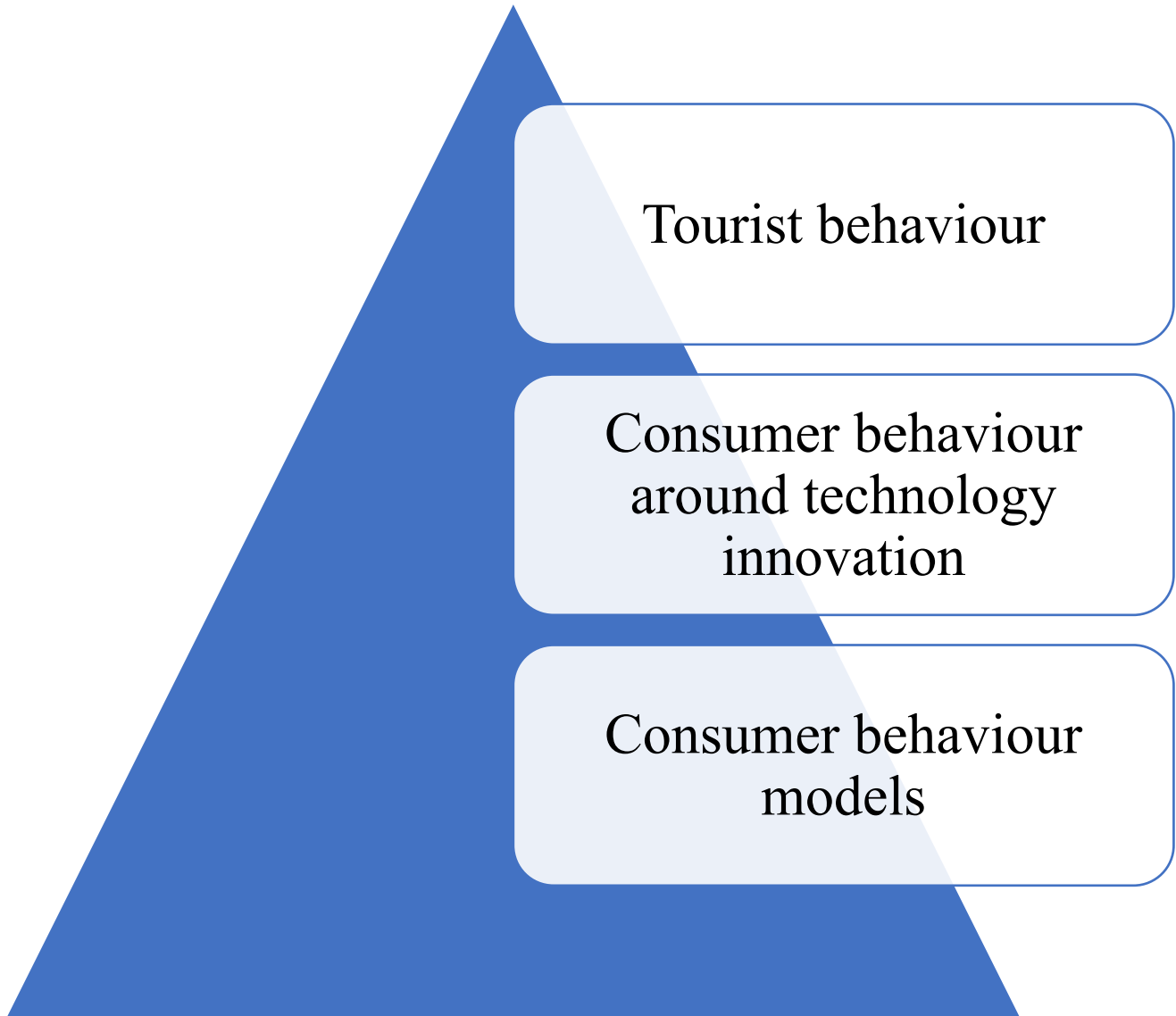


SMART TOURISM  
DESTINATION  
(STD)



SUSTAINABILITY

# 1. Introduction

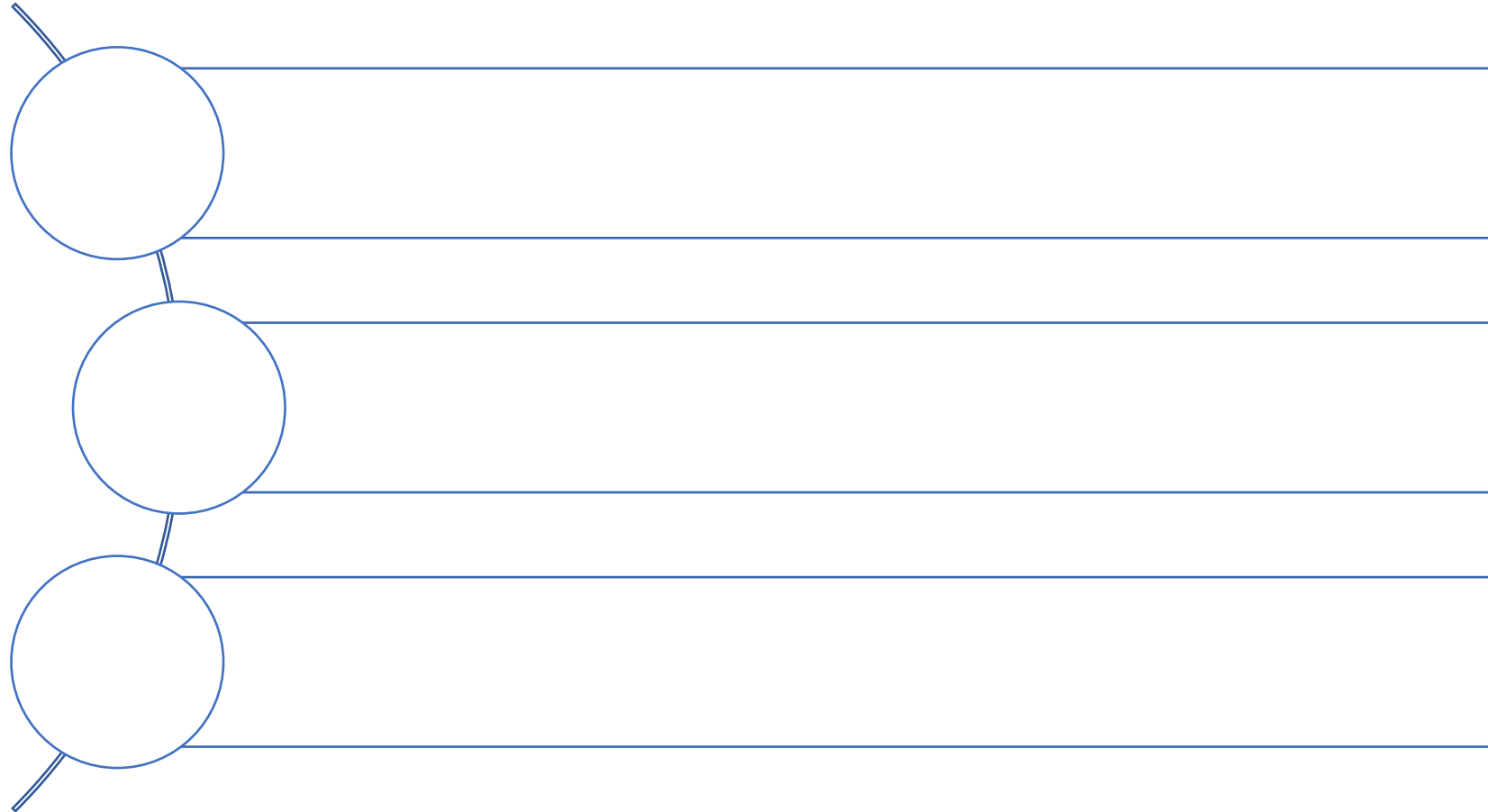


## 2. Methodology

- **RQ1.** Which constructs are the most relevant in technology acceptance models?
- **RQ2.** What are the main topics of interest related to consumer behavior and technology?
- **RQ3.** What are the main topics of interest in the study of tourist behavior in the present? What aspects provoke the most interest in the study of tourist behavior in the present?

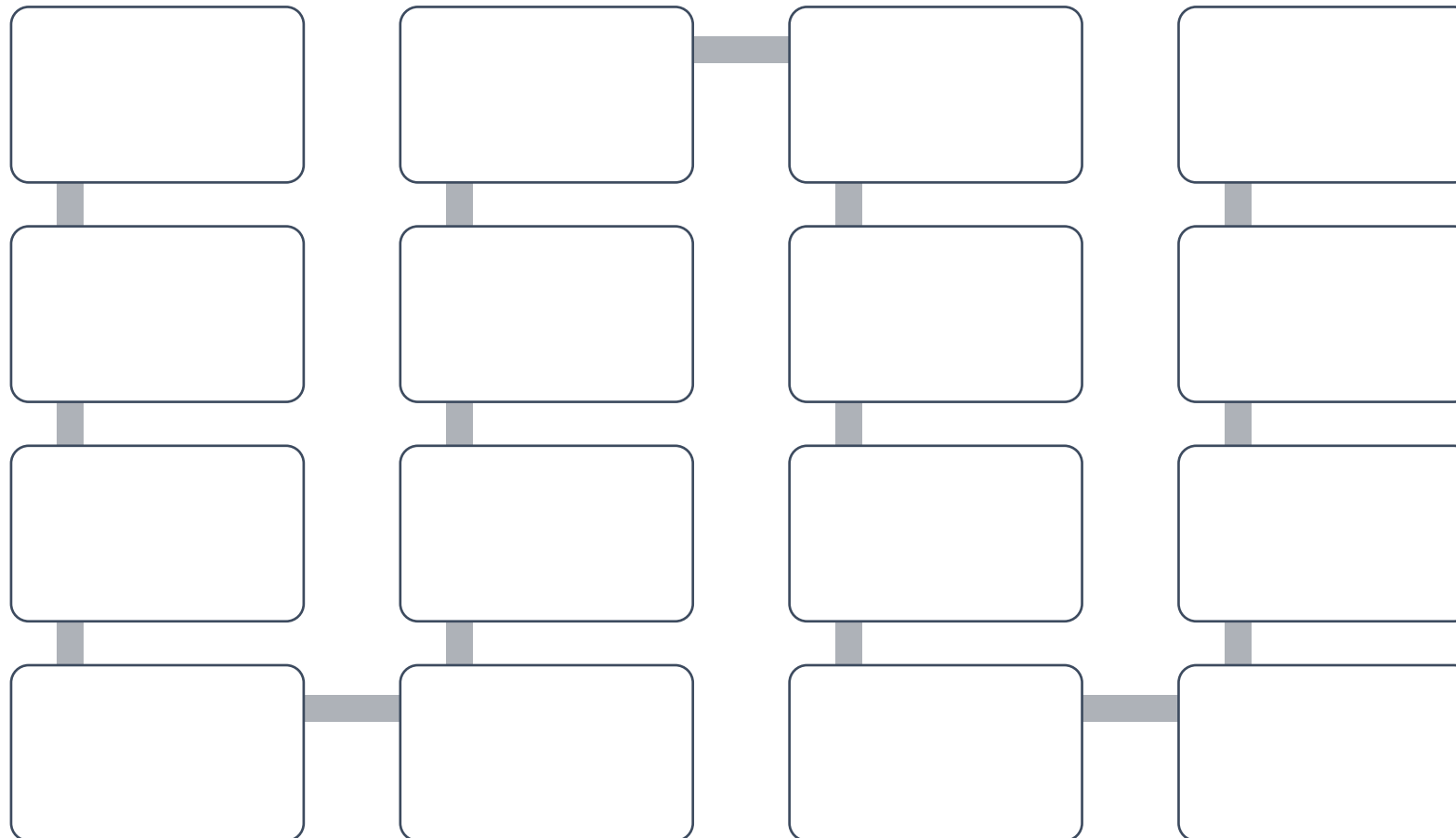


# 3. Analysis of Results



# 3. Analysis of Results

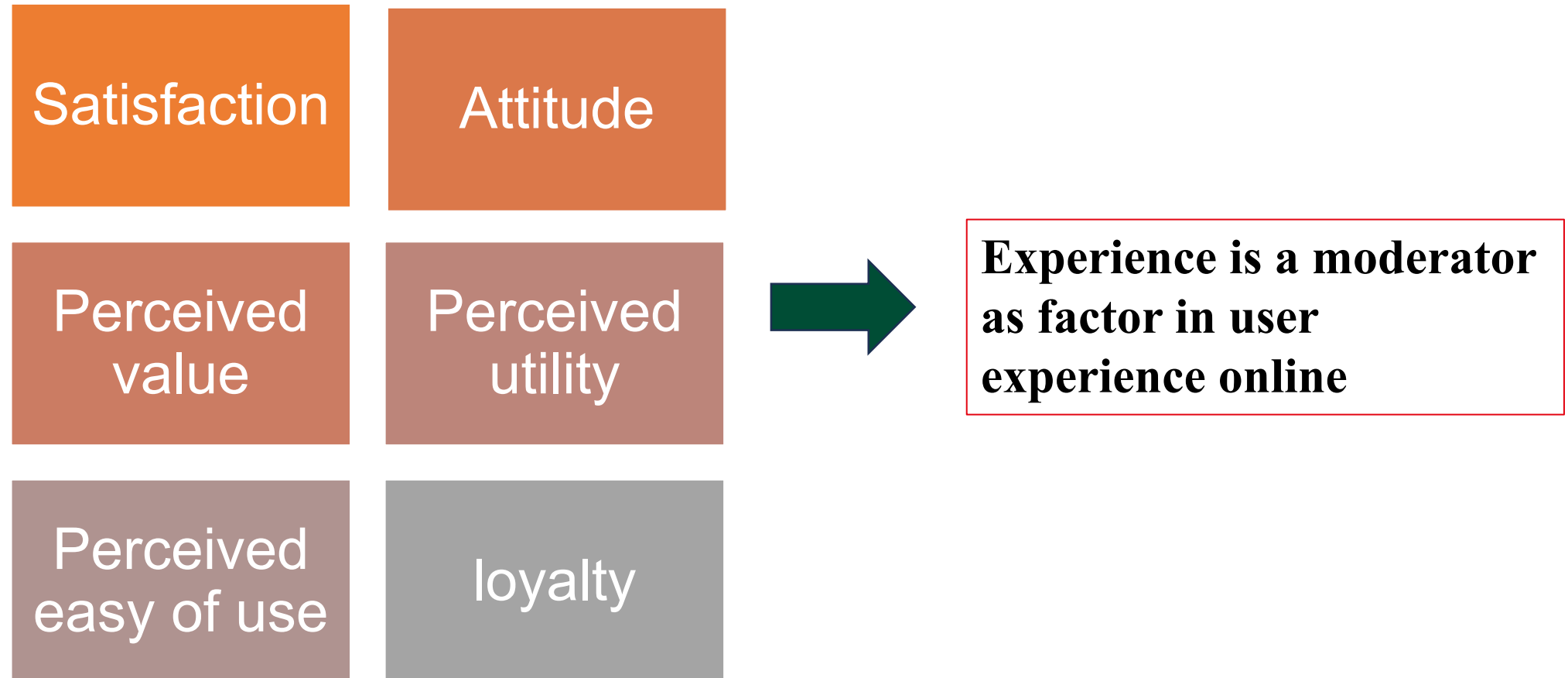
Constructs related to technology acceptance models



Source: authors

### 3. Analysis of Results

TAM and Consumer behaviour



# 3. Analysis of Results

## TAM and Tourist behaviour



**Sustainability**



***Tourists/users  
mobile app adoption***



***Innovation around  
touristic products***



***Tourist experience***

## 4. Discussion

1. Tourism innovation is positively related to the frequency of use of the Web and mobile applications for tourism services.
2. Smart tourism experiences positively influence the perceived value and intention to revisit a tourist destination.
3. There is a definite relationship between smartphone dependency and tourist satisfaction.
4. Attitude is the variable that directly affects the intention to travel to STD, in a technological environment.
5. Sustainability is a key variable when choosing a tourist destination today.

## 5. Conclusion

- **RQ1** about which constructs are the most relevant in the models of technological acceptance. Specifically, these constructs are satisfaction, attitude, loyalty, perceived usefulness, perceived ease of use, and experience.
- The literature review also allows us to respond to **RQ2**: studies related to TAM and consumer behavior have analyzed the next thematic areas: social networks, green marketing, influencer marketing, product personalization, innovation, and user experience.
- Returning to **RQ3**, the present study advances the main lines of research in the fields of tourist behavior and the use of technology and innovation, as well as the links between these concepts and the sub-themes associated with each of them. Specifically, it includes research associated with the tourist experience, innovation in tourism-related products and services, the acceptance of the use of mobile phones in the purchase process and during the trip, and sustainability.

## Contact Information:

- For further discussions or collaborations, please feel free to reach out to us at:
- **Dr. Ana Belén Bastidas Manzano:**  
anabelen.bastidas@udima.es
- **Dr. María Alcolea Parra:** maria.alcolea@udima.es
- **Dr. Olga Sánchez González:** olga.sanchez@udima.es



**udima**

UNIVERSIDAD A DISTANCIA  
DE MADRID

Thanks you very much

[www.udima.es](http://www.udima.es)