

Impact of Innovation and Perceived Usefulness on Adoption of Technology in Tourism: A Relational Study

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Research notion of technology adoption is circumstantial in nature and broadly regarded as a researchable phenomenon across all three sectors of Sri Lankan economic landscape. This research primarily aimed at identifying the relationship of innovation (INO) and perceived usefulness (PU) on adoption of technology in tourism (ATT) in the context of Sri Lanka. Quantitative methods including correlation, ANOVA, ANCOVA, regression, mediation analyses were used through-out the study. Empirical evidence supported positive relationship of INO variable and PU variable towards ATT by correlation analysis and hierarchical regression analysis. Presence of differences in ATT amongst low income category tourists and higher income category ones, was also supported by the contrast test of ANOVA. ANCOVA revealed that the covariate; age was not significantly related to ATT, whereas moderation analysis has demonstrated that the relationship between INO and ATT is being moderated by age. Owing to the time and resource constraints, sample size has been restricted while the research is limited to a quantitative method rather than opt for mix methods for comprehensive study. Originality is the amalgamation of technology acceptance model (TAM) along with an additional variable of INO in explaining ATT, with special reference to present Sri Lankan tourism context. Finally, future research directions have been postulated.

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