

Effect of ICT in Tourism on Tourist Attractiveness: Exploring the Parallel Mediation Analysis of Perceived Usefulness and Perceived Ease of Use

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Abstract: The study intends to examine the effect of ICT use in the tourism industry on tourist attraction, with perceived usefulness and perceived ease of use acting as parallel mediators. An explanatory research design was used in the study. The questionnaire-survey method was used for primary data collection. The technique of purposive sampling was used. For data analysis and research model building, covariance-based structural equation modelling techniques with parallel mediation analysis were employed. The findings reveal that adoption of ICT in the tourism sector has a positive and significant direct effect on tourist attraction, and perceived usefulness and perceived ease of use partially mediate this relationship. The survey also shows that when visitors use ICT, they find it highly beneficial and they also think it is simple to use.

Keywords: ICT, Perceived Usefulness, Perceived Ease of Use, Perceived Destination Attractiveness, Parallel Mediation

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