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Mustafa Said Kocabiyik
Dokuz Eylül University, mustafasaid.kocabiyik@ogr.deu.edu.tr

Engin Deniz Eriş
Dokuz Eylül University, engindeniz.eris@deu.edu.tr

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Corresponding Author

Mustafa Said Kocabiyik, Kemalpaşa District Cumhuriyet Street Number: 103/1 Eceabat, Çanakkale/Türkiye

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Bibliometric Research of Postgraduate Theses on Technology Acceptance Model Prepared in the Field of Tourism

Mustafa Said Kocabıyık¹ and Engin Deniz Eriş²

Faculty of Tourism
Dokuz Eylül University, Türkiye
¹mustafasaid.kocabiyik@ogr.deu.edu.tr
Izmir Vocational School
Dokuz Eylül University, Türkiye
²engindeniz.eris@deu.edu.tr

Abstract

Within the scope of the study, 16 postgraduate theses published in the field of tourism between 2000 and 2023 were examined within the framework of the Technology Acceptance Model (TAM) concept. In line with the study, it is aimed to reveal 23-year research trends in the field of tourism. The investigations were carried out within the scope of "Technology Acceptance Model" in the Thesis Center database of the Presidency of the Higher Education Institution and the data obtained from the studies were classified. Studies obtained; It is presented with parameters according to years, number of publications, thesis type, place where the study was conducted and concept-subject orientation. In addition, the results of the theses were also examined within the scope of the study. As a result of the examinations, limitations were identified and suggestions were made for future studies.

Keywords: Perceived Usefulness, Perceived Ease of Use, Technology, Tourism

Introduction

In the changing and developing world, the importance of technology in human life is increasing day by day. Within the framework of these technological developments, the attitudes of people and organizations toward technology are changing. In order to reveal the changes in these attitudes and behaviors, the Technology Acceptance Model (TAM) is included in the literature. In this context, it is aimed to determine the behaviors of individuals in the use of technology considering the model put forward by Davis (1989). The fact that the use of technology facilitates human life easier and changes the habitual behavior of individuals. Therefore, the concept of TAM is significant to reveal the factors in individuals' behaviors.

Studies are also being conducted in the literature to adapt to this process with the advancement of technology and changing human life. The behaviors and changing attitudes of individuals after the adaption of digital are directly proportional to the development process of technology. As an example of this situation, individuals experience technology-based change in all areas of life, from education to health, from banking to travel and recreation experiences. From this perspective, the

field of tourism is also affected by the changing technology process. Since it is a service providing sector, the quality of the service offered is increased thanks to technology-based digital applications, applications and digital devices. It offers advantages not only in terms of quality improvement and but also in terms of cost.

The bibliometric analysis method was preferred within the scope of the study in order to more clearly indicate the trends of the research conducted within the scope of the concept of technology acceptance model in the research. It is investigated which variables are associated with the concept of technology acceptance model in the postgraduate theses examined. As a result of the study, it offers researchers what studies are needed in accordance with the nature of the concept and what the deficiencies are.

Literature Review

While creating the TAM, it was created in accordance with its intended use, based on Fishbein and Ajzen In's (1977) Theory of Planned Behavior and Theory of Reasoned Action (TRA). The model created to determine behavior for technology use is included in the literature as the most preferred model for this purpose (Venkatesh, 2000).

The Theory of Planned Behavior (TPB), which is the starting point of the model, is preferred to reveal individuals' behaviors towards technology. TAM is based on understanding the reasons why individuals accept and oppose technology in their own lives (Granic & Marangunic, 2015). It is stated in the literature that it is a model that has been tested in the dimension of technology-based digital devices, e-mail, computer, mobile phone, and e-commerce. Empirical tests conducted to support this situation indicate that TAM is a robust and consistent model in explaining the technology acceptance behavior of individuals in a large-scale science technology field (Gefen et al., 2003).

According to TAM; individuals who use technology must first know about the use of that technology, and then the technology must be easy to use. In addition, individuals need to know what benefits the technology they use provides depending on its usage area. As a result of this situation, the perception that the use of technology is easy and useful is considered an important factor on the individual's behavior toward technology.

It is claimed in the literature that this attitude of the individual is an important reference for using technology. There are two factors included in the model that support this situation. These factors are defined as perceived ease of use and perceived usefulness. Perceived ease of use is explained as individuals' acceptance that technological systems are not difficult to use. Another factor, perceived usefulness, is thought to positively affect the individual's performance in business life when using a technological system (Davis, 1989). The TAM is shown in Figure 1

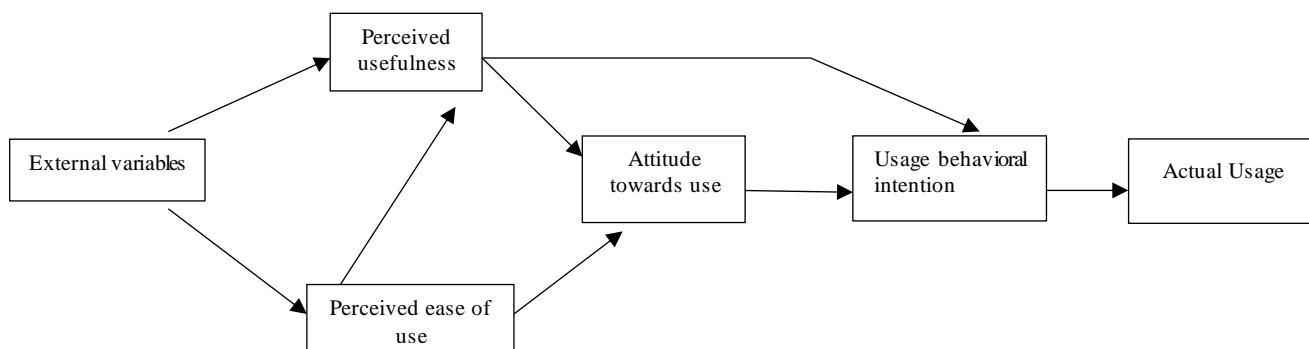


Figure 1. *Technology Acceptance Model*

Source: Davis *et al.*, 1989: 984

As can be seen in the model, perceived usefulness and perceived ease of use factors affect individuals' attitudes toward using technology (Arıca *et al.*, 2023). It is stated in the literature that the perceived usefulness and perceived ease of use variables are successful in measuring technology use and intentions on individuals using technology (Legris *et al.*, 2003; Arıca *et al.*, 2022). In addition, the concept of perceived usefulness has a direct effect on individuals' behavioral intention to use technology (Adams *et al.*, 1992; Kim *et al.*, 2002). Although the theories underlying the TAM model are designed to predict individuals' technology use intentions, TAM is a model created to determine individuals' technology acceptance (Akin, 2019). The fact that it reveals a strong relationship between the variables, even if the number of TAM variables is small, is considered as evidence of the model's success (Lee *et al.*, 2003). The success of the model has led to various studies in the literature.

Within the framework of the studies on the variables affecting perceived benefit, which is one of the variables within the scope of TAM, an expanded TAM is included as a result of the experience and volunteering variables that were later added to the model (Venkatesh & Davis, 2000). Within the framework of these developed models, it is based on measuring individuals' attitudes towards technology and is used in various fields. Tourism is also considered one of these areas. In the field of tourism, the increasing number of online consumers is used as a scale to determine why service recipients prefer technological infrastructure (Agag & El-Masry, 2016).

The importance and usage areas of the model mentioned in the literature, as well as its importance and main purpose, have been revealed. In order to adapt to the changing world order and developing innovations in the most accurate way, TAM is preferred in studies as a model in demand by researchers.

Methods

The purpose of the study was to conduct a bibliometric analysis of master's and doctoral theses written between 2000 and 2023 within the scope of the TAM in Türkiye. This study aims to shed light on the studies on the technology acceptance model in the field of tourism and to contribute to the literature in this sense. The bibliometric analysis preferred in the study is obtained by analyzing features such as the author of the studies, their subject, the journal in which they appear, the year of publication and the place of reference. Subsequently, the scientific communication process is revealed in the light of the data obtained (Al & Tonta, 2004).

Among the research methods, the bibliometric analysis technique has recently become widely preferred and popular by researchers (Arica & Çorbacı, 2019; Donthu et al., 2020). In this study, studies on the concept of the technology acceptance model in the thesis center of the Council of Higher Education were identified and analyzed. Within the scope of the study, theses written within the framework of the technology acceptance model were accessed by scanning the database on the website of the Higher Education Thesis Center on 07.11.2023. Within the framework of the study bibliometric analysis was conducted on the obtained theses using parameters such as the year of the thesis, its type, the department, the variables of the thesis, and the sample group used in the thesis.

In the continuation of the explained stage, the achieved of the obtained graduate theses according to the years they were published, their departments, the variables they contain, the sample groups and according to the destinations where the theses were conducted were examined. Within the framework of the study, master's and doctoral theses published between 2000 and 2023 on the technology acceptance model in the field of tourism were scanned and a total of 16 theses were reached.

Findings

Within the scope of the study, previous postgraduate theses regarding the technology acceptance model were examined according to years, types, place of study and concept-topic. The data obtained on this subject are presented in tables.

Table 1 shows the distribution of the theses reached within the scope of the research, according to distribution of theses by type, as master's and doctoral degrees. According to the theses obtained, doctoral theses rank first with 11 pieces at a rate of 68.75%, while master's theses rank second with 6 pieces at a rate of 31.25%.

Table 1. Distribution of Theses by Type

Thesis type	n	%
Doctorate	10	68.75%
Master's degree	6	31.25%
Total	16	100%

Table 2 shows the distribution of the master's and doctoral theses examined according to the years in which they were published. The table shows the years with the number of publications, 2015, 2017 and 2019, with one publication each and a rate of 6.25%. As for the years with the most publications, 2022 ranks first with 5 publications and a rate of 31.25%. Another year with the most publications is 2023 with four publications at 25.00%.

Table 2. Distribution of Theses by Years of Publication

Years	n	%
2022	5	31.25%
2023	4	25.00%
2020	2	12.50%
2021	2	12.50%
2015	1	6.25%
2017	1	6.25%
2019	1	6.25%
Total	16	100%

Table 3 shows the distribution of the postgraduate theses examined according to the sample groups. In this studies conducted on technology acceptance, the four most preferred sample groups were domestic tourists with a 25.00% slice. Following this, three studies each included business managers and tourism employees with a share of 18.75%. Undergraduate students and individuals visiting museums are the least preferred sample group.

Table 3. Distribution of Theses by Sample Groups

Sample group	n	%
Domestic tourist	4	25.00%
Business manager	3	18.75%
Tourism worker	3	18.75%
Foreign tourist	2	12.50%
Online shopping user	2	12.50%
Undergraduate student	1	6.25%
Museum visitors	1	6.25%
Total	18	100%

Table 4 shows the distribution of the thesis studies conducted on the basis of technology acceptance according to their variables. The most used variable in the postgraduate theses examined is the " Behavioral Intentions " variable, which is also included in the technology acceptance model, with 19 piece and 26.39%. Then, another variable of the model, "Perceived Ease of Use", ranks second with 13 piece and 18.06%. Lastly, the " Perceived usefulness " variable is among the most preferred variables. Studies show that it has been preferred seven piece with a rate of 11.11%. In addition, in the examination of variable groups, the least preferred variables were " Security, Relative advantage, Privacy, Incentive, Performance expectation, Effort, Learning " with 1.39% once is located.

Table 4. Distribution by Variables in Theses

Sample group	n	%
Behavioral Intentions	19	26.39%
Perceived Ease of Use	13	18.06%
Perceived usefulness	8	11.11%
Purchase intention	4	5.56%
Experiencing	4	5.56%
Reliability	4	5.56%
Rapport	3	4.17%
Anxiety	3	4.17%
Perceived Risk and Cost	2	2.78%
Innovation	2	2.78%
Perceived entertainment	2	2.78%
Facilitating Conditions	2	2.78%
Security	1	1.39%
Encouragement	1	1.39%
Relative advantage	1	1.39%
Performance expectation	1	1.39%
Effort	1	1.39%
Learning	1	1.39%
Total	72	100%

Table 5 provides information on the destinations of postgraduate theses. In this context, the first place is the studies conducted throughout Türkiye, with nine studies and a rate of 56.25%. The reason is that it is implemented on undergraduate students, it deals with tourism business managers, and the research is conducted on cultural and artistic places such as museums. In addition, it is accepted that local and foreign tourists are trying to reach the most accurate results by examining the diversity in studies on technology acceptance behavior. The megacity of Istanbul ranks second with 2 units with a rate of 12.50%. Another city that ranks second is Eskişehir with two units and 12.50%.

Table 5. Distribution of Theses by Destination

Destinations	n	%
Other City	9	56.25%
İstanbul	2	12.50%
Eskişehir	2	12.50%
Antalya	1	6.25%
Bursa	1	6.25%
Ankara	1	6.25%
Total	16	100%

As a result of the examination of postgraduate theses, it is seen that the sample similarity in which the studies are concentrated seen that of Türkiye in general. Undergraduate students, agency managers, local and foreign tourists were included in the study. The variables of these studies were conducted on online shopping acceptance, technology acceptance, perceived usefulness, and ease of use.

Table 6. Distribution of Theses According to Research Patterns

Research Design	n	%
Quantitative	13	81.25%
Qualitative	2	12.50%
Mixed Method	1	6.25%
Total	16	100%

Table 6 shows the distribution according to the research methods used in the theses. The most accepted research method is quantitative research with 13 items and 81.25%. It is seen that the least preferred method is the Mixed method with 1 piece and 6.25%.

Table 7. Distribution of Postgraduate Theses by Universities

University	Doctoral Thesis	Master's Thesis	n	%
Mediterranean University	1	1	2	12,50%
Aydin Adnan Menderes University	1		1	6,25%
Balıkesir University		1	1	6,25%
Eskisehir Anadolu University	1	1	2	12,50%
Eskisehir Osmangazi University	1		1	6,25%
Gazi University	2		2	12,50%
Istanbul University	1		1	6,25%
Izmir Kâtip Çelebi University		1	1	6,25%
Karadeniz Technical University	1		1	6,25%
Necmettin Erbakan University		1	1	6,25%
Nevşehir Hacı Bektaş Veli University	1		1	6,25%
Recep Tayyip Erdogan University		1	1	6,25%
Selcuk University	1		1	6,25%
Total			16	100%

When the distribution of postgraduate theses according to universities is examined, the universities with the most publications are Gazi University, Eskisehir Anadolu University and Akdeniz University, with two, 12.50% of the studies.

Finally, the results obtained from the studies within the scope of the study are shown in the table. According to the results of the studies, it is seen that within the framework of TAM, the behaviors of users and employees in their use of technology are examined. In addition, most of the studies include examining individuals' behaviors within the framework of ease of use and usefulness variables, purchasing, technology dominance, employee and manager dimensions.

Table 8. Tabulation of Graduate Theses According to Their Results

Akmermer, B. (2021)	Research results include information provision, access authorization, object recognition, system management and location-based services, etc. is located. Since NFC technology can offer various functions, its positive economic contributions to the travel and tourism sector are emphasized.
Aksoy, G. (2020)	As a result of the research, it was concluded that perceived entertainment, perceived ease of use, perceived usefulness and attitude towards use factors were effective on behavioral intention towards virtual tour use.
Arı, Ö. (2022)	The "digitalization phases of businesses" model was created. It has been concluded that businesses have digitalized in line with their vision and goals in management, marketing, public relations, purchasing, accounting and finance, human resources and production processes.
Borovska, Y. (2020)	The study concluded that perceived usefulness had a greater indirect effect on intention to use than perceived ease of use on attitude towards use.
Erdoğan, T. (2023)	The research results showed that the variables of Gastronomy 4.0 applications such as 3D printers, augmented reality, cloud computing technologies and robotic technologies have an impact on the technology acceptance model.
Kaş, E. (2011)	As a result of the research, it was revealed that perceived risk and cost variables are important determinants of technology acceptance. Positive results emerged by examining the expected relationships between the variables of perceived ease of use, perceived usefulness and behavioral intention to use.
Kılıçalp, M. (2019)	When the research results were examined, it was determined that the Technology Acceptance Model scale and the Perceived Ease of Use and Actual System Usage score averages of this scale were similarly high in the group with a high number of monthly orders.
Küveli, Ş. T. (2022)	According to the results obtained, before choosing a hotel, consumers review Online Customer Reviews using different web pages, especially TripAdvisor, and see CMDs as a source of information.
Orhan, K.B. (2022)	As a result, from hotel employees' perspectives, technological leadership was found to influence information and contactless Technology Acceptance through Perceived Usefulness and Perceived Ease of Use.
Şimşek, M. (2023)	The results of the study show that museum staff have high levels of competence and perception towards digital transformations, and that they benefit from the time to adapt to new technologies through training and information sharing methods among staff when needed.
Tekin, Ö. (2017)	It has been revealed that the attitudes of travel agency employees towards the use of augmented reality technology have an impact on the 'Technology Acceptance Model', which is one of the models related to the adoption of technological products.
Tokay, F. H. (2021)	As a result of the research, it was determined that TAM's trust sub-dimensions, usefulness, ease of use, fun and ability, affected the attitude positively and significantly, while the other sub-dimension, honesty, affected the attitude positively. His attitude is positive. It has been observed that the trust dimension does not affect attitude.
Tursan, Y. (2023)	According to the results of the study, as the uncertainty avoidance index of nations increases, their intentions to purchase online holidays also increase.
Yersüren, S. (2022)	As a result of the research, it was understood that the virtual reality experience affected the perception of convenience, risk and benefit. It was also concluded that the quality of the virtual reality experience also affects the destination visit intention and virtual reality travel intention.
Yıldız, S. (2020)	Research results show that the basic variables of the model, "perceived usefulness" and "perceived ease of use", consist of six sub-factors and that individuals will accept and use sharing economy platforms within this framework.
Yörük, G. (2022)	The results obtained in the research showed that there was a significant relationship between social media use and individual creativity.

Conclusion

In the study, it is aimed to disclose trends in recent years by view 16 postgraduate theses written in the field of tourism, published on the TAM put forward between 2000 and 2023. Therefore, in light of the findings, it has been determined that the studies do not focus on the relationships with particular concepts and focus on destinations where tourism is one of the main industries and a specific proletarian sample.

Studies were determined using the TAM algorithm in their keywords. In this direction, research has been conducted and examined. It was found that most of the graduate theses based on the technology acceptance model belonged to the doctoral period. It seems that the current structure of the subject and the number of researches applied in the field of tourism is less than in other fields. According to the findings obtained on the theses examined, it shows us that the studies are mostly applied to domestic tourists, while managers and employees come in second place. Including foreign tourists in these studies may provide us with an advantage in providing more generalizable interpretations and findings.

The theses examined were mostly carried out with regional samples within the framework of Türkiye-wide samples. Based on this situation, it also provides us with information that few studies are conducted specifically on leading cities in the field of tourism. In addition to the leading cities in tourism, it is recommended that touristic cities in the Southern and Eastern Anatolia regions be included in research within the framework of technology acceptance studies.

When we look at the variables used within the scope of the studies, it is found that the most used variables are Behavioral Intentions and Perceived Ease of Use. It is stated that perceived ease of use and are Behavioral Intentions variables are important because they reveal behavioral intentions (Davis, 1989). Due to this situation, it is acceptable to have this result because it is one of the important variables of the technology acceptance model. The fact that the privacy variable is among the least examined in technology acceptance studies provides light for conducting technology studies based on the privacy variable. It should not be forgotten that privacy is important for individuals by reminding them of the importance of security in the use of technology. It was also noteworthy that 'Trust' was excluded very much in the variables of the theses examined within the scope of the study. The importance of the trust variable in the use of technology cannot be underestimated. The attitudes of technology users are important because of the structure of the model. For perceived use to be at high levels in attitude behavior, perceived trust must be high (Türker & Türker, 2013).

As a result of the findings, it was obtained that the most preferred ones as a general evaluation in the distribution of variables in the studies based on the technology acceptance model were about measuring the perceptions of the participants. It has been pointed out that there are few studies in the context of the technology acceptance model in the literature. In addition, suggestions for future studies are also included. Academic studies need to be conducted to provide better sectoral service with the developing technology process. It was concluded that it is related to studies conducted in the behavioral dimension within the scope of technology acceptance behavior. In addition, it is seen that the concept contributes to the literature in terms of individual behaviors towards technology.

Limitations and future research

A limitation of the study can be stated as the lack of many theses on the TAM in the field of tourism. In addition, theses published internationally were kept separate. Although theses were separated by various parameters within the scope of the research, they were created on the basis of the field of tourism. In future studies, it is recommended that the technology acceptance behavior model be examined specifically for individuals working in different sectors. In addition, individuals can be researched within the framework of TAM, taking into account their personal differences.

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