



Guest Acceptance of Smartphone Apps

What is the issue?

Smartphones are 'smart' because they can be connected to the Internet and can run software applications (apps) that allow the owner to interact with other actors without geographical limitations. These Apps can enhance guests' experiences during their stay, however, it is unclear what influences guest acceptance of these apps.

What did the researcher do?

The researcher used a questionnaire from a panel of 597 US consumers (60% response rate) to determine the factors that influence guest acceptance of a mobile wallet. The well-established Technology Adoption Model was used as well as constructs of Trust and Word of Mouth in order to apply it to the adoption of smartphone apps. Questions explored cultural dimensions and social axioms so that in future research acceptance of smartphone apps can be compared across different countries.

Why is this research Useful?

Guests will adopt smartphone apps if they trust them and perceive that they are useful. Practitioners are in a position to influence consumer acceptance by offering services, such as easy access to loyalty plans and the replacement of paper receipts with e-receipts. This research may guide organizations that are developing and implementing apps for hotels with respect to their investment choices. These services will enhance perceived usefulness. Through word of mouth consumers can be made aware of the usefulness and

trustworthiness of the mobile wallet. They will then be ready to use their smartphone when staying as a guest at hotels.

What were the outcomes?

The results of the empirical study confirm that perceived usefulness and trust are the most important factors that influence guests in their intention to use a smartphone at a hotel. The inclusion of trust highlights concerns about security and privacy. A further contribution of this paper is the role of word of mouth and how trust mediates the effect of perceived usefulness on intention to use. Given the strong influence of PU, consumers are willing to trade risk for reward by utilizing their smartphone as a mobile wallet, if they perceive value in the services offered.

About the Researcher

Norman Shaw is an Assistant Professor at the Ted Rogers School of Management and his work focuses on consumer adoption of smartphone apps

Citation

Shaw, N. (2014). Guest acceptance of smartphone apps at hotels and resorts. Paper presented at the Third International Tourism Conference, 9 to 11 November 2014, Montego Bay, Jamaica. - Awarded 'Emerald Best Paper in Tourism & Hospitality'.

Keywords: technology acceptance, e-commerce, trust, word of mouth, hotel smartphone apps, PLS

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