Journal of Applied Engineering and Technological Science
Vol 7(1) 2025:356-375

ACCEPTANCE OF CULTURE MOBILE TOURISM AMONG TOURIST: A MODEL DEVELOPMENT STUDY

Syaifullah[1], Shamsul Arrieya Ariffin[2]*, Norhisham Mohamad Nordin[3]
Computer Science and Digital Technology Department, Faculty of Computing and Meta-Technology (META), Sultan Idris Education University, Malaysia[1,2,3]
Information System Department, Universitas Islam Negeri Sultan Syarif Kasim Riau, Indonesia[1]
p20221001674@siswa.upsi.edu.my[1], shamsul@meta.upsi.edu.my[2],
Norhisham@meta.upi.edu.my[3]

Received: 15 April 2025, Revised: 25 October 2025, Accepted: 27 October 2025
**Corresponding Author*

ABSTRACT
This research is a preliminary study on the development of a new model by combining and integrating existing models, namely the Technology Acceptance Model (TAM) and Hofstede's Cultural Dimensions. This model was developed using IPO (input-process-output) logic and a causal model by combining, adopting, and adapting previous models. The resulting pathways consist of 31 links and generate 12 variables. These variables will be formed into 57 indicators. This study examines the impact of cultural values on tourists' perceptions of the usefulness, ease of use, trust, and supportive conditions of mobile tourism technology. This study presents the Mobile Tourism Cultural Acceptance (MTCA) framework, a conceptual model that combines the Technology Acceptance Model (TAM) with Hofstede's Cultural Dimensions to explain tourists' behavioral intentions toward mobile tourism adoption. The MTCA paradigm offers a more dynamic and context-based understanding of technology adoption in multicultural tourism environments by reconceptualizing culture as a mediating construct rather than an external moderator. This study aims to provide critical information for the development and implementation of more effective and sensitive mobile tourism by integrating cultural dimensions into the TAM framework. The findings will provide stakeholders with extensive information on tourism development and the importance of cultural acceptance in adopting mobile tourism.
Keywords: *Hofstede's Culture Dimensions, Mobile Tourism, Technology Acceptance Model (TAM), Tourism, MTCA Framework.*

1. Introduction

Mobile tourism uses mobile devices and applications to enhance the traveler experience (Liang et al., 2017), Mobile tourism has grown rapidly in the tourism and hospitality sectors (El Archi & Benbba, 2023; Law et al., 2018). The tourism industry has undergone many advancements and changes due to integrating information and communication technologies (ICT), which have given travelers extensive access to information, convenience, and personalization (Ukpabi & Karjaluoto, 2017).

Advances in information and communication technology (ICT) have drastically transformed global tourism. For example, mobile tourism allows travelers to use smartphones and apps to access location-based and personalized services instantly (Law et al., 2018; Liang et al., 2017). (TravelPerk, 2024) states that smartphone-based travel bookings account for approximately 70% of all online tourism revenue worldwide. In Southeast Asia, over 80% of travelers use mobile platforms to plan trips, travel, and make digital payments (Google & Temasek, 2003). Despite the rapid growth of mobile tourism, adoption remains low, especially in developing countries. This is due to several factors, such as cultural differences, lack of localization, and lack of trust in technology (Souhail & Darir, 2023). These challenges underscore the urgent need for research examining the influence of cultural values on users' behavioral intentions toward mobile tourism. Therefore, these changes require a deeper understanding of the factors that influence the acceptance and adoption of mobile tourism (El Archi & Benbba, 2023; Liang et al., 2017; Syaifullah et al., 2024; Ukpabi & Karjaluoto, 2017).

The Technology Acceptance Model (TAM) has been widely used to explain individual acceptance of various technologies (El Archi & Benbba, 2023). Technology Acceptance Model (TAM) states that perceptions of usefulness and ease of use influence technology acceptance

(Legramante et al., 2023; Scherer et al., 2019). (Venkatesh et al., 2003) refine this model into the Unified Theory of Acceptance and Use of Technology (UTAUT) model, which includes broader aspects, such as social impacts and supportive environments. In addition, trust is very important in technology acceptance, such as in the digital context (Gefen et al., 2003b; Nisa & Solekah, 2022). Integrating trust into the technology acceptance model (TAM) can provide a broader and more comprehensive understanding of technology adoption (Gefen et al., 2003b), one of which is that trust can be applied in the context of social influence (Nisa & Solekah, 2022). On the other hand, facilitating conditions are important factors in technology acceptance, such as the importance of access to resources, support, and infrastructure (Legramante et al., 2023). (Venkatesh et al., 2003) organizational and technical infrastructure supports the use of the system and influences behavioral intentions and technology use.

Various studies have been developed on the technology acceptance model (TAM) by combining the Information Systems Success Model (Legramante et al., 2023) and the Unified Theory of Acceptance and Use of Technology (UTAUT) (Baptista & Oliveira, 2015; Venkatesh et al., 2003). These models have been used in various contexts, such as education (Donaldson, 2011; Scherer et al., 2019), e-commerce (Alqatan & Alshirah, 2019; Gefen et al., 2003a; Nisa & Solekah, 2022), and banking (Almeida et al., 2019; Baptista & Oliveira, 2015; Meijer et al., 2023), which illustrates its adaptability in technology adoption in various sectors. Although several models, such as UTAUT (Venkatesh et al., 2003) and Diffusion of Innovations (Rogers, 2002), have developed TAM, these models mostly emphasize social impacts, performance expectations, or innovation features, but often ignore cultural drivers. Jan et al. (2024) pointed out that cultural moderators have not been sufficiently studied in technology adoption studies, especially in tourism. Furthermore, most studies consider culture as an external element, rather than a mediating mechanism that shapes technology perceptions and behavioral intentions.

Although there are many adoptions and acceptances of technology in various aspects, the impact of culture on technology adoption is an important factor and cannot be ignored (Hung & Chou, 2014; Jan et al., 2024; McCoy et al., 2005). Individual perceptions and behaviors are significantly influenced by cultural factors, which are shared value systems, beliefs, and norms (Divine Agodzo, 2015; Sunny et al., 2019). Hofstede's cultural dimensions consist of power distance, individualism, masculinity, uncertainty avoidance, and long-term orientation, which have been widely used in measuring cultural gaps between countries (Eringa et al., 2015; Jan et al., 2024; Rinuastuti et al., 2014). These dimensions can basically influence how individuals view social acceptance, simplicity of use, and usefulness of new technologies (Sunny et al., 2019). such as research on the adoption of online banking (Baptista & Oliveira, 2015; L. K. Huang, 2017), mobile payments (Zhao & Pan, 2023), and mobile shopping applications (Chopdar & Sivakumar, 2019) which are influenced by cultural values.

Recent studies on technology adoption have largely utilized a functional perspective through the Technology Acceptance Model (TAM) (Davis, 1989; Venkatesh et al., 2003). Although the Technology Acceptance Model (TAM) efficiently explains the impact of perceived usefulness (PU) and perceived ease of use (PEOU) on behavioral intention (BI), it neglects sociocultural and contextual aspects that influence individuals' trust, motivation, and continued engagement. In multicultural environments, travelers' choices are influenced not only by system functionality but also by cultural notions, social expectations, and value orientations (Hung & Chou, 2014; McCoy et al., 2005). Therefore, mobile travel apps often struggle to attract users if they do not conform to local cultural standards, which can lead to users' rejection or even cessation.

In addition, ICT can also facilitate how culture transforms by forming self-perceptions and values (Hansen et al., 2012). These cultural values influence tourists' views on the field of tourism technology (Coves-Martínez, 2022). Understanding the subtleties of culture is essential in formulating a more efficient mobile tourism strategy (Richards, 2018; Souhail & Darir, 2023). Culture can basically be a mediating variable in various situations and forms of behavior (Aggarwal & Singh, 2022; ALmahasneh et al., 2022; Im & Chen, 2020; Iriqat, 2016; Paz et al., 2019; Redmond, 2000; Siswadi et al., 2023). Cultural distance can also mediate the level of stress in communicating across cultures (Redmond, 2000), or, organizational culture can mediate the

relationship between leadership models and performance levels (ALmahasneh et al., 2022), and trust can also mediate the relationship between cultural dimensions and favoritism (Im & Chen, 2020). This proves that cultural values and norms can influence the relationship between various or many factors and outcomes, including technology adoption (Jirui, 2023; Mert & Tengilimoğlu, 2023). This study seeks to create a model incorporating cultural factors (Hofstede) as a mediator within the TAM framework to elucidate the adoption of mobile tourism. This study will investigate the mediating function of culture, elucidating how cultural values influence the relationship between perceived usefulness, perceived ease of use, perceived trust, facilitating condition, and the actual adoption of mobile tourism technology, thereby enhancing our comprehension of tourist behavior. This study is guided by two research questions to facilitate the exploring process.

RQ1: How is the relationship between the adoption of cultural dimensions as a mediator and the acceptance of mobile tourism among tourists?

RQ2: How can the adoption of cultural dimensions as a mediator be developed in the context of the acceptance of mobile tourism among tourists?

This article comprises five sections, commencing with the study's context and the aims to be attained. The subsequent section of the literature review elucidates the theoretical framework and pertinent research. The technique elucidates the methodological aspect of the study. The subsequent section encompasses the results and commentary. The Conclusion section completes the summary of the research findings and implications for mobile tourism among tourists.

2. Literature Review

The rapid development of Information and Communication Technology (ICT) has significantly transformed the tourism sector, particularly through mobile technology, which has changed the way tourists plan, book, and interact with various destinations (El Archi & Benbba, 2023; Law et al., 2018; Liang et al., 2017). While technological advancements in tourism have been widely recognized, their impact on culture and behavior remains inadequately theorized. This research review critically integrates previous research on technology acceptance frameworks, including TAM, UTAUT, Hofstede's Cultural Dimensions, trust, and facilitating conditions, while identifying unresolved challenges that led to the creation of the Mobile Tourism Cultural Acceptance (MTCA) model.

The Technology Acceptance Model (TAM), originally formulated by Davis, resulted in the recognition of perceived ease of use and perceived usefulness as key determinants of technology adoption that are important to users (Legramante et al., 2023; Scherer et al., 2019). Many studies have refined the Technology Acceptance Model by integrating various characteristics, such as trust and facilitating conditions as a form of discussion of recent arguments regarding the technology acceptance model, and to elicit questions for further research(B.U. et al., 2021; Gefen et al., 2003b). The Technology Acceptance Model (TAM) has also been used in the tourism industry to analyze travelers' intentions to utilize mobile applications and smart technologies that enhance the traveler's hotel experience (Han et al., 2021).

The Technology Acceptance Model (TAM) (Davis, 1989) has long been a fundamental theory for understanding why people adopt information technology. This model focuses on two key constructs: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Meta-analyses (Legramante et al., 2023; Scherer et al., 2019) have validated the TAM's predictive validity across a variety of settings. However, several authors have highlighted its functional bias, arguing that the TAM ignores sociocultural, emotional, and trust variables that are essential to digital tourism (El Archi & Benbba, 2023; Han et al., 2021).

Recent studies (Albayrak et al., 2023; Assaker, 2020) expand the Technology Acceptance Model (TAM) to include trust and contextual adaptation, demonstrating that visitors' behavioral intentions are influenced not only by perceived usefulness but also by perceived credibility and cultural fit. Consequently, cognitive models alone fail to capture the complexity of mobile tourist adoption, which functions in cross-cultural, experiential, and emotionally charged contexts.

The UTAUT model (Venkatesh et al., 2003) combines several concepts, such as TRA, TPB, and TAM, by adding performance expectancy, social influence, and enabling factors. While

this theory enhances understanding of technology adoption, academics have yet to examine its universality. Cultural values, for example, significantly influence individuals' perceptions of social pressure and anticipated performance (Baptista & Oliveira, 2015).

In tourism, research by Ahmad et al. (2021) and Tan (2017) explains that conducive conditions such as network reliability, system support, and social support impact tourists' propensity to use mobile tourism apps. However, UTAUT still views culture as an external factor influencing other factors, rather than as part of the system. This conceptual constraint underscores its shortcomings, suggesting that tourism technology models should move towards an integrative framework of culture that encompasses both structural and value-oriented impacts.

Hofstede's Cultural Dimensions Theory (G. H. Hofstede, 2001a) remains one of the most popular ways to understand how people in different cultural contexts perceive and act. These dimensions, such as power distance, collectivism, uncertainty avoidance, masculinity, long-term orientation, and self-indulgence, provide significant insights into individuals' evaluations of and interactions with technology (Hung & Chou, 2014; Matharu et al., 2024). Critics argue that Hofstede's model is static and too general, ignoring intra-national heterogeneity and cultural advancements in the digital age (Eringa et al., 2015; Shaiq et al., 2011). Recent research (Jan et al., 2024; Jolly & Shivani, 2024) underscores the need to recontextualize Hofstede's dimensions through individual application and integration with contemporary concepts such as cultural intelligence (Coves-Martínez, 2022) and digital trust. Therefore, the research in this research study does not simply accept Hofstede's model, but rather integrates and modernizes it to explain how culture influences the perception of technology in mobile tourism.

However, technology adoption does not happen spontaneously, cultural values greatly influence individual perceptions in technology adoption (Sunny et al., 2019). Hofstede's cultural dimensions such as power distance, individualism, uncertainty avoidance, masculinity, long-term orientation, and indulgence offer a framework for understanding cultural subtleties (Divine Agodzo, 2015; G. H. Hofstede, 2001a). A number of studies have been conducted to investigate the moderating and mediating effects of culture on technology acceptance (Baptista & Oliveira, 2015; Hung & Chou, 2014; Jan et al., 2024), emphasizing the importance of cultural variables in technology adoption, such as cultural values that influence consumers in technology adoption in neo banks (Meijer et al., 2023), cultural dimensions on online impulsive buying behavior (Zahid Kamal & Sahar Qabool, 2024), and cultural values in mobile commerce (Hung & Chou, 2014). (Rinuastuti et al., 2014) In tourism, mediation refers to assistance for tourists in their travel (Souhail & Darir, 2023). (Jan et al., 2024) suggested examining organizational culture in TAM and it is interesting to use the mediation effect. (Rinuastuti et al., 2014)investigated the assessment of individual-level cultural dimensions for application in traveler behavior research studies. A number of studies have tested the application and validation of Hofstede's approach (Blodgett et al., 2008; Eringa et al., 2015; Shaiq et al., 2011).

In addition, trust is a very important variable in technology acceptance, especially in the online context (Gefen et al., 2003b; Nisa & Solekah, 2022). Collaborating the trust variable into the Technology Acceptance Model (TAM) can improve the understanding of technology adoption (Gefen et al., 2003a) and can also be combined with research related to social influence (Nisa & Solekah, 2022). Research has further developed the Technology Acceptance Model (TAM) by combining the Information Systems Success Model (Legramante et al., 2023) and also the Unified Theory of Acceptance and Use of Technology (UTAUT) (Baptista & Oliveira, 2015; Venkatesh et al., 2003). In the tourism sector, understanding cultural intelligence (Coves-Martínez, 2022) and cultural values(Chopdar & Sivakumar, 2019), is very important because these factors can affect satisfaction with mobile travel applications and the continued use of mobile purchasing applications.

Trust is a crucial prerequisite for technology adoption, particularly in online and mobile environments (Dickinson et al., 2018; Gefen et al., 2003a). Research on mobile payments and digital tourism (Mohd Suki & Mohd Suki, 2020; Palos-Sanchez et al., 2021) demonstrates that trust reduces perceived risk and increases behavioral intentions. Supportive conditions, including infrastructure, accessibility, and technical support, drive adoption (AlHadid et al., 2022; Man et al., 2022). However, limited research has incorporated trust and conducive factors through a

cultural perspective. In mobile tourism, perceptions of trust are related to local notions of reliability, collectivism, and ambiguity avoidance (Souhail & Darir, 2023). Therefore, this study utilizes these two constructs as culturally mediated mechanisms linking individual cognitive evaluations to sociocultural impacts.

The implementation of cross-cultural mobile tourism is influenced by various factors, including cultural context (McCoy et al., 2005), trust (B.U. et al., 2021; Gefen et al., 2003a), security (Nisa & Solekah, 2022), facilitating condition (B.U. et al., 2021; Man et al., 2022) This also includes integrating new technologies, including augmented reality, in the context of cultural heritage tourism (Wen et al., 2023), and support for online mapping technology on supporting sites (Man et al., 2022). Recent literature shows a concurrent but disjointed effort to explain technology adoption in the tourism sector. Research focusing exclusively on TAM or UTAUT neglects deeper cultural and psychological factors, while cultural studies often fail to quantitatively model technology-specific behaviors. Therefore, a conceptual synthesis is essential.

This study introduces an integrative framework of Mobile Tourism Cultural Acceptance (MTCA) that combines the cognitive structure of TAM (usefulness and ease of use), Hofstede's cultural mediators (values influencing perceptions), and trust/facilitation conditions (environmental enablers). This integration aligns with a recent meta-analysis by Jan et al. (2024), which advocates combining cognitive and cultural dimensions to enhance explanatory efficacy. To understand how these two dimensions will influence the final product, it is crucial to conceptualize a mobile tourism model that integrates them. The MTCA framework offers a culturally adaptive paradigm that explains the disparities in mobile tourism adoption across communities.

3. Research Methods

In the initial stage, a literature evaluation was conducted by examining materials related to the case study in this study (Subiyakto & Ahlan, 2014). A systematic assessment of Scopus-indexed papers from 2014 to 2024 was conducted to identify relevant constructs within the TAM, UTAUT, and Hofstede's cultural framework. Variables and indicators were extracted, synthesized, and refined to ensure theoretical coherence.

The next stage detailed the development of the model, which was based on the concept of the Technology Acceptance Model (TAM) and Hofstede's Cultural Dimensions. Twelve variables and 57 indicators were developed from previously validated instruments (Davis, 1989; G. H. Hofstede, 2001a; Venkatesh et al., 2003; Yoo et al., 2011). Indicators for the cultural dimension were adapted (Ariffin, 2017; Yoo et al., 2011) to the individual level, instead of using national averages, to ensure contextual suitability for mobile tourism users. The variables included were Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Behavioral Intention (BI), and Cultural

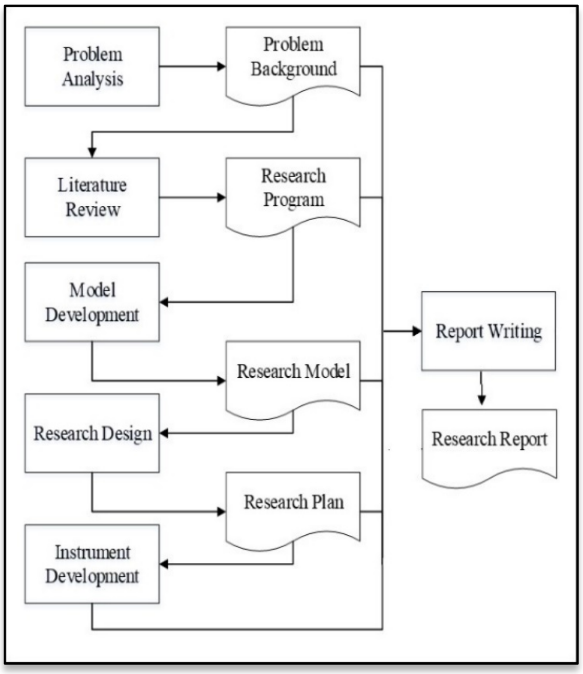

Fig. 1. Research Procedure

Dimensions (UA, CO, LT, and IR) (Aggarwal & Singh, 2022; Baptista & Oliveira, 2015; Coves-Martínez, 2022; Im & Chen, 2020; Venkatesh et al., 2003) along with the inclusion of two Research Procedure additional variables: Perceived Trust (PT) and Facilitating Conditions (FC) (B.U. et al., 2021; Gefen et al., 2003a; Man et al., 2022). The model stage design is executed by evaluating the model literature, resulting in the formulation of a draft model. The research ultimately established indicators and instruments. Subsequently, data collection is proposed during the reporting phase concerning applied research that will be published later. The research steps are illustrated in the research framework depicted in Figure 1(Subiyakto & Ahlan, 2014).

4. Results and Discussions

The conceptual model proposed in this study, namely, Mobile Tourist Cultural Acceptance (MTCA), refines the original Technology Acceptance Model (TAM) by incorporating Hofstede's cultural dimensions in the form of mediating variables that contextualize behavioral intentions in a multicultural tourism context. This integration attempts to overcome the limitations of the universal premise of TAM by incorporating cultural diversity that influences tourists' perceptions of usefulness (PU), ease of use (PEOU), trust (PT), and enabling conditions (FC). The TAM paradigm implies that each person makes decisions based on their own logic and self-interest. On the other hand, the MTCA framework adds collective and normative elements (such as power distance, collectivism, and uncertainty avoidance) to explain why people from different cultures have different levels of acceptance of mobile tourism.

Figure 2 illustrates the model development design, which is the outcome of prior research efforts. This indicates that, in numerous instances, Information System study often utilizes established models instead of performing empirical investigations (Sani et al., 2019, 2020). The design of this model was formulated by integrating, adapting, and modifying the technology acceptance model and Hofstede's cultural dimensions, while incorporating trust and facilitating condition variables (Gefen et al., 2003a; Nisa & Solekah, 2022). The adopted model integrates TAM, UTAUT, and Hofstede, incorporating variables such as PEOU, PU, BI, and CD (UA, CO, LT, and IR) (Aggarwal & Singh, 2022, 2022; Baptista & Oliveira, 2015; Coves-Martínez, 2022; Im & Chen, 2020; Venkatesh et al., 2003) along with two additional variables, PT and FC (B.U. et al., 2021; Gefen et al., 2003a; Man et al., 2022).

Prior research utilizing the Input – Process – Output (IPO) framework (Sani et al., 2019; Subiyakto & Ahlan, 2014) in development studies indicates that the formulation of information

system models can similarly be analyzed through an analogous IPO structure. Regarding the attributes of the information system development model (Delone & McLean, 2003), specifically in regard to the process and outcome components of the IPO framework. The amalgamation of creative processes and utilization systems is considered a unified process, particularly related to the product life cycle (Jugdev & Müller, 2005).

The proposed Mobile Tourism Cultural Acceptance Model (MTCA) is a refinement of the Technology Acceptance Model (TAM) by integrating beliefs and facilitating conditions as precursors to perceived usefulness (PU) and behavioral intention (BI), which were previously considered secondary factors in previous TAM studies (Davis, 1989; Venkatesh & Davis, 2000). Cultural aspects also essentially act as a mediating layer that changes the strength and direction of the main TAM pathway. In the conventional Technology Acceptance Model (TAM), technology acceptance is primarily influenced by cognitive assessments, particularly perceived ease of use and perceived usefulness. The MTCA model positions culture as a contextual filter that shapes the interpretation of these beliefs. In civilizations characterized by high power distance, support from authority significantly strengthens the impact of perceived usefulness. Conversely, in individualistic societies, ease of use has a clearer and more pronounced influence on one's intention (Jan et al., 2024; McCoy et al., 2005). This improvement makes TAM adaptable to various cultural forms, which solves the existing problem of cross-cultural invariance (Hung & Chou, 2014).

A comparative analysis shows that previous integrations, particularly TAM + ISSM (Legramante et al., 2023) and TAM + UTAUT (Baptista & Oliveira, 2015) place greater emphasis on technical performance and success. Meanwhile, MTCA adds cultural mediation as a new theoretical extension. MTCA recognizes that behavioral goals in tourism are not solely utilitarian, but rather based on values, conventions, and manifestations of identity (Coves-Martínez, 2022; Sunny et al., 2019).

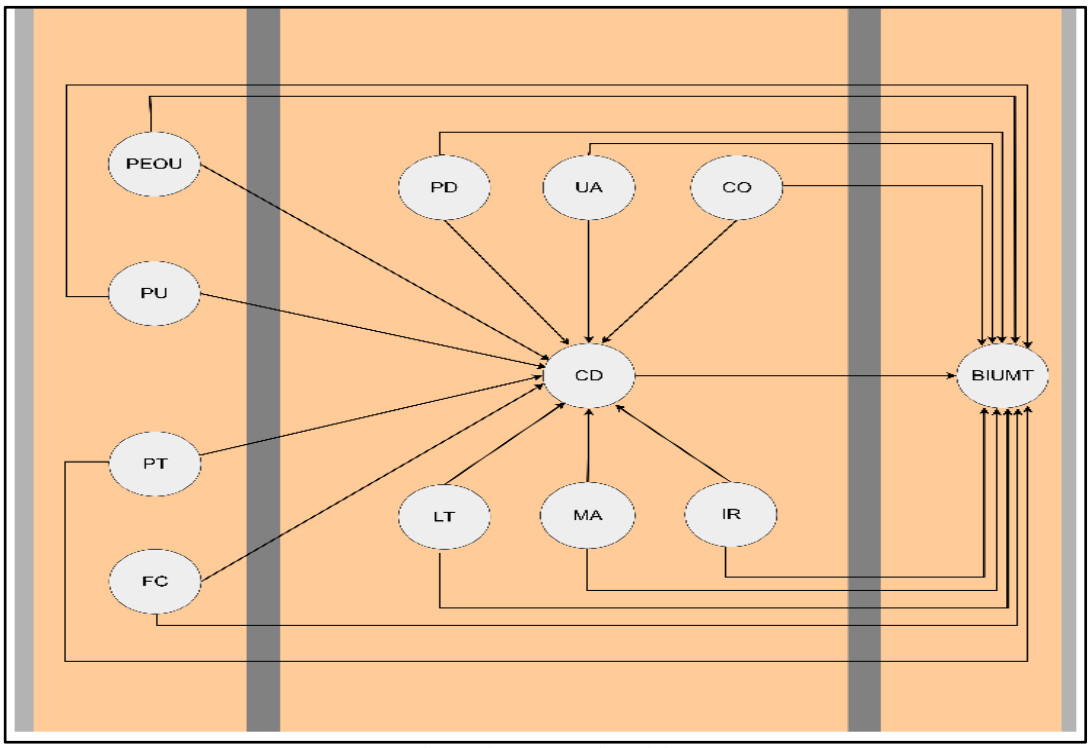

Fig.2. The proposed model

Table 1 - Explanation of Research Variables

Variable	Definition	Authors
PEOU	The extent to which an individual views the use of a particular system as effortless.	(Davis, 1989; Delone & McLean, 2003; Jugdev & Müller, 2005).

PU	The extent to which an individual perceives that adopting a particular system would enhance their job performance.	(Davis, 1989; Davis et al., 1989; Venkatesh & Davis, 2000).
PT	Trust is the conviction that the behaviors of an individual or group align with their stated ideals.	(Bu et al., 2021; Dahlberg et al., 2015; Gefen et al., 2003b; Hanafiah et al., 2022; Kathuria et al., 2022; Suh & Han, 2002; Yoon, 2009).
FC	The extent to which an individual recognizes the accessibility of organizational and technological resources to enable the use of technology.	(AlHadid et al., 2022; Hew et al., 2015; Man et al., 2022; Tan, 2017; Venkatesh et al., 2003)
BI	Users' purpose concerning the ongoing utilization of the information system.	(Davis, 1989; Davis et al., 1989; Venkatesh & Davis, 2000).
CD	Important tool for understanding cultural differences across countries and for understanding how business is conducted across cultures and its impact on the achievement of individual, organizational, and societal goals.	(G. Hofstede, 1983; G. Hofstede et al., 1990, 1990)
PD	The degree of inequality among individuals that a country's population deems normal ranges from relatively equal to exceedingly unequal.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Yoo et al., 2011).
UA	Preference of individuals in a nation for organized versus unstructured situations: from moderately pliable to exceedingly inflexible.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Yoo et al., 2011).
CO	Reflects consumers' intent to employ IT on a daily basis. A strong purpose, shaped by factors like Performance Expectancy and Effort Expectancy, drives adoption.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Yoo et al., 2011).
LT	The values associated with the long-term pole included perseverance, frugality, hierarchical relationship management, and a sense of shame. In contrast, the short-term pole emphasized the reciprocation of social obligations, reverence for tradition, preservation of one's reputation, and personal stability.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Yoo et al., 2011).
MA	The extent to which masculine values, such as assertiveness, performance, achievement, and rivalry, dominate over 'feminine' values like the quality of life, nurturing human connections, service, care, and solidarity, varies from gentle to harsh.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Yoo et al., 2011).
IR	Human ambitions for the enjoyment of life and leisure. Restraint denotes a society that regulates the satisfaction of wants by rigorous social norms.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Yoo et al., 2011).

Table 2 - Explanation of Research Indicator

Indicator	Definition	Authors
Easy to Learn (PEOU1)	User expectations for the ease of learning mobile tourism.	

Clear and Easy to Understand (PEOU2)	Users' confidence in mobile tourism is clear and easy to understand.	(Albayrak et al., 2023; Assaker, 2020, 2020; Chong et al., 2010; Davis, 1989; Lee et al., 2013).
Easy to Master (PEOU3)	User expectations about skills that are easy to master in mobile tourism.	
Easy to Use (PEOU4)	Consumer perception of the ease of use of mobile tourism	
Convenience (PU1)	The convenience that users feel about the benefits of mobile tourism.	(Albayrak et al., 2023; Assaker, 2020, 2020; Chong et al., 2010; Davis, 1989; Lee et al., 2013)
Effectiveness (PU2)	User expectations for task effectiveness Through mobile tourism	
Efficiency (PU3)	User expectations for productivity efficiency through mobile tourism	
Benefits (PU4)	User expectations about the benefits of services through mobile tourism	
Trust (PT1)	User trust in mobile tourism.	(Chang & Shen, 2018; Dickinson et al., 2018; Mohd Suki & Mohd Suki, 2020; Palos-Sanchez et al., 2021; Suh & Han, 2002; Yoon, 2009)
Commitment (PT2)	User trust in mobile tourism commitments if needed.	
Reliability (PT3)	User trust about the reliability of mobile tourism transactions.	
Stability (PT4)	User trust about mobile tourism security.	
Confidence (PT5)	User expectations for the importance of the best action on mobile tourism.	
Competent (PT6)	User trust about the competence and effectiveness of mobile tourism.	
Behavior Control (FC1)	User expectations for the control of mobile tourism resource behavior.	(Ahmad et al., 2021; Tan, 2017; Venkatesh et al., 2003).
Facilitated Conditions (FC2)	Consumer trust in the ease of use of mobile tourism.	
Social Guidelines (FC3)	User expectations for the activity guide using Mobile Tourism.	
Practical Support (FC4)	User expectations for support if it is difficult to use mobile tourism.	
Future Use (BI1)	The user's intention to use mobile tourism in the future.	(Le-Hoang, 2021), (Davis, 1989; Lee et al., 2013; Venkatesh et al., 2003),(Venkatesh et al., 2012)
Intent to Use (BI2)	The user's intention to continue using mobile tourism.	
Intention to Adopt (BI3)	The user's intention to actively adopt mobile tourism.	
Suitable content for local culture (CD1)	Mobile tourism content reflects the aesthetic values of local culture.	(Ariffin, 2017)
Suitable content for local culture (CD2)	Cultural content that reflects local aesthetic values is easier to learn.	
Aesthetic value according to local culture (CD3)	Local aesthetic values guide culturally appropriate text presentation.	
Aesthetic value according to local culture (CD4)	Local aesthetic values in culturally respectful graphic presentation.	
Aesthetic value according to local culture (CD5)	Audio presentations that follow local cultural norms reflect local aesthetic values	
Aesthetic value according to local culture (CD6)	Culturally-based aesthetics are reflected in local-style animations	

Authoritarianism (PD1)	A leadership system in which decisions are made unilaterally by superiors without consulting subordinates.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Matharu et al., 2024; Yoo et al., 2011).
Exclusivity (PD2)	The attitude limits the involvement of subordinates in decision-making.	
Alienation (PD3)	A situation in which the boss distances himself from social interaction with the subordinate.	
Hierarchy (PD4)	A submissive attitude without opposing the decisions of superiors.	
Ineffectiveness (PD5)	The result of delegating important tasks to less competent subordinates.	
Clarity (UA1)	Submission of detailed instructions so that task expectations can be clearly understood.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Matharu et al., 2024; Yoo et al., 2011).
Accuracy (UA2)	Compliance with instructions and procedures to achieve the desired results.	
Certainty (UA3)	The clarity provided by the rules and regulations regarding the expectations that must be met.	
Efficiency (UA4)	Achieving better results by using standardized work procedures.	
Compliance (UA5)	Protection achieved by following the operating instructions correctly.	
Collectivism (CO1)	Values that put group interests above personal interests.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Matharu et al., 2024; Yoo et al., 2011).
Solidarity (CO2)	The willingness of individuals to stay with the group despite difficulties.	
Togetherness (CO3)	The attitude of prioritizing the welfare of the group over personal rewards.	
Cooperation (CO4)	The attitude prioritizes group success over personal success.	
Sacrifice (CO5)	Individuals are supposed to consider the well-being of the group before pursuing their personal goals.	
Fidelity (CO6)	A supportive attitude to the group even if personal goals are disturbed.	
Save (LT1)	Manage money wisely and efficiently.	(G. H. Hofstede, 2001b; Matharu et al., 2024; Yoo et al., 2011).
Persistence (LT2)	Determination to continue despite the challenges.	
Balance (LT3)	The state is stable in both personal and emotional aspects.	
Planning (LT4)	The process of planning steps for long-term goals.	
Sacrifice (LT5)	Giving up temporary pleasures in order to achieve future success.	
Hardwork (LT6)	The ability to work hard for future success.	
Inequality (MA1	The view that it is more important for men to have a professional career than women.	
Preconception (MA2)	A view that assumes men solve problems with logic, while women use intuition.	
Characteristics (MA3)	An active and powerful approach that men often use in solving difficult problems.	
Discrimination (MA4)	The view that men are always better able to do certain jobs than women.	
Freedom (IR1)	The right of individuals to enjoy everything without restrictions.	(Heydari et al., 2021; G. H. Hofstede, 2001b; Matharu et al., 2024; Yoo et al., 2011)
Respect (IR2)	A view that considers the satisfaction of desires and feelings as something that needs to be appreciated in society.	
fulfillment (IR3)	A view that resists the emphasis on desire, especially as it relates to sensual pleasure.	
Satisfaction (IR4)	The fulfillment of desires that should not be postponed.	

Table 3 - Research Indicator Statement

Indicator	Definition	Authors
Easy to Learn (PEOU1)	How to use Mobile Tourism can be learned easily.	(Albayrak et al., 2023; Assaker, 2020, 2020; Chong et al., 2010; Davis, 1989; Lee et al., 2013).
Clear and Easy to Understand (PEOU2)	Interaction with Mobile Tourism is presented clearly and easily understood.	
Easy to Master (PEOU3)	Being skilled in using Mobile Tourism can be easily achieved.	
Easy to Use (PEOU4)	Mobile Tourism is perceived as an easy-to-use thing.	
Convenience (PU1)	The benefits of using Mobile Tourism can be felt.	(Albayrak et al., 2023; Assaker, 2020, 2020; Chong et al., 2010; Davis, 1989; Lee et al., 2013)
Effectiveness (PU2)	Completing tasks can be assisted more quickly through the use of Mobile Tourism.	
Efficiency (PU3)	Productivity can be increased through the use of Mobile Tourism.	
Benefits (PU4)	Valuable services can be provided through the use of Mobile Tourism.	
Trust (PT1)	Mobile Tourism can be trusted.	(Chang & Shen, 2018; Dickinson et al., 2018; Mohd Suki & Mohd Suki, 2020; Palos-Sanchez et al., 2021; Suh & Han, 2002; Yoon, 2009)
Commitment (PT2)	Mobile Tourism will be tried as much as possible if assistance is needed.	
Reliability (PT3)	Mobile Tourism can be relied on to carry out transactions.	
Stability (PT4)	Mobile Tourism in tourism is believed to rarely experience technological errors.	
Confidence (PT5)	Mobile Tourism is believed to act in the best interests of tourists.	
Competent (PT6)	Mobile Tourism is believed to be competent and effective in providing tourism services .	
Behavior Control (FC1)	I possess the requisite resources to utilize Mobile Tourism.	(Ahmad et al., 2021; Tan, 2017; Venkatesh et al., 2003, 2012)
Facilitated Conditions (FC2)	I know that the use of Mobile Tourism is necessary.	
Social Guidelines (FC3)	Friends or family members guide me in tourism activities using Mobile Tourism.	
Practical Support (FC4)	I can ask for help from others when I have difficulties using Mobile Tourism.	
Future Use (BI1)	I want to persist in use Mobile Tourism in the future.	(Davis, 1989; Lee et al., 2013; Venkatesh et al., 2003),(Venkatesh et al., 2012)
Intent to Use (BI2)	I will continue to strive to use Mobile Tourism in my daily life.	
Intention to Adopt (BI3)	I plan to use Mobile Tourism often in the future.	
Suitable content for local culture (CD1)	Mobile tourism content is in accordance with local culture.	(Ariffin, 2017)
Suitable content for local culture (CD2)	Cultural content is easy to learn.	
Aesthetic value according to local culture (CD3)	Text presentation is in accordance with local culture.	
Aesthetic value according to local culture (CD4)	Graphic presentation respects local culture.	
Aesthetic value according to local culture (CD5)	Audio presentation follows local culture.	

Aesthetic value according to local culture (CD6)	Animation follows local culture.	
Authoritarianism (PD1)	People who occupy higher positions should make most decisions without consulting the person occupying a lower position.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Matharu et al., 2024; Yoo et al., 2011).
Exclusivity (PD2)	People who occupy high positions should not often ask for the opinion of people who occupy low positions.	
Alienation (PD3)	People who occupy high positions should avoid social interaction with people who occupy lower positions.	
Hierarchy (PD4)	People who are in a lower position should not disagree with decisions made by people in a higher position.	
Ineffectiveness (PD5)	People who occupy high positions should not delegate important tasks to people who occupy lower positions.	
Clarity (UA1)	Provide comprehensive instructions to ensure tasks are clearly understood.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Matharu et al., 2024; Yoo et al., 2011).
Accuracy (UA2)	Complying with instructions and processes is essential to achieving the desired results.	
Certainty (UA3)	Rules and regulations are very important because they provide clear guidance.	
Efficiency (UA4)	Standardized work practices significantly enhance task efficiency.	
Compliance (UA5)	The operating instructions are very important to follow.	
Collectivism (CO1)	Individuals must prioritize group interests over personal interests.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Matharu et al., 2024; Yoo et al., 2011).
Solidarity (CO2)	Each individual must stay with the group despite facing difficulties.	
Togetherness (CO3)	Individuals should prioritize group well-being over personal reward.	
Cooperation (CO4)	Individuals should prioritize group success over personal success.	
Sacrifice (CO5)	Individuals are supposed to consider the well-being of the group before pursuing their personal goals.	
Fidelity (CO6)	Individuals should be encouraged to show loyalty to the group, even if their personal goals are compromised.	
Save (LT1)	Careful management of money.	(G. H. Hofstede, 2001b; Matharu et al., 2024; Yoo et al., 2011).
Persistence (LT2)	Going on resolutely in spite of opposition.	
Balance (LT3)	stability in personal and emotional aspects.	
Planning (LT4)	The need for long-term planning.	
Sacrifice (LT5)	Giving up today's fun for success in the future.	
Hard work (LT6)	Work hard to succeed in the future.	
Inequality (MA1)	Men are more important to have a professional career than Women.	(Ali & Brooks, 2008; G. H. Hofstede, 2001b; Matharu et al., 2024; Yoo et al., 2011).
Preconception (MA2)	Men usually solve problems with logical analysis, while women usually use intuition to solve problems.	
Characteristics (MA3)	Men usually solve difficult problems with an active and strong approach, which is their hallmark.	
Discrimination (MA4)	Men can always do some jobs better than Women.	
Freedom (IR1)	There should be no limits to individual enjoyment.	

Respect (IR2)	Society should value the desires and freedom of feelings.	(Heydari et al., 2021; G. H. Hofstede, 2001a; Matharu et al., 2024)
Fulfillment (IR3)	Desires, especially those related to pleasure, should not be suppressed.	
Satisfaction (IR4)	Craving gratification should not be delayed.	

Hofstede's approach, while fundamental, has faced criticism for its static national focus and inadequate validation at the individual level (Eringa et al., 2015; Shaiq et al., 2011). The MTCA model addresses these challenges by incorporating individual-level cultural indicators such as personal power distance (PD1–PD5) and collectivist tendencies (CO1–CO6), which facilitate intracultural variance among users. This micro-level adaptation is expected to enhance Hofstede's broader generalizability and make his work more applicable to real-life situations in modern digital environments such as mobile tourism.

This study provides a concept of model development by combining the Technology Acceptance Model (TAM) and Hofstede's Cultural Dimension Theory, adjusting the variables used, indicators, and questions that will build the concept of the mobile tourism acceptance culture model as a new model. Using combinations, assumptions, and adaptation processes, definitions and statements are compiled based on appropriate references to produce a detailed and comprehensive work format. This study examines the determinants influencing the intention to adopt mobile tourism using the Technology Acceptance Model (TAM) and Hofstede's Theory of Cultural Dimensions. In this study, perceived ease of use (PEOU), perceived usefulness (PU), trust (PT), and facilitating conditions (FC) are identified as the main determinants of behavioural intention (BI). In addition, the most important thing is to investigate the mediating function of cultural dimensions, such as power distance (PD), uncertainty avoidance (UA), collectivism (CO), long-term orientation (LT), masculinity (MA), and indulgence (IR) on behavioural intention to use mobile tourism, which is more effective and provides future prospects based on the two approaches.

Previous studies have proven the importance of Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) in influencing technology adoption, following the recognized literature on the Technology Acceptance Model (TAM) (Davis, 1989), (Venkatesh & Davis, 2000), In the field of mobile tourism, users are more likely to embrace mobile tourism applications if they feel easy to learn (PEOU1), clear and easy to understand (PEOU2), easy to master (PEOU3), and generally friendly to use (PEOU4). From the perspective of Perceived Convenience (PU1), effectiveness (PU2), efficiency (PU3), and service benefits (PU4) related to mobile tourism, the tendency to use it increases; this finding is followed and proven in previous studies in the field of tourism(Albayrak et al., 2023; Assaker, 2020) which emphasizes the importance of the usefulness of value propositions in the use of technology.

This study also emphasizes the importance of trust in mobile tourism adoption. As online transactions and information exchanges increase, trust in reliability (PT3), stability (PT4), and competence (PT6) make this platform concept important. With the belief that mobile tourism serves the best interests of tourists (PT5) and demonstrating dedication (PT2) significantly increasing trust, these findings validate previous studies [(Chang & Shen, 2018; Dickinson et al., 2018)]that emphasize the need to build trust in mobile tourism services in terms of increasing user adoption.

In Facilitating Conditions, Accessibility of organizational and technological resources is essential for mobile tourism adoption. Access to essential resources (FC1), understanding of the importance of mobile tourism (FC2), social support from peers and family (FC3), and practical assistance during challenges (FC4) collectively form a supportive environment for mobile tourism adoption. This fits within a comprehensive understanding of the favourable conditions for technology adoption(Venkatesh et al., 2003) and demonstrates the need and importance of providing adequate assistance and resources to enhance mobile tourism adoption.

This study supports the possible impact of cultural elements on the acceptance of mobile tourism. In cultures characterized by six elements, such as high-power distance (PD), individuals may be more likely to accept mobile tourism solutions recommended by authorities or experts (PD1, PD2). Whereas in cultures characterized by strong uncertainty avoidance (UA), individuals

may prefer mobile tourism systems that offer clear and organized information, which guarantees accuracy (UA2) and security (UA5). In collectivist cultures (CO), the tendency is to emphasize mobile tourism alternatives that allow group travel coordination and communal experiences (CO1, CO3). Long-term orientation (LT) may encourage users to value mobile tourism platforms that provide benefits, such as financial savings or access to offers (LT1, LT4). Masculinity (MA) and indulgence (IR) may influence user preferences, with individuals from more masculine cultures tending to prioritize mobile tourism platforms that provide more competitive benefits (MA1, MA3). In contrast, tourists from more indulgent cultures may prefer platforms that increase their pleasure and autonomy (IR1, IR2).

The combination of TAM and Hofstede provides us with three new insights, one of which is Contextual Behavioral Intention. Cultural values alter tourists' cognitive and emotional evaluations of mobile tourism services. Furthermore, the Cultural Dynamic Mediation mechanism functions as a cognitive filter, transforming cognitive beliefs (PEOU, PU, PT) into affective and behavioral outcomes (BI). As for the Cross-Cultural Strategic Implications, Developers and practitioners can modify mobile tourism design patterns (such as language, interface look and feel) to fit local cultural norms, ensuring that people will continue to use them.

This finding can be seen in previous research studies in the context of the influence of cultural dimensions on technology acceptance and extends to mobile tourism. Cultural values are important in shaping individual perceptions and behaviours toward technology. These values ultimately shape a society's spiritual and material expressions, including society's attitude toward technology (Trang, 2024). The role of culture and its values in shaping the acceptance and use of technology cannot be ignored or overstated. Cultural dimensions, such as power distance, individualism, and uncertainty avoidance, influence how individuals view and adopt technology. By considering the cultural context, companies with technological ideas can develop appropriate strategies and fit with various user group profiles, which ultimately drives the centralization of new technologies(Divine Agodzo, 2015; L. K. Huang, 2017; S. (Sam) Huang & Crotts, 2019; Jolly & Shivani, 2024; Tushar Chaudhari et al., 2023). Culture in the context of mediators(ALmahasneh et al., 2022; Im & Chen, 2020; Jirui, 2023; Redmond, 2000; Souhail & Darir, 2023) is implemented in various contexts, such as organizational and employee culture, individual and organizational favourites, and the mediating role of trust, organizational commitment, electronic and household goods purchasing, compulsive buying, personal well-being and organizational quality of life, stress and intercultural communication competence, learning organizations and organizational commitment, tourism in online promotional travel guides.

This approach integrates the cognitive-behavioral framework of the Technology Acceptance Model (TAM) with Hofstede's sociocultural perspective, facilitating a more comprehensive understanding of technology acceptance in tourism at multiple levels. It redefines culture as a dynamic mediator that influences the cognitive and perceptual relationships between perceived technical elements and behavioral intentions. It proposes 31 conceptual relationships among 12 variables and 57 indicators, providing structured causal pathways for future empirical studies.

5. Conclusion

This study offers a comprehensive working solution to understand the determinants influencing the intention to utilize mobile tourism. This study integrates two models, namely, the Technology Acceptance Model with Hofstede's Cultural Dimensions Theory, which provides valuable knowledge and insight into the interaction of individual perceptions, contextual factors, and cultural values. The proposal in this model is to combine five variables from the Technology Acceptance Model and four from Hofstede's Cultural Dimensions Theory. Clarity of the relationship between variables coherently and as a mediation between variables, indicators with their statements are also provided in this research study. Taking assumptions that refer to previous studies is used to determine indicators and statements of the indicator questionnaire. Previous research studies show that perceived ease of use, perceived usefulness, trust, and supportive conditions are important factors influencing mobile tourism adoption. Cultural dimensions can influence this relationship, including power distance, uncertainty avoidance, collectivism, long-term orientation, masculinity, and indulgence.

Overall, the MTCA model offers a more theoretically and practically robust framework linking the cognitive-behavioral concept of technology acceptance to the sociocultural aspects of global tourism. This study incorporates culture as a mediating factor, enhancing the multidimensional understanding of cultural acceptance of mobile tourism and establishing a foundation for evidence-based policymaking, culturally responsive technology design, and sustainable tourism innovation.

Some of the limitations shown will be considered in future research in the proposed model, and the resulting instrument will be continued to the validity and reliability testing stage until the evaluation of the indicator instrument to produce a final model that is ready to use.

References

Aggarwal, S., & Singh, A. K. (2022). Mediating Role of Psychological Capital between Dimensions of Organisational Culture and Employees' Performance: A Study of Select Organisations. *Ramanujan International Journal of Business and Research*, *7*(1), 82–92. https://doi.org/10.51245/rijbr.v7i1.2022.589

Ahmad, W., Kim, W. G., Choi, H.-M., & Haq, J. U. (2021). Modeling behavioral intention to use travel reservation apps: A cross-cultural examination between US and China. *Journal of Retailing and Consumer Services*, *63*, 102689. https://doi.org/10.1016/j.jretconser.2021.102689

Albayrak, T., Rosario González-Rodríguez, M., Caber, M., & Karasakal, S. (2023). The Use of Mobile Applications for Travel Booking: Impacts of Application Quality and Brand Trust. *Journal of Vacation Marketing*, *29*(1), 3–21. https://doi.org/10.1177/13567667211066544

AlHadid, I., Abu-Taieh, E., Alkhawaldeh, R. S., Khwaldeh, S., Masa'deh, R., Kaabneh, K., & Alrowwad, A. (2022). Predictors for E-Government Adoption of SANAD App Services Integrating UTAUT, TPB, TAM, Trust, and Perceived Risk. *International Journal of Environmental Research and Public Health*, *19*(14), 8281. https://doi.org/10.3390/ijerph19148281

Ali, M., & Brooks, L. (2008). *CULTURE AND IS: NATIONAL CULTURAL DIMENSIONS WITHIN IS DISCIPLINE*.

ALmahasneh, Y. A. S., Rahman, M. S. B., Omar, K. B., & Zulkiffli, S. N. 'Atikah. (2022). THE MEDIATING ROLE OF ORGANIZATIONAL CULTURE IN THE RELATIONSHIP BETWEEN INTELLECTUAL STIMULATION, INDIVIDUALIZED CONSIDERATION, AND ORGANIZATIONAL PERFORMANCES. *Journal of Southwest Jiaotong University*, *57*(1), 43–59. https://doi.org/10.35741/issn.0258-2724.57.1.5

Almeida, F., Almeida, J., & Mota, M. (2019). Perceptions and Trends of Booking Online Payments in Tourism: Almeida, F., Almeida, J., Mota, M. (2019). Perceptions and Trends of Booking Online Payments in Tourism, Journal of Tourism and Services 10(18): 1-15. https://doi.org/10.29036/jots.v10i18.39. *Journal of Tourism and Services*, *10*(18), 1–15. https://doi.org/10.29036/jots.v10i18.39

Alqatan, S., & Alshirah, M. H. (2019). *A Prototyping Method For Tourism Mobile Commerce Applications Development And Evaluation*. *8*(10).

Ariffin, S. A. (2017). A Comparative Analysis for the Enhancement of Design of Local Cultural Mobile Applications. *Journal Of ICT In Education*, *4*, 88–99. https://doi.org/10.37134/jictie.vol4.9.2017

Assaker, G. (2020). Age and gender differences in online travel reviews and user-generated-content (UGC) adoption: Extending the technology acceptance model (TAM) with credibility theory. *Journal of Hospitality Marketing & Management*, *29*(4), 428–449. https://doi.org/10.1080/19368623.2019.1653807

Baptista, G., & Oliveira, T. (2015). Understanding mobile banking: The unified theory of acceptance and use of technology combined with cultural moderators. *Computers in Human Behavior*, *50*, 418–430. https://doi.org/10.1016/j.chb.2015.04.024

Blodgett, J. G., Bakir, A., & Rose, G. M. (2008). A test of the validity of Hofstede's cultural framework. *Journal of Consumer Marketing*, *25*(6), 339–349. https://doi.org/10.1108/07363760810902477

B.U., D., B.O., O., N.N., S., & S.O., U. (2021). Integrating Trust into Technology Acceptance Model (TAM), the Conceptual Framework for E-Payment Platform Acceptance. *British Journal of Management and Marketing Studies*, *4*(4), 34–56. https://doi.org/10.52589/BJMMS-TB3XTKPI

Bu, N. (Tom), Kong, H., & Ye, S. (2021). County Tourism Development in China: A Case Study. *Journal of China Tourism Research*, *17*(2), 249–272. https://doi.org/10.1080/19388160.2020.1761501

Chang, S. E., & Shen, W.-C. (2018). *Exploring smartphone social networking services for mobile tourism*.

Chong, A. Y.-L., Darmawan, N., Ooi, K.-B., & Lee, V.-H. (2010). DETERMINANTS OF 3G ADOPTION IN MALAYSIA: A STRUCTURAL ANALYSIS. *Journal of Computer Information Systems*.

Chopdar, P. Kr., & Sivakumar, V. J. (2019). Understanding continuance usage of mobile shopping applications in India: The role of espoused cultural values and perceived risk. *Behaviour & Information Technology*, *38*(1), 42–64. https://doi.org/10.1080/0144929X.2018.1513563

Coves-Martínez, Á. L. (2022). Cultural intelligence as an antecedent of satisfaction with the travel app and with the tourism experience. *Computers in Human Behavior*.

Dahlberg, T., Mallat, N., & Öörni, A. (2015). *TRUST ENHANCED TECHNOLOGY ACCEPTANCE MODEL - CONSUMER ACCEPTANCE OF MOBILE PAYMENT SOLUTIONS*.

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, *13*(3), 319. https://doi.org/10.2307/249008

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, *35*(8), 982–1003. https://doi.org/10.1287/mnsc.35.8.982

Delone, W. H., & McLean, E. R. (2003). The DeLone and McLean Model of Information Systems Success: A Ten-Year Update. *Journal of Management Information Systems*, *19*(4), 9–30. https://doi.org/10.1080/07421222.2003.11045748

Dickinson, J. E., Filimonau, V., Cherrett, T., Davies, N., Hibbert, J. F., Norgate, S., & Speed, C. (2018). Lift-share using mobile apps in tourism: The role of trust, sense of community and existing lift-share practices. *Transportation Research Part D: Transport and Environment*, *61*, 397–405. https://doi.org/10.1016/j.trd.2017.11.004

Divine Agodzo. (2015). *Six Approaches to Understanding National Cultures: Hofstede's Cultural Dimensions*. https://doi.org/10.13140/RG.2.1.5041.8009

Donaldson, R. L. (2011). *STUDENT ACCEPTANCE OF MOBILE LEARNING*.

El Archi, Y., & Benbba, B. (2023). The Applications of Technology Acceptance Models in Tourism and Hospitality Research: A Systematic Literature Review. *Journal of Environmental Management and Tourism*, *14*(2), 379. https://doi.org/10.14505/jemt.v14.2(66).08

Eringa, K., Caudron, L. N., Rieck, K., Xie, F., & Gerhardt, T. (2015). How relevant are Hofstede's dimensions for inter-cultural studies? A replication of Hofstede's research among current international business students. *Research in Hospitality Management*, *5*(2), 187–198. https://doi.org/10.1080/22243534.2015.11828344

Gefen, D., Karahanna, E., & Straub, D. W. (2003a). Inexperience and experience with online stores: The importance of tam and trust. *IEEE Transactions on Engineering Management*, *50*(3), 307–321. https://doi.org/10.1109/TEM.2003.817277

Gefen, Karahanna, & Straub. (2003b). Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, *27*(1), 51. https://doi.org/10.2307/30036519

Google, & Temasek. (2003). *E-Conomy Sea 2023*.

Han, D., Hou, H. (Cynthia), Wu, H., & Lai, J. H. K. (2021). Modelling Tourists' Acceptance of Hotel Experience-Enhancement Smart Technologies. *Sustainability*, *13*(8), 4462. https://doi.org/10.3390/su13084462

Hanafiah, M. H., Md Zain, A., Asyraff, M. A., & Makhasi, G. Y. M. (2022). THE ROLES OF TECHNOLOGY ACCEPTANCE, USER CREDIBILITY AND COVID-19 PERCEIVED HEALTH RISK IN TOURIST'S SOCIAL MEDIA USER-GENERATED-CONTENT USAGE INTENTION. *ENLIGHTENING TOURISM. A PATHMAKING JOURNAL*, *12*(1), 337–365. https://doi.org/10.33776/et.v12i1.5427

Hansen, N., Postmes, T., Van Der Vinne, N., & Van Thiel, W. (2012). Information and Communication Technology and Cultural Change: How ICT Changes Self-Construal and Values. *Social Psychology*, *43*(4), 222–231. https://doi.org/10.1027/1864-9335/a000123

Hew, J.-J., Lee, V.-H., Ooi, K.-B., & Wei, J. (2015). What catalyses mobile apps usage intention: An empirical analysis. *Industrial Management & Data Systems*, *115*(7), 1269–1291. https://doi.org/10.1108/IMDS-01-2015-0028

Heydari, A., Laroche, M., Paulin, M., & Richard, M.-O. (2021). Hofstede's individual-level indulgence dimension: Scale development and validation. *Journal of Retailing and Consumer Services*, *62*, 102640. https://doi.org/10.1016/j.jretconser.2021.102640

Hofstede, G. (1983). The Cultural Relativity of Organizational Practices and Theories. *Journal of International Business Studies*, *14*(2), 75–89. https://doi.org/10.1057/palgrave.jibs.8490867

Hofstede, G. H. (2001a). *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations* (2nd ed). Sage Publications.

Hofstede, G. H. (2001b). *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations* (2nd ed). Sage Publications.

Hofstede, G., Neuijen, B., Ohayv, D. D., & Sanders, G. (1990). Measuring Organizational Cultures: A Qualitative and Quantitative Study Across Twenty Cases. *Administrative Science Quarterly*, *35*(2), 286. https://doi.org/10.2307/2393392

Huang, L. K. (2017). A Cultural Model of Online Banking Adoption: Long-Term Orientation Perspective. *Journal of Organizational and End User Computing*, *29*(1), 1–22. https://doi.org/10.4018/JOEUC.2017010101

Huang, S. (Sam), & Crotts, J. (2019). Relationships between Hofstede's cultural dimensions and tourist satisfaction: A cross-country cross-sample examination. *Tourism Management*, *72*, 232–241. https://doi.org/10.1016/j.tourman.2018.12.001

Hung, C.-L., & Chou, J. C.-L. (2014). EXAMINING THE CULTURAL MODERATION ON THE ACCEPTANCE OF MOBILE COMMERCE. *International Journal of Innovation and Technology Management*, *11*(02), 1450010. https://doi.org/10.1142/S0219877014500102

Im, H., & Chen, C. (2020). Cultural dimensions as correlates of favoritism and the mediating role of trust. *Cross Cultural & Strategic Management*, *27*(3), 417–445. https://doi.org/10.1108/CCSM-09-2019-0165

Iriqat, R. A. M. (2016). *Organizational Commitment Role in Mediating the Impact of the Organizational Culture Dimensions on Job Satisfaction for MFIs' Employees in Palestine*. *7*(5).

Jan, J., Alshare, K. A., & Lane, P. L. (2024). Hofstede's cultural dimensions in technology acceptance models: A meta-analysis. *Universal Access in the Information Society*, *23*(2), 717–741. https://doi.org/10.1007/s10209-022-00930-7

Jirui, D. (2023). THE EFFECT OF TECHNOLOGY ADOPTION MODEL ON CULTURALLY MEDIATED BEHAVIORAL INTENTION AND RISK PERCEPTION ON THE PURCHASE OF ELECTRONIC AND HOME LIVING PRODUCTS. . . *Vol.*, *3*.

Jolly, C., & Shivani, F. (2024). Cross-cultural Perspectives on Digital Media and Well-being: A Narrative Review. *Eastern Journal of Psychiatry*, *24*(1), 6–8. https://doi.org/10.5005/jp-journals-11001-0069

Jugdev, K., & Müller, R. (2005). A Retrospective look at our Evolving Understanding of Project Success. *Project Management Journal*, *36*(4), 19–31. https://doi.org/10.1177/875697280503600403

Kathuria, S., Saha, R., Kumar, J. R., & Bansal, H. (2022). *Preparing for takeoff: Set up social media for travel planning*.

Law, R., Chan, I. C. C., & Wang, L. (2018). A comprehensive review of mobile technology use in hospitality and tourism. *Journal of Hospitality Marketing & Management*, *27*(6), 626–648. https://doi.org/10.1080/19368623.2018.1423251

Lee, S.-G., Trimi, S., & Kim, C. (2013). The impact of cultural differences on technology adoption. *Journal of World Business*, *48*(1), 20–29. https://doi.org/10.1016/j.jwb.2012.06.003

Legramante, D., Azevedo, A., & Azevedo, J. M. (2023). Integration of the technology acceptance model and the information systems success model in the analysis of Moodle's satisfaction and continuity of use. *The International Journal of Information and Learning Technology*, *40*(5), 467–484. https://doi.org/10.1108/IJILT-12-2022-0231

Le-Hoang, P. V. (2021). Intention to use m-banking application: An empirical study in Ho Chi Minh City. *Independent Journal of Management & Production*, *12*(2), 637–653. https://doi.org/10.14807/ijmp.v12i2.1256

Liang, S., Schuckert, M., Law, R., & Masiero, L. (2017). The relevance of mobile tourism and information technology: An analysis of recent trends and future research directions. *Journal of Travel & Tourism Marketing*, *34*(6), 732–748. https://doi.org/10.1080/10548408.2016.1218403

Man, S. S., Guo, Y., Chan, A. H. S., & Zhuang, H. (2022). *Acceptance of Online Mapping Technology among Older Adults: Technology Acceptance Model with Facilitating Condition, Compatibility, and Self-Satisfaction*.

Matharu, G. K., Von Der Heidt, T., Sorwar, G., & Sivapalan, A. (2024). The moderating role of Hofstede's cultural dimensions on consumer purchasing of organic food. *Journal of International Consumer Marketing*, *36*(1), 21–40. https://doi.org/10.1080/08961530.2023.2176396

McCoy, S., Everard, A., & Jones, B. M. (2005). An Examination of the Technology Acceptance Model in Uruguay and the US: A Focus on Culture. *Journal of Global Information Technology Management*, *8*(2), 27–45. https://doi.org/10.1080/1097198X.2005.10856395

Meijer, K., Abhishta, A., & Joosten, R. (2023). Role of Culture in Customer Acceptance of Neobanks. In J. Van Hillegersberg, J. Osterrieder, F. Rabhi, A. Abhishta, V. Marisetty, & X. Huang (Eds.), *Enterprise Applications, Markets and Services in the Finance Industry* (Vol. 467, pp. 97–116). Springer International Publishing. https://doi.org/10.1007/978-3-031-31671-5_7

Mert, M., & Tengilimoğlu, D. (2023). The mediating role of FoMO and the moderating role of narcissism in the impact of social exclusion on compulsive buying: A cross-cultural study. *Psicologia: Reflexão e Crítica*, *36*(1), 33. https://doi.org/10.1186/s41155-023-00274-y

Mohd Suki, N., & Mohd Suki, N. (2020). Acquiring travel-related information from mobile social networking services: What factors predict social networking services users' perceived value and trust in Malaysia? *Journal of Marketing Communications*, *26*(7), 742–760. https://doi.org/10.1080/13527266.2019.1569088

Nisa, U. K., & Solekah, N. A. (2022). The Influence of TAM, Social influence, Security Relationship toward Intention to Use E Wallet through Attitude and Trust. *IQTISHODUNA*, *18*(1), 35–50. https://doi.org/10.18860/iq.v18i1.12916

Palos-Sanchez, P., Saura, J. R., & Correia, M. B. (2021). Do tourism applications' quality and user experience influence its acceptance by tourists? *Review of Managerial Science*, *15*(5), 1205–1241. https://doi.org/10.1007/s11846-020-00396-y

Paz, M. G. T., Fernandes, S. R. P., Carneiro, L. L., & Melo, E. a. A. (2019). Personal Organizational Well-Being and Quality of Organizational Life: The Mediating Role of Organizational Culture. *RAM. Revista de Administração Mackenzie*, *21*(1). https://www.redalyc.org/journal/1954/195462948005/html/

Redmond, M. V. (2000). Cultural distance as a mediating factor between stress and intercultural communication competence. *International Journal of Intercultural Relations*.

Richards, G. (2018). Tourism, an Underestimated Driving Force for the Creative Economy. *Revista Turismo Em Análise*, *29*(3), 387–395. https://doi.org/10.11606/issn.1984-4867.v29i3p387-395

Rinuastuti, H., Hadiwidjojo, D., Rohman, F., & Khusniyah, N. (2014). Measuring Hofstede's Five Cultural Dimensions at Individual Level and Its Application to Researchers in Tourists' Behaviors. *International Business Research*, *7*(12), p143. https://doi.org/10.5539/ibr.v7n12p143

Rogers, E. M. (2002). Diffusion of preventive innovations. *Addictive Behaviors*, *27*(6), 989–993. https://doi.org/10.1016/S0306-4603(02)00300-3

Sani, A., Abdul Rahman, T., Subiyakto, A., & Wiliani, N. (2019). Combining Statistical and Interpretative Analyses for Testing Readiness and IT Adoption Questionnaire. *Proceedings of the Proceedings of the 1st Seminar and Workshop on Research Design, for Education, Social Science, Arts, and Humanities, SEWORD FRESSH 2019, April 27 2019, Surakarta, Central Java, Indonesia*. Proceedings of the 1st Seminar and Workshop on Research Design, for Education, Social Science, Arts, and Humanities, SEWORD FRESSH 2019, April 27 2019, Surakarta, Central Java, Indonesia, Surakarta, Indonesia. https://doi.org/10.4108/eai.27-4-2019.2286808

Sani, A., Wiliani, N., Budiyantara, A., & Nawaningtyas, N. (2020). PENGEMBANGAN MODEL ADOPSI TEKNOLOGI INFORMASI TERHADAP MODEL PENERIMAAN TEKNOLOGI DIANTARA UMKM. *JITK (Jurnal Ilmu Pengetahuan dan Teknologi Komputer)*, *5*(2), 151–158. https://doi.org/10.33480/jitk.v5i2.1055

Scherer, R., Siddiq, F., & Tondeur, J. (2019). The technology acceptance model (TAM): A meta-analytic structural equation modeling approach to explaining teachers' adoption of digital technology in education. *Computers & Education*, *128*, 13–35. https://doi.org/10.1016/j.compedu.2018.09.009

Shaiq, H. M. A., Khalid, H. M. S., Akram, A., & Ali, B. (2011). Why not everybody loves Hofstede? What are the alternative approaches to study of culture? *European Journal of Business and Management*, *3*.

Siswadi, Y., Jufrizen, J., Saripuddin, J., Farisi, S., & Sari, M. (2023). ORGANIZATIONAL CULTURE AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR: THE MEDIATING ROLE OF LEARNING ORGANIZATIONS AND ORGANIZATIONAL COMMITMENT. *Jurnal Riset Bisnis Dan Manajemen*, *16*(1), 73–82. https://doi.org/10.23969/jrbm.v16i1.7184

Souhail, A., & Darir, H. (2023). Cultural Mediation in Tourism: Online Promotional Travel Guides as a Case Study. *International Journal of Language and Literary Studies*, *5*(2), 89–100. https://doi.org/10.36892/ijlls.v5i2.1250

Subiyakto, A., & Ahlan, Abd. R. (2014). Implementation of Input-Process-Output Model for Measuring Information System Project Success. *TELKOMNIKA Indonesian Journal of Electrical Engineering*, *12*(7), 5603–5612. https://doi.org/10.11591/telkomnika.v12i7.5699

Suh, B., & Han, I. (2002). Effect of trust on customer acceptance of Internet banking. *Electronic Commerce Research and Applications*, *1*(3–4), 247–263. https://doi.org/10.1016/S1567-4223(02)00017-0

Sunny, S., Patrick, L., & Rob, L. (2019). Impact of cultural values on technology acceptance and technology readiness. *International Journal of Hospitality Management*, *77*, 89–96. https://doi.org/10.1016/j.ijhm.2018.06.017

Syaifullah, S., Ariffin, S. A., & Nordin, N. M. (2024). Mobile Tourism Research and Practices: A Comprehensive Bibliometric Exploration and Future Study Direction. *Journal of Applied Engineering and Technological Science (JAETS)*, *6*(1), 21–47. https://doi.org/10.37385/jaets.v6i1.4970

Tan, W.-K. (2017). The relationship between smartphone usage, tourist experience and trip satisfaction in the context of a nature-based destination. *Telematics and Informatics*, *34*(2), 614–627. https://doi.org/10.1016/j.tele.2016.10.004

Trang, N. T. N. (2024). On Culture and Cultural Values. *International Journal of Social Science and Human Research*, *7*(06). https://doi.org/10.47191/ijsshr/v7-i06-104

TravelPerk. (2024). *70+ Online Travel Booking Statistics and Trends [2025]*. https://www.travelperk.com/blog/online-travel-booking-statistics/?utm_source=chatgpt.com

Tushar Chaudhari, Linge, A. A., Baldeo B. Kakde, & Singh, M. (2023). *Empirical Evaluation of Technology Acceptance Model for Predicting Actual Usage of Mobile Payment Apps*. https://doi.org/10.5281/ZENODO.7951826

Ukpabi, D. C., & Karjaluoto, H. (2017). Consumers' acceptance of information and communications technology in tourism: A review. *Telematics and Informatics*, *34*(5), 618–644. https://doi.org/10.1016/j.tele.2016.12.002

Venkatesh, Morris, Davis, & Davis. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly*, *27*(3), 425. https://doi.org/10.2307/30036540

Venkatesh, V., & Davis, F. D. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, *46*(2), 186–204. https://doi.org/10.1287/mnsc.46.2.186.11926

Venkatesh, V., Thong, J., & Xu, X. (2012). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology. *MIS Quarterly*, *36*, 157–178. https://doi.org/10.2307/41410412

Wen, X., Sotiriadis, M., & Shen, S. (2023). Determining the Key Drivers for the Acceptance and Usage of AR and VR in Cultural Heritage Monuments. *Sustainability*, *15*(5), 4146. https://doi.org/10.3390/su15054146

Yoo, B., Donthu, N., & Lenartowicz, T. (2011). *Measuring Hofstede's Five Dimensions of Cultural Values at the Individual Level: Development and Validation of CVSCALE*.

Yoon, C. (2009). The effects of national culture values on consumer acceptance of e-commerce: Online shoppers in China. *Information & Management*, *46*(5), 294–301. https://doi.org/10.1016/j.im.2009.06.001

Zahid Kamal & Sahar Qabool. (2024). Impact Of Hofstede Cultural Dimensions on Online Impulse Buying Behavior Through Moderating Role Of E-WOM. *International Journal of Social Science & Entrepreneurship*, *4*(2), 91–110. https://doi.org/10.58661/ijsse.v4i2.272

Zhao, Y., & Pan, Y.-H. (2023). A Study of the Impact of Cultural Characteristics on Consumers' Behavioral Intention for Mobile Payments: A Comparison between China and Korea. *Sustainability*, *15*(8), 6956. https://doi.org/10.3390/su15086956