

FACTORS INFLUENCING TRAVELERS DECISION-MAKING IN ADOPTING SMART TOURISM TECHNOLOGIES: A SYSTEMATIC REVIEW IN THE SRI LANKAN CONTEXT

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1. Introduction

Smart tourism leverages technologies such as the Internet of Things, Artificial Intelligence and big data to enhance the travel experience. Smart tourism technologies are increasingly used around the world to enhance traveler experiences, but limited research has been done on the effects of these technologies on traveler decision-making in the Sri Lankan context. The objective of this study is to identify and analyze key drivers such as information quality, accessibility, cost-effectiveness, personalization, and security that affect traveler's decisions in the smart tourism context in Sri Lanka. These drivers were identified by doing an extensive literature review on smart tourism and traveler decision-making frameworks.

2. Research Methodology

In conducting this systematic literature review, the methodology followed PRISMA guidelines to review 25 peer-reviewed studies that were published from 2015 to 2023 on the impacts of smart tourism on the decision of the traveler. The relationships between the key drivers were assessed using Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis of the data. The ability of PLS-SEM to assess complex multi-dimensional linear and non-linear relationships was the reason for its selection to solve the research problem.

3. Finding and Discussion

The review revealed that in Sri Lanka, information quality, cost effectiveness, security and accessibility are the main influencers to traveler's decisions. While adoption will be challenging, international and local studies stress that personalization has a major role in driving traveler satisfaction. A key factor in realizing the full potential of smart tourism in Sri Lanka will be an upgrading of infrastructure. Information quality, accessibility, security and personalization are identified as critical factors to traveler satisfaction in this study, which provides policymakers with an opportunity to develop sustainably, globally aligned tourism strategies.

4. Conclusion and Implications

The significance of this study is to provide insights which could contribute to sustainable tourism strategies and policy developments in emerging markets.

Keywords: Decision making, Drivers, PLS-SEM, Smart tourism, Travelers