ROLE OF GLOBAL CITIZENSHIP ON TOURISTS' INTENTION TO PREFER DESTINATIONS WITH GREEN SMART TECHNOLOGY-BASED MANAGEMENT SYSTEM

Papel da Cidadania Global na Intenção dos Turistas em Preferir Destinos com Sistema de Gestão Baseado em Tecnologia Inteligente Verde

YAKUP KEMAL ÖZEKICI[1]

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ABSTRACT

This study integrates the global citizenship model (GC) with the technology acceptance model (TAM) to understand motivations behind tourists' belief and attitudes for preference on destinations with green and smart technology (GST)-based management systems. The extended model was tested through partial least squares structural equation modeling (PLS-SEM) on the sample of 580 participants who experienced a leisure activity in a phase of 9 months. Results revealed that GC has significantly predicted perceived ease of use (PEOU), perceived usefulness (PU) and attitude toward destinations with green and smart technology-based management systems (AGS), two of which (PU and AGS) were seen to enhance behavioral intention towards green and smart technologies (BIGS). PEOU was also seen to predict both PEOU and PU. The model's most powerful predictive ability is for the relation of GC's effect on PEOU. Also, the role of PEOU on PU and the effect of PU over AGS were relations of pattern having the most predictive ability. Various theoretical and practical implications were built upon findings of interest.

KEYWORDS

Tourism; Global Citizenship; Technology Acceptance Model; Green Smart Technology.

RESUMO

Este estudo integra o modelo de cidadania global (GC) com o modelo de aceitação de tecnologia (TAM) para compreender motivações por trás da crença e atitudes de preferência dos turistas em destinos com sistemas de gestão baseados em tecnologia verde e inteligente (GST). O modelo estendido foi testado através do método Modelagem de Equações Estruturais com Mínimos Quadrados Parciais (PLS-SEM) na amostra de 580 participantes que experimentaram uma atividade de lazer em uma fase de 9 meses. Os resultados revelaram que a GC previu significativamente a facilidade de uso percebida (PEOU), a utilidade percebida (PU) e a atitude em relação a destinos com sistemas de gerenciamento baseados em tecnologia verde e inteligente (AGS), dois dos quais (PU e AGS) foram vistos melhorar a intenção comportamental em direção às tecnologias verdes e inteligentes (BIGS). PEOU também foi vista para prever tanto a PEOU quanto a PU. A capacidade preditiva mais poderosa do modelo é para a relação do efeito de GC sobre PEOU. Além disso, o papel da PEOU na PU e o efeito da PU sobre a AGS foram as relações de padrão que possuem a capacidade mais preditiva. Várias implicações teóricas e práticas foram construídas com base em achados de interesse.

[1] **Yakup Kemal Özekici –** Doctor. Research Assistant, Adıyaman University, Department of Tourism Administration , Adıyaman, Turkey, Orcid: 0000-0003-2482-7355 . E-mail: ykozekici@gmail.com

PALAVRAS-CHAVE

Turismo; Cidadania Global; Modelo de Aceitação de Tecnologia, Tecnologia Verde Inteligente.

INTRODUCTION

World resources are depleting at a dramatic ascent. The tourism system, on the other hand, has a significant effect on the consumption of natural resources, especially increasing carbon dioxide emission (Michopoulos, Ziogou, Kerimis, & Zachariadis, 2017) and pressure on water resources (Pinto, Afonso, Santos, Pimentel-Rodrigues, & Rodrigues, 2017). There are various solution tools to prevent waste of resources. One of most advanced type of them are green technologies. Green technologies are updated into smart technologies which is entitled Green Smart Technologies [GST], alleged to be a strategic management tool for reducing amounts generated on carbon emission, wastage and energy (Akman & Mishra, 2015; Girod, Mayer, & Nägele, 2017) and already at service to municipalities (Dalvi-Esfahani et al., 2020). Thus, GST can be utilized for destination as a management system. However, as GST is a novel technological system, it is unknown whether tourists will prefer the destinations with GST-based management system. Extant literature on green innovation practices has focused the green hotels and management-oriented aspect of green technologies remained unaddressed (Gürlek & Koseoglu, 2021).

Also, in explaining the Green IT preferring intention, the theory of planned behavior and diffusion of innovations theories were mainly used (e.g. Yeh, Guan, Chiang, Ho, & Huan, 2021; Zeng, Chen, & Lew, 2020) and were deemed necessary to be extended to explain the intention for green IT tools (M. F. Chen & Tung, 2014; Y. Kim & Han, 2010; Lew, Tan, Loh, Hew, & Ooi, 2020; Y.-M. Teng, Wu, & Liu, 2013; Verma & Chandra, 2018; Yeh et al., 2021). Yet, factors that leads to adopt GST-oriented affiliations were not sufficiently investigated based on a more competent model (Yeh et al., 2021). However, identifying the motivating factors is necessary for the formation of a sustainable tourism system and the development of marketing strategies for destinations. In this context, it is necessary to uncover factors that leads tourists to prefer a destination with GST-based management system.

Technology adoption aptness of tourists was undertaken with numerous theories (Sohn & Kwon, 2020). Technology Acceptance Model [TAM] was risen to the prominence with its superior aspects versus other theories (Huh, Kim, & Law, 2009; Porter & Donthu, 2006; Zhu, Chen, & Wang, 2014). Yet, its limitation such as ignoring culture or identity-oriented aspects (Bagozzi,

2007; Nastjuk, Herrenkind, Marrone, Brendel, & Kolbe, 2020) has lead it to be extended with constructs from various disciplines (Marangunić & Granić, 2015) as identity is a determinative factor to adopt tourism-specific technologies (Casaló, Flavián, & Guinalíu, 2010; Fisher & Beatson, 2002; Sun, Lee, Law, & Zhong, 2020) and especially novel green IT's (Lembcke, Herrenkind, Nastjuk, & Brendel, 2021; Lew et al., 2020). Yet, necessity for incorporating identity inside TAM (Girod et al., 2017) was still intact (Gürlek & Koseoglu, 2021). Especially, specific identities such as global citizenship [GC] which was considered a prominent driver behind pro-environmental action (Der-Karabetian, Yingxia, & Alfaro, 2014; Karlberg, 2008; Wynveen, Kyle, & Tarrant, 2011) was neither addressed with any technology adoption model nor undertaken to explain adoption of green smart technologies at tourism field.

On the other hand, investigating GST context through integrating GC with TAM together is thought to solve plentiful problems in both theoretical (Bonn, Kim, Kang, & Cho, 2016; Casaló et al., 2010; Girod et al., 2017; Lew et al., 2020; Pourfakhimi, Duncan, & Coetzee, 2019; Sahli & Legohérel, 2015; Sun et al., 2020; Wang, Wang, Wang, Wei, & Wang, 2020) and practical terms. Because, for the smart technology aspect, smart experience enhancement (D. Han, Hou, Wu, & Lai, 2021), smart application (Lin, Juan, & Lin, 2020), smart technology adoption (e.g. Yoo, Kwon, Na, & Chang, 2017), smart product service systems (e.g. Lu, Lai, & Liu, 2019) contexts were investigated based on the TAM theory. Also, studies from green technology area were interested in the model with contexts of ecotourism (Y. Lee & Jan, 2017; Sadiq & Adil, 2020) responsible tourism management (Camilleri, 2017) and sustainability (Niavis et al., 2019). Yet, GST, smart technology and green technology contexts were not investigated sufficiently through benefiting from arguments of TAM (Akman & Mishra, 2015; S.-Y. Chen & Lu, 2016; Girod et al., 2017). It was especially valid for the tourism literature.

Therefore, the output of the study will shed light on whether TAM operates well in context of GST at tourism field. As a matter of fact, interdisciplinary state of tourism knowledge will be taken one step further through the yield of the study results. Also, the study will shed light on whether tourists prefer destinations with GST and how they will adopt them. For this reason, in accordance with the aim of this empirical study, TAM will be undertaken through extending with GC in the context of GST-based destination management. That is, the role of the GC driver as an identity construct in adopting the GST-based management system at destinations is investigated. Fulling the purpose of point will make various contributions. Thus, the predictive

power of both the TAM model and the GC model will be strengthened. In this case, necessities towards examining the TAM in the context of sustainable tech in the field of tourism (Sadiq & Adil, 2020), extending TAM with socio-cultural (Girod et al., 2017; Wang et al., 2020) or value oriented dimensions (Bonn et al., 2016; Sun et al., 2020), or from the sociological aspect to ensure theoretically advancement (Pourfakhimi et al., 2019; Sahli & Legohérel, 2015; Sun et al., 2020) and examining the identity-oriented role of TAM on the oriental sample (Casaló et al., 2010; Lew et al., 2020; Sun et al., 2020) will be met and fulfilling the purpose will contribute to TAM's generalizability across disciplines. The theoretical contribution of the research is not limited to this. In this context, the need for GC to be evaluated as an antecedent in a competent theoretical model (Goren & Yemini, 2015; S. Reysen, Iva, Gibson, & Hobson, 2013; Tarrant, 2009; Wynveen et al., 2011), the need for investigation into the impact of GC (Davies, 2006) and the need to learn about the repercussions of adopting GC on concrete practices (Karlberg, 2008) will be met.

In practical terms, illuminating the role of GC on GIT adoption will provide beneficial insights regarding whether it is beneficial for GST system to be structured at destinations and how sustainable oriented IT Technologies are adopted depending on identity-related factors. In addition, outputs of the research will show the way of persuading stakeholders to contribute for investing GST within tourism system. More specifically, it will expand the demand scale by revealing the idea that there exists an alternative option in mass tourism for tourists whose main motivation is ecotourism. Thus, determination phase for marketing policy towards masses those adopted GC will be facilitated and, in this way, useful information will be provided in determining the target market.

LITERATURE REVIEW

Global Citizenship - Attitude, intention or actual behavior towards an object are affected from the identity induced from the cultural structure of a community in which individual sustains (Tajfel, 1974; 1982). Numerous identities have been emerged throughout the history. Identifying herself with humanity or world as global citizenship [GC] or cosmopolitanism is amongst them and it was a philosophic idea pioneered by Socrates (Bowden, 2003). The interconnection amongst various communities created by globalization has promulgated this idea around the world. Thus, as an alternative to the city level or national cultural structure, individuals entered

the process of being identified with global identity (Stephen Reysen & Katzarska-Miller, 2013). The identification of interest was conceptualized as world mindedness (Sampson & Smith, 1957), global mindedness (Hett, 1993), cosmopolitanism (Nussbaum, 1997) or global citizenship (Morais & Ogden, 2011; S. Reysen et al., 2013) within the extant literature. Yet, these concepts are used interchangeably (Bowden, 2003; Nussbaum, 1997; Oxley & Morris, 2013; Stephen Reysen & Katzarska-Miller, 2013; Roman, 2003) due to the high permeability between concepts (Oxley & Morris, 2013; Roman, 2003) and the immaturity of the theoretical background towards the concept (Bowden, 2003; Karlberg, 2008). Among these concepts, GC is considered superior because it represents the phenomenon in a multi-dimensional way appropriately (S. Reysen et al., 2013) and predicts intention towards an action more rigorously (Woosnam, Strzelecka, Nisbett, & Keith, 2019).

While GC conceptualizes the global orientation of the identity of the individual or community (Karlberg, 2008; Oxley & Morris, 2013), disciplinary paradigm differences of theorists towards GC (Bowden, 2003; Stephen Reysen & Katzarska-Miller, 2013) and because the contents of the concepts are close (Stephen Reysen, Katzarska-Miller, & Gibson, 2013), there is no agreed definition on GC (Goren & Yemini, 2015). For example, Hanson (2010), describes the global citizen as "individual who is involved locally, nationally and internationally; is conscientious, informed, and educated about issues; exhibits environmental and social responsibility; advocates alongside the oppressed" (p. 80), while Snider, Reysen e Katzarska-Miller (2013) on the other hand, describe it as "awareness, caring and embracing cultural diversity while promoting social justice and sustainability, coupled with a sense of responsibility to act" (p. 1601). Despite the differences in definition, concepts such as justice, civic obligations and environments have been offered as key determinants of GC (Bowden, 2003; Dobson, 2003; Karlberg, 2008). Thus, the fact that the theoretical infrastructure on the concept is not concise has increased the importance of operationalizing the concept (Karlberg, 2008).

In this context, it was first operationalized by Morais and Ogden (2011). Later, the GC as an identity was operationalized from a different theoretical perspective (S. Reysen et al., 2013; S. Reysen, Loretta, & Katzarska-Miller, 2012; Stephen Reysen & Katzarska-Miller, 2013). The relevant model is mainly addressed on the basis of VBN theory (Stern, 2000) and explained with the arguments of social identity theory (S. Reysen et al., 2013, 2012; Stephen Reysen & Katzarska-Miller, 2013). However, discourse theory (Karlberg, 2008) was also examined with GC.

Global citizenship phenomenon was seen to be addressed in context of tourism education (McGladdery & Lubbe, 2017; Min & Kim, 2013). However, the concept was not seen to be handled to explain sustainable-oriented technology preference intention of tourists although it was addressed for green technology choice out of tourism literature.

Green Smart Technology Acceptance - Extending Theory of Reasoned Action [TRA] (Ajzen & Fishbein, 1977) to predict end-user's technology adoption, TAM is a framework created by Davis (1989) from the dimensions of PEOU, PU, attitude and behavioral intention to use. TRA is based on examining the role of belief in explaining the intention (Fishbein & Ajzen, 1975). Accordingly, it has been validated that TRA (Mishra, Akman, & Mishra, 2014) and TPB developed sequentially based on TRA (Dalvi-Esfahani et al., 2020) significantly explain green IT usage. Thereafter, the Green IT context was addressed by numerous studies (e.g., Yeh et al., 2021; Zeng et al., 2020) based on these frameworks. Yet, being devoid of social and cultural constructs for explaining cutting-edge technology adoption was highlighted for these theories as a limitation (Hamari & Koivisto, 2015) and TAM was constructed by incorporating factors representing belief, attitude and intention (Davis, 1989).

Belief factors within TAM is represented with constructs of perceived ease of use (PEOU) and perceived usefulness (PU) (Viswanath Venkatesh & Brown, 2001). PEOU is described as "the degree to which a person believes that use of a particular system would be free of effort" while PU is "the degree to which a person believes that use of a particular system would enhance his/her job performance" (Davis, 1989, p. 320). Attitude generally represents an individual's assessment of any object (Ajzen, 1991a; Ajzen and Fishbein, 1977). Behavioral intention, on the other hand, refers a plan consciously designed by the individual to perform a behavior (Ajzen, 1991a).

TAM is considered to be the most effective theory, especially within the scope of high-tech adoption (Zhu et al., 2014) as its robustness (Davis, 1989) parsimoniousness and functionality were better designed than many theories (Porter & Donthu, 2006). Therefore, it is used as the model that best predicts technology usage in the field of tourism (Huh et al., 2009). These advantages made the model the subject of numerous contexts at tourism field (Cai, Richter, and McKenna, 2019; Pourfakhimi et al., 2019) such as virtual reality acceptance (Li & Chen, 2019; Özekici & Küçükergin, 2022), virtual tours (Pantano & Corvello, 2014) and mobile wallet (Lew et al., 2020). For the smart technology aspect on the other hand, smart experience enhancement

(D. Han et al., 2021), smart application (Lin et al., 2020), smart technology adoption (e.g. Yoo et al., 2017), smart product service systems (e.g. Lu et al., 2019) contexts were investigated. Also, studies from green technology area were interested in the model with contexts of ecotourism (Y. Lee & Jan, 2017; Sadiq & Adil, 2020) responsible tourism management (Camilleri, 2017) and sustainability (Niavis et al., 2019). Yet, both smart technology and green technology were seen to address TAM inadequately. Also, in the context of green smart technology (GST) as an integration point of two fields, TAM has been examined by only a handful of studies in the out of tourism literature (Akman & Mishra, 2015; S.-Y. Chen & Lu, 2016; Girod et al., 2017). As for the field of tourism, this context has not been examined within the scope of TAM. Thus, whether and according to what criteria tourists adopt GST is not clear. However, the tendency to adopt it is similar for smart ICTs and green technologies, due to the similarity of technological infrastructure and usage style (Girod et al., 2017; Koo & Chung, 2014; Lembcke et al., 2021). Therefore, the use of TAM in green technology adoption is recommended because of its usefulness in understanding the factors that will enhance pro-environmental behavior (Akman & Mishra, 2015; S.-Y. Chen & Lu, 2016; Girod et al., 2017; Lembcke et al., 2021).

The TAM posits that [PU] and [PEOU] influence the adoption of a technological object and these constructs are postulated to be determined by external factors (Blut, Wang, & Schoefer, 2016). Yet, the limitations of TAM, such as neglecting the social, cultural and identity aspects, made it necessary to be extended (Bagozzi, 2007). The openness of TAM to be affected by external factors (Viswanath Venkatesh & Davis, 2000) made various extension attempts possible for the model. Accordingly, TAM was extended with numerous constructs across various fields. These attempts render TAM2 to be emerged. It was designed to incorporate subjective norm underscored as an prominent factor for adoption cutting edge technologies (Huh et al., 2009; Viswanath Venkatesh & Davis, 2000). Also, for the literature explicit to tourism field, TAM was extended with constructs of individualism and collectivism (Abbasi, Tarhini, Elyas, & Shah, 2015), social interaction and social ties (J. Lee, Kim, & Choi, 2019), subjective norms (Akman & Mishra, 2015) and environmental norm (Girod et al., 2017).

Similarly for tourism field TAM was extended with subjective norm (Bonn et al., 2016; J. (Sunny) Kim, 2016; Lam, Cho, & Qu, 2007; Morosan & DeFranco, 2014; Sahli & Legohérel, 2015), individual-level cultural values (Sun et al., 2020) or critical mass theory (Lew et al., 2020). However, these factors did not adequately explain the role of the identity-oriented factor in

technology adoption tendency (Hamari & Koivisto, 2015). At that context, identity was verified to play a significant role in predicting technology adoption (Hillmer, 2009). However, it has been claimed in the past (Malhorta & Galletta, 1999) and today (Sun et al., 2020; Wang et al., 2020) that TAM ignores identity-oriented factors of customers in predicting belief towards particular technology elements. Therefore, extending TAM with identity-oriented more competent models and theories has been recommended especially for tourism-oriented studies (Casaló et al., 2010; Im & Hancer, 2014). More specifically, it is thought that the extension of TAM with constructs related to value, identity or norms will improve the explanatory power of the model in explaining adoption the cutting-edge green technologies (Lew et al., 2020). GC as an identity has been seen as an important construct to explain the elements of belief (Woosnam et al., 2019). Beyond that, GC spiritualizes the identity through incorporating the environmental norm (Girod et al., 2017). Therefore, GC is included in the model as an external factor.

HYPOTHESIS DEVELOPMENT

GC / Attitude and Belief -- Identity is a key factor in explaining technology adoption (Hillmer, 2009). The association between identity and technology adoption is ascribed to value which is accepted as the main component of identity (Smolicz, 1981; Tajfel, 1974). Thus, the level of damage to value attributed elements determines the level of response to threats (Ajzen & Fishbein, 1977). User attitude refers to the extent to which an individual feels about using a system, positive or negative (Davis, Bagozzi, & Warshaw, 1989). According to social identity theory, when affiliating with a group, the values of that group are exposed. The technological apparatuses of that group are favored in proportion to the level of adoption of that group's values, and attitude towards the apparatuses enhances consequentially (Ajzen, 1991b; Tajfel, 1982; Tajfel & Turner, 1979). Also, according to value-attitude-behavior theory, the value level towards the environment enhances and the attitude towards green products (Kautish, Paul, & Sharma, 2019).

GC defines a community of individuals who have internalized the idea of a global citizen. Identification with this community results in adopting particular pro-environmental and pro-social values regarding this group (Golmohamad, 2008; Stephen Reysen & Katzarska-Miller, 2013). So much so that Global citizenship is expressed as global environmental citizenship (Schattle, 2008). At that context, the level of embracing GC as an identity will enhance the pro-

environmental value in this identity (Stephen Reysen & Katzarska-Miller, 2013). pro-environmental value inculcates nature as a public good (Bowden, 2003; Karlberg, 2008). Therefore, GC imposes on its citizens the responsibility of engaging in environmental protection activities (Woosnam et al., 2019) and the sustainable consumption obligation (Dobson, 2003; Tarrant, 2009). In this way, as the level of embracing GC as an identity increases, values such as recognizing global responsibility (Veugelers, 2011), striving for the good of humanity (Stephen Reysen & Katzarska-Miller, 2013), environmentalism (Schattle, 2008), regarding nature as a common property of humanity (Roman, 2003) or concern towards environment are embedded in the basic components of identity (Bowden, 2003; Dobson, 2003).

Thus, as GC disposition increases, values and attitudes and incline to attempt a behavior that preach of feeling of obligation to act in an environmentally responsible consumption as a result of embracing values sensitive to environment will increase (Schultz & Zelezny, 1998; Tarrant, 2009). Indeed, in the TAM literature, Casaló et al. (2010) found that identification with a group enhances the intention to participate firm-hosted online travel community. Again, Lee and Jan (2017) found that eco-tourism self-identity indirectly enhances the ecotourism behavioral intention. In the out of TAM literature, Han (2015) determined that self-identity oriented green lodging preferences trigger an obligation to take pro-environmental action, which in turn predicts attitude toward visiting green lodging. Also, Torres-Moraga (2021) found that adopting biospheric value influences customer citizenship, which in turn enhances the green hotel patronage intention. Teng et al. (2018) found that environmental value indirectly enhances attitude toward visiting green hotels.

Also, as a matter of fact, it has been validated in the tourism literature, where the perspectives of those who are important to the individual towards the green hotel enhance the attitude towards the green hotel (Eid, Agag, & Shehawy, 2020; Yeh et al., 2021). Similarly, identification with a community's attitude towards blog usage (Hsu & Lin, 2008) is revealed in the TAM model to enhance the Green IT usage intention (Yoon, 2018). More specifically, it was empirically validated that GC augments intention for volunteering (Woosnam et al., 2019) environmental sustainability (S. Reysen et al., 2013; Stephen Reysen & Katzarska-Miller, 2013) and promotes environmental awareness (Goren & Yemini, 2015). The effect of the change in identity on attitude will show itself in touristic product preference. Therefore, GC is considered to enhance

the attitude towards destinations with green smart technology-based management system (AGS).

H1: GC enhances AGS

GC / PEOU-PU – [PEOU] and [PU] particular represent belief in a technology (Viswanath Venkatesh & Davis, 2000). For PU, it refers how GST operates the in the destination effectively. For PEOU, the GST refers to how much it facilitates the functioning of life in the destination. Value and worldview act as filters in the creation of belief (Tarrant & Cordell, 2002). As a matter of fact, according to Value Belief Norm [VBN] theory, value predicts belief (Stern, 2000). Value is the core component of identity (Schwartz, 1992). GC's main focus is on adjusting value components in identity to a common worldview.

According to social identity theory, at the level of belonging to a group, the values of that group will be adopted (Tajfel, 1974). Also, according to VBN theory, the common value regarding environmental concern that identity creates on an individual will affect belief towards an object (Stern, 2000; Tarrant, 2009). As a matter of fact, it was validated at tourism field that social influence amplifies the adoption of ICTs through instilling the belief which upholds the relevant ICTs is useful and easy to use (Bonn et al., 2016). Putting differently, the fact that a group that a person affiliate with prefers a technology invokes the opinion for the person that this technology is useful (Sheridan, Alonso, & Scherrer, 2009). This process takes place by transmitting the value that the group gives to that technology via signal and messages (V. Venkatesh, 1996). Individual sees these signals as evidence that the system is easy to use and useful, and internalizes the signal from the reference group (Viswanath Venkatesh & Davis, 2000).

Indeed, in the literature, Gimpel et al. (2020) reveals that environmental concern, which is one of the main components of global citizenship in literature (Dobson, 2003; Schattle, 2008) enhances the perceived performance expectancy that green technology provides, enhances the ease of use (effort expectancy) and perceived ease of use (effort expectancy) within the scope of the meta-analysis on smart energy saving technology adoption. According to Girod et al. (2017) found that environmental norms enhance the perceived ease of use as well as perceived usefulness towards novel green technologies. Similarly, Chen (2016) showed that green values augment PEOU and PU. It has been observed that social influence increases perceived usefulness within the scope of online wine purchase intention (Bonn et al., 2016) in the field of tourism.

Considering interrelationship between the pro-environmental context of GST and pro-environmental values within the GC, it can be alleged that predisposition of tourists towards GC will enhance both PEOU and PU.

H2: GC enhances PEOU

H3: GC enhances PU

PEOU/PU – Attitude / Behaviour - Belief towards an object determines the attitude towards that object (Ajzen, 1991b). In the context of GST, PEOU and PU measure individuals' beliefs about the level of environmental protection performance of these technologies (S.-Y. Chen & Lu, 2016) and how easy they are to use (Davis, 1989). In the literature, the role of PEOU and PU on AGS has been validated in context of bike-sharing (S.-Y. Chen & Lu, 2016), green (IT) (Akman & Mishra, 2015), green information systems (Lembcke et al., 2021) and smart IT (Koo & Chung, 2014) contexts. The role of point was also underpinned in TAM-based studies in context of smart hotels (Yang, Song, Cheung, & Guan, 2021) and hotels (Morosan and Jeong, 2008). Similarly, Lee and Fan (2017), revealed that tourists' perception of ecotourism usefulness predicts the environmental attitude. So, it can be asserted that this relationship will also apply to destinations with GST-based management systems;

H4: PEOU enhances AGS

H5: PU enhances BIGS

PEOU – PU - It is thought that the perception of the convenience that a technology will provide will increase the benefit of that technology (Davis, 1989). Therefore, the comfort provided by its convenience will increase the perceived effectiveness of that technology and strengthen the perception that that technology is useful (Morosan and DeFranco, 2014). It has been validated in the green IT literature that PEOU enhances PU (Akman & Mishra, 2015; Yoon, 2018). Also, TAM-oriented studies at tourism field has supported that PEOU enhances PU (Akman & Mishra, 2015; Camilleri, 2017; S.-Y. Chen & Lu, 2016; Girod et al., 2017; D. Han et al., 2021; Y. Lee & Jan, 2017; Lembcke et al., 2021; Lin et al., 2020; Lu et al., 2019; Morosan & Jeong, 2008; Niavis et al., 2019; Sadiq & Adil, 2020; Yang et al., 2021; Yoo et al., 2017). Therefore, further hypothesis will be as follow;

H6: PEOU enhances PU

PU – BIGS - In context of destinations with GST, perceived usefulness of green smart technology refers that the more that tourists consider using GST at destinations contribute to the functionality of destinations, the more they intend to choose these destinations for facilitating operations at destinations (Ali, Javed, & Danish, 2021; S.-Y. Chen & Lu, 2016; Dalvi-Esfahani et al., 2020). Behavioral intention refers to "an indication of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior" (Ajzen, 1991a, p. 181).

Accordingly, it was validated in out of tourism literature where PU enhances behavioral intention to prefer GST (S.-Y. Chen & Lu, 2016; Koo & Chung, 2014; Lembcke et al., 2021; Yoon, 2018). Also, the other tourism oriented studies out of sustainable context has validated the role of PU on behavioral intentions to use relevant technology (Morosan & Jeong, 2008; Yang et al., 2021) in context of smart technology (D. Han et al., 2021; Lin et al., 2020; Lu et al., 2019; Yoo et al., 2017), ecotourism (Y. Lee & Jan, 2017; Sadiq & Adil, 2020), responsible tourism management (Camilleri, 2017), sustainability (Niavis et al., 2019) as well as GST (Akman & Mishra, 2015; S.-Y. Chen & Lu, 2016; Girod et al., 2017; Lembcke et al., 2021). Therefore, it is hypothesized that PU enhances behavioral intentions to prefer destinations with GST-based management systems (BIGS).

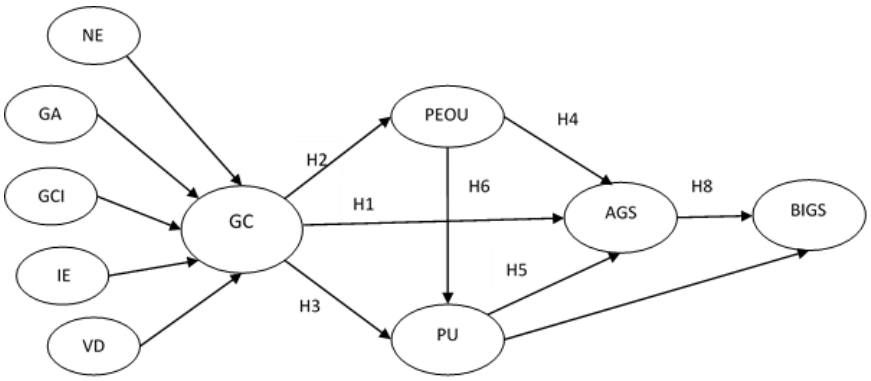
H7: PU enhance BIGS.

AGS – BIGS - Attitude is described as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991b, p. 188). The fact that AGS augments BIGS (Davis, 1989) was gained support both from out of tourism literature in contexts of green smart technology (Akman & Mishra, 2015; S.-Y. Chen & Lu, 2016), green IT (Dalvi-Esfahani et al., 2020), green smart IT (Koo & Chung, 2014). The relevant relation was validated at tourism literature in variety of contexts (e.g. Morosan & Jeong, 2008) or in context of smart technology (D. Han et al., 2021; Lin et al., 2020; Lu et al., 2019; Yoo et al., 2017), ecotourism (Y. Lee & Jan, 2017; Sadiq & Adil, 2020), responsible tourism management (Camilleri, 2017), sustainability (Niavis et al., 2019) as well as GST (Akman & Mishra, 2015; S.-Y. Chen & Lu, 2016; Girod et al., 2017; Lembcke et al., 2021). Such that attitude towards use was accepted as the most significant predictor of behavioral intention across various contexts (Huh et al., 2009). Therefore, it is proposed as the following hypothesis:

H8: green smart IT attitude enhances green smart IT behavioral intention

Model

Figure 1. Conceptual model



Abbreviations: NE: normative environment GA: global awareness, GCI: global citizenship identification, IE: intergroup empathy, VD: valuing diversity, GC: global citizenship, PEOU: perceived ease of use, PU, perceived usefulness, AGS: attitude toward green smart management system, BIGS: behavioral intention towards green smart management system

METHODOLOGY

Study Design and Research Instrument - In this research, GST based management systems at destinations was investigated through extending TAM with GC model. Fulfilling the aim necessitates the quantitative research design (Hair, 2009) which in turn allow for a questionnaire form as a data collection tool to be designed. Items were first translated in Turkish. Then, translated items were re-translated in English. Thereafter, re-translated items were compared with their original forms and two experts were resorted to decision whether content validity of items were ensured. No inconsistencies was discerned and translation equivalency was seen to be met (Sireci & Allalouf, 2003).

Within questionnaire form, items and constructs [PEOU, PU, AGS and BIGS with 4 items] representing TAM was adopted from (Davis, 1989) and adjusted in accordance with principles of GST (Akman & Mishra, 2015) and previous studies with similar context (Akman & Mishra, 2015; S.-Y. Chen & Lu, 2016; Girod et al., 2017; Lembcke et al., 2021) [Table 2]. For the GC, the concept composed from multi-subdimensions. All these dimensions are normative environment with 4 items, global awareness with 4 items, global citizenship identification with 2 items. Also, despite highlighted as outcome variables of GC (Stephen Reysen & Katzarska-Miller, 2013), intergroup empathy with 2 items as well as valuing diversity with 2 items were incorporated within the model as components of GC due to conceptual structures of these variables evokes

the characteristics of GC (Bowden, 2003; Dobson, 2003; Hanson, 2010; Morais & Ogden, 2011; S. Reysen et al., 2013, 2012; Stephen Reysen & Katzarska-Miller, 2013; Schattle, 2008; Snider et al., 2013; Veugelers, 2011).

Constructs for GC were adapted from (Stephen Reysen & Katzarska-Miller, 2013) and designed to be espoused higher-order variable as recommended for multi-dimensional models (Sarstedt, Hair, Cheah, Becker, & Ringle, 2019). No additional items were operationalized within the theoretical framework in context of TAM. All constructs were utilized as multi-items and reflective style of measurement theory as adopted for other technology adoption models (Girod et al., 2017).

Data Collection and Sampling - Sample size of being adequate for conducting analyzing process was determined via G*POWER 3.1.9.4 (Faul, Erdfelder, Lang, & Buchner, 2007; Ringle, Da Silva, & Bido, 2015). Calculation result yielded 107 observations as reasonable size when considering the structure of the conceptual model (Power = 0.80, $f^2 = 0.15$, $\alpha = 0.05$) for conducting analyze of interest. This figure is advised to be tripled for a more competent model (Ringle, Da Silva, et al., 2015) which equals 321 observations.

Data collection process was handled within Turkey over participants those who have participated in a leisure activity within 9 months period and are being resided in Turkey. Reaching this kind of sample necessitates adopting purposive sample method. Yet, purposive sample method was integrated with snowballing method for reaching as much observations as possible (Johnson, 2014). The phase was initiated in first week of October 2022 and continued until the 03 February. During the process, the main purpose of the study was conveyed to the participants and it was stated that they would be awarded a prize following the end of the data collection process. At this phase, a screening question was asked in order to determine whether individuals have made a visit in the past nine months. Those who answered negatively to this question could not continue the study. Those who received positive answers were asked whether they knew green smart technology and those who did not were informed about the context. After participating in the survey, the participant was asked whether there were people with similar characteristics. The same process was repeated by reaching the milieu of those who received a positive response. This process turned out 702 to be observations reached. All stages were fulfilled by corresponding author of the study and published copies of questionnaire form

was filled by participants. 580 observations out of 702 forms were found eligible for analyzing phase due to the fact that 122 forms were seen to be filled either in a straight line (84 forms) or owned the missing values (38 forms) (Hair, Hult, Ringle, & Sarstedt, 2017).

Data Analysis - Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The conceptual model has become exploratory as TAM is integrated with the global citizenship phenomenon in the research. Therefore, PLS-SEM was suggested for this sort of models (Wold, 1985). Also, the fact that numerous items were incorporated into the model yielded a complex model structure. Besides that, the inclusion of a two-stage higher-order variable (i.e. global citizenship) in the model and the analysis of these with PLS-SEM were effective in choosing PLS-SEM (Sarstedt & Cheah, 2019). For this reason SmartPLS 3 was conducted to investigate hypothesized relations (Ringle, Wende, & Becker, 2015).

FINDINGS

Sample Characteristics - As seen in Table 1, 56% of the participants were women and 49% were undergraduates. It has been observed that the frequency of vacations of the participants are accumulated predominantly at once a year (51%), and the restaurant types preferred by the casual restaurant (50%). It was observed that the age and revenue levels showed a balanced distribution on the sample.

Table 1. Characteristics of Participants

Type	Characteristic	Frequency ($\bar{x}$)	Percentage (%)
Gender	Female	326	56.2
	Male	254	43.8
Education	Primary School	38	6.6
	Secondary School	53	9.1
	High School	87	15.0
	Associate Degree-	40	6.9
	Bachelor's Degree	284	49.0
	Master Degree	58	10.0
	PhD	20	3.4
Age	18-24	199	34.3
	25-34	141	24.3
	35-44	134	23.1
	45-54	76	13.1
	56+	30	5.2
Frequency of Vacation	Once every two years	124	33.1
	Once every year	194	51.9
	Twice a year	42	11.2
	More often	14	3.7

Revenue	0-2800 tl	93	33.9
	2801-4800	42	15.3
	4801-6800	62	22.6
	6801-10000	27	9.9
	10001+	27	9.9
Preferred Type of Restaurant	Casual Restaurant	139	50.7
	Themed Restaurant	54	19.7
	Fast Food	52	19.0
	The Other	29	10.6
TOTAL		**580**	**100**

Outer Model - The results of the analysis with PLS-SEM were examined in the context of the outer model as a requirement before examining the results in the inner model (Hair et al., 2017; Usakli & Küçükergin, 2018). As, all constructs including GC as second order variable are measured reflectively, so all evaluations are based on reflective measurement.

Table 2. Outer Model Results (First Stage)

Items	Loadings	Cronbach's Alpha	CR	AVE
NE		0.898	0.929	0.767
My friends think that being a global citizen is desirable.	0.901			
Most people who are important to me think that being a global citizen is desirable.	0.927			
My family thinks that being a global citizen is desirable.	0.793			
If I called myself a global citizen, most people who are important to me would approve.	0.875			
GA		0.836	0.891	0.672
I believe that I am connected to people in other countries, and my actions can affect them.	0.849			
I understand how various cultures of the world interact socially.	0.859			
I try to stay informed of current issues that impact international relations.	0.764			
I am aware that my actions in my local environment may affect people in other countries.	0.802			
GCI		0.927	0.965	0.932
I would describe myself as a global citizen.	0.965			
I strongly identify with global citizens.	0.965			
VD		0.841	0.926	0.863
I would like to join groups that emphasize getting to know people from different countries.	0.925			
I am interested in learning about the many cultures that have existed in this World.	0.933			
IE		0.953	0.954	0.911
It is easy for me to put myself in someone else's shoes regardless of what country they are from.	0.952			
I am able to empathize with people from other countries.	0.958			
PEOU		0.931	0.951	0.830

I feel that the appliances within a GST-based destinations are easy to install and use.	0.904			
I feel that it is easy for me to learn to use the technology appliances at a GST-based destination.	0.923			
I feel that it is easy to get technology appliances and devices at a GST-based destination to do what I want them to do.	0.903			
I would find the GST to be flexible to interact with.	0.913			
PU				
I feel that GST would be enable a destination to accomplish tasks more quickly.	0.906	0.908	0.935	0.783
I feel that installing and using the GST at destinations would make things easier to do.	0.901			
I feel that I would find GST useful for doing various tasks at destination.	0.869			
I feel that using GST would increase productivity at destinations.	0.863			
AGS				
Using GST-based management system at destinations is a (bad/good) idea.	0.953	0.960	0.971	0.894
Using GST-based management system at destinations is a (foolish/wise) idea.	0.945			
I (dislike/like) the idea of preferring destination with GST-based management system.	0.952			
Using GST-based management system at destinations would be (unpleasant/pleasant).	0.932			
BIGS				
I want to visit the destination with GST-based management system in the future	0.935	0.963	0.973	0.901
I would recommend the destination with GST-based management system to my friends or others.	0.953			
I want to tell other people positive things about the destination with GST-based management system.	0.951			
I would like to visit a destination with GST-based management system.	0.957			

Abbreviations: NE: normative environment GA: global awareness, GCI: global citizenship identification, IE: intergroup empathy, VD: valuing diversity, SJ: social justice, ES: environmental sustainability, IH: intergroup helping, RA: responsibility to act, PEOU: perceived ease of use, PU, perceived usefulness, GC: global citizenship AGS: attitude toward green smart management system, BIGS: behavioral intention towards green smart technology-based management system

The disjoint two-stage approach was used to minimize the parameter bias at the structural model level to predict the research model with a high-order construct. Accordingly, the model defined in Figure-1 was estimated in the first stage, using the first order if it was done as a whole, and evaluations were made for the outer model (Sarstedt et al., 2019).

Table 3. Discriminant Validity (First & Second Stage)

	Results of the First Stage								
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
AGS (1)									
GA (2)	0.278								
GCI (3)	0.375	0.583							
IE (4)	0.264	0.561	0.579						

BIGS (5)	0.654	0.315	0.365	0.257					
PEOU (6)	0.517	0.508	0.503	0.455	0.536				
PU (7)	0.678	0.401	0.443	0.325	0.595	0.650			
VD (8)	0.331	0.612	0.644	0.647	0.313	0.475	0.378		
NE (9)	0.404	0.404	0.561	0.348	0.325	0.383	0.363	0.392	

Results of the Second Stage

	1	**2**	**3**	**4**	**5**
AGS (1)					
GC (2)	0.457				
BIGS (3)	0.654	0.415			
PEOU (4)	0.517	0.555	0.536		
PU (5)	0.678	0.487	0.595	0.650	

Indicator reliability has been determined by examining outer loadings. According to this; It is seen that the majority of outer loadings exceed 0.70 (see Table 2). Besides, internal reliability is provided because all Cronbach's Alpha values are above 0.70 and all Composite Reliability (CR) values are in the range of 0.60-0.95 (Hair et al., 2017). The AVE value of all constructs exceeds 0.50, indicating that convergent validity has been achieved (Fornell & Larcker, 1981). Discriminant validity was investigated with heterotrait-monotrait (HTMT) ratio of correlations. Since all values for the first stage are below 0.85 (see Table 3), discriminant validity is confirmed (Henseler, Ringle, & Sarstedt, 2015).

Table 4. Outer Model (Second Stage)

Items	Loadings	Cronbach's Alpha	CR	AVE
Global Citizenship				
NE	0.697			
GA	0.755	0.81	0.83	0.54
GCI	0.784			
IE	0.694			
VD	0.763			

When it comes to the second stage of the outer model, the procedure of the first stage is repeated. As seen in Table 4, when the GC is examined as a higher-order construct, it is seen that all the criteria for the outer model are met (see Table-2 and Table-3).

Inner Model - Once outer model criteria for both stages of the model were met, analyzing phase of the study was kept with evaluating inner model through the disjoint two-stage approach (Sarstedt et al., 2019).

Table 5. Inner Model Results (The second stage)

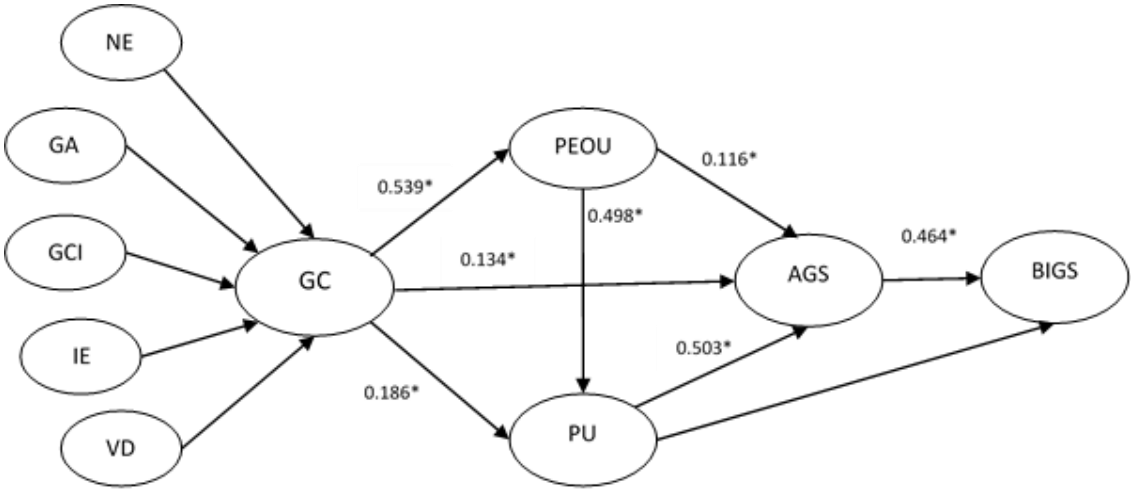
Hypothesis	Effect	Path Coefficients (%95 Bias Corrected Confidence Intervals)	t	Result	VIF	f^2
H_1	GC→AGS	0.134[0.049;0.221]	3.019	Supported	1.467	0.021
H_2	GC→PEOU	0.539[0.463;0.611]	14.220	Supported	1.000	0.410
H_3	GC→PU	0.186[0.090;0.281]	3.822	Supported	1.410	0.040
H_4	PEOU→AGS	0.116[0.016;0.216]	2.265	Supported	1.813	0.013
H_5	PU→AGS	0.503[0.398;0.610]	9.361	Supported	1.622	0.274
H_6	PEOU→ PU	0.498[0.401;0.590]	10.193	Supported	1.410	0.286
H_7	PU→BIGS	0.265[0.168;0.367]	5.198	Supported	1.669	0.075
H_8	AGS→BIGS	0.464[0.334;0.581]	7.346	Supported	1.669	0.230
R^2 AGS=0.432 BIGS=0.440 PEOU=0.291 PU=0.383 Q^2 AGS=0.380 BIGS=0.391 PEOU=0.239 PU=0.295						

First of all, VIF (variance inflation factor) values were examined within the scope of the inner model and it was seen that multicollinearity was not in question because these values were below 5 (Hair et al., 2017). The R^2 value shows the explanatory power of the dependent variable. The BIGS, which is the final variable of the model, is at the level of 44%, which is close to the value reached by similar studies which have adopted the same theory (technology acceptance model) in the literature (Akman & Mishra, 2015; Camilleri, 2017; S.-Y. Chen & Lu, 2016; Girod et al., 2017; D. Han et al., 2021; Y. Lee & Jan, 2017; Lembcke et al., 2021; Lin et al., 2020; Lu et al., 2019; Morosan & Jeong, 2008; Niavis et al., 2019; Sadiq & Adil, 2020; Yang et al., 2021; Yoo et al., 2017). In contrast, the relevant finding was diverged with a study with similar context (Chung et al., 2017). On the other hand, the fact that the Q^2 value is above 0.25 for all endogenous variables except PEOU indicates that the predictive relevance is at the medium level. For PEOU, this value is below 0.25 (Hair, Risher, Sarstedt, & Ringle, 2019).

Again, looking at the f^2 values examined to understand the predictive ability of exogenous variables, it was seen that GC created a large effect size on PEOU. The effect of AGS on BIGS is moderate, with the effect of PU on AGS and the effect of PEOU on PU. The other three relationship patterns (GC→AGS, GC→, PEOU→AGS) have a small predictive ability (Cohen, 1992). Finally, as a result of the analysis performed on the basis of 5000-subsample bootstrap (see table 5 and figure 2), it was seen that all 7 relationship patterns had a significant path coefficient. In this context, it was seen that the highest coefficient value corresponded to the effect of GC on PEOU (β=0.539, p<0.05). The effect of PU on AGS (β=0.503, p<0.05) and the effect of PEOU on PU (β=0.498, p<0.05) are two other significant correlation patterns with high

specific beta coefficients. On the other hand, GC has a significant effect on AGS (β=0.134, p<0.05) and PU (β=0.186, p<0.05), but the coefficient value is relatively weak. This is also true for the effect of PEOU on AGS (β=0.116, p<0.05) and the effect of PU on BIGS (β=0.265, p<0.05).

Figure 2. Inner model results



Note: *= p<0.05

CONCLUSION AND DISCUSSION

In this research, tourists' adoption intention towards GST based management systems at destinations was investigated through extending TAM with GC model. The most striking part of the research is on GC. In fact, when the effect level between the variables was examined in the inner model, it was seen that the relationship with a high effect size and medium effect power was corresponded to the effect of GC on the PEOU. This result indicates that as global citizenship is adopted, green smart technology will strengthen the perception that GST provides convenience for operations at destinations. It also shows that global identity can extend TAM. The basis for reaching such a conclusion may be that GC instilled the pro-environment tendency as a norm (Girod et al., 2017). The favoring of apparatuses that resemble in-group values (Casaló et al., 2010; Im & Hancer, 2014) may be another factor leading to this result. Another interesting output of the study results is the low predictive ability for the effect of GC on PU in comparison to the GC-PEOU relation. The result refers that the more GC is adopted as an identity, the more convenience is believed to be provided via GST system on destinations.

On the other hand, the functionality that was brought through GST is believed as well. Yet, it is not powerful as the convenience aspect of GST. This result contradicts the results of the study examining the ecological awareness-PU relationship (Nastjuk et al., 2020). On the other hand, hypothetical (Sheridan et al., 2009; Stern, 2000; Tarrant, 2009; Viswanath Venkatesh & Davis, 2000) and empirical studies (Casaló et al., 2010; S. Y. Chen, 2016; Gimpel et al., 2020; Im & Hancer, 2014) which alleges that identity predicts belief factors of TAM have been validated in the context of GST. Especially, the Bonn et al (2016)' s argument upholding that social influence amplifies a belief towards usefulness and easiness for an ICT object was gained a support from a different context. The result reached in the study is in contrast with the finding that ecotourism self-identity does not affect the environmental attitude (Lee & Jan, 2017) and the studies in which social influence does not explain green IT adoption (Dalvi-Esfahani et al., 2020; Yeh et al., 2021).

The discrepancy between study finding and yield of the current study may stem from hedonic nature of tourist behavior. Because, the lack of adoption of green IT was attributed to hedonistic nature of tourist behavior in previous studies (Dolnicar, Knezevic Cvelbar, & Grün, 2019). Therefore, tourists may not believe the functional role of GST provides in terms of functionality. In contrast, they may stand at intend to allege that this kind of smart systems would facilitate experiencing hedonic aspect of vacation. Similarly, due to the context under consideration being a GST-based management system, tourists may have thought they would not sacrifice after this system was established, therefore, show tendency towards GST. Besides, type of identity that the current study addresses may lead the relevant finding. Because, although GC positively enhances pro-environmental behavior, it essentially differs from ecotourism self-identity and national identity. Because, GC enables the individual to see himself/herself as a member of humanity and regard environment as a property of humanity. Therefore, main motivation may have transformed from altruism into ownership. The limited effect that generate GC on AGS converges with tourism (M. F. Chen & Tung, 2014; Eid et al., 2020; Y. Kim & Han, 2010; C. C. Teng et al., 2018; Y.-M. Teng et al., 2013; Torres-Moraga et al., 2021; Verma & Chandra, 2018; Yeh et al., 2021) and out of tourism literature (Goren & Yemini, 2015; H. Han, 2015; S. Reysen et al., 2013; Stephen Reysen & Katzarska-Miller, 2013; Woosnam et al., 2019; Yoon, 2018).

A consistent aspect of the study outputs uncovered that main argument of TAM (Davis, 1989) was supported through reaching a findings involving PU enhances AGS, BIGS as well as PEOU

augments PU and AGS. Hypothesis symbolizing the relevant relations which were supported across plenty of contexts at tourism field (Akman & Mishra, 2015; Camilleri, 2017; S.-Y. Chen & Lu, 2016; Girod et al., 2017; D. Han et al., 2021; Y. Lee & Jan, 2017; Lembcke et al., 2021; Lin et al., 2020; Lu et al., 2019; Morosan & Jeong, 2008; Niavis et al., 2019; Sadiq & Adil, 2020; Yang et al., 2021; Yoo et al., 2017) was valídate in terms of GST-oriented management system. Amongst them, the role of PEOU on PU is prominent as the relation was seen to own the second most powerful predictive relevance. While on the other hand, contexts such as smart tourism experience (Chung, Tyan, & Han, 2017) was converged with the study results. Divergence between outputs of the study may be stemmed from the contextual differences that both studies addressed.

This result indicates that if the perception that GST facilitates the operation at the destination increases, the perception that the tourism system in the destination is effective will increase considerably. In addition, it implies that the convenience provided by those technological apparatuses is very important for the GST to be seen as useful. Also, as stated previously, PU was identified as the most powerful construct which in turn explain AGS. The fact that GC was the most important factor in enabling the PEOU demonstrates the importance of adopting global citizenship in the adoption of GST. Judging from the research findings, providing the GC will provide the PEOU perception for that technology, which in turn will improve the attitude towards green technology through enabling the PU of GST.

Theoretical Implications - This study has numerous theoretical implications. First, this study is the first attempt that addresses a hypothetical relation between GC and IT technologies (Bowden, 2003; Dobson, 2003; Karlberg, 2008; Stephen Reysen & Katzarska-Miller, 2013; Roman, 2003; Schattle, 2008; Tarrant, 2009) in an empirical way. Secondly, the need for TAM to be extended with an identity-oriented construct in the field of tourism (Casaló et al., 2010; Im & Hancer, 2014) was met for the first time by establishing a globalization-oriented identity construct. Third, in explaining the adoption of green smart technology tools, the need for TAM to be integrated with socially and culturally oriented models (Girod et al., 2017; Marangunić & Granić, 2015) is met, present knowledge on the issue was extended. As another contribution of the research, a construct like identification with a group was integrated with a competent model in context of cutting-edge technology (GST) instead of old generation technologies such as firm-

hosted online travel community (Casaló et al., 2010) and blog usage (Hsu & Lin, 2008), then the integration of interest was validated.

Practical Implications - Study provides various implications for tourism professionals. First, PU was found out the most competent dimension that enhances positive the attitude towards GST, Thus, for GST-based destinations to be preferred, aspects of GST that provide usefulness for tourists should form the content of marketing strategies. Also, GST infrastructure should be integrated with augmented reality (AR) and virtual reality (VR) technologies that enhance the leisure experience of tourists. Besides, by integrating internet of things technology (IOT) with big data, the actions of tourists in each setting should be recorded and analyzed. The consumption pattern of tourists, determined as a result of the analysis, should determine the themes in AR and VR. To ensure this, artificial intelligence should be used. Second, PEOU was seen to determine whether tourists perceive GST as useful or not. To ensure it, marketing strategies needs to be designed on explaining tourist to believe in the convenience enabled by GST. To facilitate the process, market segmentation practices can be fulfilled due to the fact that the more tourists adopt GC as an identity competent, the more they believe that GST-based destination provide convenient during the vacation. To do so, market research should be conducted to determine the characteristics of tourists whose aptness to GC is high then, resources of such promotion propagating easiness of the system should be utilized primarily on tourists being inclined to GC.

Despite plentiful contribution of GST, establishing it leads a financial burden (Özekici, 2022). To facilitate the burden, substitutive role that GST provides should be benefited in the sense of eliminating the necessity for plenty of employees for fulfilling repetitive tasks. The resource savings thus achieved should be made into statistics and implemented in marketing strategies as a social responsibility activity. However, all these technology-specific practices can lead to employees with weak technological readiness to fear of unemployment which increases cynicism tendencies, and turnover rate. For this reason, it is necessary to carry out the necessary training to use GST effectively before installing the system, to receive feedback from all employees in all sub-parts within tourism system at destination at regular intervals after the system installation, to eliminate communication problems accordingly, to reduce employee turnover rate.

Limitations and Future Studies - The study has particular limitations notwithstanding its superior aspects. The first limitation of the work is that the sample consists of only one country. In order to ensure the generalizability of the research, cross-samples from different cultures needs to be addressed. Second, the claim (Karlberg, 2008) that GC will result in re-evaluating components for national culture has not been empirically investigated. Future research exploring the role of ethnocentrism on GC as a prohobiting construct will extend present knowledge on the subject. Third, the result obtained in the research does not have a distinctive feature on an individual scale. Therefore, future research will illuminate the GST-GC relationship, with clustering methods and dividing the sample into clusters and examining the role of GC typologies (Oxley & Morris, 2013) in adopting green technology. One of limitation for the study stands at the analysing process. Because, the study model lacks advanced analysing attempts. In accordance with the relevant limitation, Addressing the constructs reflecting privacy sensibility as a moderator between the relation of interest for the model of the study will facilitate understanding which type of tourists prefer destinations with GST. To conclude, GST is an emerging context which is worthwhile to be addressed both for academia and hospitality industry.

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