

**SMART TECHNOLOGY USAGE INTENTION OF TOURISM SECTOR IN
BATTICALOA**



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ABSTRACT

The tourism sector in Batticaloa has yet to fully embrace the use of smart technology, which may hinder its competitiveness and growth. This study aims to identify the factors that influence hoteliers' intention to use smart technology in their businesses in Batticaloa. A survey was conducted among 115 hoteliers. The primary objective of this study is to examine the Technology Readiness Index (TRI) model with smart technology usage intention in the tourism sector in Batticaloa. This study aims to identify the level of optimism, innovativeness, insecurity, discomfort, and smart technology usage intention among hoteliers in Batticaloa, and to explore the relationships between these variables. Additionally, the study aims to identify the impact of optimism, innovativeness, insecurity, and discomfort on smart technology usage intention in the tourism sector in Batticaloa.

The independent variables in this study are optimism, innovativeness, insecurity, and discomfort, while the dependent variable is smart technology usage intention. Optimism & innovativeness are positive variables, while insecurity and discomfort are negative variables. A cross-sectional survey was conducted among hoteliers in the tourism sector in Batticaloa, and the data were analyzed using descriptive statistics, Pearson correlation analysis, and multiple regression analysis.

The results of the study show that hoteliers in Batticaloa have a high level of optimism, innovativeness, and smart technology usage intention, indicating that they are open to adopting smart technology in their businesses. However, there is also a moderate level of discomfort, suggesting that some hoteliers may feel uneasy or uncertain about using new technology. The study found a significant relationship between optimism, innovativeness, insecurity, discomfort, and smart technology usage intention. Optimism and innovativeness have a positive effect on smart technology usage intention, while insecurity and discomfort have a negative effect. The study suggests that fostering a positive attitude toward technology and encouraging innovative practices can increase smart technology usage intention in the tourism sector in Batticaloa.

Keywords: *Smart Technology, Innovation, Optimism, Insecurity, Discomfort, Tourism, Intention.*

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