

# Development of A Preliminary ‘Tourgital’ Acceptance Framework: An Experience of Tourist in Seremban District

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## **Abstract**

**Purpose:** To determine the level of clarity towards the digitalization of information post-Covid 19. To develop a preliminary ‘Tourgital’ framework for the tourism industry in Seremban District post-Covid 19. To analyze the impact of ‘Tourgital’ in Seremban District post-Covid 19.

**Design/methodology/approach:** The researcher will discuss the approach they intend to use to obtain valid and reliable data. There are several topics that will be covered, including the procedure, action plan, sampling, and data interpretation. The conceptualization and operationalization of these variables for the research will also be stated by the researcher.

**Findings:** As in below context

**Research limitations/implications:** The tourists while visiting the Seremban district.

**Practical implications:** Both TAM and UTAUT models can be useful for the development of the Tour Digital acceptance framework. In turn, the development of an acceptance framework for the Tour Digital system in the Seremban District can benefit both tourists and tourism stakeholders. It is worthy of mention that the presentation of credible information, security measures, and positive reviews can help establish trust in the Tour Digital system, or better known as the “TOURGITAL” concept.

**Originality/value:** A preliminary framework called a journey map has been constructed to conclude the objectives that have been focused on by referring to the results that were collected from the respondents and analysis data. The framework as shown in Figure 3.

**Keywords:** Tourgital, acceptance framework, tourist experience, Seremban district, digital platform

### **Introduction**

COVID-19 had a significant negative impact on the tourism industry worldwide, but in a much narrower scope, the pandemic that has now turned epidemic was particularly severe in Seremban District, Negeri Sembilan, a state of Negeri Sembilan located in Peninsular Malaysia. Seremban is the state capital of that region that heavily relied on tourism. To increase the number of tourists to Seremban District, seeking a method that can rapidly disseminate information on Seremban District's tourism information is timely and unnecessary. Prior to COVID-19, an outdated, costly strategy was implemented to promote tourism, including using printed materials and billboards. As opposed to the adoption of digital techniques, which people can access quickly, the distribution rate of tourism information through conventional methods, such as brochures and templates has been constrained. It was more difficult to obtain analytical data, such as demographics and travel patterns of tourists, when the old-school technique to promote tourism was being used.

Kumar & Shekhar (2020) reported that the process of innovation and the advancement of contemporary information and communication technologies have emerged as significant drivers that invite an unmistakable sense of competitiveness to the tourism industry. Tourgital refers to the centralization and digitalization of tourism information. Next, a new paradigm known as "Tourism 4.0" has emerged in an effort to unleash the tourism industry's greatest innovative capabilities (Starc Peceny et al., 2020). Tourism 4.0 was invented as a consequence of the impact of the digital revolution on the industry. Stankov & Gretzel (2020) stated that a new tourism value ecosystem known as Tourism 4.0 may be described as one that is based on a highly technological service production paradigm and supported by the common principles of Industry 4.0, that include interoperability, virtualization, decentralization and service orientation. With the fast-paced expansion of the tourism industry, digitalization has been shown to be a quick booster to both tourism activity and a country's economy.

Digitalization, by definition, is the use of digital technologies to manage and expand a tourism sector. It appears that the vast majority of people would appreciate engaging in commercial services in their pursuit of relaxation while still being able to spend a respectable amount of time away from home and everything that represents work (Barykin et al., 2021). The integration of digitalization would enable the tourism sector to move forward more promptly and with greater resilience after COVID. Meeting customer demands and offering new and inventive services can be a tough road to tread on for businesses engaged in the tourism industry; however, technological advancements and digitalization would open up substantial avenues for businesses to compete on a global scale (Kindzule-Millere & Zeverte-Rivza, 2022). The digitalization of tourism information can increase its usability for tourists by facilitating quick access to services- having an adaptable virtual tour guides for instance, can be used for better customization and enjoyment of the whole touring experience (Inam et al., 2020). On the basis of this study, with focus on the post-COVID-19 pandemic and the revitalization of tourism, this study is conducted to investigate the impact of the digitalization of Seremban District tourism information among tourists and the local population's readiness to adopt a new era of technology in the tourism industry.

### **Literature Review**

Due to technological improvements, the tourism sector has witnessed a substantial expansion in recent years. The growth of digital technology has increased the number of travelers who resort to online travel planners, information search engines, and lodging booking sites to make their traveling itineraries and plans. In light of this modern-living scenario, both tourists and tourism stakeholders may benefit from the creation of an accepted framework for the Tour Digital system. In order to gain knowledge in creating a Tour Digital acceptance framework for the Seremban District, the goal of this literature review is to delve into the literature pertaining to the creation of the acceptance frameworks for digital tourist systems. A relatively new idea called "Tourism 4.0" has evolved in recent years as a result of technological advancements and modifications in consumer behavior. It refers to how digital technologies are transforming the travel and tourism sector.

Some of the most important concepts and research results linked to tourism 4.0 will be reviewed in this literature study. One of the key benefits of Tourism 4.0 is that it allows for a more personalized and seamless travel experience. By making full use of the data and analytics, tourism companies can gain insights into customer preferences and behaviors, allowing them to cater to each customer's needs. This can lead to increased customer satisfaction and loyalty, automatically serving as the ticket for them to rake in higher revenues for the tourism industry in the long run. Another important aspect of Tourism 4.0 is adopting the technology to responsibly enhance sustainability and reduce the industry's environmental impact. By using smart technologies, tourism companies can reduce their carbon footprint and contribute to a more sustainable future. Additionally, digital platforms can be used to encourage tourists to adopt more sustainable behaviors, such as choosing eco-friendly accommodations.

One area of concern related to Tourism 4.0 is the potential for job displacement due to automation. As more tasks are automated, there is a growing concern that some jobs in the tourism industry will become obsolete. However, many experts argue that it is more of the opposite- the adoption of new technologies will create new job opportunities in areas such as digital marketing and analytics. Finally, there is a growing recognition of the importance of collaboration and partnership in the development of Tourism 4.0. To fully realize the potential of these new technologies, it is necessary for tourism companies to work together with other stakeholders, including governments and technology providers. This can help to ensure that the benefits of Tourism 4.0 are shared equitably, and that the industry can evolve sustainably and responsibly. Overall, the concept of Tourism 4.0 offers many exciting opportunities for the tourism industry. However, it is important for stakeholders to work together to address potential challenges that may surface and ensure that the benefits of these new technologies are shared widely and equally across relevant parties.

### **Tourism Technology Acceptance**

The Technology Acceptance Model (TAM) has been widely used to study the acceptance of technology in various fields, including tourism. The TAM suggests that the acceptance of technology is influenced by two factors- perceived usefulness and perceived ease of use. A study by Han & Mills (2016) asserted that perceived usefulness and perceived ease of use significantly influenced the intention to use tourism mobile applications. As far as the tourism technology adoption is concerned, the Technology Acceptance Model (TTAM) is a theoretical framework used to understand and predict user behavior. The model is based on the Technology Acceptance Model (TAM), which was first introduced by Davis in 1989.

Expanding on TAM, TTAM incorporates the unique characteristics of the tourism industry, such as the importance of social influence and the experiential nature of tourism. Several studies have been conducted to examine the effectiveness of the TTAM model in predicting user behavior toward tourism technology. This literature review will shed light on some of the key findings from these studies. One study conducted by Chen & Chen (2018) sought to know the factors that influence the adoption of mobile tour guide apps by tourists. The study found that perceived usefulness, perceived ease of use, social influence, and personal innovativeness were significant predictors of the intention to use the mobile tour guide apps. The study also found that the effect of social influence on the intention to use was mediated by perceived usefulness and perceived ease of use. Another study conducted by Liu & Li (2019) examined the factors that influence the adoption of augmented reality (AR) technology in the world of tourism. It was revealed that the perceived usefulness, perceived ease of use, and compatibility were significant predictors of the intention to use AR technology. In addition, the study found that the effect of perceived usefulness on the intention to use was moderated by personal innovativeness.

A study by Buhalis & Law (2008) explored into the adoption of mobile technology in the tourism industry. The study found that perceived usefulness, perceived ease of use, and compatibility were significant predictors of the adoption of mobile technology, also the fact that social influence played a significant role in the adoption of the mobile technology by tourism businesses. A more recent study by Cheng et al. (2020) examined the adoption of smart tourism destinations by tourists. The study found that perceived usefulness, perceived ease of use, and trust were significant predictors of intention to use smart tourism destinations. Additionally, the study found that the effect of perceived usefulness on the intention to use was mediated by trust.

In sum, the literature suggests that the TTAM model is an effective framework for understanding user behavior towards tourism technology adoption. Perceived usefulness, perceived ease of use, and compatibility are consistent predictors of adoption, while social influence and personal innovativeness also play important roles. The findings of these studies can be helpful to tourism businesses and destination marketers as they are able to develop effective strategies for promoting the use of new technologies in the industry. Another model that has been used to study the acceptance of technology in tourism is the Unified Theory of Acceptance and Use of Technology (UTAUT). The UTAUT suggests that the intention to use technology is influenced by performance expectancy, effort expectancy, social influence, and facilitating conditions. The UTAUT model is also found by Buhalis & Law (2008) as being able to explain the adoption of mobile technology in tourism.

The Unified Theory of Acceptance and Use of Technology (UTAUT) is a widely accepted model when it comes to understanding the adoption and usage of new technology in a variety of contexts. This model was developed by Venkatesh et al. (2003) and has been widely applied in various fields. This model is based on four key factors: performance expectancy, effort expectancy, social influence, and facilitating conditions. Several studies have used the UTAUT model to investigate the adoption of technology in the tourism industry. This literature review will recapitulate some of the key findings from these studies. One study conducted by Lee & Hwang (2018) investigated the factors influencing the adoption of smart tourism technology by international tourists. The study found that performance expectancy, effort expectancy, social influence, and facilitating conditions were significant predictors of their intention to use smart tourism technology. In addition, the study found that age and

education level were significant moderators of the relationship between effort expectancy and intention to use. Another study by Wang & Liang (2016) examined the adoption of mobile tourism applications by tourists. The study found that performance expectancy, effort expectancy, and social influence were significant predictors of adoption intention. Not only that, gender and age were also found to be significant moderators of the relationship between performance expectancy and adoption intention.

A study by Deng et al. (2019) examined the factors influencing the adoption of online travel booking platforms by Chinese tourists. The study found that performance expectancy, effort expectancy, social influence, and facilitating conditions were significant predictors of the intention to use online travel booking platforms. In addition, the study found that personal innovativeness and trust played significant roles in the tourists' adoption of online travel booking platforms. A more recent study by Kim et al. (2021) examined the adoption of smart tourism destinations by Chinese tourists. The study found that performance expectancy, effort expectancy, social influence, and facilitating conditions were significant predictors of the intention to use smart tourism destinations. Additionally, the study found that the effect of effort expectancy on the intention to use was moderated by personal innovativeness and privacy concern. Overall, the literature suggests that the UTAUT model is a useful framework for understanding the adoption of technology in the tourism industry. Performance expectancy, effort expectancy, social influence, and facilitating conditions are consistent predictors of adoption intention, while personal factors such as age, education level, gender, personal innovativeness, and trust are the moderators to these relationships. The findings of these studies can serve as guidance to tourism businesses and destination marketers as this will enable them to lay out and execute effective strategies to promote the adoption of new technologies in the industry.

### **Digital Tourism Platforms**

The significant changes of tourism in recent years are glaring, with the increasing role of digital technologies being one of the most significant developments. Digital technology has transformed the way in which travelers plan and book their trips, as well as the way tourism businesses operate. In this literature review, some major ideas and findings related to the definition of digital tourism will be explored. The concept of digital tourism refers to the use of digital technologies in the tourism industry, including websites and virtual reality. These technologies have had a profound, fascinating impact on the way that travelers plan and experience their trips, as well as on the way in which tourism businesses creatively market and sell their varieties of products and services. One of the key benefits of digital tourism is that it unlocks the key to the greater personalization of the travel experience. By leveraging data and analytics, tourism companies can gain insights into customer preferences and behaviors, allowing them to tailor their offerings to the specific needs of each and every tourist. This can lead to increased customer satisfaction and loyalty, as well as rake in higher revenues for the tourism industry. Another important aspect of digital tourism is the use of technology to enhance sustainability and reduce the industry's environmental impact. Digital platforms can be used to encourage tourists to adopt more sustainable behaviors. Additionally, technologies such as smart buildings and renewable energy systems are all helpful new-age inventions that can help reduce the industry's carbon footprint. However, there are also concerns raised, on the impact of digital tourism on local communities and cultures. For example, the rise of social media and online travel reviews has led to concerns about over-tourism and the negative impact that mass tourism can have on local communities.

Additionally, there is an ongoing debate that the adoption of new technologies could lead to job displacement and a widening of economic inequalities.

Overall, the concept of digital tourism offers many exciting opportunities for the tourism industry, but it is important for stakeholders to address potential challenges and ensure that the benefits of these new technologies are shared equitably. Further research is needed to offer a better understanding of the impacts of digital tourism and to develop strategies to ensure that a more sustainable and responsible tourism industry can be materialized. Digital tourism platforms can provide tourists with a range of services, and the acceptance of digital tourism platforms has been studied in various contexts. A study by Xiang et al. (2017) found that the perceived usefulness and perceived ease of use of digital tourism platforms significantly influenced the intention to use the platforms. In addition, the role of trust in the acceptance of digital tourism platforms has been studied. A study by Wang & Fesenmaier (2004) found that trust was a critical factor when online travel agencies are to be consulted. Although it is a fact that trust can generally only be won through time, when it comes to marketing in tourism, it can still be established through the presentation of credible information, security measures, and positive reviews. In conclusion, the literature suggests that the acceptance of digital tourism platforms is influenced by perceived usefulness, perceived ease of use, trust, and social influence. Both TAM and UTAUT models can be useful for the development of the Tour Digital acceptance framework. In turn, the development of an acceptance framework for the Tour Digital system in the Seremban District can benefit both tourists and tourism stakeholders. It is worthy of mention that the presentation of credible information, security measures, and positive reviews can help establish trust in the Tour Digital system, or better known as the “**TOURGITAL**” concept.

### **Methodology**

The researcher will discuss the approach they intend to use in order to obtain valid and reliable data. There are a number of topics that will be covered, including the procedure, action plan, sampling, and data interpretation. The conceptualization and operationalization of these variables for the research will also be stated by the researcher.

### ***Quantitative Research Method***

By producing numerical data or data that can be converted into useful statistics, quantitative research would be the best choice in addressing the issue in this current paper. In order to generalize the findings from a larger sample size, the attitudes, opinions, behavior, and other defined variables can all be quantified (DeFranzo, 2011). In a typical way, a quantitative strategy begins with data collection driven by a theory or hypothesis and ends with an assertion or understanding of the concept being proposed. According to Farnsworth (2019), quantitative techniques normally include various questionnaire and survey formats, structured interviews, as well as behavioral observation based on explicit coding and categorization schemes. The structure of the analysis will lean mostly on the quantitative methodology. The specialist might collect the information through surveys. Extra notice will give a better response to, and interpretation of, all the questions raised.

### ***Survey (Web-Based Questionnaire) Google Form***

The major part of the research lies in the needs of information among the tourists while visiting the Seremban district. For this study, the researcher will use a Google Form to collect answers from the respondents. This study's participants were recruited online and the distribution of the form was also conducted online. If a potential response is provided

beforehand, the question will be considered closed-ended and the respondent will only be able to offer one pre-coded answer, at most. Such conceptualization is employed to accomplish the goals of the concept.

## Results And Discussion

### *Descriptive analysis*

The paper aims to characterize the Tourgital platform journey maps in the eco-innovation tourism market and analyze the current offering and demand of digital-based services in this industry. For this reason, we identified a framework based on three main dimensions, i.e. to determine the level of clarity towards digitalization of information post-Covid 19, to develop a ‘Tourgital’ framework for Tourism in industry in Seremban District post-Covid 19, To analyze the impact of ‘Tourgital’ in Seremban District post-Covid 19. Then, we applied the framework to assess and characterize the state-of-art of currently available app-based services in the eco innovation tourism sector, to illustrate current offerings and identify consumers’ (tourist) information needs that are currently unsatisfied (or less satisfied) besides to create a digital offering that is in demand for the current tourism agenda. For this purpose, each value dimension can describe the digital based framework that has been analyzed through the lenses of utility dimensions and components. From the survey conducted, a total of 105 respondents had answered all the questions as follows:

**Table 1: Items in survey**

Items	Questions
Demographic Profile	In your opinion, is the tourism information in Seremban City tourist-friendly, reachable and accessible?
User Friendly and Accessible Access	Have you ever received pamphlets / tracts/ flyers/ bulletin or printed materials regarding tourist information contained in Seremban?
Have you ever received any promo pamphlet?	If you have ever received a printed brochure about Seremban city tourism information, please answer the questions below.
Feedback about manual flyers	The information in the brochure / printed material is difficult to understand
Do you agree on the Tourgital establishment?	The information in the brochure is easy to understand
The Association Between Types of Tourists And Agreement On Tourgital Establishment	What is the relationship between the types of tourists and their agreement on the Tourgital establishments?
The Association Between Age of Tourist and Agreement on Tourgital Establishment	Is there a relationship between the age of tourists and their agreement on Tourgital establishments?

### Demographic Profile

The demographic profile table, encompassing tourist categories, age groups, official information delivery mediums, and the need for replicated tourist information delivery, reveals several key findings. Among the respondents, over half of the tourists (56.2%) were from other states, followed by N9 tourists (26.7%), international tourists (11.4%), and short trip tourists (5.7%). In terms of age distribution, the largest group consisted of respondents aged 26-35 years (41%), followed by those aged 36-45 years (24.8%), 56 years and above (17.1%), 18-25 years (9.5%), and 46-55 years (7.6%). An overwhelming majority of respondents (97.1%) reported having an official information delivery medium, while a small proportion (2.9%) did not. Additionally, a significant number of respondents (97.1%) expressed a need for replicated tourist information delivery, whereas a minority (2.9%) did not require it.

**Table 2: Demographic profile**

Demographic Profile	n	%
Types of tourist categories:		
Negeri Sembilan	28	26.7
Other states (Malaysia)	59	56.2
International Tourist	12	11.4
Short Trip (Daily)	6	5.7
Age of Tourist		
18-25 years old	10	9.5
26-35 years old	43	41.0
36-45 years old	26	24.8
46-55 years old	8	7.6
56 years old and above	18	17.1
Official Information Delivery Medium		
Yes	102	97.1
No	3	2.9
Medium for Tourist Information Delivery Needs to be Replicated		
Needed	102	97.1
Unneeded	3	2.9

From the types of tourist categories, other states from Malaysia occupied the highest frequency compared to others which represented the local tourists. Other states in Malaysia represent 56.2% of 59 respondents, while 43.8% of 46 were from other groups which are Negeri Sembilan, international and short trip tourists. The majority of respondents surely were locals. That left the international tourists with a mere 11.4% out of 12 respondents. Meanwhile, the tourists from the main state where the experiment took place showed the second highest frequency of 28 with the percentage of 26.7% which is from Negeri Sembilan. From the data gained, the researcher identified the fact that most of the tourists are adults and middle-aged adults with a combined total of 69 for the frequency but a percentage of 41.0% from the adult age group while 24.8% for the middle-aged adult group. This reveals that the majority of the group usually involved with tourism is the Millennials and part of it is from generation X, as far as the generation clusters go. The rest of the age groups range from young adults to old adults and senior citizens.



From the data collected for the official information delivery medium (general knowledge regarding tourism) it is confirmed that generally people are aware of tourism information but probably they are interested in different types of medium. Hence the needs of replication on the medium for tourists' delivery of information. This also holds the highest frequency of 102, or 97.1%. This shows that people agreed on having information regarding tourism.

### *User-Friendly And Accessible*

In terms of user-friendliness and accessibility, the perception of respondents varied. Approximately 34 individuals (32.4%) expressed a neutral opinion. On the other hand, 30 respondents (28.6%) found the app to be very unfavorable, while 28 individuals (26.7%) viewed it favorably. A smaller proportion of respondents, 10 individuals (9.5%), considered the app unfavorable, and only 3 individuals (2.9%) found it to be very unfavorable as shown in Table 3 and Figure 1.

**Table 3: The distribution of the responses on “user friendly and accessible”**

User friendly and accessible access	n	%
very unfavorable	3	2.9
Unfavorable	10	9.5
neutral	34	32.4
Favorable	28	26.7
very unfavorable	30	28.6
Total	105	100.0

The analysis findings reveal that the perception of the respondents regarding the user-friendliness and accessibility of the app also varied. Out of the total number of respondents, approximately 32.4% expressed a neutral opinion, indicating that they neither found the app particularly favorable nor unfavorable. Meanwhile, 28.6% of respondents found the app to be very unfavorable, while 26.7% viewed it favorably. A smaller proportion of respondents, 9.5%, considered the app unfavorable, and only 2.9% found it to be very unfavorable. These results indicate a diverse range of opinions among the respondents regarding the user-friendliness and accessibility of the app. The presence of a significant proportion of neutral opinions suggests that a considerable number of respondents did not have any strong feelings or judgments about the app's usability. The findings also highlight the presence of a relatively larger group of respondents who found the app to be very unfavorable. This suggests that a subset of respondents had significant concerns or dissatisfaction with the user-friendliness and accessibility of the app. Conversely, a notable proportion of respondents viewed the app favorably, indicating that they found it user-friendly and accessible. Considering these findings, it is crucial to further explore and identify the specific factors that contribute to the varying perceptions of the app. Conducting qualitative research or follow-up surveys could provide insights into the specific aspects of the app that users may find unfavorable or favorable. These insights can then be utilized to make informed improvements to enhance the user experience, address concerns, and increase the overall satisfaction.

In conclusion, the analysis findings indicate that the perception of respondents regarding the user-friendliness and accessibility of the app is diverse. While a significant proportion of respondents expressed a neutral opinion, there were both favorable and unfavorable views among the respondents. The presence of a relatively larger group finding the app very unfavorable suggests areas for improvement. These findings underscore the importance of understanding user preferences and addressing usability concerns to optimize the app and further enhance user satisfaction.

***Have You Ever Received Any Promo Pamphlet?***

Respondents were asked about the promo pamphlet, and results from the findings revealed that approximately 78 individuals (74.3%) reported that they never received the promo pamphlet, while 27 individuals (25.7%) confirmed that they did receive the promo pamphlet as shown in Table 4 and Figure 2.

**Table 4: The distribution of receiving promo pamphlet**

Have you ever received any promo pamphlet?	n	%
Never	78	74.3
Yes	27	25.7
Total	105	100.0

Thus, the results show that conventional tourism promotion methods such as brochures, pamphlets, flyers etc. have a limited reach and can only target at a specific audience. They may not effectively reach potential tourists who are not actively seeking out travel information. In addition, conventional tourism promotion methods can have a slower response time in terms of reaching potential tourists and generating interests. For example, it takes time for brochures to be printed and distributed, and it may take weeks or even months for advertisements to be published. In today's fast-paced digital world, slower response time due to time-consuming marketing processes can be a disadvantage.

***Feedback About Manual Flyers***

Responses have been received on the manual flyers. Over half of the participants, accounting for 68 individuals (64.8%), found it difficult to understand the content of the manual flyers they received. On the other hand, 37 respondents (35.2%) reported that they found the manual flyers easy to comprehend (Table 5).

Thus, the findings suggest that conventional promotion methods often lack interactivity and engagement with potential tourists. They provide static information without the ability to tailor the content to individual preferences or answer specific questions. This can result in a less personalized and less engaging experience for travelers.

**Table 5: The distribution on the feedback about manual flyer**

Feedback about manual flyers	n	%
difficult to understand	68	64.8

easy to understand	37	35.2
Total	105	100.0

Hence, one of the issues that emerges from these findings is that the traditional tourism promotion methods may not provide real-time updates or the ability to quickly adapt to changing circumstances. For example, if there are sudden changes in travel advisories or attractions, it can be challenging to update printed materials or advertisements promptly.

***Do You Agree on Tourgital Establishment?***

Out of the total number of respondents, approximately 92 individuals (87.6%) expressed agreement with the establishment of Tourgital, while 13 individuals (12.4%) disagreed with its establishment (Table 6).

**Table 6: The distribution on agreement on Tourgital establishment**

Do you agree on Tourgital establishment?	n	%
Agree	92	87.6
Disagree	13	12.4
Total	105	100.0

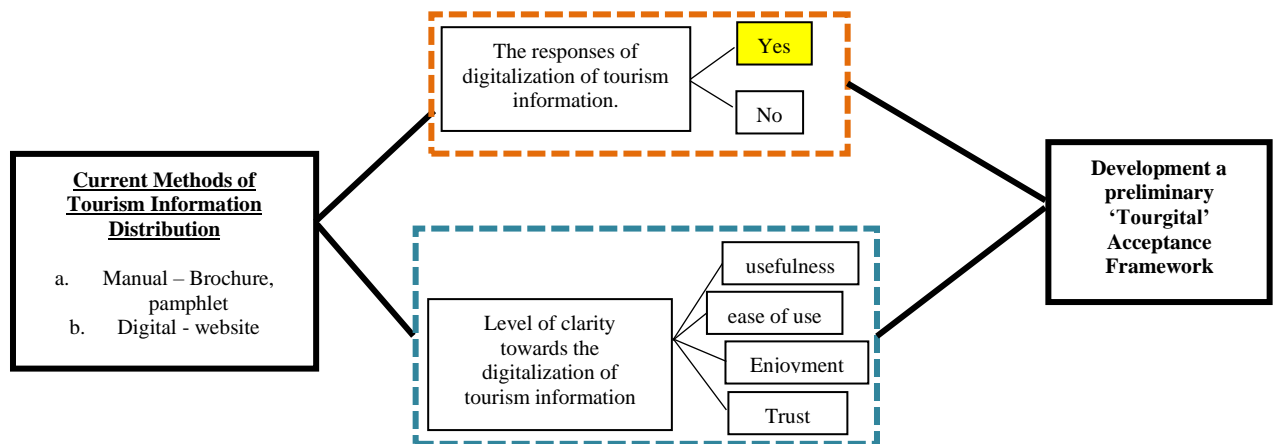
Tourgital enables tourism organizations to reach a global audience through various online channels such as websites, social media platforms, search engines and email marketing. In addition, Tourgital marketing also allows tourism organizations to target specific demographics, interests, and behaviors of potential tourists. Hence, the Tourgital platform will eventually increase the likelihood of attracting the right target audience because organizations can create personalized marketing campaigns tailored to their potential customers’ preferences.

Overall, Tourgital provides tourism organizations with powerful tools to reach, engage and convert potential tourists in a cost-effective way. Tourism organizations can quickly update their content, offers and promotions in real time. They can also respond promptly to changes in market trends, customer preferences, or external factors such as travel advisories. Finally, the results of the study have highlighted the majority of the respondents' support for the introduction of Tourgital due to the advantages that have been listed above, to ultimately drive tourism growth locally or globally.

***A Preliminary ‘Tourgital’ Acceptance Framework Design***

A preliminary framework called a journey map has been constructed to conclude the objectives that have been focused on by referring to the results that were collected from the respondents and analysis data. The framework as shown in Figure 3. The majority of

respondents believed that digitization of tourism information should be implemented because it is beneficial, easy to use or pleasant to users, enjoyable, and can be trusted as an information platform to which tourists can refer. The map can be used to identify areas of improvement and develop initiatives that enhance the overall tourist experience in Malaysia by other researchers.



**Figure 3: A preliminary ‘Tourgital’ acceptance framework design (journey map)**

## Conclusion

### *The Existence Of Tourgital Area (Seremban District)*

Malaysia is a country that heavily relies on tourism as a major contributor to its economy. The digital era has opened up new opportunities for the local tourism industry. To date, the research highlights the importance of developing a new framework to ensure sustainable tourism growth that fully exploits the users’ acceptance in the development of their framework. Hence, this research develops a useful framework for the Tourgital platform acceptance employed by MBS. The Tourgital framework represents a practical tool that provides fruitful insights for the design of a new platform that combines and centralizes tourism information. In conclusion, the development of digital tourism in Malaysia has paved a new, promising path for the tourism industry. The government and private sector are working together to ensure that Malaysia remains a top tourist destination in the digital age.

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