

عنوان مقاله:

(Identify factors affecting the development and use of electronic services in the tourism industry (studied Ardebil

محل انتشار:

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خلاصه مقاله:

The present study aimed identifies factors affecting the development and use of electronic services in the tourism industry. Population of the study of those tourists who have traveled in April ۲۰۱۳ in the city of Ardabil. The population sample of ۳۸۴ randomly selected. To gather data, researchers used a combination of questionnaires and questionnaire containing ۵۱ questions was designed. The validity and reliability of the variables considered in the study as it was very good. Research questions investigated through descriptive and inferential statistics were performed using SPSS, Lisrel. The results of the analysis show that variable behavioral intention to make use of the technology has ۸۴% rate, technology acceptance model it ۷۹% of the impact, trust has ۸۶ percent of the impact and the dissemination of innovation has a ۶۷ percent impact on the plan to use the electronic services. In the meantime the .trust of the organization and trust of the technology variables impact among other factors is more

کلمات کلیدی:

Tourism, e-tourism, electronic services, factor analysi

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