

The Acceptance of Online Social Network Technology for Tourism Destination

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Abstract : The purpose of this research was to investigate the relationship between the factors of using online social network for tourism destination in case of Bangkok area in Thailand, by extending the use of technology acceptance model (TAM). This study employed by quantitative research and the target population were entrepreneurs and local people in Bangkok who use social network-Facebook concerning tourist destinations in Bangkok. Questionnaire was used to collect data from 300 purposive samples. The multiple regression analysis and path analysis were used to analyze data. The results revealed that most people who used Facebook for promoting tourism destinations in Bangkok perceived ease of use, perceived usefulness, perceived trust in using Facebook and influenced by social normative as well as having positive attitude towards using this application. Addition, the hypothesis results indicate that acceptance of online social network-Facebook was related to the positive attitude towards using of Facebook and related to their intention to use this application for tourism.

Keywords : Facebook, online social network, technology acceptance model, tourism destination

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