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Contrast of an Exploratory Model of the Dimensions of Cyber Tourism

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Abstract: *Cyber tourism understood as the intensive use of devices and applications for the virtual tour of options, costs and explorations of unknown or emblematic places was the objective of this work. An exploratory, cross-sectional and correlational work was carried out with a sample of 100 professional practitioners in organizations dedicated to the promotion of places, virtual tours and sale of online reservations. A reflective structure was found that explained 40% of the total variance, suggesting the extension of the work to the diversification of the ease of use of the technology.*

Keywords: Globalization, Internet, tourism, utility, ease of use.

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INTRODUCTION

Globalization implies less social equality and greater freedom in the individual. This imbalance characterizes the most globalized and localized liberal democracies. These open societies that hold individuals accountable by disintegrating their groups, their communities, their societies and their present and future cultures (Martínez, 2019).

The process of financial globalization and community location is gestated using technology. In the case of the Internet connection from root servers, the United States, Japan, Holland and Sweden are the main nodes. Japan is the nation with the highest connection speed (61.0 mbps), Sweden ranks fourth (18.2 mbps), Holland is sixth (8.8 mbps) and the United States occupies tenth place (4 .8 mbps).

In economically emerging countries, the benefits of information communication technologies (ICT) have only been exploited by organizations for insertion into the global market. In contrast, in the communities of these countries where ingrained localization processes are developed, ICTs have not been a factor of individual growth and much less of community development (Carreón, 2019).

Indeed, economic and technological globalization has only benefited corporations by widening the economic and digital divide with the communities. This process of globalization, in its social dimension, implies the decision-making of groups, communities, unions, unions, organizations and corporations based on ICT. Such entities are transformed into networks and power flows that first compete and then monopolize the market.

In this framework of technological globalization, interconnectivity and portability, cyber tourism emerges as an alternative to the reactivation of a recession and economic crisis. It is a process of entertainment, leisure and recreation through the digital visit of spaces or places identified as representative of a locality, region or country.

However, the study of cyber tourism is in the making and in that sense, it is necessary to establish its dimensions. For this purpose, the theoretical, conceptual and empirical frameworks are reviewed in order to be able to contrast the revised components with the observations carried out in this study.

Theory of Cyber Tourism

A model is a data management, production and transfer system organized in explanatory trends of past,

current and future relationships. The emphasis on each suggests decision making and strategy execution.

The economic, technological and social consequences of globalization are described to propose the Theory of Mobile Consumption that explains the consumption of products and services through mobile telephony. A model is presented in which it is included and demonstrates that the perception of utility is the determinant of the use of mobile Internet (Villegas, 2019).

Based on the above scenario, it is proposed that individuals, being immersed in information communication flows and networks, become potential consumers when acquiring a mobile phone. Precisely, in the following section, the Mobile Consumption Theory (TCM) is explained, which explains the determinants of consumption through a mobile phone.

The Theory of Mobile Consumption states that individuals carry out their purchases through a mobile phone based on their utilitarian perceptions and purchase decisions. The TCM maintains that people consume basic products and services through the consumption of secondary products. Individuals when buying a mobile phone or any product and technological information communication service, are exposed to the consumption of basic products and services that are advertised and sold through the technologies. Therefore, the TCM argues that it is the perceptions of utility, innovation and efficiency that determine the consumption of products and services that are advertised and sold through the mobile phone.

TCM provides the indirect effect of perception of a technological innovation on the consumption of products and services via said mobile technology (Hernandez, 2019). It explains the relationship between ICTs with individuals saturated with multiple activities, people who buy and people who work as supervisors or vendors. The TCM predicts the use of the mobile Internet from a cognitive process that begins perceptually and ends behaviorally. From the TCM, the study detailed below was carried out.

The perception of the level of utility. It is the evaluative, attitudinal and motivational expectation of greater benefits and lower costs around the consumption of a product or service. The perception of the degree of efficiency. It is the handling of a product and / or service for consumption purposes. The level of use. It is the time of purchase of a product or acquisition of a service. Perceptions of the level of utility and the degree of innovation have an indirect, positive and significant effect on the level of use.

From the Mobile Consumption Theory, twelve indicators were established that configured three dimensions for the five variables of the measurement

model; Scale of the perception of the level of utility, Scale of the perception of the degree of efficiency, considering the factor weights of the perceptual variable of self-efficiency, the convergence of four reagents is demonstrated and Scale of the level of use.

Studies of Cyber Tourism

In the process of converting human capital into intangible assets for organizations, the perception of utility explains the intensive use of information and communication technologies if organizations adopt management, production and knowledge transfer systems.

It is a process in which the formation of intellectual capital assimilates knowledge, knowledge, experiences and skills to achieve objectives and goals through specific protocols for information processing.

The perception of utility is the central axis of the knowledge management agenda because it translates statistical data into meanings of commitment, entrepreneurship and innovation, as well as generates new protocols for information processing whenever the objectives and goals are subject to the climate of tasks, supports and relationships between stakeholders (García, 2019).

The factor of perception of academic utility is the main determinant of the factor of level of Internet use for academic purposes. This finding indicates a modification of the TCM measurement model by proposing a direct, positive and significant effect of the utility factor in the use for academic purposes. That is, a person looking to buy, for example, a book, could obtain it if there was a virtual library connected to the mobile phone.

Similar reasoning would imply the perception factor of self-efficiency as a determinant of academic mobile use. An individual looking for academic information could find it through his mobile phone. However, the causal relationship lacking the required significance suggests the exclusion of the variable. The strength of association ($r = .07$; $p < .05$) between independent variables indicates its spurious implication. Finally, the level of mobile Internet use for academic purposes is explained by the two independent variables in 22 percent of their variability ($R^2 = .22$).

Only two variables maintain a causal relationship; the perception of utility has been the fundamental construction in the models developed to predict the behavior of a consumer on the Internet. The academic factor of said perception determines another factor referring to mobile use for academic purposes.

However, the relationship between the perceptions of utility with other variables such as the

perception of self-efficiency, reported by other studies, has been spurious. This means that the variables could belong to different cognitive processes. The perception of utility could belong to a set of affective variables while the perception of self-efficiency could belong to a group of rational variables.

This would explain why in the use of the mobile Internet for academic purposes the perception of utility is the variable that predicts it. However, it will be necessary to demonstrate the relationship of the perception of utility with affective variables. Values, norms and identity could be those variables that associated with the perception of utility, could configure a measurement model with the likelihood necessary to explain the use of the mobile Internet.

The objective of the present work was to specify a model for the study of the perception of utility, considering the dimensions reported in the literature, as well as those established in the present work.

Specification a model for study of virtual tourism

The TCM raises three explanations of the consumption of products and services through the mobile phone.

The first trajectory includes: perception of innovation → propensity to consumption → use of mobile Internet. Such is the case of people who acquire a sophisticated and multifunctional mobile phone that exposes them and leads them to accept and consume seasonal promotions. However, this type of consumer can acquire a phone only for some function (Villegas, 2019). It may happen that the consumer buys a phone for its functions of playback of files digitized in mp3 and is not interested in seasonal promotions. It can be inferred that technological innovation translated into multiple functions is an added value for users that can lead to secondary consumption.

The second path includes: perception of innovation → perception of utility → propensity to consume → use of mobile Internet. In addition to analyzing the impact of technological innovations on human behavior, the second path explains the association between an innovation and its usefulness as the determinants of mobile decision and consumption. The perception of utility being a variable that indicates the selection and categorization of objects, influences consumption decisions and the subsequent purchase of a product or service (García, 2018). A person who buys a mobile phone with the latest technology differs from the consumer who seeks secondary benefits derived from the use of technologies. It is a potential consumer who acquires some technology to consume products and services exclusive to the network or elite flow of communication information. A person looking for mp3 files only

available in virtual stores will buy a mobile phone connected to the virtual store.

The third route includes: perception of innovation → perception of efficiency → propensity to consumption → use of mobile Internet. The behavior of the consumer, explained by this third route, denotes a person engaged in the purchase and sale of products and services. Precisely, the perception of efficiency suggests the use of a technology for its competitive advantages rather than for its comparative advantages. A sales supervisor will acquire a phone with multiple functions as long as he perceives that these functions will allow him to supervise his salesmen.

The objective of this work was to specify a model for of the perception of utility. This is how was to specify a model for the study of the perception of utility, considering the dimensions that literature contributes with respect to the acceptance of technology, the propensity to information and the motivation for achievement.

METHOD

An exploratory and cross-sectional study was conducted with a selection of 100 students ($M = 21,21$ $SD = 2,34$; $M = 8'832,12$ $SD = 234,35$ USD) from a public university in central Mexico, considering their participation in the system of professional practices and social service in local organizations.

The Cyber Touring Scale was built which includes two dimensions related to usefulness ("I will use an application to simultaneously know different places") and ease ("I will be able to visit different places with a single device"). Each of the items includes five response options ranging from 0 = "not at all likely" to 5 = "quite likely".

Professional practitioners in tourism organizations were surveyed online, provided a guarantee of confidentiality and anonymity, as well as not affecting their academic status due to the results obtained.

The parameters of normality, reliability, adequacy, sphericity, validity, fit and residual were estimated in order to contract the null hypothesis of significant differences between the relationships of variables subtracted from the literature with respect to the observed relationships.

RESULTS

The values of normality, reliability and validity that indicate the distribution of the permissible responses to the instrument for estimating the internal consistency of the scale and the convergence of reagents to the factors.

Once the factors that explained 41% of the total variance were established, we proceeded to estimate their relationship structure in order to notice their relationship trajectories.

The structure of relationships between factors and their indicators suggests the observation of their reflective trajectories in a model of axes and measurements related to cyber-tourism.

The adjustment and residual parameters [$\chi^2 = 14,35$ (13 df) $p > ,05$; GFI = ,990; CFI = ,997; RMSEA = ,007] suggest the non-rejection of the null hypothesis regarding the significant differences between the relationships of theoretical variables with respect to the observations established in this work.

DISCUSSION

The contribution of the present work to the state of the art lies in the establishment of a reflective model of cyber-tourism, although the design of the work limited the findings to the sample, suggesting the extension of the work towards self-efficacy and perceived behavioral control.

In relation to the theoretical frameworks of cyber tourism that highlight external incident factors of utility and the perceived ease of transport technology, the present work found a factor structure in which utility explains the highest percentage of variance, suggesting the explanation of cyber transfer from the potential benefits and the reduction of risks. Lines concerning the study of perceived risk.

Regarding the cyber tourism studies that highlight the relationships between utility and ease to predict the intensive use of technology, this work has shown the prevalence of utility and the inclusion of other factors such as self-control and self-efficacy as determinants of the virtual transfer of the image of a destination.

In relation to the specification of a model for the study of cyber tourism where the relationship between utility and ease is highlighted with respect to the dispositions and intentions as mediators of the intensive use of technology. Research lines will allow to observe delimited behaviors based on specific skills of technology adoption for the virtual visit of scenarios.

In this way, cyber tourism can be explained from its dimensions of usability and ease of use of the technology that offers a virtual panorama, or the possibilities of transfer, accommodation or entertainment for a potential user. The literature review suggests that such a process will be intensified with consumption skills which would not only make the visit to places such as museums or archaeological zones more significant but would also anticipate emerging scenarios.

CONCLUSION

The objective of the present work was to contrast an exploratory model of cyber tourism, although the findings are limited to the sample, it is suggested not to reject the hypothesis that establishes differences between the theoretical variables and the observations carried out. In this sense, the lines that correspond to the extension of the model to increase the explained variance will allow anticipating emerging scenarios of tourism promotion and anticipation of its planning through the intensive use of technologies, devices and applications. The public policies that are built from these findings can be oriented from the implementation of technology in the virtual tour of the emblematic or unknown places by potential clients.

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