The Effect of Social Media Usage on Smart Tourism in Batu-Ferringhi Penang Malaysian

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Abstract

Purpose: This study is important after the Corona Covid 19 pandemic and the great loss that occurred to the tourism sector in Malaysia in general and in particular in the area of Batu-Ferringhi Penang, which is one of the most crowded tourist areas with hotels and is considered a major destination for tourists coming to Malaysia.

Theoretical   Framework: The underlying theory's part, which includes the Task-Technology Fit (TTF), Resource- Based View (RBV) Theory, and Theory of Reasoned Action (TRA), are pertinent to the study's issues. Incompatibility between the key technologies needed by Smart tourism practitioners and the IT utilisable by managers.

Design/Methodology/Approach: The cross-sectional study design utilizes data collected from 204 managers and stockholders Batu-Ferringhi Penang Malaysian. Furthermore, Partial Least Square (PLS) of the Structural Equation modeling method is used for a unit of analysis where both the measurement model and structural model of the research framework were tested.

Findings: the results of the measurement model analysis indicated the reliability and validity of the study constructs. Moreover, the structural model results in the four hypotheses' direct relationship were supported and significant. Furthermore, one indicated moderating relationships hypothesized supported and significant. **Research, Practical & Social**

Implications: These findings showed the importance of these factors in encouraging smart tourism in Penang and Malaysia. This study will be beneficial for managers and stockholders Batu-Ferringhi Penang and Malaysian.

Keywords: Social Media Usage, Smart Tourism, Batu-Ferringhi Penang and Malaysian.

Introduction

In recent years, Investigations on the convergence of information technology and tourism are becoming more common in the future. The provision of numerous contents and details using smart tourism has speedly advanced and is becoming common to the general world's people. In other words, in the using smart tourism world, the world is changing with the u-smart world. Already, the u-smart environment is leading to the virtual world, and more and more consumers are using content as a tool to search and select information. In addition, the introduction of ubiquitous technology in tourism information service is being advanced (Chang, Lin, Yu, Lien, Yan, & Ho, 2018; Briliana, & Prasetio, 2019). Considering the recent advancements in omnipresent technology and its integration into daily life, the introduction of ubiquitous technology into tourism information services is being promoted. Moreover, these variables in the study can affect the adoption of smart tourism such as variables that are personal, environmental, organisational, and societal moderating by social media usage, display network and connection related information, search for information on restaurants and tourist destinations based on location using the wireless Internet, or use telematics to search for information on tourist attractions. A ubiquitous tourist information service based on various media, such as providing a variety of tourist information along with directions, is being built and operated (Shafiee, Ghatari, Hasanzadeh, & Jahanyan, 2019). Smart media such as smartphones are gaining attention as a new educational medium in the digital age by enhancing accessibility, leading a new change in the language education environment (Afzaal, Usman, & Fong, 2019). In particular, in applying ubiquitous technology and developing tourism contents, each local government does not have any precedent or standard, and does not have any precedent or standard, and proceeds individually using the technology and manpower of the local company, so that no discussion or consideration on the standard application method can be achieved. Without tourism information or tourism products, also refers to information necessary for tourists to make a decision on tourism (Afzaal, Usman, Fong, & Fong, 2019).

In 2015, the tourism and travel industry contributed USD 2.4 trillion to the global gross domestic product (GDP), creating around 105 million job possibilities, according to a research from the World Travel and Tourism Council (Li, Law, Xie, & Wang, 2021).In recent times, a genuine growth in the forms of tourism industry such as adventure, beach, medical, agriculture, cultural and beach tourisms. However, tourism is always a sector in Malaysia that has helped the nation's development. The state is concentrating on developing the field because it has a significant impact on the economy, considering the potential for growth of the tourism industry.

As previously stated, Research findings investigating the connections among innovation capability and the adoption of new or cutting-edge technologies, such as online marketing, have yielded mixed empirical evidences. Similarly, investigations investigating the links among integrity and the adoption of new or cutting-edge technologies have produced inconsistent findings. As a result, it is necessary to include a moderating variable that can show the capability of diffusion of online marketing to be beneficial. Based on a

comprehensive assessment of the investigation, it is possible to hypothesise that religion influences the link between trust, culture, and technological preparedness. (Chaffey & Ellis-Chadwick, 2019). Taking consideration of the aforementioned debate, the analysis focus to evaluate the moderating effect of a person, environmental, management, and societal variables on the adoption of smart tourism in the BatuFerringhi-Penang.

Literature Review

Smart Tourism Tools

Using smart tourism technologies has both advantages and disadvantages. Cavalheiro, Joia, & Cavalheiro, (2020) emphasizes a smart tourist site has a greater shot of thriving than other spots. Furthermore, Overseas investors could find it interesting.From the standpoint of a visitor, smart tourism solutions can be simple and user-friendly, it might also offer benefits. Generally speaking, the main benefit of these tools is that they improve the tourist satisfaction. From Yadav, Verma, Jangirala, and Srivastava, (2021), through connecting much of output through the internet of things, Users become susceptible, discoverable, and simple targets for fraud. People are already often utilising convenient appliances to carry on linking with others, and the introduction of the 'Internet of Things' will make this occurrence worse, with increased time spent online potentially leading to a loss of social engagement in real life. It is unavoidable that technology will be able to bypass time and space constraints. It is particularly beneficial in keeping in contact with long-distance relationships.

Individual, Environmental, Organizational, Social Factors

Prior research on external factors has demonstrated that outside factors are very important for Client actions and technological acceptability. Individual factors, according to earlier study categorisation, encompass various variables. Individual components in this research are classified as IT cognitive style, ITself-efficacy, and IT trust.

García-Milon, Juaneda-Ayensa, Olarte-Pascual, and Pelegrín-Borondo, (2020) discovered that individual variables impact smart tourism technology adoption through PU, and this is true for general users as well. IT quality control may be achieved through employing, training, and offering career possibilities to people who are deserving of retention and who have unique traits that will allow them to accomplish their responsibilities properly.

By encouraging key skills including teamwork, collaboration, rational reasoning, and direction, as well as project work as per the Institute of Smart Tourism Adoption, the AICPA has been encouraging the virtues of accounting professionals as a strong position (Lee, Hunter, & Chung, 2020).These talents are shown in Figure 1.1 as Technical, Organizational, People, and Conceptual (TOPC). TOPC's framework is unique in

comparison to others since it emphasises IT skills, notably IT-related software and hardware, in the adoption of smart tourism and business. It is assumed that the soft IT abilities incorporated in this framework may assist firms in enhancing their IT management as well as their service and competence. This system includes IT knowledge and IT competences (soft skills), which are needed by smart tourism adoption to deliver correct description on management usage to top executives. Figure 1.1 illustrates important knowledge that, according to the research, comprise soft IT skills as well as technical IT abilitiesas IT competencies necessary for smart tourism adoption (Bahador & Haider, 2012).
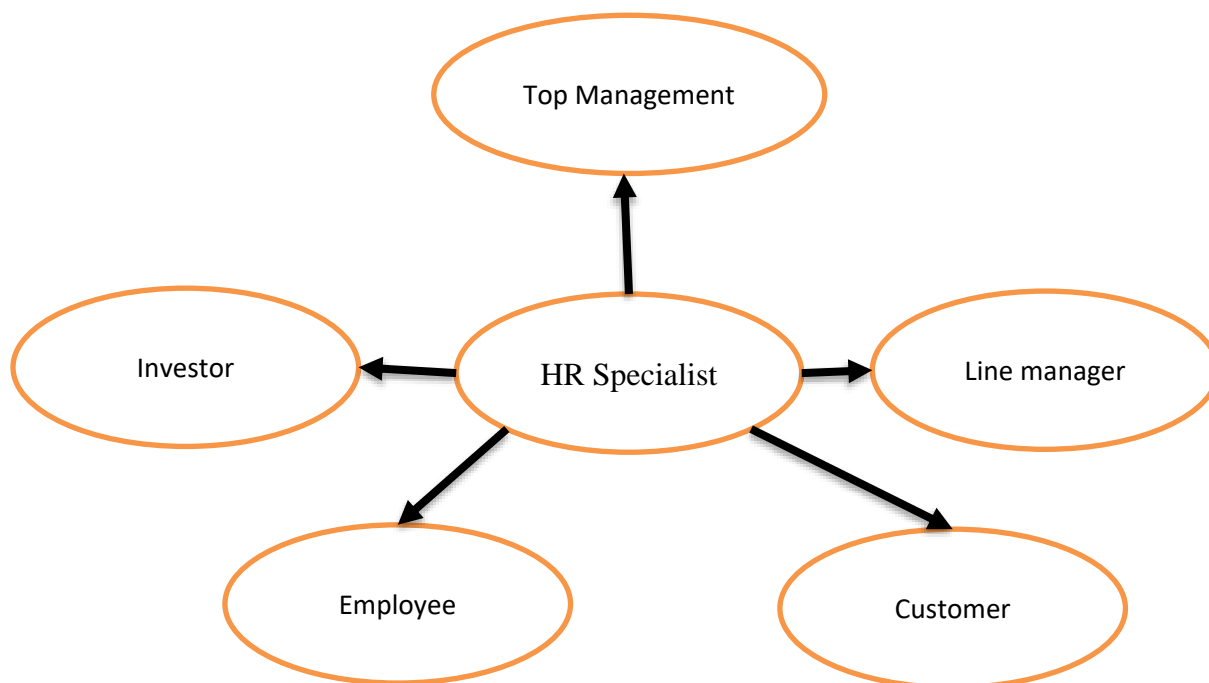
Figure 1.1: *HR strategic function in the digital ageSource: Junita, (2021).*

There is a research gap in examining environmental elements, which should be addressed in research models (Cavalheiro, Joia, & Cavalheiro, 2020). Business procedures and settings are changing from a complexity and changing perspective in today's increasingly global economy. IT advancements have a favourable impact on the workplace (Gomez-Oliva, Alvarado-Uribe, Parra-Meroño, & Jara, 2019). As a result, the total hazards in it rise as well. Managers have a heightened obligation in the IT environment, in addition to the task of detecting workers. One method to fulfil these expanding expectations is to use IT technology; it is expected that IT will considerably widen an organization's effectiveness, through cost, and effectiveness, in terms of quality.

Smart tourism is impacted by a variety of external elements, including competitive pressure, client complexity of IT systems, modifications in smart tourism practises, and, lastly, professional body rules, all of which have an effect on company operations and performance (Awa, Ojiabo, & Orokor, 2017). Tornatzky and Fleischer (1990) analyzed the environment in terms of competitive pressure, buyer preparation, and the readiness of trade partners. Meanwhile, Awa et al. (2017) investigated environmental variables using the same words but with the addition of perceived trust. The researcher evaluated prior literature on environmental factors and found three variables (client complexity of IT system, competitive pressure, and professional body regulation) as very necessary for smart tourism adoption.

Organizational variables influence technology acceptability through influencing perceived usability and perception relevance. From the associated investigations, (Khalilzadeh, Ozturk, & Bilgihan, 2017) discovered that organisational variables influence technology adoption of smart tourism through a sense of usability;whereas organisational variables influence technology acceptance of general users through perceived usefulness as well as perceived usability.

However, there are a number of indicators that are used to assess organisational aspects. To determine the measurement of organisational factors, the researcher extensively studied the literature. The organisational factors were taken from the model of (De Clercq, &

Bouckenooghe, 2019; Clack, et al,. 2016). All organisational characteristics were classified into three groups in this research (Management Support, Training, and Facilitating Resources).

Adoption of smart tourism technology is influenced by social factors, compared to ordinary users, who are greatly influenced. They believed that the technical know how of IT users may reduce the influence of societal variables on the adoption of smart tourism technology. Understanding the relationship between external variables within Smart tourism practitioners, as well as the formation of a correct balance of outside factors, are needed to advance technology agreement of Adopting of smart tourism that may motivate and improve IT environment within the profession. Furthermore, societal effects were shown to have a favourable impact on technological adoption. Singletary Hamid, Albahri, Alwan, Al-qaysi, Albahri, Zaidan, and Zaidan, (2021), for example, discovered characteristics influencing high school students' software application with required first usage. They discovered a link between societal virtues and picture, perceived utility, and creative use manner. In contrast, if the client internalises and connects with IS, this improves his or her manner toward framework adoption. In today's Smart tourism environment, enterprises must utilise approaches that reduce burden with the participation of individuals influencing technology implementation choices; nevertheless, differences in culture may impede the Smart tourism team's acceptance of such Internalisation and Subjective Norms.

Social Media

Social media provides online marketing and lengthy enterprise solutions to assist businesses get a big number of travelers. Also, social media is a powerful online marketing tool that allows firms to contact a big number of people at once. It entails developing and disseminating material (Mariani, Di Felice, & Mura, 2016). Social networking (Facebook, LinkedIn, Google+), microblogging (Twitter, Tumblr), photo sharing (Instagram, Pinterest, Snapchat), and video sharing (Instagram, Pinterest, Snapchat) are just a few examples (YouTube, Instagram, Facebook Live, Periscope, Vimeo). Furthermore, although the number of visitors is rising yearly, the tourism industry is rapidly evolving because of the new implementation of smart tourism employing social media. In the current tourism sector, which has widely been challenging (Gössling, & Peeters, 2015), which brings about high competition in tourism ends that, in specifically in the rural environment, gets a significant amount of focus from key parties employing online marketing in media platforms because it is seen as a crucial element for a visitor's happiness. Previous research (Okazaki, Andreu, & Campo 2017; Mariani et al, 2016) found that a thorough understanding of visitors' perspectives is crucial in motivating tourism destinations' competitiveness. Therefore, social networks denotes a crucial function as a mediator between business owners and tourists in order to attract the biggest number of visitors.

Relevance to Government Policy

Provide a mechanism for knowing and prioritising regulations efforts to solve COVID-19 issues and make long-term retrieval. Among other things, the system provides ideas and options for articulating shared policy objectives, suggesting clever ways, analysing
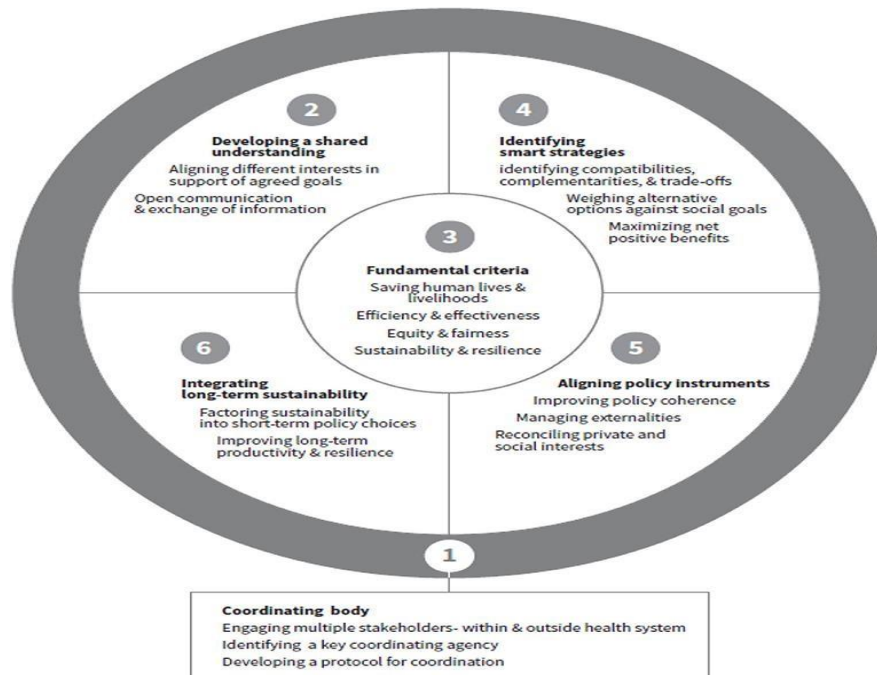
rules compatibility,coordinating policy tools,and factoring sustainability into short and lengthy policy choices. System for Policy Prioritization and Policy Execution, Moreover Engaging and engaging with key public sector executives to develop a common vision for the public sector should be the starting point for setting priorities. Figure 1.2 displays the primary components and supporting structures, as well as the suggested phases. The framework was developed to assist policymakers in analysing policychoices and policy objectives by drawing on ideas from finance, sustainable growth, global health, and governance public in general (Rasul, 2021).

Figure 1.2: *Depicts the Major Components and Supporting StructuresSource: (Rasul, 2020).*

Study Model

Many research on technology acceptance have been accessible in recent years as a consequence of the formation of several approaches that deal with technological better functionality. Experimentally, recent research methodologies have concentrated on the implementation of smart tourism, including (Mehraliyev, Chan, Choi, Koseoglu, & Law, 2020; Briliana, & Prasetio, 2019).The underlying theory's part, which includes the Task-Technology Fit (TTF), Resource- Based View (RBV) Theory, and Theory of Reasoned Action (TRA), are pertinent to the study's issues. Incompatibility between the key technologies needed by Smart tourism practitioners and the IT utilisable by managers would arise from a lack of smart tourism among Malaysia's tourist sector personnel. Managers must have significant IT abilities to function successfully and efficiently in an IT company setting. In a nutshell, Task-Technology Fit (TTF) is seen to be moresuccessful when IT functionality and individual needs align (Park, Kim, Cho, & Han, 2019). According to Vendramin, Nardelli, and Ipsen, (2021), an optimal match between activities and technology leads to improved individual performance. As a result, the present research recommends a better smart tourism that balances environmental, social, human, and organisationalvariables.

Fishbein and Ajzen (1975) define Subjective Norm as "other beliefs crucial for a behavioural intention are normative views, i.e., beliefs that specific referents believe the individual should or should not execute the in issue." Finally, according to the paradigm, intention leads to particular and real behaviour.

Research Design

This research employs a quantitative approach that places a high priority on accuracy and reliability to acquire mathematical data and analyse it using statistical tests in order to evaluate the theory and assess the connection linking variables (Khalid et al., 2012). In accordance with the study's goals and hypotheses, a thorough examination of the information gathered was conducted.The purpose of this research is to investigate the moderating influence of social network use on the link among individual, environmental, organizational and social factors in smart tourism. To reach the research purpose, a quantitative research technique was employed, with the investigation being done by depending on the data acquired from the questionnaires. Moreover, The study sample allcomponents of the tourism sector in Batu Ferringhi Penang, including the managers andtop management working in hotel sector and travel agents.

Several numerical methodologies, including IBM SPSS software version 22.0 and SmartPartial Least Square (Smart-PLS) software version 3.0, will be used in this study. The initial step is to evaluate the acquired data using IBM SPSS statistics, which generates the demographic summary.

Heterotrait Monorail Ratio (HTMT)

Henseler et al. (2015) suggested the Hetero trait Mono trait Ratio as a further technique for evaluating discriminant validity using a multi trait and multi method matrix (HTMT).

The related Table also provides an explanation of the HTMT results. According to the results of Table 1.1, the majority of HTMT values fall below the required threshold significance of HTMT (0.85) by Kline (2011) and HTMT (0.90) by Gold and Arvind Malhotra (2001), demonstrating that discriminating validity is appropriate for this specific study. Finally, the acts' convergent and discriminant validity had each been initiated.

Table 1.1 *Heterotrait Monotrait Ratio (HTMT*

	Individual	Environmental	Organizational	Social	Individual	Social media
Individual	0.521					
Environmental	0.840	0.542				
Organizational	0.754	0.644	0.806			
Social Factors	0.821	0.435	0.828	0.555		
Social media	0.835	0.516	0.815	0.716	0.802	
Smart tourism	0.589	0.524	0.625	0.749	0.443	0.553

CR and AVE for Reflective Model Constructs

In experimental studies, composite reliability scores between 0.60 and 0.70 are adequate, whereas in higher stage analysis, rates around 0.70 and 0.90 may be sufficient (Hair et al, 2014). Table 1.2 composite reliability for the suggested figure's components is suitable since the stop limit value of > 0.70 has been determined for each observed variables. This type of values were greater than 0.70, indicating that nearly all reflective latent variables had high levels of internal coherence dependability(LVC). Table 1.2. CR & AVE for Reflective

Constructs

Construct	AVE	CR	marks
Individual Factors	0.813	0.927	High
Environmental Factors	0.723	0.803	High
Organizational Factors	0.758	0.753	High
Social Factors	0.652	0.929	High
Social Media	0.614	0.918	High
Smart Tourism	0.635	0.945	High

Indicators and Composite Reliability

Context of study indicators must be strongly integrated since they indicate the same important conceptual idea (Davcik & Nebojsa, 2014; Hair Jr, Joe Sarstedt, Marko Hopkins, Luca Kuppelwieser, et al., 2014; Wetzels et al., 2009). Except for the elements Intern1 and Intern2, which belong to the Internalization aspect, the remainder of the components were responding adequately between 0.509 and 0.888 on their theorised structures, according to the preliminary investigation shown in Figure 1.3. With those two exceptions, the outcome is consistent with the general principle that each item's loading should be bigger than 0.5 (Hair et al., 2011; Hair Jr, Joe Sarstedt, Marko Hopkins, Lucas Kuppelwieser, et al., 2014; Sarstedt)..Moreover, Individual factors positively effect on the smart tourism by (Beta = 0.188, P value < 0.01) with t value score 3.265, the relationship Supported. Furthermore, Environmental factors positively effect on the smart tourism by (Beta = 0.156, P value < 0.05) with t value score 2.130, the relationship Supported. P value < 0.01) with t value score 2.990, the relationship Supported. Further, Social media tourism by (Beta = 0. 408, P value < 0.001) with t value score 5.609 Younus, A. M., & Zaidan, M. N. (2022).
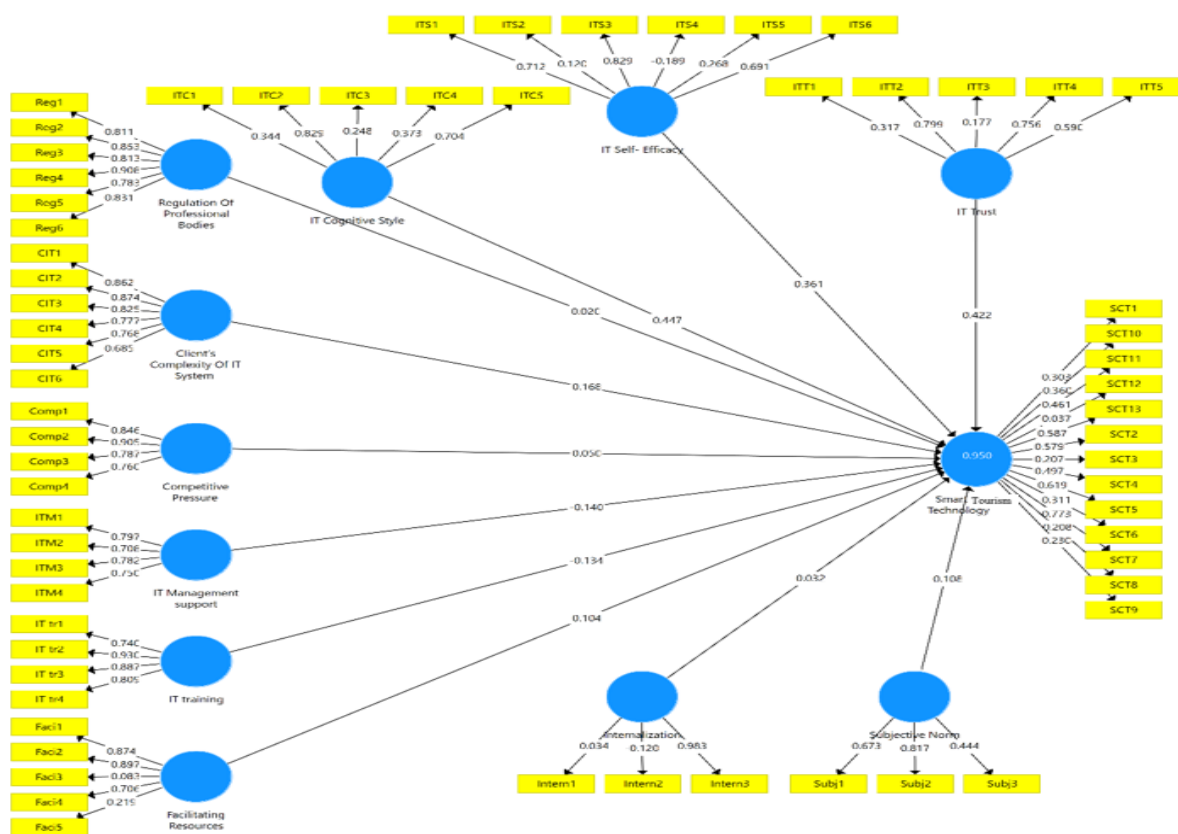

Figure 1.3: *PLS Algorithm Graph After the Reliability assessment*

Discussion And Conclusion

This study is counted as an interpretive and exploratory nature, which raises a selection of possibilities for future research, both in phrases of principle growth as well as idea validation. Additional studies can be initiated based on this research novel finding. future conditions are good for overall company growth, it will eventually improve the competitive advantage of the firms. In a process of divergence and convergence, these norms will create new and shared insights, and new key competencies will improve performance in the tourist industry. This investigation will confirm the presence of smart tourism. As a consequence, the findings of this research will give a realistic phenomenon for hotels and travel organisations doing smart tourism. In order for this study to provide an explanation of the current situation. Moreover, the study key contribution these variables in the study can affect the smart tourism with these elements' individual, environmental, organizational and social factors moderating by social media usage. Moreover, while adding to the body of knowledge, this research has practical and educational consequences for all travel agencies, potential customers, government officials, and the long-term sustainability of smart tourism. The research also attempted to emphasise the need of smart tourism adoption.

Services that are smart Tourism is a community service that provides visitors and the rest of the world with smart services, such as tourism and smart travel. In smart services tourism, this service will benefit tourism stakeholders as well as tourist attractions. Services highlighted Smart Tourism Online interactive, content display information such as: list of tours in register culinary, handicrafts smart services tourism, performing arts area, tourist villages, and supporting other tours are interactive and informative ICT-based services in the form of Smart Tourism Online interactive, content display information (tariffs, pricing, hours of operation, contact person, rating visitor). Moreover, Society benefits from improved smart tourism performance in terms of economic development, products and services, and employee well-being. Finally, an organization's success is determined by the happiness of its clients, who symbolise the usage of smart tourism. Furthermore, The travel and tourist sector's direct contribution to GDP growth, as well as its indirect and induced effects. Thus, the number of employment inside travel agencies is increasing, which increases the number of taxpayers and buying power among workers and organisations. Moreover, the cultural, linguistic, and temporal gaps that exist across nations, face-to-face and video-conferencing meetings are essential for developing international business partnerships and are a crucial element of global tourist industry. Enhance academics' understanding regarding the smart tourism improving the number of tourists visiting Malaysia and have direct affect in hotels and travel agencies. Thus, this study encourage further research and contribute to the various industries from the sustainable tourism.

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