A Review of Relevant Research on Tourism Information Adoption Model on Social Media

Yuting Shi[a,b], Rosmiza Binti Haji Bidin[a], Roslina Binti Mamat[a]

[a]Faculty of Modern Languages and Communication, Universiti Putra Malaysia, Serdang, 43400, Selangor, Malaysia, [b]Harbin Institute of Petroleum, Harbin, 150000, China

Corresponding Auhtor Email: rosmiza@upm.edu.my

Abstract

With the maturity of 5G communication technology, people's attention has shifted from traditional media to new media, and the emergence of social media, especially short videos, has captured the attention of young people. This paper uses a descriptive analysis method to summarize the literature review of social media and Information Adoption Model.The researchers analyzed the origin and development of Information Adoption Model as well as its importance and significance. The relevant studies of information adoption model in tourism are analyzed. Finally, from the perspective of communication, the researchers summarize the adoption of information adoption model in social media about tourism information. The summary of the research on social media and Information Adoption Model can provide specific references for future social media researchers.

Keywords: Social Media, Information Adoption Model, Tourism

Introduction

Current status of tourism information adoption model

Data show that 36.2% of college students are most likely to be attracted by advertisements on short video platforms such as Douyin (iiMedia Research, 2021). In 2021, the number of people interested in travel on Douyin has exceeded 270 million, a year-on-year increase of 14 percent compared with 2020. Therefore, merchants can conduct short video channel marketing through content formulation,content implantation, daily video interaction and brand awareness promotion(iiMedia Research, 2021).The Information Adoption Model (IAM), proposed by (Sussman et al., 2003) can explain how individuals adopt information in a computer-mediated communication platform to change their intentions and behaviors (Sussman et al., 2003) .

The foundation of the information adoption model is knowledge transfer. When making decisions, people want to know from the outside what others are thinking , feeling , and experiencing about these things, and in this way get the information they need. Petty and Cacioppo (1981) first came up with the fine processing possibility model. ELM is primarily

used in social psychology. The model states that users acquire and process information through a central path and an edge path and then change their minds. The information adoption model is developed on the basis of ELM. The model measures the usefulness of information from the perspectives of information source and information quality, and takes the usefulness of information as the intermediary variable that the model affects the information adoption. Among them, the dimension of information source is divided into two dimensions: the professionalism of information source and the credibility of information source. The dimension of information quality is divided into relevance, timeliness, accuracy and comprehensiveness. The more professional the source, the higher the credibility and the easier the information is to be adopted. Again, the quality of the information has a positive impact on the usefulness of the information. The more useful the information, the easier it will be to adopt(Wang, 2020). In the network environment, information quality and source credibility will affect people's perception of the usefulness of information, and thus decide whether people accept or adopt the information (Geng, 2015) .

The importance of tourism information adoption models
In recent years, information adoption behavior has attracted increasing attention from academic circles. Information adoption behavior is not only the focus of research in the field of information intelligence, but also one of the important concepts of consumer behavior theory, which involves the process of purposefully selecting, evaluating, receiving and utilizing information (Song, 2010).

Information adoption behavior refers to the acceptance behavior of information formed by people in a certain way. Among them, the psychological factors of individual subjective perception occupy an important position, followed by perceived usefulness and perceived ease of use. Importance, usefulness, value and relevance explain information usefulness, while ease of information acquisition and ease of control explain ease of use. The information source dimension is divided into two dimensions: the professionalism of the information source and the credibility of the information source (Cheung et al., 2008). The dimension of information quality is divided into relevance, timeliness, accuracy and comprehensiveness. The more professional the source, the higher the credibility, and the easier the information is to adopt. Again, the quality of the information has a positive impact on the usefulness of the information. The more useful the information, the easier it is to adopt (Wang, 2020). In the network environment, information quality and source credibility will affect people's perception of the usefulness of information, and thus decide whether people accept or adopt the information (Xie, 2015) .

Information usefulness refers to "an individual's perception of the information provided and how he can use the new information to improve performance"(Bailey& Pearson, 1983).Existing studies have shown that information usefulness is an important determinant of information adoption in various situations(Shen et al., 2016), information adoption behavior is a prominent activity for users to seek information(Cheung et al., 2008). In virtual communities, users seek help by Posting queries (Sussman & Siegal, 2003). Online video generates a greater willingness to visit a destination than audio advertising(Kim et al., 2014).

Current status of information adoption models in the Chinese context

According to the special survey data of Douyin 2021 Beautiful Destination, 42.5% of the respondents choose short video platforms such as Douyin when choosing tourism information channels.In terms of travel information browsing preferences, 31% of Douyin users actively search for and pay attention to travel-related information, 42% of Douyin users browse the travel information pushed by the system, and 20% of Douyin users browse the travel information recommended by friends. The report further explained that among Douyin users who pay attention to travel content for a long time, 87.3 percent of them record their travel experience and other rich travel content on Douyin, providing a channel for tourism consumers to obtain information, discuss, interact and share travel content

The related research fields of the tourism information adoption model
What areas are concerned about the tourism information adoption model

The current research results on information behavior pay more attention to the two aspects of "seeking behavior" and "searching behavior". For example, Wilson and Ellis' model of information seeking behavior, Dervin's theory of "meaning construction", Kuhlthau's model of information seeking process and Spink's model of retrieval process, etc. Information adoption behavior is mainly a rational behavior based on a certain situation. There will be differences in the pre-driving factors that hinder or promote the user's information adoption. As a branch of information behavior research, the main research goal of adoption behavior is to explore the reasons or conditions that affect users' participation in the information process, and explain the mechanism behind users' acceptance of information through reasonable verification and analysis.

Research on tourism information adoption model

This paper summarizes the relevant research on the tourism information adoption model from three aspects, including the channel of online users' adoption of tourism information, the effect of online users' adoption of tourism information, and the influencing factors of online users' adoption of tourism information. It can be found that scholars have been committed to the study of the relevant aspects of online tourism information, and in the past, scholars were not limited to a single disciplinary scope when studying the influential factors of online users' adoption of tourism information, but comprehensively applied the relevant theories of management,sociology and other disciplines to provide a theoretical basis for the study. Furthermore, the factors and variables and indicators that affect the adoption of tourism information by online users are refined and analyzed.

Through the analysis of domestic and foreign literature on tourism information adoption model, we can see: In terms of research methods, most of the previous studies on information adoption obtained influencing factors through literature analysis, and constructed models and hypotheses of influencing factors on information adoption based on technology acceptance model,information adoption model, fine processing possibility model or technology adoption and utilization integration model, and then carried out quantitative research. No qualitative research method of grounded theory combined with AHP-DEMATEL method has been found in the field of tourism information adoption. In terms of research content, most of the previous studies discussed the influencing factors of online tourism information adoption from the perspective of users and information, while the research on the influencing factors related to online platforms was relatively weak.

Research on tourism information adoption model of social media

The model of information adoption behavior shows that information adoption behavior is an active information behavior, which is affected by information quality and information source, and the information usefulness of intermediary variables will promote information adoption behavior (Huette-Alcocer et al., 2019). According to the information adoption model, the usefulness of information will increase as the reliability of the information source increases.Subsequent scholars have conducted more in-depth research on this model. In virtual communities, users askfor help by Posting queries(Susman & Siegal, 2003). Online video generates a greater willingness to visit a destination than audio advertising(Kim et al., 2014). Xue(2010) puts forward that information adoption is a kind of judgment, choice and decision-making behavior based on personal cognition, which embodies the connotation and value of information adoption.

Research on tourism information adoption model on Chinese social media

Peng(2019) analyzed the factors that affect users' adoption of tourism information published on tourism wechat public accounts, and pointed out that the factor that has the greatest impact on the willingness of tourism wechat public accounts users to adopt tourism information is performance expectation. Zhang(2022) found that users' happiness,attention and immersive feeling when watching short tourism videos all positively affect users'willingness to adopt tourism information. Peng(2019) further explores the influencing factors of tourists' willingness to accept original tourism information published in social media from the perspective of social factors, and finds that reciprocity and homotropy under social capital will have a positive impact on tourists' willingness to adopt original online tourism information.

Yao(2021) finds that during or after a trip, tourists usually choose to publish their travel experience in the form of pictures;text or videos; text on social media such as Weibo and wechat. A large part of the online travel information adopted by users is from the travel information in their wechat moments(Li, 2021). Gan(2017) mainly studied the behaviors of tourists who have never adopted information on online travel websites and their behaviors before adopting information, and pointed out that the reason why tourists do not adopt information on online travel websites is due to their psychological barriers or functional disorders. Guo(2018) have analyzed the influencing factors of consumers' willingness to purchase online tourism products and services by using mobile payment, and the results show that usage attitude, perceived ease of use, perceived usefulness, perceived compatibility,subjective norms and individual mobility all have a significant impact on users' purchase intention.

(Hu, 2019) studied the influencing factors of users' willingness to adopt answer information in online travel Q&A community from the perspective of information source, and pointed out that the relevant characteristics of answer information publishers, such as the grade of respondents and the popularity of respondents, would positively affect the community users' adoption of answer information. Ma(2020) concluded that both product stimulus factor and symbol stimulus factor would have a significant impact on consumers' willingness to buy cross-border tourism products online. Wang(2021) pointed out that the official microblog of tourism government affairs is one of the sources and channels for users to adopt tourism information.

To sum up, academic circles have abundant research results on information adoption models on Chinese social media, and their theoretical methods and model applications have been relatively mature, but there is a lack of specific systematic research on information adoption behaviors of tourism short video users and their influencing factors.

Summary of tourism information adoption research related to communication studies
Research on tourism information adoption from the perspective of communication
In the research of domestic and foreign scholars on information adoption behavior, the Technology Acceptance Model, TAM and Unified Theory of Acceptance and Use of Technology (UTAUT) are widely used in the empirical research on information acceptance behavior(Yang & Li & Peng, 2018). At the sametime, some scholars have tried to use Elaboration Likelihood Model (ELM) and Information Adoption Model (Information Adoption Model). IAM) to conduct empirical research (Hussain S & Zhu, 2017). Technology Acceptance Model (TAM) was first proposed by Davis to study users' acceptance of information system by using the theory of rational behavior. He defined perceived usefulness as "the degree of users' trust in using
information system to enhance performance". The perceived ease of use was defined as "the degree of user's trust in using information system to reduce energy waste" .

The above research results not only reflect the depth of the current research on information adoption behavior in the academic circle, but also provide some references for the research on tourism information adoption behavior. Specifically, TAM mainly studies from the perspective of the information adoption subject, that is, from the subject's motivation, through the subject's perception of usefulness and ease of use to explain the adoption behavior; UTAUT is developed on the basis of TAM, but UTAUT only considers the influence of subject and social factors, ignoring the influence of object factors. The core variables of ELM, such as information quality and information source credibility, are studied from the perspective of information adoption object. With the deepening of research, some scholars point out that the influencing factors of information adoption behavior are diversified, including subject factors, object factors and interpersonal factors. These influencing factors do not play an isolated role, but are the result of the interaction between people and situations (Song, 2010).

Integrated model of technology adoption and utilization. UTAUT is one of the models with high explanatory power in the study of user acceptance and use of technology. This model was proposed by Venkateshetal. on the basis of integrating classic models such as TAM, TBP, IDT and MM (VenkateshV, 2003). At present, this model is used in many studies to analyze information adoption behavior, such as e-commerce information adoption and health and wellness information adoption. Based on the UTAUT model, this study takes the performance expectation, effort expectation and social influence in the model as the influencing factors of the information adoption intention of tourism wechat public account users, and the promoting conditions and adoption intention as the influencing factors of the information adoption behavior of tourism wechat public account users.

Research on tourism information adoption on social media from the perspective of communication

Granovetter(1973) put forward the theory of "the power of weak ties" : Weak ties promote the flow of information among groups, and the information shared by a person's weak ties is no longer limited to a small range, and the original information barrier between groups is broken. First of all, in terms of the scope of dissemination, the diffusion path of Granovetter's weak relationship theory has given rise to multiple identifiable scientific communities, each of which has developed the theory and formed its own unique interpretation. Due to different research backgrounds and directions, although the theory comes from the same source, scholars in different communities pay attention to different issues and use different research methods to answer different questions.

However, it is generally acknowledged that key figures in the community have played an important role in the diffusion of the theory. Filieri et al (2015)concluded that the source and channel of information, information quality, perceived website quality, satisfaction with previous experience and perceived usefulness all positively affect tourists' adoption of online travel itineraries. Chung et al (2015) found that the source credibility of tourism information on social media would positively affect the perceived usefulness and users' social relations on the willingness to adopt tourism information. Tseng (2016) pointed out through their research that users' perceived usefulness would be positively affected by the quality of arguments and the credibility of information sources, thus effectively persuading users to adopt information on tourism websites.

Choi (2018) found that the source of online tourism information will produce unique psychological effects on tourists' perception, and these psychological effects will affect tourists' judgment on the credibility of information, and further influence their willingness to adopt tourism information. Tseng (2014) pointed out that the information quality of online reviews can effectively persuade users to adopt the information on tourism websites Cenniet et al (2021), aiming at the "online experience" virtual travel product launched by Airbnb, explored the influencing factors of users' willingness to adopt this innovative travel product when physical travel was restricted in the era of the epidemic, and the research results showed that users responded positively to the entertainment content of the virtual travel product.

The discovery of tourism information adoption model in the field of communication

In the field of communication research, some researches combine IAM with CAM(Cognitive Affective Modle) to study tourists' travel intention. In previous studies, IAM and CAM were mostly used as independent and exclusive theories. IAM theory mainly appears in the research of information adoption process combined with purchase intention, consumption intention and the usefulness of information review, and is rarely used in the field of tourism (Park & Lee, 2009; Cloud, 2020; Zhe, 2022). CAM appears more frequently in travel-related studies (Garay, 2019; Huette-alcocer et al., 2019; Hernandez-Mogollon et al., 2018), however, there are few studies on combining IAM and CAM into a new theoretical model, so the theoretical gap lies in the few applications of IAM in the field of tourism research, and the few studies on the information adoption process of CAM combined with related fields. There are few theoretical models combining CAM and IAM (Sirithana phonchai, 2017). Therefore, combining IAM with CAM to develop a new theoretical model that can combine IAM theory

with tourism research, and continue to develop IAM-based CAM in information adoption process research, fills the research gap of IAM in the field of tourism. This also fills the gap of CAM in the process of information adoption.

Travel industry findings on social media
Pitta and Fowler (2005) hypothesize that before making a purchase decision, users scan the opinions and reviews posted by experienced consumers.In virtual communities, users ask for help by Posting queries (Sussman & Siegal, 2003). An experiment by Kim et al. (2014) demonstrated that online video generates a greater willingness to visit a destination than audio advertising. Woodside(2002) pointed out that travel intention is the tendency and possibility of tourists to visit tourist destinations in a specific environment and time node, and the actual choice behavior can be measured by tourists' behavioral intention and environmental variables together (Woodside, 2002). Crompton and Crompton (2000) defined tourist behavioral intention as the tendency of tourists to participate in certain tourism activities again. It is mainly manifested as loyalty and willingness to pay higher fees (Chen & Tsai, 2007; Baker & Crompton, 2000).

Fesenmaier (2002) believes that tourism virtual community is a typical virtual community represented by tourism forum, which is a reliable source for tourists to obtain tourism information and a new social relationship network established by tourists for the purpose of sharing travel experience, finding travel partners and exchanging travel ideas. Miao (2009) believes that tourism network forum is a type of virtual tourism community. Based on common interest and understanding of self-service tourism or a series of related activities, a group of people interact with each other through the Internet, including exchanging travel experience and tourism-related commodities to obtain useful information. Chen (2013) takes the tourism e-commerce platform as an example to define the concept of tourism virtual community, and believes that tourism virtual community refers to the virtual social space built on the Internet, in which community members with common interests and purposes gather on the same theme, interact and communicate around relevant content, and freely exchange tourism experience and tourism related product information. Thus forming a tourism culture network with general binding force on community members.

Research findings on travel information adoption on social media
Katsoni(2014) found that users most like to obtain travel information through social media, such as facebook, twitter and Weibo. No(2015) et al. pointed out that there are roughly four sources of online travel information, including social media platforms. Chunget et al (2015) showed that users are more inclined to adopt travel information on social media platforms such as facebook and twitter, because it enables users to exchange information among members, and users can also publish their own travel experience information on social media. Many aspects of tourism are influenced by social media, and social media has greatly changed the way tourists obtain and use tourism information (Xiang, 2015).

Tourists can make comments on social media according to their experience after purchasing tourism products and services, or take others' comments on tourism products and services as reference information before purchasing them (Chung , 2015). Zeng (2013) found that when tourists buy online tourism products and services from tourism enterprises or online websites, they will not only consult the online comment information about related tourism

products and services, but also take into account the professionalism of online comment publishers and the reputation of online tourism platforms. Zhu (2017) found that users can query tourism information, evaluate online tourism products, exchange and share original tourism strategies and travel experiences on the online tourism UGC platform, and users can adopt relevant tourism information on the platform according to their own travel needs. Hu(2019) found that tourists can get the desired tourism information more targeted by asking questions on Mafengwo Tourism Q&A community. Ho et al. (2021) conducted a study on 307 tourists from Malaysia who are familiar with mobile apps, and believed that tourists would select travel destinations and formulate travel strategies by searching itineraries on smart travel planning apps.

The status quo of tourism development on social media in China
Research on Chinese tourism and overseas tourism
According to the Douyin Tourism Ecological Report (2022), a special survey data of tourism intention of China Tourism Academy, residents' tourism intention in the first quarter of 2022 was 85. 32%, an increase of 3. 15% year -on-year, steadily recovering to the level of 2019. The pain points of domestic tourist demand in 2021 are mainly focused on long-term travel restrictions (68.4 percent).With the continuous development of Internet technology, the tourism industry has also followed the trend of The Times and entered the information age. "Online tourism", the product of the combination of Internet and tourism, has also developed rapidly and gradually become an important part of the tourism industry (Tu, 2019).

 Online tourism refers to the industry in which tourists obtain tourism information, book and purchase online tourism products through online platforms and other channels, including online booking of travel tickets, hotel accommodation, vacation products and services. Online travel booking is the most important form of tourism product trading at present, which was originally developed from the online booking of hotels and air tickets. With the advent of the intelligent Internet era, the Internet has penetrated into the whole process of tourism(Hu, 2019). According to the statistics of iResearch Consulting iResearch (2021), the transaction scale of China's online tourism market in 2021 will reach 1,330.72 billion yuan, with a year-on-year growth rate of 34.8%. The growth rate of online tourism market exceeds the overall growth rate of tourism industry. In 2019, there were 3,795,800 two-way visits between China and Malaysia , of which 2,412,300 were made by the Chinese side and 1,383,500 by the Malaysian side. China has been Malaysia 's largest source of tourists outside
ASEAN for seven years in a row (Cen, 2022).

Research findings on tourism information adoption in the context of social media in China
With the continuous development of "Internet + tourism" and tourism informatization, domestic scholars' research content on tourism virtual community mainly focuses on members' perception, interaction and belonging, etc. In terms of the application research of tourism virtual platform,most of them take a certain designated tourism virtual community as an example to put forward comprehensive suggestions on the long-term development of tourism virtual community. Zheng (2009) studied the perception, sense of belonging and behavioral intention of community members, and found that the degree of interaction and sense of belonging among members of tourism virtual community are both.There is a significant positive correlation between them and their behavioral tendencies.

Based on the perspective of value co-creation, Xie (2019) studied the interaction relationship among members of virtual communities, the benefit relationship of social interest, learning interest, self-esteem interest and hedonic interest, as well as the influence relationship among the three variables of members' obligation and responsibility in the community. Based on the "perception-emotion-behavior" theory and the adaptive structuring theory, this paper constructs a research model of influencing factors of user burnout and negative use behavior, and puts forward suggestions on the development of tourism virtual community from the perspective of user socialization. Tourism wechat official accounts are increasingly becoming an effective channel to connect tourism enterprises and consumers. Relying on wechat's powerful social functions and vast user groups, tourism wechat public accounts have gradually been favored by users by virtue of the convenience of regularly pushing travel information. At the sametime, it has been favored by tourism enterprises because of its advantages of low operating cost and good communication effect.

Research insufficient on tourism information adoption in the context of social media in China

Based on TAM model, Dai (2020) uses partial least squares structural equation to explore the influencing factors of sharing intention of travel users in virtual communities, and finds that the influence of perceived usefulness and perceived ease of use is weakening under the prerequisite conditions of sharing attitude and incentive effect. Peng (2013) selected the official microblog accounts of tourism burets of Shandong Province, Guangxi Province and Zhejiang Province as the research object, and pointed out that the official microblog accounts of tourism destinations would provide guidance and suggestions for most tourists' travel decisions and the formulation of travel strategies.

Yuan (2014) studied the impact of official Weibo marketing in tourist attractions on tourists' purchasing decisions, and concluded that five factors, including information quality, would all have an impact on the marketing effect of official Weibo in tourist attractions, and in turn on the entire process of tourists' purchasing decisions. In the context of the current era when the tourism industry tends to use social media for marketing, Chen (2017) deeply explored which factors of social media tourism marketing would have an impact on tourists' decision-making behavior, and concluded that information quality is a major factor affecting tourists' decision-making behavior.

At present, the academic researches on "online tourism adoption" mostly focus on users'willingness to accept online tourism platforms, tourism apps and tourism mobile services. For the researches on users' adoption of online tourism information, the number of references is very limited, and the discussion on online users' adoption of tourism information in the academic circle lags behind the development of practice.

Research on User generated Content and tourism information adoption on social media in China
The emergence of tourism virtual communities has transformed the tourism industry from the traditional offline business model to the "online social + tourism product and service sales model". UGC (User Original Content Generation) in tourism community, as a new mode of communication, has begun to emerge. Tourists mostly publish original information in the

form of text, pictures and videos on social media as users. Since the early introduction community in China, these platforms have accumulated rich UGC content, extracted valuable information, and pushed exclusive information through semantic analysis of a large number of data. In this process, tourists have also become the disseminators and creators of information. Therefore, it is important for the tourism industry to understand how virtual social capital in platforms and communities affects travel users' reception of information.

Conclusion

This paper analyzes the research of tourism information adoption model on social media to understand the status quo and shortcomings of tourism information adoption model in Chinese tourist research. Therefore, this paper will contribute to tourism government departments, tourism enterprises and online platforms to improve their online tourism service level from the perspectives of perceived usefulness, information comprehensiveness, platform service quality, platform ease of use, trust, emotional experience and awareness of information publishers.There are some limitations in this study, which need to be further improved. This study only integrated and analyzed the information adoption model on social media, and did not expand the model. This study can provide ideas for tourism government departments and official accounts of tourism enterprises when editing the content of tourism information, and provide substantive suggestions for online platforms to improve their online tourism service quality.

This study discusses in detail the formation factors and historical background of information adoption model, including the expansion and related applications of information adoption model. Especially when information adoption theory is applied in communication and tourism. This study sorts out the previous theories involved in information adoption model, and also combines the development of information adoption theory in the Chinese context.

In previous research on information adoption model, most of them were about the practical application of the theory in research. The background contribution of this study is to focus on sorting out the specific situation of information adoption model in the research context of Chinese social media. Including a review of the development of social media in China using tourism, communication and economics combined with information adoption model. Therefore, it will contribute to subsequent scholars' research on information adoption model in the context of Chinese social media.

Most of the current research focuses on the application of information adoption model on tourism websites, especially in the Chinese research context. The research background on Chinese social networking sites is also more focused on Weibo and WeChat, with less research on the background of short videos. Therefore, this study has sorted out the relevant research on information adoption model on travel websites, Weibo, and WeChat, and also mentioned the application of information adoption model in the field of short videos.The theoretical review and description in the article are all about the information adoption model. The role it plays in context is therefore a central guiding one. The discussion revolves around this model.

Authors' Biography

Yuting Shi is a PhD candidate at the Department of Communication, University of Putra Malaysia.Works at Faculty of Art and Education, Harbin Institute of Petroleum. Her research interests include new media, short video and quantitative research.
Email: melody68878657@sina.com

Dr. Rosmiza Bidin is now a senior lecturer at the Department of Communication, University of Putra Malaysia. Her research areas are corporate identity, image and reputation, branding, corporate communication, and social customer relationship management.
Email: rosmiza@upm.edu.my

Assoc. Prof. Dr. Roslina Mamat is now a associate profesor at the Department of Foreign Language, University of Putra Malaysia. Her research areas are conversational analysis; Japanese language and popular culture.
Email: linamm@upm.edu.my

Disclosure Statement

The authors report there are no competing interests to declare.

Data Availability Statement

If you need to obtain relevant data in the article, please contact the corresponding author by email.

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