

A Modified Innovation Resistance Theory Approach to E-Tourism Resistance Intention in Bangladesh

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Abstract

Technology adoption in business is essential for advancement, even if it frequently encounters user resistance. The current study model examined the resistance to adopting e-tourism by online tourists in Bangladesh using the innovation resistance theory (IRT) components such as usage barriers, value barriers, risk barriers, tradition barriers, and image barriers. The influence of technophobia and facilitating conditions were considered to extend the IRT model. The purposive sampling technique was utilized in this study. Data were collected using both Google Forms and printed questionnaires from users of online travel agencies in Bangladesh. Structural Equation Modeling (SEM) was used to analyze data from 292 online travelers. SPSS version 25 and AMOS version 26 were used for the analysis. Results showed that technophobia is the leading cause of resistance to e-tourism, followed by facilitating conditions, risk barriers, tradition barriers, and usage barriers. However, the current study has significant theoretical and practical ramifications for executives of the e-tourism industry with regard to developing strategies to deal with the factors responsible for the resistance to e-tourism.

Keywords: *e-tourism; resistance intention; technology adoption; innovation resistance theory; structural equation modeling*

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1. Introduction

The ubiquitous availability and use of computers, laptops, and other smart devices have increased the number of people using the internet for various commercial purposes (Pandey & Pal, 2020). People are more technologically knowledgeable now that mobile phone applications do tasks formerly performed by personal computers (PCs) via websites (Deng, 2013). This breakthrough has made it simpler to access different e-services. Online tourism is a significant addition to the field of e-commerce. The endeavor of digitization significantly improved corporate performance (Niyawanont, 2022). It has been gaining popularity rapidly worldwide (Li, 2023). On the other side, due to several obstacles, adopting technology in business occasionally encounters resistance. Like other e-commerce, e-tourism has been facing some barriers from different perspectives mentioned in Innovation Resistance Theory (IRT) (Ram & Sheth, 1989). Along with IRT model, Technophobia (Benckendorff et al., 2005) and facilitating conditions (Venkatesh et al., 2003) are the two additional barriers closely related to the context of Bangladeshi online tourism were also merged with IRT to have a generalized view of the problem. The influence of potential barriers on the resistance to adopting e-tourism will be studied in this research.

The study was conducted on Bangladeshi tourists who travel by online travel platforms. Bangladesh's tourism business is growing and becoming more common, although e-tourism is still in its infancy. Except for a small number of groups, the general public hardly ever uses online travel services (Rahman & Hassan, 2021). Most consumers continue to make offline or traditional purchases of goods and travel services. Although young and educated people are increasingly becoming interested in e-tourism (Bhuiyan et al., 2022). They are

facing obstacles that should be understood and minimized. Therefore, conducting this research to explore the unexplored outcomes regarding the resistance behavior towards e-tourism of Bangladeshi tourists is important. E-tourism is a key area of e-commerce, but like other e-commerce industries, it encounters resistance since innovation conflicts with traditional ways of living. According to Ram (1987), consumers typically react negatively to innovation because they perceive it as a danger to their current levels of happiness or as a contradiction to their core beliefs.

Previously, resistance to adopt innovative technology has been investigated in various technology-based services, e-ticketing applications (Chen et al., 2022), e-health technology (Calegari & Fettermann, 2022), Food delivery applications (Kaur et al., 2020), Fitness applications (Chakraborty et al., 2022), Mobile banking (Chaouali & Souiden, 2019), Mobile wallet (Leong et al., 2020), teaching, learning, and research (Ahmad et al., 2014), Online travel agency (Jansukpum & Kettem, 2015; Talwar et al., 2020). It was found that technophobia, facilitating conditions, usage, risk, value, tradition, and image barriers are the main factors responsible for resistance to e-commerce.

Academic experts are becoming progressively concerned with comprehending obstacles to accepting and developing numerous digitization efforts. Despite this, there are few notable studies on resistance to adopt e-tourism. Talwar et al. (2020) led research on barriers to purchase from online travel agencies. Except this, the authors are unaware of any research on travelers' intentions to resist e-tourism. Another novelty of the study is the inclusion of technophobia and facilitating conditions with IRT theory (see Figure 1). This will contribute to the literature related to customer resistance behavior toward new technology.

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Finally, in order to advance e-tourism sector in Bangladesh in the future, tourism operators must investigate the causative factors of consumers' resistance to e-tourism. The study's objective is to explore the resistance to adopting e-tourism in line with the modified IRT model.

2. Literature review

2.1. Innovation resistance theory

This study applied Ram and Sheth's (1989) Innovation Resistance Theory (IRT). The IRT offers a theoretical foundation for handling client resistance to accept new technology. It helps in comprehending user resistance-oriented behavioral patterns. Innovation resistance is referred to as behavior deriving from rational discourse and planning associated with adopting and using a new system that shifts to the established order and discrepancies from the current habit (Hew et al., 2019). The IRT emphasizes clarifying buyers' barrier-related reactions to an innovative product (Kaur et al., 2020). It divides barriers into two major groups: functional barriers and psychological barriers (Ram & Sheth, 1989). Usage, value, and risk barriers are viewed as functional barriers that develop as a result of how customers view the shifts brought on by embracing innovation. Conversely, traditional and image-related obstacles are referred to as psychological barriers since they arise from apparent contradictions to customers' previous notions while accepting an innovation (Kaur et al., 2020; Kaur et al., 2021). The IRT model was adopted to predict the resistance behavioral pattern in many past studies, such as e-ticketing applications (Chen et al., 2022), Fitness applications (Chakraborty et al., 2022), Mobile banking (Chaouali & Souiden, 2019), Mobile wallet (Leong et al., 2020). Thus, the Innovation Resistance Theory (IRT) (Ram and Sheth, 1989) may also be used to determine the obstacles to the acceptance of e-tourism. The following have been listed as impediments: usage barriers, value barriers, risk barriers, tradition barriers, and image barriers (Himel et al., 2021). Along with the above barriers of IRT, this framework additionally includes technophobia and facilitating conditions to explain resistance to adopting e-tourism. The modified IRT model is shown in Graph 1.

2.2. Usage barrier

Usage barriers refer to the resistance to new inventions because they conflict with routine exercises and plans already in place. It indicates the efforts needed to comprehend the innovative process and habit and adjust one's pattern and behaviors. Individuals with diminutive technical expertise perceive e-tourism as complex because of the intricacy of online travel systems (Kaur et al., 2020). Some past studies observed that usage barrier is associated negatively with accepting and applying modern digital technologies such as online purchasing (Gupta & Arora, 2017), m-commerce (Moorthy et al., 2017), mobile banking resistance (Yu & Chantatub, 2016; Borraz-Mora et al., 2017), e-tourism (Sivathanu, 2019), Online travel agencies (Talwar et al., 2020). Similarly, users dislike the restrictions placed by online travel service providers. It is, therefore, evident that the usage barrier has a detrimental impact on adoption intentions for online tourism. So, the following hypothesis may be formed.

H1: Usage barrier is positively correlated with resistance to adopting e-tourism.

2.3. Value Barrier

The value barrier indicates an innovative system's functional and financial value over its competition (Ram & Sheth, 1989). The perceived higher cost of new goods and services compared to benefits is commonly referred to as the value barrier (Mani & Chouk, 2018). The consumer identifies the perceived price with a financial expense (Kim et al., 2007). Customers in developing countries such as Bangladesh are often price-sensitive, so they want good value for their money regardless of whether they buy services online or offline. They prefer services that are both cost-effective and valuable. Value barrier is positively linked with customer resistance, as evidenced by the example of mobile services. (Laukkanen, 2016), mobile banking apps (Yu & Chantatub, 2016), organic food (Kushwah et al., 2019), and online shopping (Lian & Yen, 2014). Based on the literature, it can be concluded that value barriers instigate resistance to adopting e-tourism.

H2: Value barrier is positively correlated with resistance to adopting e-tourism.

2.4. Risk barrier:

The resistance caused by uncertainties linked with any novelty is stated to be a risk barrier. Any innovation that entails significant uncertainty is less likely to be accepted (Chen & Kuo, 2017). A range of technology adoption, including online shopping (Lian & Yen, 2014) and e-commerce (Moorthy et al., 2017), mobile gaming (Oktavianus et al., 2017), and m-commerce (Moorthy et al., 2017; Chaouali, & Souiden 2019), have been demonstrated to be negatively impacted by risk barriers in prior studies. Two distinct risk elements, vulnerability risk and privacy and security concerns, have been identified in the context of e-tourism, specifically in travel agencies, in a qualitative study by (Talwar et al., 2020). Privacy may impede adoption intention for older people (Berridge et al., 2022). Privacy and security issues weigh the danger associated with providing financial information online when booking hotels and reservation rooms. Previous research has also covered the implications of risk in mobile apps (Ng & Wakenshaw, 2017; Laukkanen, 2016). Given the potential for information theft, such as password theft, and security risks like malware that might result in unauthorized money transfers, there may be specific economic or financial hazards in the context of e-tourism. Additionally, some users of e-tourism services may worry that travel agencies might use them carelessly, which could result in functional problems. Thus, it contributes to resisting e-tourism. The higher the perceived risks associated with innovation, the greater the resistance to technology adoption rates (Luo et al., 2010). Customer resistance to employing travel technologies is predicted to increase in proportion to how significant they consider the risks. Hence, the following hypothesis can be made:

H3: The risk barrier is positively correlated with resistance to adopting e-tourism.

2.5. Tradition barrier

When a novelty conflicts with a person's pre-existing customs, views, values, and past experiences, the tradition barrier manifests itself (Ram & Sheth, 1989). When technology departs from the existing traditions of customers, it will result in a resistance impact. According to a study on the use of e-ticketing apps in Taiwan conducted by (Chen et al., 2022), tradition barriers have been identified as one of the key barriers. Resistance will arise if customers are required to depart from their social standards or break with long-standing customs in order to embrace innovation (Ma & Lee, 2018). A number of research domains, including food delivery apps (Kaur et al., 2020), mobile commerce (Moorthy et al., 2017), mobile ticketing applications (Chen et al., 2022) and mobile wallets (Leong et al., 2020), have shown that tradition barrier represents a negative correlation with adoption intention. Direct contact has decreased due to the emergence of new travel technologies and the digitization of several previously in-person services, such as tickets, consultations, and payments. Some people only need to interact with people when they have a specific need. However, because technology eliminates the necessity for personal communication, some people will not trust and use the services. The following claim can be stated in light of the foregoing:

H4: The tradition barrier is positively correlated with resistance to adopting e-tourism.

2.6. Image Barrier

People's unfavorable attitudes about technology and their perceptions of its usability are referred to as image barrier (Laukkanen, 2016). Adoption is hampered when consumers connect innovative technologies with negative images (Ram & Sheth, 1989). In other words, an organization or nation of origin can be identified as the source of the innovation. A favorable review on online increases customer satisfaction (Malaquias & Silva, 2020). In contrast, an unfavorable source's reputation will have a resistive effect on the invention. In numerous areas of research, image barriers have been shown to positively correlate with use intention resistance, such as Online payments (Laukkanen & Hiltunen, 2016), mobile banking (Chaouali & Souiden, 2019), M-commerce adoption (Moorthy et al., 2017), online products and services (Lian et al., 2012). One of the most common methods of payment in online tourism is the digital payment system. Image barriers were found to resist using digital payment (Sivathanu, 2019). Image barriers' impact on the intention to buy online was not backed up by a recent IRT study (Soh et al., 2020). Because studies show that image barriers cause restrictions to adopting digital technology in numerous contexts, therefore the following hypothesis can be made:

H5: Image barrier is positively correlated with resistance to adopting e-tourism.

2.7. Technophobia:

Technophobia, in general, is a negative psychological response to technology that may appear in several ways and to varied degrees of intensity (Sinkovics et al., 2002). It can also be termed as a negative affective and attitudinal reaction to modern technology, including fears of robotics, drones, self-driving automobiles, artificial intelligence,

etc. (Dietterich & Horvitz, 2015). Rosen & Weil (1990, p. 276) has provided a specific and detailed definition. They stated that technophobia is "(a) anxiety about current or forthcoming connections with computers or computer-related technology; (b) potentially negative attitudes about computers, their operation, or their societal impact; and (c) specific negative cognitions or self-critical internal dialogues during actual computer interaction or when actively considering future computer interaction." It is related to an illogical fear and anxiety that people experience in reaction to an innovative process of technology that alters typical tasks (Khasawneh, 2015).

Industries are gradually favoring the adoption of information technology (Meléndez & Dávila, 2022). In this modern era, digitalization is obvious in any industry (Gao & Hands, 2021) because it increases competitiveness (Trapero et al., 2020). E-tourism necessitates online information searching, comparing, sharing, inserting, digital financial services, service booking, e-ticketing, location tracking, and card payment (Olaleye et al., 2022; Malaquias & Fernandes, 2022). E-tourism involves a substantial area of ICT adoption. Therefore, the dread of technology is particularly severe for customers, especially new and elderly ones. The situation is the same if we look at the entire e-commerce sector. Technophobia is an obstacle to customers' intentions to adopt information and technology, according to some recent studies on different sectors of e-commerce. Technophobia prevents ICT adoption by academic staff (Ahmad et al., 2014). An almost similar result was found in another study on autonomous car adoption behavior (Koul & Eydgahi, 2019), where they found that technophobia and intention to use autonomous vehicles were revealed to be significantly negatively correlated.

Technological anxiety has been regarded as one of the significant elements of resistance to the adoption of mobile ticketing systems. The tourism sector is gradually depending more on online, so the fear of using technology has been affecting this sector a lot. Tension, worry, and the anxiety of missing out on social media are the main reasons for technophobia, resulting in resistance to the intention to adopt online tourism (Floros et al., 2019). In light of the above literature, it can be hypothesized like below:

H6: Technophobia is positively correlated with resistance to adopting e-tourism.

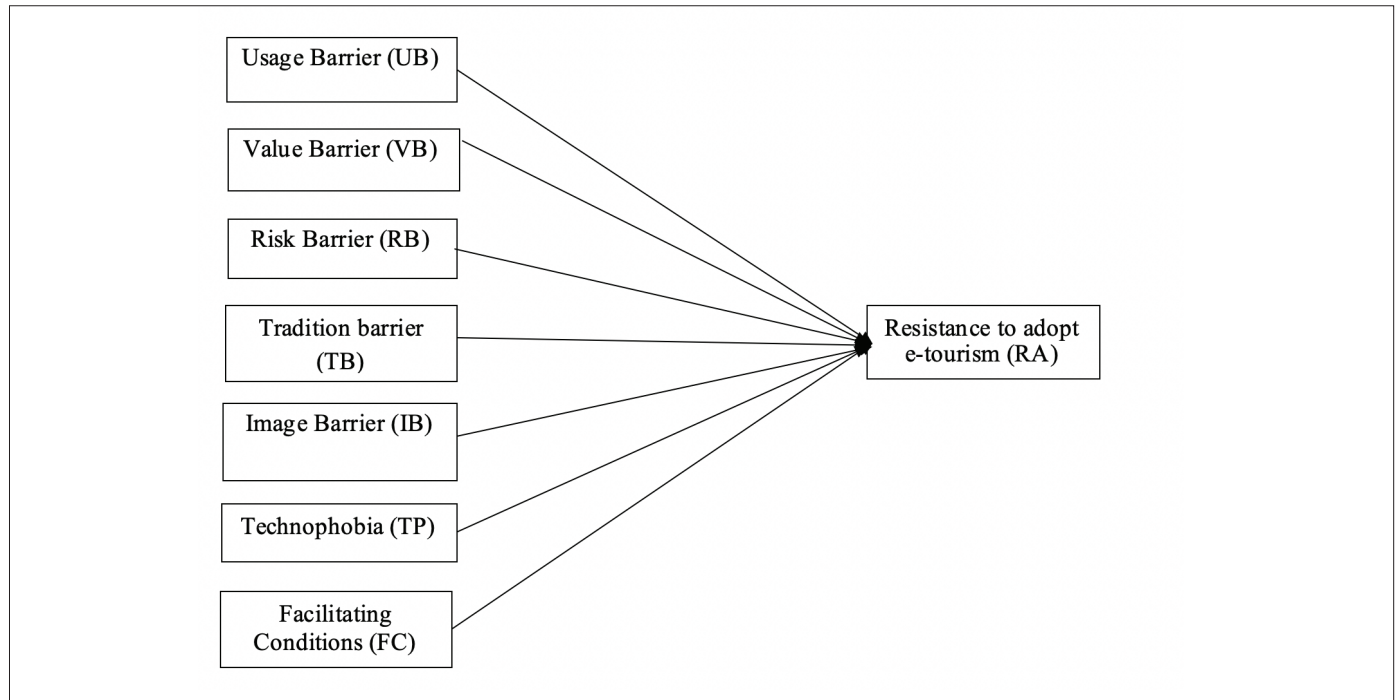
2.8. Facilitating conditions:

Facilitating conditions was marked as one of the factors influencing the adoption of innovation by UTAUT (Venkatesh et al., 2003). According to them, the equipment and information required to utilize a system are known as facilitating conditions. It is the situation in which administrative and technical measures are taken to ensure the proper operation of the technology or system (Ibukun et al., 2016). According to the UTAUT model, the facilitating conditions either promote or discourage technology use (Venkatesh et al., 2003). As a result, it is anticipated that the lack of supporting circumstances for ICT use would negatively impact both intended and actual ICT usage behavior. Bangladesh is a developing country with inadequate infrastructure and developed technology (Islam et al., 2022). As a

result, the lack of facilitating conditions has a discouraging effect on e-tourism adoption among Bangladeshi tourists. Therefore, the below hypothesis can be stated:

H7: Facilitating conditions are positively correlated with resistance to adopting e-tourism.

Figure 1: Proposed research model



3. Methodology

3.1. Data collection

Primary data for the current research was gathered from Bangladeshi online tourists. Tourists who accessed internet travel services a minimum of once were the source of the data. Purposive sampling technique was used since it was necessary to identify who had used online travel agencies earlier (Etikan & Bala, 2017). All participants who spontaneously participated in this survey were treated confidentially. The survey was disseminated to the respondents through a Google form and printed questionnaire to the clients of online travel agencies. The components of this study were evaluated using a five-point Likert scale approach, with 1 denoting “strongly disagree,” 2 “disagree,” 3 “neutral,” 4 “agree,” and 5 denoting “strongly agree.” G*power 3.1 was used to determine the sample size because of the unknown sampling frame (Faul et al., 2009), and the following settings were used: $f^2= 0.15$ (medium), $\alpha=0.05$, the number of predictors = 7, and the power was set at 80% (Ramadhani et al., 2022). It showed that a sample size of at least 103 is needed to test this model. Therefore, by assuring consent, privacy, and other ethical considerations, 305 replies from the participants were gathered. After eliminating incorrect and unsuitable answers, 292 responses were finalized for final investigation.

3.2. Demographic data

Table 1: Demographic data of the sample.

Variables	Variables Categories	Frequency	%
Gender	Male	193	66.10
	Female	99	33.90
Age	18-44	208	71.23
	45-60	84	28.76
Education	Secondary level	61	20.89
	Higher secondary level	74	25.34
	Graduates and above	157	53.77
Monthly Income (Taka)	0-15000	74	25.34
	15001-25000	69	23.63
	25001 and above	149	51.03

Source: Own Survey (2023)

3.3 Measures

A total of 33 items were extracted from several relevant articles. 29 items were finalized after conducting a pilot study with 25 responses, where 4 items were removed because of factor loading below 0.5 to ensure accuracy (Hair et al., 2013). Four items of usage barriers, three items of tradition barriers, two items of image barriers, and two items of value barriers and resistance intention were adopted from Chaouali & Souiden (2019). One item of image barrier was adopted from Khanra (2021). Five items of risk barriers were adopted from Moorthy et al. (2017). Two items of value barriers and two items of resistance intention were adopted by Leong et al. (2020). Items of technophobia adopted from Koul & Eydgahi (2019). Items of facilitating conditions adopted from Kaur (2020) and Thomas et al. (2013).

4. Results

4.1. Measurement model

The measurement model aided in determining the survey instrument's reliability and validity. Here this model produced a satisfactory fit Jain & Chetty, (2022): CMIN/df = 1.242, CFI = 0.986, RAMSE = 0.29, GFI = 0.912, RMR = 0.034, NFI = 0.931, TLI = 0.983 (see table 4). Content validity of the survey instrument was ensured by collecting items from renowned articles, and face validity was also confirmed by a pilot study. Convergent validity was ensured, as suggested by (Anderson & Gerbing, 1984; Fornell & Larcker, 1981), where factor loading and average variance extracted (AVE) are greater than 0.50. The composite reliability (CR) for all the measures was more than 0.70, which ensured internal reliability (see table 2). Additionally, the AVE exceeds MSV, and the square root of its AVE value exceeds the correlation score over any two measurements (see table 3). Therefore, confirming the discriminant validity.

Table 2: Validity and reliability test results of the measurement model

Constructs	Code	Factor Loading	Cronbach's Alpha	CR	AVE
Usage Barrier	UB 1	0.797	0.894	0.895	0.680
	UB 2	0.884			
	UB 3	0.802			
	UB 4	0.812			
Value barrier	VB 1	0.843	0.892	0.893	0.667
	VB 2	0.839			
	VB 3	0.864			
	VB 4	0.740			
Risk barrier	RB 1	0.783	0.910	0.912	0.675
	RB 2	0.906			
	RB 3	0.828			
	RB 4	0.820			
	RB 5	0.765			
Tradition barrier	TB 1	0.904	0.940	0.941	0.841
	TB 2	0.953			
	TB 3	0.892			
Image barrier	IB 1	0.805	0.852	0.852	0.657
	IB 2	0.804			
	IB 3	0.822			
Technophobia	TP 1	0.926	0.892	0.894	0.739
	TP 2	0.777			
	TP 3	0.870			
Facilitating Condition (FC)	FC 1	0.870	0.900	0.900	0.750
	FC 2	0.862			
	FC 3	0.867			
Resistance to adopt e-tourism	RA 1	0.858	0.937	0.937	0.789
	RA 2	0.903			
	RA 3	0.883			
	RA 4	0.909			

Source: Author's own creation based on data

Table 3: Validity Analysis

	AVE	MSV	MaxR (H)	1	2	3	4	5	6	7	8
Usage barriers (1)	0.680	0.056	0.901	0.825							
Value barriers (2)	0.677	0.033	0.900	0.087	0.823						
Risk barriers (3)	0.675	0.192	0.922	0.108†	0.140*	0.822					
Tradition barriers (4)	0.841	0.108	0.948	0.117†	0.097	0.132*	0.917				
Image barriers (5)	0.657	0.048	0.852	0.088	0.051	0.187**	0.050	0.811			
Technophobia (6)	0.739	0.274	0.914	-0.040	0.095	0.166*	0.129*	0.065	0.860		
Facilitating conditions (7)	0.750	0.160	0.900	0.067	-0.032	0.113†	0.061	0.150*	0.026	0.866	
Resistance to adopt e-tourism (8)	0.789	0.274	0.939	0.236	0.182	0.438	0.329	0.218	0.523	0.401	0.889

Source: Author's own creation based on data

4.2. Structural model

The structural indices showed good model fit where CMIN/df = 1.302, CFI = 0.981, RAMSE = 0.32, GFI = 0.901, RMR = 0.079, NFI = 0.923, TLI = 0.979, RAMSE= .032 (see table 4). According to the

model, H1, H3, H4, H6, H7, and H8 were supported, but H2 and H5 were not. The structural model explained 54% variance in e-tourism resistance intention. (see table 6 and figure 2).

Figure 2: Structural Model

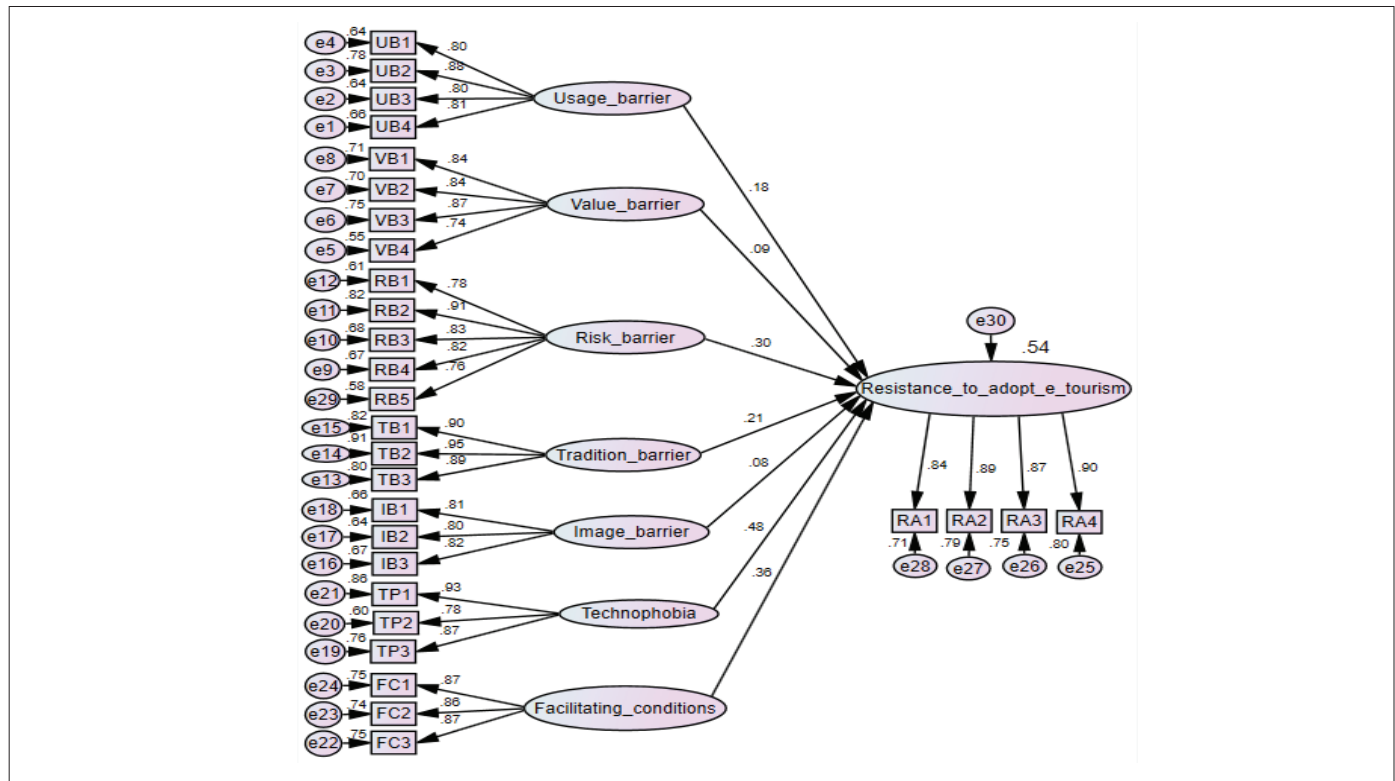


Table 4: Goodness of fit indices

Fitness indices	Thresholds	Model	
		Measurement	Structural
Absolute Fit values:	1-3	1.242	1.302
CMIN/DF			
GFI	> 0.90	0.912	0.901
RMR	< 0.05, <0.08	0.034	.079
RMSEA	< 0.05, <0.08	0.29	0.32
AGFI	> 0.90	0.890	0.884
Incremental Fit values:	> 0.90	0.986	0.981
CFI			
NFI	> 0.90	0.931	0.923
IFI	> 0.90	0.986	0.981
RFI	> 0.90	0.920	0.916
TLI	> 0.90	0.983	0.979
Parsimonious Fit values:	> 0.50	0.732	0.767
PGFI			
PNFI	> 0.50	0.800	0.841
PCFI	> 0.50	0.847	0.894

Source: Thresholds adapted from Jain & Chetty, (2022) & Byrne (2001)

5. Discussion

This study examined Bangladeshi tourists’ resistance to e-tourism adoption intention. Customer resistance to innovation is a natural scenario because innovation challenges general beliefs, systems, and ways of doing things. A modified IRT model was employed to determine the variables’ relationships in the context of Bangladesh. Along with IRT, technophobia and facilitating conditions are the two variables added based on the socio-economic context of Bangladesh. The result from the empirical analysis showed that all the variables except only value barriers and image barriers were significantly associated with e-tourism resistance. H1 anticipated that the use barriers had a significant effect on e-tourism resistance intentions. Thus, the outcome supported the hypothesis ($\beta = 0.185$; $p < 0.001$). The rationale for the outcome would be that e-tourism employs technology such as e-ticketing, online booking, and e-transactions, which challenge traditional visitors, resulting in e-tourism resistance. Another reason is that a majority (28.76%) of the respondents are aged from 45 to 60. They are more likely to resist innovative systems. Several studies on different contexts found similar results (Leong et al., 2020; Moorthy et al., 2017; Borraz-Moraet al., 2017; Sivathanu, 2019; Talwar et al., 2020).

H2 anticipated that the value barrier affects resistance to e-tourism adoption favorably. But the result rejected H2 ($\beta = 0.090$; $p > 0.05$). The result from the analysis showed that there is an insignificant association between value barrier and e-tourism resistance. Some of the previous literature (Khanra, 2021; Kaur et al., 2020) also supports this result since they negatively correlate with the use behavior of innovative technology adoption. This surprising result is the consequence of the fact that the majority of Bangladeshi e-commerce websites and online travel agencies provide discounts and promotional offers to entice traditional clients to shop online. Online visitors believe that e-tourism services are less expensive in comparison to the benefits

they offer, just like other forms of e-commerce (Taher, 2021). Therefore, they do not regard the value barrier as an essential component of resistance intention. Although some studies found different results from this research (Leong et al., 2020; Yu & Chantatub, 2016; Kushwah et al., 2019).

In H3, it was assumed that the risk barrier has a positive association with resistance to adopting e-tourism. The result supports the hypothesis ($\beta = 0.295$; $p < 0.001$). In the present study, participants were mostly questioned about the risk to their finances, privacy, and security related to e-tourism technology. Tourists consider dealing with e-tourism-related businesses to be quite risky because there are several disreputable e-commerce sites that engage in unethical operations (Monnink, 2017). This issue may contribute to increased resistance intentions in case of e-tourism. This result has been supported by the results of some other previous studies (Moorthy et al., 2017; Oktavianus et al., 2017; Chaouali & Souiden, 2019).

The output of this study also supported H4 ($\beta = 0.213$; $p < 0.001$). Because e-tourism is a relatively new idea in Bangladesh, people are accustomed to the offline or conventional method of tourism. E-tourism challenges tourists’ conventional habits when offline booking tickets are replaced by e-ticketing and cash transactions are replaced by e-cash or m-cash. In other words, e-tourism opposes the tourists’ conventional tourism behavior. Therefore, these are creating resistance to adopting e-tourism. Some of the previous prominent studies support this result (Migliore et al., 2022; Chen et al., 2022; Kaur et al., 2020; Moorthy et al., 2017; Leong et al., 2020).

H5 demonstrated that the image barrier has a considerable influence on e-tourism resistance intention. The result shows that the hypothesis is not supported ($\beta = 0.079$; $p > 0.05$). This is a pretty surprising result in comparison to the other contemporary studies. The reason behind such a result may be that there is now an increasing number

of online travel agencies in Bangladesh, which results in stiff competition. So online travel agencies try their level best to satisfy customers, which reduces negativity and improves their image. This is a significant reason that the image barrier is not showing a posi-

ve relationship with resistance to e-tourism. However, some of the previous studies have found different results where the image barrier has a significant impact on resistance intention (Chaouali & Souiden, 2019; Moorthy et al., 2017; Sivathanu, 2019).

Table 5: Hypothesis Statements

H	DV	IV	E	SEst	SE	CR	P	Results
H1	Resistance to adopt e-tourism	Usage Barrier	0.194	0.185	0.050	3.858	***	Supported
H2	Resistance to adopt e-tourism	Value Barrier	0.078	0.090	0.041	1.901	.057	Rejected
H3	Resistance to adopt e-tourism	Risk Barrier	0.287	0.295	0.047	6.072	***	Supported
H4	Resistance to adopt e-tourism	Tradition Barrier	0.257	0.213	0.056	4.573	***	Supported
H5	Resistance to adopt e-tourism	Image Barrier	0.083	0.079	0.051	1.617	.106	Rejected
H6	Resistance to adopt e-tourism	Technophobia	0.441	0.481	0.047	9.468	***	Supported
H7	Resistance to adopt e-tourism	Facilitating condition	0.349	0.360	0.048	7.280	***	Supported

Source: Author’s own compilation based on analysis

Note: H=Hypothesis; DV=Dependent variable, IV=Independent variable, E=Estimates, SEst=Standard Estimates, SE=Standard Error, CR=Critical Ratio, P= Probability, ***<0.001

H6 was supported by the results ($\beta = 0.481$; $p < 0.001$). Despite the fact that a large percentage of Bangladeshis are accustomed to the basics of using a mobile device and the internet, they still need to be more skilled in the complex apps and transactions required by e-commerce. So, they find it confusing, complicated, and sometimes reluctant. Another reason for this result may be the presence of relatively older participants in this research who are likely to avoid technology for fear and anxiety. Again, users of new technology are continually exposed to a certain degree of worry and fear, which prevents them from embracing cutting-edge technology. With the advent of new technologies, e-tourism-related services are evolving on a regular basis to be more consumer-responsive. This increases the possibility of unfamiliar technology, unknown policies, complex processes, and service failure, which consequently creates resistance. Some previous studies support this result (Koul & Eydgahi, 2019; Marescotti et al., 2021).

H7 was either facilitating conditions positively correlated with resistance intention. The result also supports this hypothesis since ($\beta = 0.360$; $p < 0.05$). Bangladesh’s online tourism history is not that old. Proper infrastructural and administrative facilities for the smooth operation of e-tourism are absent here in Bangladesh. Online tourism requires a strong network, educated tourists, advanced electronic devices, favorable e-commerce policies, and good infrastructure that supports the systems. Unfortunately, in Bangladesh, obstacles to an internet connection, a high rate of internet, a lack of internet coverage, a lack of incentives, and a lack of online tourism industry-friendly policies in tourism sectors are some of the issues responsible for creating resistance to adopting e-tourism. The negative relation between facilitating conditions and the behavioral intention was found by previous research (Migliore et al., 2022) and thus supports this result. However, Leong et al. (2020) found the opposite result to this study.

5.1. Theoretical contributions

The increased interest in technology adoption in the tourism sector has justified this research model since it has enriched the IRT model by including two new variables. The contributions of the study can be discussed in manifolds. First, this study makes an invaluable impression by introducing IRT theory to the e-tourism sector, and another theoretical implication is that IRT theory has been enhanced by introducing technophobia and facilitating conditions variables that are so connected to developing countries. A significant relationship between the newly added variables has been found in respect to innovation resistance, which obviously adds some important knowledge contribution in the area of e-tourism. Second, scholars are now very much interested in identifying the reason for resistance to different technology adoption. This study will add novelty, especially in explaining the resistance to adopting online tourism. Third, research on resistance to adopting online tourism is so scarce that there are only very few prominent studies that have been conducted in this area but in different cultures and contexts (Talwar, 2020; Lama et al., 2018). So, this study will definitely remove the knowledge app to understand the resistance intention of e-tourism.

5.2. Managerial implications

This study explored essential managerial insights for online tourism marketers and policymakers. First, the complexity, fear, and anxiety related to online tourism services, such as e-ticketing, e-payment, applications, or websites, should be clarified to the clients and minimized to deter resistance to adopt e-tourism. Second, text manuals, video tutorials, and diagrammatic presentations should be presented to the tourists because these will help them understand the technologies and reduce the technophobia linked with e-tourism. Third, policymakers and government should arrange low-cost but high-speed internet facilities, incentives to firms, and improvement of tourism infrastructures by realizing the importance of e-tourism development

and its contribution to the economy. Fourth, rules and regulations should strictly be imposed to ensure online privacy and security, such as the safety of information, money transfers and transactions. Fourth, campaigns should be taken to motivate people and change their traditional mentality towards online tourism. Finally, although the value barrier and image barrier were proved insignificant in the study, still, steps should be taken to increase the values of e-tourism services and improve attitudes towards e-tourism.

6. Conclusion

This study examines the practical applications of IRT by using additional factors to simulate the resistance to e-tourism adoption in Bangladesh. Results showed technophobia, facilitating conditions, and risks associated with e-tourism are the main barriers creating resistance along with tradition and usage barriers. From the empirical analysis, it is clear that the mentioned barriers create resistance to adopt e-tourism by tourists. In practice, firms should not focus on consumer resistance to innovation; rather, the root cause behind consumer resistance should be discussed in order to remedy problems (Ram & Sheth, 1989). This study has certain limitations. It has been done in Bangladesh only, which is a barrier to generalization because Bangladesh's conditions are not applicable to developed countries. Again, only customers' resistance has been assessed, but resistance may also come from the organizations, which have not been addressed in this study. Further, a small number of data is another restriction for the generalization of the findings. This research focused on a generalized view regardless of the age and gender differences of the participants. Thus, further research can be conducted to investigate the influences of moderating variables like age, gender, and education-based differences on resistance to adopting online tourism. Future research may adopt a mixed-method approach to evaluate whether there are any cultural obstacles to OTAs in various regions and nations. E-tourism marketers should carefully evaluate barriers while designing their services and related technologies in order to make them simple to use.

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