

Applying the Technology Acceptance Model to the Design of the Wellness Tourism E-Guidebook

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Abstract

Wellness tourism is becoming one trend as people desire to travel for fitness and mental health purposes. Wellness tourism resources are one of the South Bandung area's advantages. Information media is needed to be an alternative to the market under developing information about wellness tourism in the region. This applied research designed the wellness tourism e-guidebook by applying the Technology Acceptance Model (TAM) as the basis of a design by collecting opinions from 125 respondents who were processed statistically descriptive. The design process uses the canva application, Qr Code, and anyflip. This applied research has resulted in an electronic guidebook created as a reference for information related to wellness tourism in South Bandung. This 66-page book contains four sections in an e-guidebook compiled to meet the practical needs of wellness tourists in South Bandung.

Keywords: *E-Guidebook, Wellness Tourism, Technology Acceptance Model*

INTRODUCTION*

Public concerns about the possibility of becoming victims of COVID-19 have triggered a negative impact on travelers' travel decision-making (Majeed & Ramkissoon, 2020). Inbound tourist visits to Indonesia decreased drastically by 86.59% or 117,000 in February 2021 compared to the same month the previous year (Kemenparekraf, 2021). Similarly, domestic tourists experience a decrease in visits, primarily due to people who do not want to travel because of anxiety about the impact of COVID-19 (Kartiko & Pajak, 2020).

Pandemics also affect people's mental health, such as anxiety, worry, and stress (Afifah, 2020). Travel anxiety, information, and risk perception become variables that affect tourism travel intentions in times of crisis (Novianti et al., 2021). The pandemic has affected the decline of people's fitness and mental health. Contrary to pre-pandemic times, public health awareness is currently getting higher, and many of them want to travel, but with fitness and mental health goals (BBC News Indonesia, 2020). So from another perspective, the pandemic has opened up new opportunities for health tourism or wellness tourism (Astuti, 2020).

Wellness tourism is a new sector with great opportunities to develop tourism products in Indonesia (Lucky Kurniawan, 2018). Public concern for health and well-being drives the health industry to proliferate today. Wellness tourism is a special interest travel product whose trip aims to maintain the health and fitness of the body (Azizah, 2020). Wellness tourism trends in Indonesia, in line with data showing that people, especially millennials put health and fitness as the second priority in everyday life, with 53% after family by 79%. This generation does make less money than the previous generation. However, allocating more money to make itself healthier and fitter (Kemenparekraf, 2019).

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Indonesia is an archipelago country that is the largest globally and has the potential in tourism, especially wellness tourism (Kemenparekraf, 2019; Lucky Kurniawan, 2018); one of them is in South Bandung. The area has enormous natural and cultural potential (Bandungkab, 2020). Fears of reduced public immunity in the pandemic are an excellent opportunity for the wellness tourism industry, especially tourist destinations that serve traditional drinks and herbs (Pratiwi et al., 2021). Contradictory, Bandung Regency has not matched the popularity of destinations in the North Bandung area and Bandung City due to a lack of knowledge about wellness tourism for tourists. On the other hand, south Bandung tourism businesses have not realized the potential of wellness tourism and have not yet maximal information about the tourism component in the region. The provision of information over the internet can increase tourist visits (Illiyyiin & Nurcahyanto, 2017) to pioneer the concept of smart tourism and creative marketing that can affect the intention of traveling (Ananda et al., 2021; Susanto et al., 2020). One provision of information for tourists through the internet is an e-guidebook or electronic travel guidebook. E-guidebook presents information about tourist destinations and additional facilities more comprehensively and accurately to convince prospective tourists (Noor, 2018).

Travel guidebooks can also be interpreted as information provider literature for tourists (Bender, 2013), ranging from tourist destinations, culinary, transportation, accommodation, and other information (Azalia, 2018). In its presentation, this electronic travel guidebook utilizes information technology to take advantage of internet penetration in Indonesia which is above 50% and continues to increase every year (Natalia et al., 2019). The technology acceptance model (TAM) can be designing the travel guidebooks. Technology Acceptance Model (TAM), a development of the Theory of Reasoned Action (TRA), assumes that behavior is based on an intention to engage in a particular action. This action is based on perceptions of something that will determine a person's attitude and behavior (Hu et al., 2019). Technology Acceptance Model (TAM) has the concept of explaining cause and effect for the belief of the benefits and ease of use, behavior, and purpose of users (Weerasinghe & Hindagolla, M, C, 2018).

These applied studies seek to design an e-guidebook as researchers have done before to support the improvement and development of wellness tourism in the South Bandung Area (Arief et al., 2021; Distria et al., 2020; Putri et al., 2019) with this research differentiator that focuses on wellness tourism. This study is expected to benefit tourists, namely as a means of information with the primary functional purpose to guide tourists and contribute to the choice of final destinations for tourists (Mieli & Zillinger, 2020).

THEORETICAL REVIEW

Wellness Tourism

Wellness is a concept of well-being and fitness (Koncul, 2010). In harmony with (Dams et al., 1997), wellness is a state of optimal physical, mental, and social well-being. Well-being is a healthy and happy state, while fitness is a good physical health condition (Darmawijaya et al., 2019). Wellness is divided into four dimensions: physical, mental, spiritual, and social. It presents an alignment between mind, body, and spirit, on self-responsibility, physical health or facial care, nutritious food or a healthy diet, reflection or relaxation, an activity for mental or educational and environmental sensitivity or social contact as fundamental elements (Mueller & Kaufmann, 2007).

From the concept of wellness (Kaspar, 1996), wellness tourism defines wellness as the sum of all the series of phenomena resulting from travel and shelter by people whose primary pattern is to preserve and promote their health and fitness. While wellness tourism, according to (Voigt & Pforr, 2013), wellness tourism refers to the phenomenon of people traveling to tourist destinations that offer an excellent natural environment and a particular culture to maintain their health. In contrast to medical tourism, which aims to seek medical intervention to cure diseases, wellness tourism is carried out without medical intervention but through a holistic approach to the body and mind (Wang et al., 2020). Wellness travelers are divided into two types: primary is those who uphold well-being in choosing a destination, and secondary are those who strive to maintain a healthy lifestyle or participate in health experiences while doing all kinds of trips. (Lucky Kurniawan, 2018).

From the above explanation, it can be concluded that wellness tourism is a travel product that offers an excellent natural environment and specific cultures, aiming to maintain and improve the fitness of tourists. This travel is done through a holistic approach to the body and mind without medical intervention.

E-guidebook

An e-guidebook is a combination of an e-book and a guidebook. An E-book (Arimbi & Pramesti, 2020) is an electronic book that serves as a structured information media that can quickly convey to readers. E-books have advantages, including being able to be accessed flexibly. To access e-books, readers need means such as laptops, computers or notebooks, smartphones, or tabs (Waryanto et al., 2017). E-books can also reduce paper use, reducing the amount of tree felling and environmental pollution due to paper waste (Arimbi & Pramesti, 2020). Another advantage is that it can also lower production costs and shorten its spread and issuance time.

A guidebook or travel guidebook is interpreted as literature that can provide information to tourists (Bender, 2013). Travel guide book (Azalia, 2018) Serves as a tool for tourists to find advice and information ranging from tourist destinations, culinary, transportation, accommodation to others. This guidebook has an essential aspect for tourists in determining destination decisions and can direct tourists to choose a tourist destination because the tour guidebook provides more comprehensive information and assesses the place accurately (Noor, 2018). Travel guidebooks can affect the picture of tourists to a destination; this can make tourists have their criteria that determine their expectations and satisfaction.

Based on the above opinion, it can be concluded that an e-guidebook is a digital or electronic book that contains various information about a destination ranging from tourist destinations, culinary, transportation, accommodation to others. E-guidebook or travel guidebook also has an essential aspect for tourists in determining destination decisions and can direct tourists to choose a tourist destination because it provides more comprehensive and accurate information in assessing a place. This e-guidebook can be accessed without moving the time to place; accessing the e-guidebook requires media to read it, such as a laptop, computer, tab, or smartphone.

Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is a theory developed to identify and evaluate factors that can influence an individual's behavior towards the acceptance of information technology or information systems (Wicaksono & Maharani, 2020). The Technology Acceptance Model (TAM) is a development of the Theory of Reasoned Action (TRA), a theory that assumes that behavior is based on the intention to engage in a particular action, whose actions are based on perceptions of something that will determine a person's attitude and behavior (Chang & Hu, 2019; Susanto et al., 2020). TAM has a concept for explaining the cause and effect of the belief in users' benefits and ease of use, behavior, purpose, and actual use (Weerasinghe & Hindagolla, M, C, 2018).

Two core factors can affect TAM, including Perceived Usefulness (PU) and Perceived Ease of Use (PEU) (Hu et al., 2019; Wicaksono & Maharani, 2020). Perceived Usefulness (PU) is one of the factors that can be interpreted as a measure of the extent to which a person's level of confidence in using technology can increase work efficiency (Hu et al., 2019). Tam's next core factor is perceived ease of use (PEU); according to (Wicaksono & Maharani, 2020), Perceived Ease of Use (PEU) can be defined as a measure used to determine the level of a person or an organization believes that an information system can help it be free from a job or can provide much convenience.

Based on some of the above explanations, it can be concluded that the Technology Acceptance Model (TAM) is a theory developed to identify and evaluate factors that influence the behavior of a person or an organization towards the acceptance of an information system or information technology. This theory develops the Theory of Reasoned Action (TRA), which assumes that behavior is based on the intention to engage in a particular action. Two core factors can affect TAM, including Perceived Usefulness (PU) and Perceived Ease of Use (PEU). Perceived Usefulness (PU) can be defined as a measure used to determine a person's or an organization's belief in an information system or information technology that can facilitate work to improve its work efficiency; this factor can also be defined as the belief of a person or an organization towards an information system or information technology that can be used and understood easily. There are several indicators to measure it, including feeling comfortable when using, easy to use, easy to understand information, and the information provided is the latest information. Perceived Ease of Use (PEU) can be defined as a measure used to determine an organization's belief in an information system or information technology to provide many conveniences and benefits to someone who uses it. There are several indicators to measure it,

including being able to help organize travel planning, help get information, provide benefits, and help someone make decisions.

METHOD

The study is carried out by design methods: problem identification measures, determination of basic concepts, pre-draft surveys, data collection, data processing, prototype design processes, post–design surveys, and product evaluation and finalization. To support this step, a questionnaire containing questions about the content of information needed in the e-guidebook and delivery model that users are interested in based on TAM theory, as presented in Table 1.

Table 1. Questionnaire content

Variable	Sub Variable	Indicators	Measurement	
Technology Acceptance Model (TAM)	Perceived Usefulness (PU)	Help	E-guidebook's level of usefulness to help provide travel information	
		Arrange	E-guidebook's level of usefulness to help design travel	
		Travel Planning	The level of usefulness of E-guidebook in helping to get tourist attraction information	
		Assist in decision making	E-guidebook's level of usefulness to determine the choice of tourist attractions	
	Perceived Ease of Use (PEU)	Feel Comfortable		E-guidebook to determine accommodation and restaurant options
				E-guidebook's level of usefulness for determining travel routes
				Level of completeness of the information
		Easy to Use		The comfort level of reading the information in an E-guidebook
				Ease of access to E-guidebook via internet
				Ease of access to E-guidebook via laptop, computer, tab, or smartphone
Easy to Understand		Ease of downloading E-guidebook		
		The level of ease to understand the information in an E-guidebook		
	Up to date information	Level of information novelty		

Source: Modification of (Kang et al., 2018; Natalia et al., 2019; Susanto et al., 2020)

RESULT AND DISCUSSION

Pre-Plan Survey

The validity and reliability test was conducted through deployment to the initial 31 respondents as a prerequisite for the instrument test. The validity and reliability tests showed that the research instrument was declared qualified for use. Because in the validity test, the value of the whole item is more than 0.30, and for the reliability test, the value of Cronbach's alpha of the whole item has a value of more than 0.60, this indicates that the item of the research instrument is valid and reliable (Sugiyono, 2017). After that, the questionnaire was distributed and was filled out by 125 respondents with the criteria of age respondents must be over 17 years and have used travel guides in the form of websites, booklets, books, applications in the past year. Based on the activity, Table 2 presents the profiles of respondents used in this applied research.

Table 3 Profiles of Pre-Design Survey Respondents

Respondent Profile	Result
Gender	

Male	47 (37,6%)
Female	78 (62,4%)
Age	
17-26	108 (86,4%)
27-36	10 (8%)
37-46	4 (3,2%)
47-56	2 (1,6%)
>56	1 (0,85)
Occupation	
Student	99 (79,2%)
Private Employees	10 (8%)
Civil Servants	5 (4%)
Entrepreneurial	5 (4%)
Other	6 (4,8%)
Education	
Senior High School	10 (8%)
Diploma	46 (36,8%)
Bachelor	59 (47,2%)
Master	10 (8%)

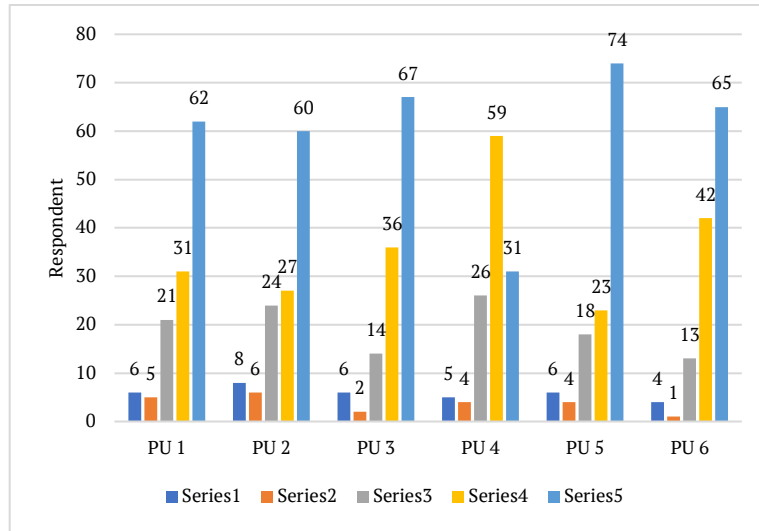
Source: research data, 2021

Based on the survey results with the statement of information that respondents want from the e-guidebook, it is known that tourist attractions have the highest result of 96.8%. Furthermore, it can be concluded that the information respondents want in the e-guidebook includes tour packages, supporting facilities, accessibility, accommodation, and tourist attractions. Based on the survey results with the statement of information respondents want from tourist attractions, it is known that the price has the highest result of 96.0%. Furthermore, it is also known that the information respondents want from tourist attractions includes location, social media and contacts, operating hours, prices, activities that can be done, and tourist attraction facilities.

Based on the questionnaire results with the statement of information respondents want from the accommodation, it is known that the price has the highest result of 98.4%. Furthermore, it can also be concluded that the information respondents want from the accommodation includes social media and contacts, facilities, products, operating hours, and prices. Based on the results of questionnaires with information statements that respondents want from accessibility, the type of transportation has the highest result of 97.6%. Furthermore, it can also be concluded that the information respondents want from accessibility includes a map of location, route, and type of transportation. At the same time, the information of supporting facilities that respondents want is medical services by 96.0%. It is also known that the information respondents want from support facilities includes security services, medical services, and places of worship.

Based on Figure 1, Series 5 (dark blue) with very agreeable answer criteria has a high number in each statement. It can be concluded that the e-guidebook should help design travel, help get information (attractions, accessibility, amenities, and other supporting facilities), help determine the choice of tourist attractions, help determine accommodation and restaurant choices and help determine travel routes.

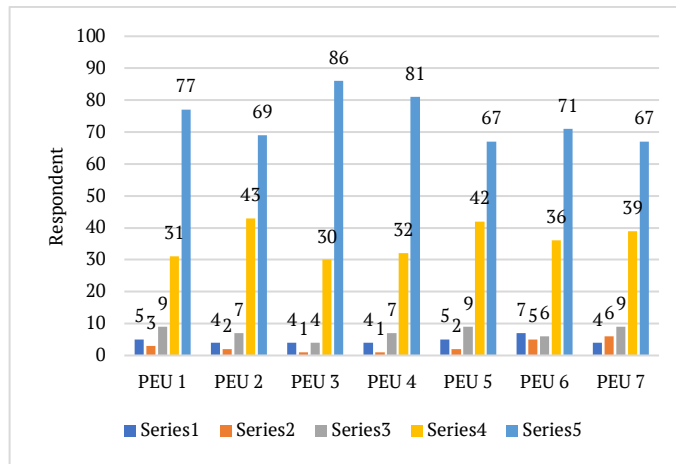
Figure 1. Respondents' Preferences For Perceived Elements of Usefulness



Source: research data, 2021

Furthermore, as presented in Figure 2, Series 5 (dark blue) strongly agrees to have a high number in each statement. The e-guidebook must contain information related to travel; word selection should be comfortable to read; e-guidebook must also be easily accessible via the internet (laptop, computer, tab, or smartphone), can be downloaded for free, easy to understand and the information available is the latest.

Gambar 2. Preferensi Responden Terhadap Unsur Perceived Ease of Use



Source: research data, 2021

Prototyping stage

The concept set by the author for the design of this e-guidebook is "back to nature" so that the content presented about wellness tourism (travel to maintain and maintain fitness and mental health) is based on nature. Tourist attractions, accommodation, and more will be related to nature. Components of tourism products become the main content poured into this electronic guidebook, including attraction, accessibility, amenity, and ancillary. This data is determined by the author taking into account the desires of the market as known from the results of pre-design questionnaire dissemination data.

The following is the content presented in the prototype based on pre-design surveys that have been implemented before, namely: 1) Cover; 2) Introduction; 3) Table of contents; 4) Attraction; 5) Accessibility; 6)

Amenity;7) Ancillary Services;8) Tour Packages;and9) Tips and tricks. Furthermore, selecting the right color palette will make the reader interested and comfortable, so the color theme is chosen as presented in Figure 3.



Figure 3. Color Concepts on the E-Guidebook

The font type used in this e-guidebook is a playlist script for writing titles on the cover. Titles use bold Poppins fonts; other information sections use medium Poppins fonts, Poppins light and arimo, and prices on tour packages using specter fonts. The selection of this font is tailored to the purpose of the readability of the resulting writing. Figure 4 is a concept font type on a designed e-guidebook.



Figure 4. Font Type Concept on E-Guidebook

Figure 5 is a display in the "E-Guidebook Wellness Tourism: Back To Nature In South Bandung": on the front cover, there is a photo of one of the stunning tourist attractions and provides tranquility that is Sunrise Point Cukul. In addition, the placement of names, logos, and other elements is also adjusted so as not to look too full.

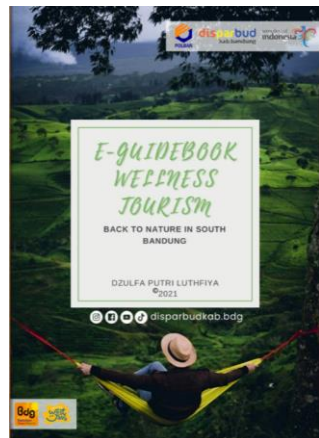


Figure 5. Front Cover View

In the central section with attraction information, there is information on several tourist attractions in South Bandung that follow the concept set. The layout is significantly noticed; there are also some photos of scenery and activities that can be done at tourist attractions to make readers more interested in visiting. Language selection is tailored to make it exciting and easy to understand.

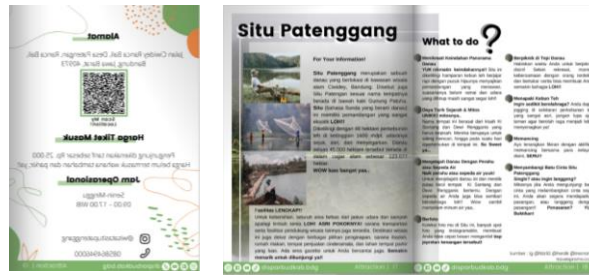


Figure 6. Attractions Content View

In the amenity display (Figure 7), accommodation information is included with several photos of available facilities and activities that can be done to attract better readers to visit. The writing placement is interesting in the restaurant's courtyard and souvenir shopping place with the appropriate background. On the health service page, the refueling station and the nearest mosque layout are made simply by adding appropriate images and symbols to make it easier to read them.

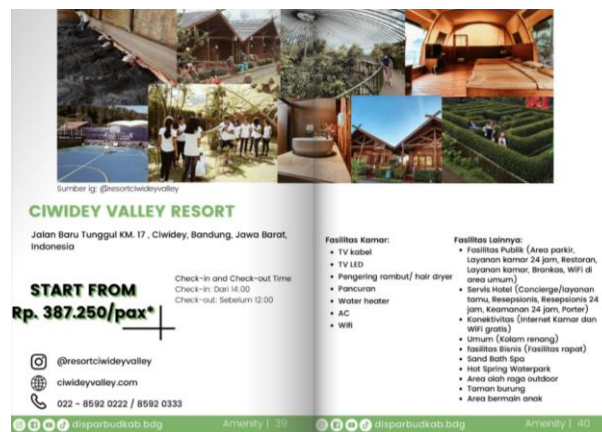


Figure 7. Amenities Content View

The layout is highly noticed in the view of tips and tricks (Figure 8.). The selection of images and symbols is adjusted so that the reader more easily understands some illustrations, and the type of writing is made more exciting and easy to read. This content focuses on travel procedures under health protocols in the Covid-19 period.



Figure 8. Display Content Tips and Tricks

Product Evaluation Stage

The post-design survey tested the product by distributing questionnaires to 30 respondents with different respondent profiles to measure product feasibility. Criticism and suggestions from respondents will be considered to improve the project. All questions have been tested for validity and reliability, showing that the instrument is qualified for use. In the validity test, the value of the total item is more than 0.30, and for the reliability test, the value of Cronbach's alpha of the whole item has a value of more than 0.60, this indicates that the item of the research instrument is valid and reliable (Sugiyono, 2017). Table 4 shows the profiles of respondents participating in product evaluations.

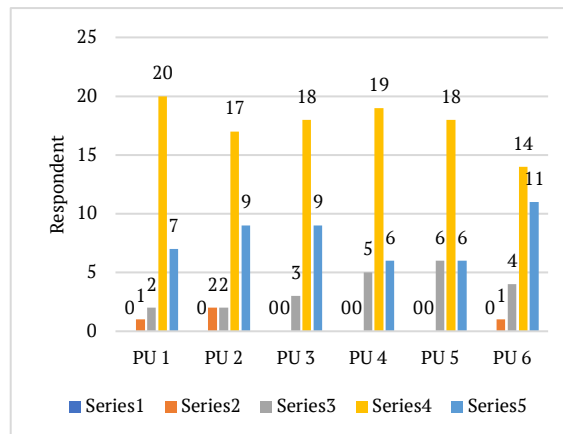
Table 4 Post-Design Survey Respondent Profiles

Respondent Profile	Results
Gender	
Male	11 (36,7%)
Female	19 (63,3%)
Age	
17-20	5 (16,7%)
21-30	20 (66,7%)
31-40	3 (10%)
41-50	2 (6,7%)
Occupation	
Student	19 (63,3%)
Private Employees	5 (16,7%)
Civil Servants	3 (10%)
Entrepreneurial	1 (3,3%)
Other	2 (6,7%)
The Last Education	
Senior High School	21 (70%)
Diploma	3 (10%)
Universitas	6 (20%)

Source: research data, 2021

Referring to the data in Figure 9, Series 4 (yellow) agree to have a high number in each statement. So it can be concluded that the e-guidebook can help design travel, get information (attractions, accessibility, amenities, and other supporting facilities), help determine the choice of tourist attractions, help determine accommodation and restaurant choices and help determine travel routes.

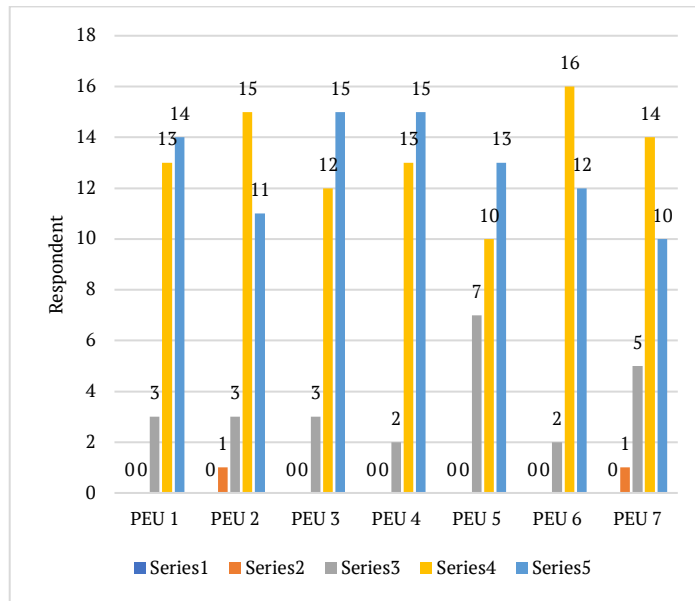
Figure 9. Perceived Assessment of Usefulness on Product Prototype



Source: research data, 2021

Other data on the ease of use perception as presented in Figure 10, Series 5 (dark blue) to strongly agree and Series 4 (yellow) to agree to have a high amount compared to other statements. It can be concluded that the e-guidebook already contains information related to travel, it is easy to understand and the information available is the most recent, grammar selection is comfortable to read, e-guidebook can also be accessed free easily through the internet (laptop, computer, tab, or smartphone).

Figure 9. Perceived Ease of Use Assessment on Product Prototype



Source: research data, 2021

Based on the results of the post-design survey, it can be concluded that this e-guidebook has contained the information needed by travelers, can also help design travel, help determine decisions. E-guidebook is also attractive, convenient, and easy to understand and can be accessed easily through the internet with a laptop, computer, tabs, or smartphone media, which means that this e-guidebook has fulfilled all aspects of the Technology Acceptance Model (TAM) so that it can be used as an effective source of travel information.

Finalization Stage

The final step is to finish by re-examining and improving the information, typography, and layout listed, considering criticism and suggestions from respondents at the post-design survey. Furthermore, the e-guidebook is uploaded to anyflip website to spread more widely. The results of the link obtained are simplified with the help of bitly websites and made barcodes to be more accessible. In addition, there is also an e-guidebook spread poster in which there are barcodes and links that have been obtained to make it more visually attractive to access.

CONCLUSION

Wellness tourism is becoming a trend due to increasing awareness of people's physical and mental health, and many of them want to travel with fitness and mental health. South Bandung is one of the areas with a lot of natural and cultural potential, and it can be used for wellness tourism. However, information about wellness tourism in the region is still not available. Therefore, "E-Guidebook Wellness tourism: Back To Nature In South Bandung" can be used as an effective source of information in increasing visits and a reference for tourists who

need information about South Bandung tourism wellness activities to help increase people's income in the South Bandung area.

Based on post-design surveys that have been conducted, this e-guidebook has fulfilled the aspect of the Technology Acceptance Model (TAM) so that it can be used as an effective source of travel information.

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