

**FACTORS AFFECTING SUCCESSFUL ADOPTION OF  
DESTINATION MANAGEMENT SYSTEMS IN SRI  
LANKAN HOSPITALITY SECTOR**

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Sri Lanka

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## ABSTRACT

Sri Lanka, as an emerging tourism destination, destination management companies have to cater large tourist arrivals in the future. Large portion of tourism revenue coming through inbound tour operators. Foreign destinations management companies achieve this by using successfully adoption of Destination Management System. Therefore the main purpose of this research study is to identify factors affecting successful adoption of Destination Management Systems.

The conceptual model was built upon combination of constructs in TOE & TAM Frameworks. To empirically validate the conceptual model, a quantitative survey methodology was used. A representative sample of 217 top executives working on Destination Management Companies (DMC) or Tour Operator Companies was selected for this study while the population is DMCs' in western province. Study used single informant method to collect data.

The data were collected using a standardized questionnaire and analyzed using SPSS 26 and SMART PLS-based Structural Equation Modeling (SEM). The study's major findings indicated that technological factors such as relative advantages, compatibility, complexity and as well as organizational factor such as top management support significantly affect adoption of destination management systems in these companies. In order to adopt DMS successfully, author of this study recommends government or Sri Lankan tourism board to initiate awareness program about DMS adoption and its benefits as well as to initiate national ICT framework for Destination Management. The findings also depict top managerial implications and potential future research opportunities in the same field.

**Keywords:** Destination Management System, Inbound Tour Operating Platform, Hospitality Industry, Travel and Tourism

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## **LIST OF ABBREVIATIONS**

DMC	-	Destination Management Company
DMO	-	Destination Management Organization
DMS	-	Destination Management System
SLTDA	-	Sri Lanka Tourism Development Authority
PCEO	-	Professional Conference, Exhibition and Event Organizers
TAM	-	Technology Acceptance Model
TOE	-	Technology, Organizational & Environmental
TPB	-	Theory of Planed Behavior
TRA	-	Theory of Reasoned Action
PU	-	Perceived Usefulness
PEU	-	Perceived Ease of Use
RA	-	Relative Advantage
TMS	-	Top Management Support
OC	-	Organization Competency
IAD	-	Intention To Adopt
CI	-	Competitive Intensity
SEM	-	Structural Equation Modeling
SN	-	Subjective Norms
SRMR	-	Standardized Root Mean Square Residuals
HTMT	-	HeteroTrait-MonoTrait
KMO	-	Kaiser Mayer Olkin
CR	-	Composite Reliability
CFA	-	Confirmatory Factory Analysis