

# Extrinsic and intrinsic motivation in the use of the internet as a tourist information source

## Abstract

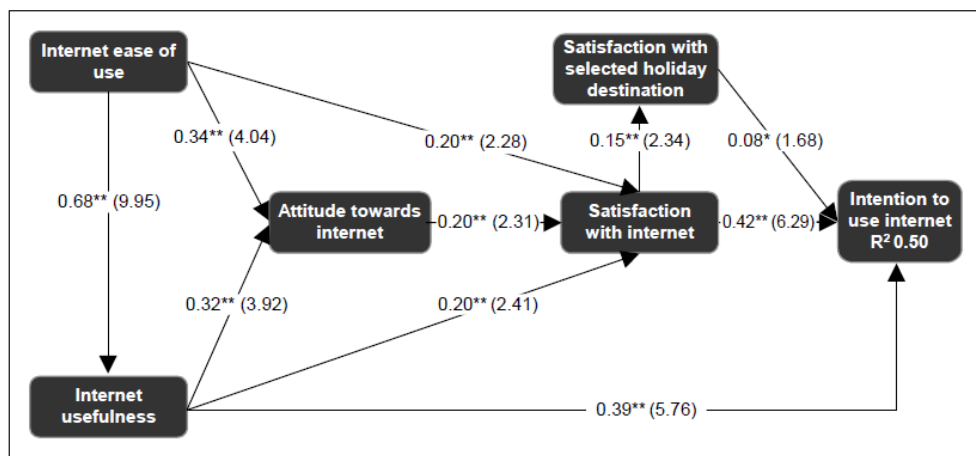
The modelling of new information technologies usage behaviour is of great interest to managers who need to evaluate the probability of success in the introduction of these technologies. This study empirically tests the capacity of Davis's Technology Acceptance Model (TAM) (Davis, 1989) and Davis et al.'s Motivational Model (MM) (Davis et al., 1992) to help understand the determinants of the intention to use the internet to search for holiday information. The findings show that these theories do explain the intention of internet use by the tourist.

## Keywords

Internet marketing; tourism information; Technology Acceptance Model; TAM; Motivational Model; MM

## Results

**Figure 2** Standardised coefficients and overall fit measures for the model proposed (*t* values in brackets)



Notes: \*\*p-value < 0.01; \*p-value < 0.05 (one-tailed).

$\chi^2_{SB} = 181.68$   $p < 0.01$   $df = 109$ ; RMSEA = 0.048; GFI = 0.90; AGFI = 0.85; NFI = 0.98; CFI = 0.99; PNFI = 0.78; PGFI = 0.65; AIC = 269.68; CAIC = 474.54.