



## **ANALYSIS THE IMPACT OF MARKETING MIX WITH TAM IN THE DEVELOPMENT OF INFORMATION TECHNOLOGY IN THE TOURIST RESORT OF BANGLADESH**

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### **Abstract:**

The recent travel propensities are expanding disposed to the "back to nature" concept. In Bangladesh tourism is very profitable and potential economic sector. The research is conducted to examine the factors of marketing mix and technology that has an influence on customer relationship management in tourism sector in Bangladesh. In this paper the author used primary data collection method, here data is collected face to face interview with 360 respondents and from the source through a questionnaire. The result show that variable price, product, place, process, people had a notable impact on the Technology Acceptance model. Moreover the research show that TAM influences people's intention to use travel application that affect customer relationship marketing in tourist resort in Bangladesh.

### **Introduction:**

In Bangladesh tourist resorts are the major source of income for the residents of hill-side, coastal, sea-beach, river side and beautiful village area. In order to enhance the economic value of tourism activities, it is essential to spread out the importance and historic value of the tourist area of Bangladesh. Today global tourism is strongly associated with the digital information technology. Various tourism products such as transportation, accommodation, infrastructure, attractions, and support services are simultaneously affect tourism activities in Bangladesh. These products are closely associated with the tourist satisfaction, tourist intention, marketing strategy. In Bangladesh tourism industry is taken under digitalization by using modern information technology.

Now in Bangladesh tourism activities are closely associated with marketing promotions, social media, email marketing, techniques, and technologies. BD tourist resort are used such digital marketing promotion tool in order to attract new and more tourist. Marketing mix act as a crucial management function of tourist resort.

Tourist resorts have specific marketing strategy. Marketing tool of tourist resort are unique characteristics because tourism products that assists one of them are services. There are seven elements; product, price, place, physical evidence, process, promotion, and people which directly affect customer's satisfaction and intention towards tour.

Information technologies are greatly influenced modern tourism. Today development of the tourism industry is proportionately related with the development of information programs. Through digital technology modern tourism have reached to a peak and entered into a new era in the form of significant change, renewal, booking policy, innovation and creativity.

Tourists are now accepting and utilize technology smoothly. Today travelers can easily search about travel information at anytime and anywhere by smart phone combined with other mobile communication devices and wireless transmission technologies, which positively influence tourist attitude and intention towards tourist resort and tourism activities.

### **Objective of the Research:**

- To evaluate the development of management information system process of BD tourist resort.
- To measure the Customer satisfaction towards BD tourist resort.
- To identify the factor that affects the attitude of customers towards BD tourist resort.
- To assess the effect of social engineering on tourism.

### **Research Question:**

- To what extent customer's satisfaction regarding BD tourist resort influence tourist intention towards tourism?
- To what extent tourist type related with marketing tool?
- To what extent tourist attitude related with tourist type?

### **Literature Review:**

Tourism in Bangladesh includes tourism to World Heritage Sites, historical monuments, resorts, beaches, picnic spots, forests, tribal people, and wildlife of various species. Activities for tourists include angling, water skiing, river cruising, hiking, rowing, yaching, and sea bathing. The World Travel and Tourism Council (WTTC) reported in 2013 that Bangladesh's travel and tourism industry directly generated 1,281,500 jobs in 2012, or 1.8% of the country's total employment, which ranked Bangladesh 157 out of 178 countries worldwide. A direct and indirect career in the industry totalled 2,714,500 jobs or 3.7% of the country's total employment.

### **Tourism & Marketing Mix:**

The tourism industry as a whole survives because of various tourism products and services. Tourism industry is flexible. The products of tourism cannot be easily standardized as they are created for the customers of varied interests and demands. As the tourism products are mainly the tourists' experience, they can be stored only in the tourists' memories. Let us understand more about tourism products and services -

### **Types of Tourism Products:**

The tourism products are grouped into the following types -

**Tourism Oriented Products (TOP):**

These are the products and services created primarily for the tourists and also for the locals. These products need a great share of investments in private sector. A few of them are -

- Accommodations; for example, Taj, ITC Hotels.
- Transportation; For example, Owning taxis, luxury buses, and boats.
- Retail Travel Agents
- Tour Operators
- Shopping Centers such as malls
- Cinema Theatres such as PVR
- Restaurants for Food and Beverages
- Tourism Information Centers
- Souvenirs Outlets
- Museums, Temples, Gardens, and Theme parks

(K.B. Melese and T.H. Belda, “Determinants of Tourism Product Development in Southeast Ethiopia: Marketing Perspectives.,” Sustainability. vol. 13, no. 23, pp. 1-21, 2021)

**Residents Oriented Products (ROP):**

- Hospitals
- Public Parks
- Banks and ATMs
- Petrol Pumps
- Postal Service

**Intangible Products of Tourism:**

- Bookings,
- Tourists’ experience,
- Tourists’ memory.
- Transportation.
- Tour Operator’s Products and Services
- Accommodations:
- Serviced
- Self-catering ,
- Hotels,
- Guest Houses.
- Camping Sites.
- Reservations,
- Guided Tours

**Transport Facilities:**

These facilities are for travelling from one place to another.

- Surface Transport,
- Air Transport,
- Dining Facilities

Name of some top tourist resort of Bangladesh is mentioned below:

- Grand Sultan Tea Resort & Golf:
- The Palace Luxury Resort:
- DuSai:
- Bhawal Resort and Spa:
- Mermaid Beach Resort:
- Chuti Resort:
- Shikdar Resort & Villas:
- Sairu Hill Resort:
- Heritage Resort
- Sarah resort.

**Management Information System of Tourist Resort:**

An information system is the basis of a hotel as a business system. Its role is to improve the processes involved in performing, managing and strategically planning business operations. It enhances the intangible features of services and increases process and service quality through improvements and innovations.

MIS enables a Hotel / Resort to strengthen themselves by identifying areas of improvement, by generating various reports for e.g. Revenue Reports, Food & Beverage Cost Reports, Sales & Marketing Reports, and Employee Performance Reports etc. Etc. (K.B. Melese and T.H. Belda, “Determinants of Tourism Product Development in Southeast Ethiopia: Marketing Perspectives.,” Sustainability. vol. 13, no. 23, pp. 1-21, 2021)

Some of the information systems that are commonly used in the hospitality industry include:

- Transaction Processing System.
- The Point of Sale (POS) System.
- Management Information Systems.
- Property Management Systems (PMS).
- Decisions Support Systems.
- Use of vending machine.

Resort management is an area of the hospitality industry that involves overseeing the operations of a hotel location. When working as a hotel manager, you may manage the operations of a motel, resort or another similar establishment that provides lodging and other services for guests.

This system comprises several components (Hardware, Software, Orgware, Life ware, Netware and Dataware) that must all possess the same level of quality.

Development of MIS is undertaken to take account of the day-to-day operations and the aberrations that need to be quickly addressed. It works on client-server architecture and facilitates maintenance of necessary data as well as generation of reports and queries.

**Marketing Mix of Tourist Resort:**

All the marketing mix's elements (i.e. product, price, place and promotion) influence each other. Proper research and formulation of strategies are required to build trust among guests. Thus, when we blend these elements of marketing mix they help in the success of the hotel. Defining a Hotel Marketing mix,

- Service / Facilities
- Place and Distribution,
- Promotions and communications
- Room Rate and Pricing.

Hotel managers around the world have become increasingly focused on service marketing to help their hotel or hotel chain rise to the top. The 7 P's of Hotel Service Marketing that work well for this industry are Price, Product, Promotion, Place, People, Physical Evidence, and Process.

**Social Engineering and Its Impact on Tourist Resort:**

Social engineering is a tried-and-true cybercrime attack vector where the criminal seeks to manipulate people to introduce malware into the corporate system. Hotel or tourist resort might be a place where USB stick labeled 'management bonuses' somewhere will it will likely be found by a member of staff. We know social engineering attacks can be carried out remotely. Social engineering can be done simply sending an email and enticing the recipient to click on an infected link is enough. On account of many staff and customers in a hotel able to access the enterprise systems through point-of-sale (POS) machines and other computers, it is relatively easy to mount a targeted attack.

**Research Methodology & Test of Hypothesis:**

In this research the author used descriptive research design. The researcher used descriptive research method because it is a common interrogative research model and descriptive research method used in various field like recreation, tourist business, tourist classification, this research can be reported using face to face interviews, observational studies and case studies. Here the researcher used both quantitative and qualitative methods to compile the data.

This research comprised 360 respondents scattered across Bangladesh. Samples are selected randomly; face to face interview is conducted using a 1-5 Likert scale questionnaire. In this research data analysis is performed using Technology Acceptance model and Linear Regression Analysis. Data analysis using the Correlation Coefficient test. This study uses surveys to get the necessary data. The way used is by interviewing (interview) and spreading the list of questions (questionnaire) to respondents. Primary data, which is data obtained from direct research on tourists in Bangladeshi Regency, from questionnaires given to tourists to get an idea of the real conditions. Secondary data is obtained by taking data and documents, written reports that are processed according to the needs in the form of an overview of tourism in Bangladeshi Regency.

**The Following Hypothesis Are Setup:**

- H01: There is a significant relationship between price and technology acceptance model.
- H02: There is a significant relationship between promotion and technology acceptance model.
- H03: There is a significant relationship between place and technology acceptance model.
- H04: There is a significant relationship between people and technology acceptance model.
- H05: There is a significant relationship between product and technology acceptance model.
- H06: There is a significant relationship between technology acceptance model and intention to use Tourism application.
- H07: There is a significant relationship between Product and Tourists' Satisfaction.
- H08: There is a significant relationship between Price and Tourists' Satisfaction.
- H09: There is a significant relationship between Place and Tourists' Satisfaction.
- H10: There is a significant relationship between Promotion and Tourists' Satisfaction.
- H11: There is a significant relationship between People and Tourists' Satisfaction.
- H12: There is a significant relationship between Processes and Tourists' Satisfaction.
- H13: There is a significant relationship between Physical evidence and Tourists' Satisfaction.
- H14: There is a significant relationship between social engineering and intention towards tourist resort of BD.
- H15: There is a significant relationship between customer type and marketing tool used.
- H16: There is a significant relationship exists between customer type and attitude.

**Data Analysis:**

The Technology Acceptance Model (TAM) was used for the theoretical framework. TAM is comprised of four constructs: perceived ease of use, perceived usefulness, attitudes, and actual behaviors/Intention.

Table 1: Perceived ease of use

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
The tourist resort of BD is to provide travelers with quality shelter, food, refreshment, and similar services and goods.	96	101	42	58	63	3.30	8.53
BD tourist resort provides services customarily associated with a limited-service hotel which may include, without limitation, meeting and breakfast / luncheon / dining rooms, cafe, Restaurant, lounge.	88	84	39	77	72	3.11	8.37
BD tourist resort provides associated support facilities, fitness/exercise room and equipment for hotel guests only, business convenience center, retail sundry shop, Incidental Food Service, swimming pool/sun deck, jacuzzi, and valet or attendant parking services.	91	87	37	79	66	3.16	8.43
BD tourist resort on-street parking shall not be reserved and is available to the general public at any time in accordance with City parking regulations and parking laws.	110	101	26	66	57	3.39	8.85
BD tourist resort provides the consumption of any beverage, mixture, or preparation, including any medication, containing alcohol.	86	91	31	75	77	3.09	8.50

Source: Collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1)

N = 360

The range of interpreting the Likert scale mean score is as follows: 1.0-2.4 (Negative attitude), 2.5-3.4 (Neutral attitude), and 3.5-5.0 (Positive attitude). A low standard deviation means there was a lot of agreement about the answers. High SD means

there was a wide range of answers, indicating disagreement. Here the author get high standard deviation indicates high disagreement among the answers.

Table 2: Perceived usefulness

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
BD tourist resort provides convenience, plenty of entertainment, and the assurance that our children are safe.	96	88	35	81	60	3.22	8.51
BD tourist resorts provide adequate seclusion, because the resort has so many amenities, one can get away from the stresses of daily life and unwind here.	105	98	46	77	34	3.54	8.72
BD tourist resort tries to provide most of a vacationer's wants, such as food, drink, swimming, accommodation, sports, entertainment and shopping, on the premises.	105	103	43	65	44	3.44	8.70
BD tourist resort' primary purpose is to provide comfortable lodging.	98	95	48	63	56	3.32	8.45
BD tourist resort provides dining, entertainment; shopping, local transportation, and more can be found within the resort's establishment.	81	77	55	79	68	3.07	8.20

Source: Collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1)

N=360

Table 3: Attitude of tourist towards tourist resort

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
I have been going tourist resort regularly.	84	92	43	67	74	3.125	8.36
I enjoyed BD tourist resort.	88	95	48	65	64	3.22	8.35
I have a positive attitude towards BD tourist resort.	91	86	44	71	68	3.17	8.77
I believe it will be a brilliant decision to going BD tourist resort.	102	106	44	58	50	3.42	8.67
I have a negative mindset towards BD tourist resort.	65	71	38	91	95	2.78	8.50

Source: Collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1)

N=360

Table 4: Intention of tourist towards tourist resort

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
I intend to go BD tourist resort in my various vacations.	98	102	37	69	54	3.34	8.61
I intend to engage with BD tourist resort as frequently as possible.	104	103	42	62	49	3.42	8.67
I would encourage my friends to go different tourist resort of BD to achieve knowledge.	109	115	36	57	43	3.53	8.98
I would like the BD tourist resort to be part of the regular recreation I do.	103	97	46	63	51	3.38	8.55
I would encourage my family and friends to go BD tourist resort to enjoy vacation or holiday.	107	112	43	61	37	3.53	8.73

Source: Collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1)

N=360

Table 5: Price of BD tourist resort

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
BD tourist resort price optimise property's rates to maximise both occupancy and revenue.	96	88	52	55	69	3.24	8.36
BD tourist resort calculate the total cost of offering a service, such as a night in a room, then add a profit margin on top to arrive at a selling price.	86	94	47	65	68	3.18	8.34
BD tourist resort apply cost-based pricing strategy can be a relatively easy way for an hotelier to decide how much to charge their guests.	101	93	41	67	58	3.31	8.51
BD tourist resort have four segments of the hospitality Food and beverages, Travel and Tourism, lodging, and recreation here food and beverage sector is the largest segment of BD tourist resort which has a reasonable price.	110	114	47	44	45	3.56	8.94
By adjusting prices in real-time based on demand and availability, BD tourist resort can sell their rooms at the best rates to the right guest at the right time to increase occupancy and revenue.	103	107	43	51	56	3.42	8.70

Source: Collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1)

N=360

Table 6: Place of BD tourist resort

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
Place of BD tourist resort involves choosing the place where service/product is to be made available for all tourists like market.	86	94	46	69	65	3.19	8.35
The tourist resort of BD ensure that the service is readily available to the guest at the right time and place.	103	109	42	66	40	3.47	8.78
Tourist Resort of BD also involves decisions regarding the placing and pricing of wholesale and retail food & beverage outlets.	105	117	46	48	44	3.53	8.91
The food distribution channels of BD tourist resort as outsourcing or company transport fleets are decided upon after cost-benefit analysis.	77	74	37	91	81	2.93	8.42
Different types of vending machine serving to the food & beverage item by various tourist resort of BD.	87	95	48	68	62	3.21	8.35

Source: Collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1)

N=360

Table 7: Promotion of BD tourist resort

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
Tourist resort of BD involves decisions related to advertising of tourist spot, sales food item, direct marketing, public relations, advertising, budgets, etc.	103	98	43	63	53	3.375	8.57
The primary aim of promotion of BD tourist resort is to spread awareness about the recreation items and services offered by a resort.	106	111	46	59	38	3.52	8.84
BD tourist resorts helps in persuading tourist and customers to choose a particular tourist spot/resort over others in the area.	94	97	43	58	68	3.25	8.46
BD tourist resort selling food & beverage item through vending machine.	89	95	47	67	62	3.23	8.37
BD tourist resorts placed in a ideal tourist area and advertising to penetrate the said market.	116	120	49	38	37	3.67	9.20

Source: Collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1)

N=360

Table 8: People of BD tourist resort

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
Business travelers are one of the main people of BD tourist resort.	102	105	53	52	48	3.45	8.63
Families are the people of BD tourist resort	105	98	47	49	61	3.38	8.59
Tourist, travellers, special are the people of BD tourist resort.	117	125	39	42	37	3.68	9.34
Business, luxury Conference is the people of BD tourist resort.	112	115	43	46	44	3.57	9.00
Eco-Friendly people are the people of BD tourist resort.	102	96	45	51	66	3.325	8.54

Source: Collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1)

N=360

Table 9: Product of BD tourist resort

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
BD tourist resorts products have reasonable.	104	97	43	57	59	3.36	8.57
BD tourist resort's accommodation is supported and sufficient.	106	110	39	55	50	3.46	8.81
BD tourist resort accommodation facilities is unique and sufficient.	117	124	41	43	35	3.68	9.32
BD tourist resort budget rooms to high quality resorts with classy amenities served to the tourists by providing best services and amenities.	105	103	48	51	53	3.43	8.65
BD tourist resorts locations are very charming and pleasant.	119	126	34	48	33	3.69	9.43

Source: Collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1)

N=360

Table 10: Process of BD tourist resort

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
The reservation process of BD tourist resorts are very simple and easy, here reservation is an act where guests make a call to reserve a room in a hotel for a specific day.	113	116	41	55	35	3.60	9.07
The reservation of BD tourist resort is a place where guest easily interact with the reservation staff.	105	109	48	58	40	3.50	8.77
The reservation procedure differs determining on the size and brand of the resort.	110	116	51	53	30	3.62	9.03
BD tourist resort developed fast and fully automated technology where the tourist used the latest software so in this current era being computerized, it makes life easy for the staff to check the forecast of room availability to the tourist.	86	83	46	75	70	3.11	8.30
BD tourist resort has computerized reservation system that minimizes the paperwork and helps to manage a great amount of reservation data in a manner that doesn't require physical or mental exertion.	89	94	43	73	61	3.21	8.40

Source: Prepared, collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1)

N=360

Table 11: Physical Evidence of BD tourist resort

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
The BD tourist resort is the environment in which the entertainment service is delivered and where the resort and the tourist interact and any tangible commodities like food, beverage, fitness item.	104	107	47	51	51	3.45	8.70
BD tourist resort focuses on creating a memorable and engaging guest experience that reflects their brand identity and values.	79	83	54	75	69	3.08	8.21
BD tourist resort offers various tangible recreational item to its customers, these items look and feel of their customers business branding.	94	102	48	69	47	3.35	8.52
BD tourist resorts have website design, physical tour office layout, employee uniforms, brochures, marketing material, and souvenirs or free swag.	98	105	43	63	51	3.38	8.61
BD tourist resort have smart buildings, logos, mascots etc which indicates that the resort can take care of all the needs of the tourist.	78	84	45	77	76	3.03	8.29

Source: Prepared, collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1)

N=360

Table 12: Tourist Satisfaction of BD resort

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
The tourists get maximum pleasure from the BD tourist resort.	98	104	46	59	53	3.375	8.57
The tourists get maximum facilities from the resort.	110	112	41	53	44	3.53	8.91
The tourists get highest number of service from the resorts.	85	89	46	69	71	3.13	8.31
The tourists get maximum recreation at a lowest price from these resorts.	78	83	52	82	65	3.075	8.24
BD tourist resorts meet up all the necessity of its guests.	96	103	49	61	51	3.37	8.53

Source: Prepared, collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1), N=360

Table 13: Social Engineering of BD tourist resort

Statement Scale (5-1)	Strongly Agree	Agreed	No Response	Disagree	Strongly Disagree	Mean	Standard Deviation
The bustling nature of BD tourist resort make the hackers ideal locations for social engineering.	94	106	49	61	50	3.37	8.55
BD tourist resort is attacked by social engineering through reception computer. Hacker can install malware in the reception system.	102	107	42	63	46	3.43	8.71

BD tourist resort have many staffs .The tourist and staff are continuously access the enterprise systems through POS machines, vending machine. So hackers can easily mount a targeted attack.	81	79	47	75	78	3.03	8.26
The hackers might email the complaints team of a BD tourist resort available on a download or link that is infected with malware.	75	72	38	88	87	2.89	8.42
In BD tourist resort the POS system, credit card data storage are easily affected by social engineering.	96	105	44	65	50	3.37	8.58

Source: Prepared, collected and calculated by author.

(Strongly agree = 5, Agree = 4, No response = 3, Disagree = 2, Strongly Disagree = 1)

N=360

**Hypothesis:**

H01: There is a significant relationship between price and technology acceptance model.

Here the author used simple linear regression test:

Table 14(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	12.72	5.97		5.3730	0.000
Technology Acceptance Model	13.92	10.90	0.932524537	5.090	0.000

Source: Calculated by author.

Table 14(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.932524537	0.869602012	0.132239767	17.89049321

Source: Calculated by author.

a Predictors: (Constant), Technology Acceptance Model; b Dependent Variable: Price

Results in table 14(a) show that there is a significant relationship between price and technology acceptance model. That is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ).The Beta value ( $r = 0.93$ ) express that there is a strong positive correlation exists between price and technology acceptance model. The R Square reveals that 0.9999 of the total variation of price is being explained by technology acceptance model. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H02: There is a significant relationship between promotion and technology acceptance model.

Table 15(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	11.29	6.72		5.609	0.000
Technology Acceptance Model	13.92	10.90	0.928559025	5.78	0.000

Source: Calculated by author

Table 15(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.928559025	0.862221864	0.139724154	18.2856909

Source: Calculated by author

a Predictors: (Constant), Technology Acceptance Model; b Dependent Variable: promotion

Results in table 15(b) show that there is a significant relationship between promotion and technology acceptance model. that is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ).The Beta value ( $r = 0.92$ ) express that there is a strong positive correlation between promotion and technology acceptance model. The R Square reveals that 0.86222 of the total variation of promotion is being explained by technology acceptance model. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H03: T here is a significant relationship between place and technology acceptance model.

Table 16(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	14.25	5.33		5.098	0.000
Technology Acceptance Model	13.92	10.90	0.983121166	5.12	0.000

Source: Calculated by author

Table 16(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.983121166	0.966527228	0.03394555	17.54814333

Source: Calculated by author

a Predictors: (Constant), Technology Acceptance Model; b Dependent Variable: Place

Results in table 16(b) show that there is a significant relationship between place and technology acceptance model. That is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ). The Beta value ( $r = 0.98$ ) express that there is a strong positive correlation between place and technology acceptance model. The R Square reveals that 0.96 of the total variation of place is being explained by technology acceptance model. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H04: There is a significant relationship between people and technology acceptance model.

Table 17(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	9.86	7.697		6.12	0.000
Technology Acceptance Model.	13.92	10.90	0.885727645	5.88	0.000

Source: Calculated by author

Table 17(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.885727645	0.784513462	0.218530132	18.7857202

Source: Calculated by author

a Predictors: (Constant), Technology Acceptance Model ; b Dependent Variable: People

Results in table 17(b) show that there is a significant relationship between people and technology acceptance model. that is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ). The Beta value ( $r = 0.88$ ) express that there is a strong positive correlation between people and technology acceptance model. The R Square reveals that 0.7845 of the total variation of people is being explained by technology acceptance model. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H05: There is a significant relationship between product and technology acceptance model.

Table 18(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	8.98	8.45		5.14	0.000
Technology Acceptance Model.	13.92	10.90	0.912279146	5.89	0.000

Source: Calculated by author

Table 18(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.912279146	0.83225324	0.170116064	19.1642842

Source: Calculated by author

a Predictors: (Constant), Technology Acceptance Model; b Dependent Variable: Product

Results in table 18(b) show that there is a significant relationship between product and technology acceptance model. That is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ). The Beta value ( $r = 0.91$ ) express that there is a strong positive correlation between product and technology acceptance model. The R Square reveals that 0.83 of the total variation of product is being explained by technology acceptance model. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H06: There is a significant relationship between technology acceptance model and intention to use Tourism application.

Table 19(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	10.34	7.34		6.43	0.000
Technology Acceptance Model.	13.92	10.90	0.95613729	5.78	0.000

Source: Calculated by author

Table 19(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.95613729	0.914198518	0.087013366	18.6051468

Source: Calculated by author

a Predictors: (Constant), Technology Acceptance Model; b Dependent Variable: Intention

Results in table 19(b) show that there is a significant relationship between Intention and technology acceptance model. that is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ). The Beta value ( $r = 0.96$ ) express that there is a strong positive correlation between Intention and technology acceptance model. The R Square reveals that 0.87 of the total variation of Intention is being explained by technology acceptance model. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H07: There is a significant relationship between Product and Tourists' Satisfaction.

Table 20(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	8.98	8.45		5.88	0.000

Satisfaction	14.18	5.35	0.980632307	5.67	0.000
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Source: Calculated by author.

Table 20(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.980632307	0.961639723	0.038902088	16.18477052

Source: Calculated by author.

a Predictors: (Constant), Product ; b Dependent Variable: Tourist Satisfaction

Results in table 20(b) show that there is a significant relationship between product and tourist satisfaction .that is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ).The Beta value ( $r = 0.98$ ) express that there is a strong positive correlation between product and tourist satisfaction. The R Square reveals that 0.96 of the total variation of product is being explained by tourist satisfaction. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H08: There is a significant relationship between Price and Tourists' Satisfaction.

Table 21(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	12.72	5.97		5.06	0.000
Tourist Satisfaction	14.18	5.35	0.981636979	5.47	0.000

Source: Calculated by author

Table 21(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.981636979	0.945916347	0.054847545	14.65424019

Source: Calculated by author

a Predictors: (Constant), Price ; b Dependent Variable: Tourist Satisfaction

Results in table 21(b) show that there is a significant relationship between price and tourist satisfaction. That is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ).The Beta value ( $r = 0.98$ ) express that there is a strong positive correlation between price and tourist satisfaction. The R Square reveals that 0.95 of the total variation of price is being explained by tourist satisfaction. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H09: There is a significant relationship between Place and Tourists' Satisfaction.

Table 22(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	14.25	5.33		6.05	0.000
Tourist Satisfaction	14.18	5.35	0.993210046	5.93	0.000

Source: Calculated by author.

Table 22(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.993210046	0.986466196	0.013724958	14.23426649

Source: Calculated by author

a Predictors: (Constant), Place ; b Dependent Variable: Tourist Satisfaction

Results in table 22(b) show that there is a significant relationship between place and tourist satisfaction. That is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ).The Beta value ( $r = 0.99$ ) express that there is a strong positive correlation between place and tourist satisfaction. The R Square reveals that 0.986 of the total variation of place is being explained by tourist satisfaction. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H10: There is a significant relationship between Promotion and Tourists' Satisfaction.

Table 23(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	11.29	6.72		5.42	0.000
Tourist Satisfaction	14.18	5.35	0.988826454	5.48	0.000

Source: Calculated by author.

Table 23(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.988826454	0.977777756	0.022536116	15.13418315

Source: Calculated by author.

a Predictors: (Constant), Promotion ; b Dependent Variable: Tourist Satisfaction

Results in table 23(b) show that there is a significant relationship between promotion and tourist satisfaction. That is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ).The Beta value ( $r = 0.988$ ) express that there is a strong positive correlation between promotion and tourist satisfaction. The R Square reveals that 0.9777 of the total variation of promotion is being explained by tourist satisfaction. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H11: There is a significant relationship between People and Tourists' Satisfaction.

Table 24(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	9.86	7.70		5.67	0.000
Tourist Satisfaction	14.18	5.35	0.964003433	5.13	0.000

Source: Calculated by author.

Table 24(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.964003433	0.929302618	0.071695931	14.32

Source: Calculated by author.

a Predictors: (Constant), People; b Dependent Variable: Tourist Satisfaction

Results in table 24(b) show that there is a significant relationship between people and tourist satisfaction. That is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ). The Beta value ( $r = 0.96$ ) express that there is a strong positive correlation between people and tourist satisfaction. The R Square reveals that 0.9293 of the total variation of people is being explained by tourist satisfaction. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H12: There is a significant relationship between Processes and Tourists' Satisfaction.

Table 25(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	11.38	6.67		5.94	0.000
Tourist Satisfaction	14.18	5.35	0.989652163	5.49	0.000

Source: Calculated by author.

Table 25(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.989652163	0.979411404	0.020879394	15.10262632

Source: Calculated by author.

a Predictors: (Constant), Process; b Dependent Variable: Tourist Satisfaction

Results in table 25(b) show that there is a significant relationship between process and tourist satisfaction .that is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ). The Beta value ( $r = 0.989$ ) express that there is a strong positive correlation between process and tourist satisfaction. The R Square reveals that 0.9794 of the total variation of process is being explained by tourist satisfaction. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H13: There is a significant relationship between Physical evidence and Tourists' Satisfaction.

Table 26(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	15.46	4.91		5.14	0.000
Tourists's Satisfaction	14.18	5.35	0.998151115	5.44	0.000

Source: Calculated by author.

Table 26(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.998151115	0.996305648	0.0003746531398	15.1745

Source: Calculated by author.

a Predictors: (Constant),Physical evidence ; b Dependent Variable: Tourists' Satisfaction.

Results in table 26(b) show that there is a significant relationship between physical evidence and tourist satisfaction. That is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ). The Beta value ( $r = 0.99$ ) express that there is a strong positive correlation between physical evidence and tourist satisfaction. The R Square reveals that 0.9963 of the total variation of physical evidence is being explained by tourist satisfaction. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H14: There is a significant relationship between Social Engineering and Tourist's Intention.

Table 27(a)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta		
Constant	15.77	4.81		5.63	0.000
Tourists's Intention	10.34	7.34	0.959047092	5.94	0.000

Source: Calculated by author

Table 27(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.959047092	0.919771326	0.081361847	15.18535797

Source: Calculated by author .

a Predictors: (Constant), Social Engineering; b Dependent Variable: Intention

Results in table 27(b) show that there is a significant relationship social engineering and intention. That is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ). The Beta value ( $r = 0.9590$ ) express that there is a strong positive correlation between social engineering and intention. The R Square reveals that 0.9197 of the total variation of social engineering is being explained by intention. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

Table 28: Customer/Tourist Classification of BD

People	Number
Business Traveller	77
Family	65
Tourist, Traveller, Special	116
Business, Luxury, Conference people	89
Eco-friendly People	13
Total	360

Source: Face to face interview by the author.

Table 29: Marketing Tool used in BD tourist resort

Marketing Tool	Used by Customer
Website, SEO (Search Engine Optimization), E-mail marketing	88
Third party listings, Online reputation management	36
Guest Loyalty, collateral, trade shows and events	96
Paid Media, Social Media platform	78
Public relationship, Partnerships	62
Total	360

H15: There is a significant relationship exists between customer type and marketing tool used.

Here the author used r test,

Table 30

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.574991208	0.330614889	0.678839702	7.43

Source: Calculated by author.

a Predictors: (Constant), Customer Type; b Dependent Variable: Type of Marketing Tool

Results in table 30 show that there is a significant relationship between customer type and marketing tool used. That is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this study which is 0.05 ( $P=0.00<0.05$ ). The Beta value ( $r = 0.57$ ) shows that there is a weak positive correlation between customer type and marketing tool. The R Square reveals that 0.3306 of the total variation of customer class is being explained by marketing tool. On this premise therefore, the null hypothesis is accepted, and the alternative rejected.

H17: There is a significant relationship exists between customer type and attitude.

Here the author used r test,

Table 31

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	-0.443284783	0.196501398	0.8148474	10.76885725

Source: Calculated by author.

a Predictors: (Constant), Customer Type; b Dependent Variable: Type of Attitude

Results in table show that there is a significant relationship between customer type and attitude that is, the P-value of 0.000 in this relationship is less than the pre-set level of significance in this research which is 0.05 ( $P=0.00<0.05$ ). The Beta value ( $r = -0.443284783$ ) express that there is a negative correlation between customer type and attitude of customer towards tourist resort. The R Square reveals that 0.1965 of the total variation of customer class is being explained by attitude. On this premise therefore, the null hypothesis is rejected, and the alternative accepted.

#### Discussion & Analysis:

- The research showed that the result of the hypothesis tests of the five tourism marketing mixes price, promotion, place, product and people are the variables that dictate the development of the Technology Acceptance Model (TAM) in the field of tourism in Bangladesh. These variables have significant impact on the intention to use tourism application and tourist satisfaction in Bangladesh.
- The research also show that the results of the 16 hypotheses presented, there are 15 null hypotheses that can be accepted with results, and one hypothesis is rejected.
- From the result the author find that price, place, promotion, ,people and product has a significant effect on technology acceptance model that is Perceived ease of use and Perceived usefulness. Again in this regards the null hypothesis is accepted, so the alternative hypothesis, there is a significant relationship between price, place, promotion, people, product and technology acceptance model is rejected. So price, place, promotion, people, product of BD tourist cant affect the technology acceptance model of these resort that is perceived ease of use and perceived usefulness.
- In this research the author showed that tourist satisfaction towards BD tourist resort is sufficient. In this research most of the tourist admit that they get maximum pleasure, maximum facilities, highest number of services, maximum recreation from these resorts.
- In this research the author found that various factors positively and negatively affect the attitude of customers towards BD tourist resort .The author reveals that place , product, process, physical evidence of tourist resort are positively affect

the attitude of customers towards BD tourist resort. Again the authors disclose that price, promotion and social engineering slightly or negatively affect the attitude of customers towards BD tourist resort.

- We know in the MIS development process of an organization, information is recognized as a major resource like capital and time. If this resource has to be managed well, it calls upon the management to plan for it and control it, hence that the information becomes a vital resource for MIS development.
- Management information system, or MIS, usually point out to a computer-based system that delivers managers with the tools to assess, assemble, and competently manage departments within an organization. In this research the author showed that resort management information system can employ a software that helps in decision making about to accept BD tourist resort service, search data resource such as data based information about resort such as price, place, product etc; the hardware resource of BD tourist resource such as vending service, POS device, accommodation etc.
- Again the author also showed that the tourist management and various project management application of BD tourist resort are computerized process that enable the department to run efficiently. In Bangladesh tourism is growing rapidly so the role of tourist resort resorts are becoming higher than earlier. In Bangladesh tourist resort take a big place in the economic market. Therefore operating manual system could lead to wrong management. As a result operating computerized system is more effective. The researcher showed that the resort's MIS system can't operate solely in a tourist resort it focuses chiefly on reservation processes. So the development of management information process can serve all the needs of the BD tourist resort effectively.
- The research disclosed that customer's satisfaction regarding BD tourist resort positively influenced tourist intention towards tourism. The author showed that marketing tools are weakly related with type of tourist. The research found that tourist attitude are negatively influenced by tourist type.
- The research also find that technology acceptance model has a significant effect on tourist intention towards resort. Here the alternative hypothesis, There is a significant relationship between technology acceptance model and intention to use Tourism application is rejected. So technology acceptance model can't affect customer's intention towards BD tourist resort.
- Again the research also find that the seven marketing component product, price, place, promotion, people, process and physical evidence has a significant effect on tourist's satisfaction. In this regards, the null hypothesis is accepted, and the alternative rejected. So the seven marketing mix can't affect the customer's satisfaction towards BD tourist resort.
- The author also show that social engineering has a negative impact on tourist's intention towards tourist resort. In this regards, the null hypothesis is accepted, and the alternative rejected. So social engineering can't affect tourist's intention towards resorts. So effect of social engineering is negligible here. Mainly tourist with debit/credit card users are affected by social engineering. Password of debit/credit card users are hacked by social engineers. Most of the BD tourist use cash payment service instead of online service, so impact of social engineering is less here.
- Perceived ease of use and perceived usefulness of various services play an important role in Customer relationship marketing in tourism sector.
- There is a negative correlation exists between customer type and attitude. Which means rich customer are arrogant in nature, middle class customer have positive attitude towards BD tourist resort.
- Marketing channels include the hotel website and SEO, paid media, third-party listings, social media platforms, email marketing, guest loyalty, collateral, trade shows and events, partnerships, public relations, and online reputation management. These marketing tools are positively correlated with the class of tourist.
- Again the research also show that Tourist, traveller, Special are the main class of tourist in Bangladesh. From the above table we find that Guest Loyalty, collateral, trade shows and events are mostly used marketing tools.

#### **Limitations:**

- This research is only focused on selling of food item and recreation item of tourist resort of Bangladesh. These are convenience and preferable products. According to Kotler and Armstrong (2014), customer buying behavior for convenience products is little planning, little comparison, and low customer involvement.
- And based on Solomon et al., 2010, the steps that create an attitude on low involvement hierarchy is cognition behavior affect attitude, based on the behavioral learning process the consumer's interest in the attitude object may be unenthusiastic. Again the sample size is not too large, it is impossible to analysis the whole population.

#### **Conclusion:**

- There are various types of tourism in the world such as religious tourism, sports tourism, eco-tourism, educational tourism, spa tourism, rural tourism, cultural tourism, etc. The income, opportunities, scope, cost of these tourism are different. Tourism is a great source of income of any country. But there is a huge lack of research, business strategy and plan to explore the development of the tourism industry of Bangladesh.
- The government of Bangladesh would take proper step to the development of the marketing of tourism industry. Identify the target market of tourism, explore marketing technique to attract more tourist. In general a resort's target market is the specific subset of all hotel customers that a particular property tries to get business from. This could be business travelers for a resort near an airport or conference center, and families on vacation for resorts in BD.
- This research try to find the marketing mix of BD tourist resort. The research focus on the significance of marketing mix and technology acceptance model on customer attitude, satisfaction and branding of tourist resort.
- The research showed that a right hotel management systems afford customize solutions hold on to operating resort business perfectly. The MIS software of resort is promoted for the hospitality industry as well as operates as a central database for all resort information. The author disclosed that all necessary data is accessible to management and employees in one secure location by the MIS software of a tourist resort.

- The result of the hypothesis testing that has been done in the paper; it shows that products, price, promotion, place and people have significant impact on the development of tourism and tourist satisfaction. The research also showed that process, physical evidence, marketing tool and Technology Acceptance Model (TAM) have directly influenced the tourist satisfaction in Bangladesh. Social Engineering has negatively related with the tourist intention in Bangladesh. Of the 16 hypotheses found there are 15 null hypotheses accepted, and one hypothesis is rejected.

#### **Implication & Recommendation:**

From the results of the discussion portion, the writer has suggestions for the application of this study:

- For companies: The author hope that this research can be used as a reference in order to build rapport between customer and tourist resort and bring with it many benefits for the tourism industry of any country .
- For the Academic field: The study can be used for reference for any students that will perform research about tourism, information systems and Technology Acceptance Model and UTAUT.
- For future studies: Any future studies should focus on different and new areas/locations of research such as India, Bhutan, Maldives so that research and information into the effects of TAM (Technology acceptance model) & UTAUT, use of information technology in tourism, use of modern technology in the resort, technology adoption can be explored further, besides the compilation of accurate information.

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