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A STUDY ON THE PERCEIVED VALUE OF NON FACE-TO-FACE TOURISM AND CONSUMER ADOPTION INTENTION

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ABSTRACT

This study aimed to verify whether consumers will perceive and accept LAN-tour, non face-to-face tourism which is a new type of tourism, a virtual world that has been expanded through convergence with ICT, as a tourism activity. To this end, this study applied the value-based adoption model to explore the factors affecting the adoption intention of LAN-tour and added social interaction and spatial presence as perceived benefit factors based on the characteristics of LAN-tour. Through these approaches, this paper sought to provide basic advice on strategic measures for the market expansion of LAN-tour, which has just begun to be introduced, based on the product lifecycle. This study will give a basic data for the establishment and spread of Non-face-to-face tourism products to be newly developed in the future.

Keywords: Lan-tour, Non-face-to-face tourism, Value-based Adoption Model, VAM

1. INTRODUCTION

The COVID-19 pandemic declaration has brought about various changes in our daily lives, regardless of their sizes (Kim & Lee, 2021). Amid restrictions on travel between countries, the numbers of both domestic as well as overseas trips have significantly reduced, and the rate of business closure in the tourism industry continues to rise (Gossling et al., 2020; Lee & Park, 2019). Under these circumstances, non-face-to-face tourism online is gaining attention. According to data on the global tourism market using non-face-to-face technology, it will grow rapidly, with estimated market size increasing nearly 13.16% from $570.25 billion in 2017 to $113.4555 billion by the end of 2023 (Virtual Strategy Magazine, 2020). Typical non-face-to-face tourism is experienced by watching videos related to tourist destinations using the Google Earth program on the website Google and real-time streaming service programs such as YouTube or Zoom. These methods enable tourists to experience the local life of other regions as vividly as possible through the video without visiting the place in person (Kim & Lee, 2021). Online non-face-to-face tourism continues to evolve alongside the development of digital technology.

A LAN-tour, typical non-face-to-face tourism products, is an experiential tourism product that is provided in real time in an online space which is operated by the Internet communication network, and it is the tourism products developed after the declaration of the COVID-19 pandemic. Unlike existing offline tours, in a LAN-tour, tourism experiences are offered online, and tourists use their

electronic devices (e.g., PCs, Laptops, and Smartphones) to participate in the tour, which is led by a tour guide who offers commentary and guidance (Kim, 2021). LAN-tour experiences are provided through a real-time connection to tourism sites. Therefore, individuals can participate in tourism activities in an extended virtual world connected to the real world without physical movement, and they can enjoy real-time interaction with tour guides and other participants.

Therefore, this study aimed to verify whether consumers perceive and accept LAN-tour, non face-to-face tourism which in a virtual world extended through the convergence with ICT, as a new type of tourism activity. To this end, this study applied a value-based adoption model to identify factors that affect the adoption intention of LAN-tour, and it then added social interaction and spatial presence as perceived benefit factors in consideration of the characteristics of LAN-tour.

The hypotheses to be validated through this study are as follows.

Hypothesis 1. The perceived benefit (Usefulness, Enjoyment, Social interaction, and Spatial presence) of the LAN-tour have a positive (+) effect on the perceived value (Functional value, Hedonic value).

Hypothesis 2. The perceived sacrifice (Perceived fee, Technicality) of the LAN-tour have a negative (-) effect on the perceived value (Functional value, Hedonic value).

Hypothesis 3. The perceived value (functional value, hedonic value) of the LAN-tour has a positive (+) effect on adoption intention.

2. LITERATURE REVIEW

2.1. LAN-Tour

A LAN-tour refers to real-time, non-face-to-face tourism that is conducted live online in real-time, not in reality but connected through an Internet communication network. In a LAN-tour, tourists connect through PCs and laptops to participate, and the tour proceeds with the guide's commentary and guidance. Considering that the term "tour" generally refers to "travel" and "tourism," and its definition can be summarized as "the act of experiencing the history and culture of another area by leaving one's residence" (Kim & Kim, 2018), a LAN-tour can be defined as experiencing tourism online connected to an Internet communication network, not on the site of a tourist destination. This definition is in contrast to offline tourism, which involves visits to actual tourist sites (Kang & Park, 2019).

In LAN-tour, which are generally conducted as "Live" activities, participants communicate with the LAN-tour guide and other participants via live chat or video (or audio) conference during the tour. In the process of the tour (about 90 minutes), the tour guide not only provides tour commentary, but also interesting photos, videos, and music while moving around the tourist attractions. In addition, tour guides offer tourism experiences while promoting two-way communications by answering questions from participants (Kim, 2021). Due to the suppressed desire for tourism under the COVID-19-related social regulations such as travel restrictions and social distancing measures, LAN-tour are witnessing an increase in their demand (Hong & Oh,

2000).

2.2. Value-based Adoption Model (VAM)

The value-based adoption model (VAM) proposed by Kim et al. (2007) is a technology acceptance model (TAM) for research on technology acceptance and use from the consumer's point of view. In prior studies on acceptance of new technologies, the TAM proposed by Davis et al. (1989) was dominant, but Kim et al. (2007) discovered that the TAM has limitations in explaining the acceptance of new ICT, and argued that users of new ICT should be recognized as "consumers" rather than mere users of technology. While the TAM assumes that the primary concerns of technology users in organizations are usefulness and ease of use, the VAM is based on the assumption that individual consumers are focused on maximizing value.

The VAM can be evaluated as a model from a balanced perspective in that it considers both benefits and sacrifices obtained in the process of accepting technology and adopting technology products based on the cost-benefit paradigm (Lin et al., 2012). The VAM explains the acceptance of technological products and services based on Zeithaml's (1988) concept of perceived value and was first proposed by Kim et al. (2007). The VAM explains that those who adopt IT evaluate the value of a choice considering the benefits and sacrifices in relation to a product or service, and decide their actions through the overall evaluation.

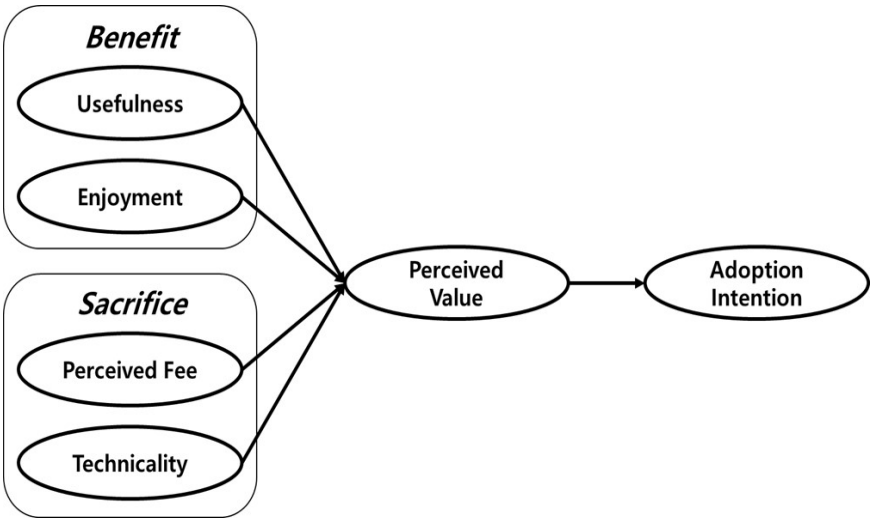

Fig. 1: Value-based adoption model (VAM)

2.3. Spatial Presence

Spatial presence is frequently used as a factor to most effectively account for presence in a virtual space, and it implies that the user is transported to a virtual physical space. Spatial presence is presence mediated by VR, and can be defined as a state in which the user is not looking at a certain place from a 2nd-person perspective, but is located in the space and perceives a place other than the space in which he or she physically exists as if it were a real space. This spatial presence is experienced at the moment when a reaction the most similar to that in an equivalent real experience is prompted, that is, the user fails to recognize/remember the fact that he/she is using the media. In

particular, it is analyzed that spatial presence is often felt in media with high interaction and audio-visual stimulation, such as games (Wirth et al., 2007).

2.4. Social Interaction

Social interaction refers to the process of exchanging social behaviors that have meaning or influence on the other person, as an interpersonal interaction. Hoffman & Novak (1994) defined it as an act in which users exchange information or communicate with other users using a computer and argued that one can actually have human interactions with others in a virtual environment. Cook (1994) argued that it is more appropriate to use the term "interactivity" to refer to communication with other users rather than interaction with machines. This interpretation implies that interpersonal communication between users is the basis of social interaction.

With the development of ICT, the traditional and mobile-based web is becoming a part of our lives. Various web-based services, ranging from e-mail, messenger, and blog, as well as social network services (SNS) such as Twitter, Facebook, and metaverse, are widely used by all classes regardless of generation. Most of these media are used for social purposes such as social networking, opinion development, and knowledge sharing (Bouman et al., 2008), and the sociability of these media is analyzed as a characteristic of media environments that promote interaction between participants and between participants and information online (Gao et al., 2010).

3. METHOD

3.1. Research Model

This study aimed to investigate the possibility of the settlement and spread of LAN-tour, a new type of tourism, in the existing tourism market. To this end, this study identified the factors that affect the adoption intention of LAN-tour by applying the value-based adoption model. It added social interaction and spatial presence as perceived benefit factors to determine if the LAN-tour characteristics affect the adoption intention of LAN-tour.

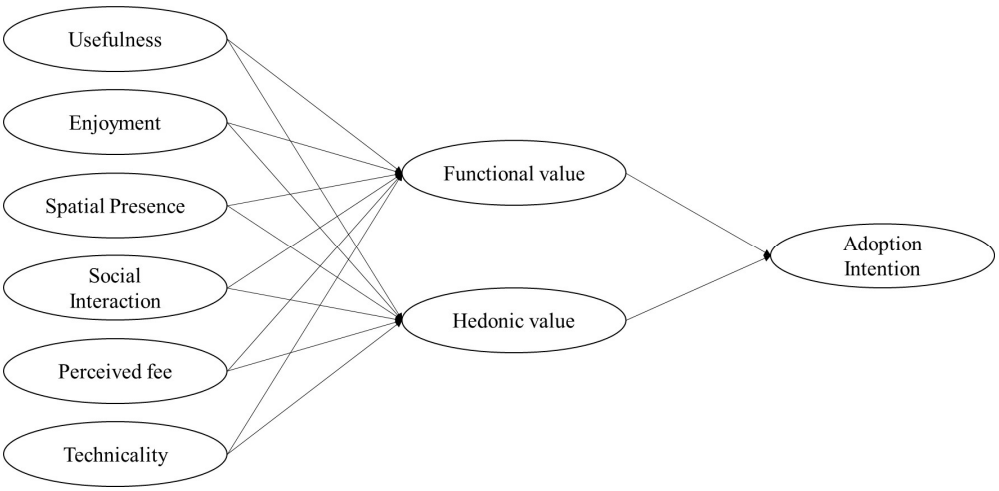

Fig. 2: Research Model

3.2. Research Participants

This study was conducted to verify the factors affecting the adoption intention of LAN-tour, a new type of tourism. To analyze the structural relationship between perceived benefit, perceived sacrifice, perceived value, and adoption intention of LAN-tour, a survey was conducted.

In order to derive results suitable for the purpose of the study, adult men and women with previous experience participating in Live LAN-tour, real-time LAN-tour products such as LAN-tour of 'myrealtrip' or Online experience of 'Airbnb', were selected as research participants. The survey was conducted online, in consideration of the special situation of prolonged COVID-19, real-time live LAN-tour participants rather than simply watching tour-related videos, and the characteristics of LAN-tour based on non-face-to-face online participation. The survey was conducted from April 18 and May 10, 2022. In this survey, a total of 400 questionnaire sheets were distributed, and those with insincere responses or with the same score for every question were excluded as unreliable resources. A total of 340 were used for the final analysis.

3.3. Research Instrument

A questionnaire was used to measure and identify the structure of variables determined according to the purpose of this study. This was limited to variables that can be measured through the self-administration method. Each of the variables was reorganized through revision and supplementation of the work of previous studies and each factor was described by a Likert 5-point scale. The composition contents of the measuring tool used in this study are shown in Table 1 below.

Table 1: Summary of the scales used

Scale	**Items**	**Number of Question**
Perceived Benefit	Usefulness (3)	14
	Enjoyment (3)	
	Social Interaction (4)	
	Spatial Presence (4)	
Perceived Sacrifice	Perceived fee (3)	6
	Technicality (3)	
Perceived Value	Functional value (4)	8
	Hedonic value (4)	
Adoption Intention (3)		3
Total		**31**

4. RESULT AND DISCUSSION

For this analysis, SPSS 24.0 and AMOS 22.0 statistical programs were used. The detailed analysis procedure was as follows. A frequency analysis was conducted to examine the demographic characteristics of the survey participants. Exploratory factor analysis (EFA) and Confirmatory

factor analysis (CFA) were carried out for such variables as perceived benefit, perceived sacrifice, perceived value, commitment, and adoption intention of LAN-tour. Cronbach's α coefficient value was calculated to verify the internal consistency between the items, as well as the reliability of each variable. To check the normality of the sample, skewness and kurtosis were measured. To check the multicollinearity between each variable, a correlation analysis was conducted. To analyze the structural relationship between perceived benefit, perceived sacrifice, perceived value, commitment, and adoption intention, a path analysis was carried out using structural equation modeling (SEM). To establish whether generation plays a moderating role between perceived benefit, perceived sacrifice, perceived value, commitment, and adoption intention, the significance of the moderating effect was verified using multiple group analysis.

4.1. Validity and Reliability of Research Instrument

Prior to the structural equation model analysis for the entire causal model, the discriminant and convergent validity of the measured variables were confirmed through exploratory factor analysis. Based on this, AMOS statistical program was used to confirm the unidimensionality of each factor for measurement items and to conduct a confirmatory factor analysis for antecedent factors for statistical verification.

In this research, confirmatory factor analysis (CFA) was conducted to check the stability, construct validity, and compatibility of the internal structure of the measuring tools.

The incremental fit index was verified through Tucker-Lewis Index(TLI) and Comparative Fit Index(CFI), and the absolute fit index was through the Root Mean Square Error of Approximation(RMSEA). Appropriate levels of the fit index are defined as TLI and CFI indices above .9 and RMSEA below .08 (Bentler & Bonett, 1980; Bentler, 1990; Hu & Bentler, 1999). Based on confirmatory factor analysis, convergent validity was verified through the calculation of construct reliability (CR) and average variance extract (AVE). The fit index of the convergent validity is considered normal if the CR and AVE values exceed .7 and .5, respectively. The confirmatory factor analysis results are shown in Table 2 below.

Table 2: Results of confirmatory factor analysis

Factor		Items	Estimate		S.E	C.R.	CR	AVE
			B	β				
Perceive	Usefulness	Participating in LAN-tour is beneficial	1	.715			.753	.605
		I get varied knowledge from LAN-tour	1.013	.653	0.114	8.924		
	Enjoyment	Participating in LAN-tour is fun	1	.738			.815	.688
		Participating in LAN-tour is interesting	.977	.749	.085	11.437		

dBenefIt	**Social interaction**	Participating in LAN-tour enables me to create social relationships with other usersusers	1	.628			.854	.595
		Participating in LAN-tour helps me make new friends	1.162	.663	.119	9.753		
		Participating in LAN-tour enhances my social relationships with others	1.154	.727	.111	10.402		
		Participating in LAN-tour helps me maintain social relationships with others	1.293	.765	.12	10.737		
	Spatial presence	While I was participated in LAN-tour, I felt like I was actually there in the environment of the LAN-tour	1	.697			.870	.625
		While I was participated in LAN-tour, It was as though my true location had shifted into the environment in the LAN-tour	1.031	.745	.086	11.932		
		While I was participated in LAN-tour, I felt as though I was physically present in the environment of the LAN-tour	1.05	.743	.088	11.91		
		While I was participated in LAN-tour, It seemed as though I actually took part in the action of the LAN-tour	.911	.704	.08	11.373		
Per	**Perceived fee**	The fee that I have to pay for the participate in LAN-tour is	1	.841			.844	.643

cei ved Sacr If Ice		uneconomical						
		The fee that I have to pay for the participate in LAN-tour is too high	.83	.747	.056	14.907		
		The fee that I have to pay for the participate in LAN-tour is unreasonable	.964	.794	.06	16.093		
	Technicality	It is difficult to participate in LAN-tour	1	.832			.862	.676
		It is difficult for me to understand how to participate the LAN-tour	1.123	.894	.058	19.529		
		I think becoming skillful at using device and function for participating in LAN-tour is difficult	1.006	.817	.058	17.44		
Perceived Value	**Functional value**	LAN-tour is reasonably prices	1	.719			.870	.626
		LAN-tour offers value for money	.996	.74	.081	12.355		
		The quality of LAN-tour is good relative to the price	.983	.725	.081	12.122		
		LAN-tour is economical	.947	.702	.08	11.765		
	Hedonic value	LAN-tour is ones that I enjoy	1	.681			.875	.637
		LAN-tour makes me want to participate it	.915	.636	.087	10.568		
		LAN-tour is one that I would feel relaxed about participating	1.055	.732	.088	11.996		
		Participating in LAN-tour gives me pleasure	1.083	.756	.088	12.338		
Adoption intention		I plan to participate in LAN-tour as a tourism	1	.75			.848	.651

	activity						
	In the next three months, I'm willing to take participate in LAN-tour as a tourism activity	1.118	.78	.082	13.633		
	In the next three months, I will participate in LAN-tour as a tourism-activity	.988	.704	.08	12.325		
x^2=476.814, *df*=341, TLI=.964, CFI=.970, RMSEA=.034							

4.2. Results of Research Model's Suitability

The maximum likelihood method is recommended as a method for estimating parameters at the group level. In general, however, the x^2 test to examine the compatibility of the research model has the disadvantage of being sensitive to sample size (Hong, 2000). The degree of fit was calculated through the Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA) values, which are the absolute fit index and incremental fit index designed to solve this problem.

The criteria for the fit index are as follows. If both TLI and CFI values are higher than .9, model compatibility is considered satisfactory (Tucker & Lewis, 1973; Bentler, 1990). Whereas, with RMSEA, where 0 represents maximum compatibility, the model is deemed increasingly inappropriate as the value climbs (Hu & Bentler, 1999).

The results the fit index calculations for this research model are shown in Table 3 below. The TLI (.958), CFI (.964), and RMSEA value (.037) satisfied the reference point of the goodness of fit index, confirming that the research model was suitable for the study.

Table 3: Result of research model's suitability

	x^2	df	p	TLI	CFI	RMSEA
Research Model	510.603	348	.000	.958	.964	.037

4.3. Results of Path Analysis between Variables

A total of 3 hypotheses were developed to determine the structural relationship between perceived benefit (Usefulness, Enjoyment, Social interaction, Spatial presence), perceived sacrifice (Perceived fee, Technicality), perceived value (Functional value, Hedonic value), and adoption intention in LAN-tour in Korea. The results of path analysis using structural equations for hypothesis verification are shown in Table 4 below.

The path coefficient between perceived benefit (usefulness, enjoyment, social interaction, spatial presence) and perceived value (functional value, hedonic value) was below; The path coefficient between enjoyment and fedonic value was .421(t=3.551, p<.001). The value of the path coefficient

between social interaction and functional value was .396 (t=3.490, p<.001), and the path coefficient with hedonica value was .133(t=2.178, p<.05). The value of path coefficient between spatial presence and functional value was .265(t=2.719, p<.05) and the path coefficient with hedonic value was .249(t=3.484, p<.001).

The value of the path coefficient between perceived sacrifice (perceived fee, technicality) and perceived value (functional value, hedonic value) was as follows; In the 95% confidence interval, the value of the path coefficient between perceived fee and functional value was -.316(t=-3.653, p<.001). The path coefficient between technicality and functional value was .179(t=2.482, p<.05), and hedonic value was -.121(t=-2.360, p<.05) with a statistically significant negative (-) effect.

The path coefficient between perceived value (functional value, hedonic value) and adoption intention as follows; The path coefficient between functional value and adoption intention was .346(t=4.974, p<.001), and the path coefficient between hedonic value and adoption intention was .755(t=7.439, p<.001) with a statistically significant positive (+) effect.

As a result, Hypothesis 1, 2 were partially accepted, and Hypothesis 3 was accepted.

Table 4: Results of path analysis between variables

Path		**Estimate**	**S.E.**	**t-value**	
1	Usefulness → Functional value	.054	.146	.368	Rejected
2	Usefulness → Hedonic value	.004	.109	.038	Rejected
3	Enjoyment → Functional value	.240	.142	1.690	Rejected
4	Enjoyment → Hedonic value	.421	.118	**3.551*** **	**Accepted**
5	Social Interaction →Functional value	.396	.088	**3.490*** **	**Accepted**
6	Social Interaction → Hedonic value	.133	.061	**2.178***	**Accepted**
7	Spatial Presence → Functional value	.265	.098	**2.719***	**Accepted**
8	Spatial Presence → Hedonic value	.249	.072	**3.484*** **	**Accepted**
9	Perceived fee → Functional value	-.316	.087	**-3.653*** **	**Accepted**
10	Perceived fee → Hedonic value	.052	.060	.861	Rejected

Path		Estimate	S.E.	t-value	
11	Technicality → Functional value	.179	.072	**2.482***	**Accepted**
12	Technicality → Hedonic value	-.121	.051	**-2.360***	**Accepted**
13	Functional value → Adoption intention	.346	.070	**4.974*****	**Accepted**
14	Hedonic value → Adoption intention	.755	.101	**7.439*****	**Accepted**

5. CONCLUSION AND FUTURE WORK

This study aimed to verify whether consumers will perceive and accept LAN-tour, which is a new type of tourism, a virtual world that has been expanded through convergence with ICT, as a tourism activity. To this end, this study applied the value-based adoption model to explore the factors affecting the adoption intention of online tours and added social interaction and spatial presence as perceived benefit factors based on the characteristics of LAN-tour.

Through these approaches, this paper sought to provide basic advice on strategic measures for the market expansion of LAN-tour, which has just begun to be introduced, based on the product lifecycle. In addition, research to provide basic data for the establishment and spread of non-face-to-face tourism products to be newly developed in the future was also conducted.

In this paper, to verify the factors affecting the adoption intention of LAN-tour, a study was conducted targeting LAN-tour participants who had participated in the Live LAN-tour between April 18 and May 10, 2022. A survey was used as the research measurement tool, and among the questionnaires self-administered by the participants, those with insincere responses or with the same score for every question were excluded as unreliable resources, yielding a total of 340 copies for the final analysis. Data from all collected questionnaires were analyzed using SPSS and AMOS statistical programs.

A frequency analysis was first conducted to identify the general demographic characteristics of the study subjects. After conducting exploratory factor analysis and verifying Cronbach's α coefficient to examine the question validity and reliability of the measurement variables, concentrated validity analysis and discriminant validity analysis were conducted through confirmatory factor analysis. Then, a correlation analysis was carried out to check the multicollinearity among the variables selected in the study, and a moderating effect was analyzed and validated through a multiple group path analysis using a structural equation model.

First, among the perceived benefit factors of LAN-tour, 'Enjoyment' affected the 'Hedonic value' of perceived value, and 'Social interaction' and 'Spatial presence' showed positive (+) functional values and hedonic values, respectively. This means that the pleasure of the LAN-tour itself and the characteristics of the LAN-tour have a significant effect on improving consumers' perceived

value for LAN-tour. Therefore, in order to improve the perceived value of LAN-tour, it suggests that it is necessary to provide differentiation of LAN-tour, non-face-to-face tourism, that cannot be experienced in existing offline tourism.

Second, among the perceived sacrifice factors of LAN-tour, the perceived fee had a statistically significant negative (-) effect on the functional value, and technicality had a statistically significant negative (-) effect on the hedonic value. In addition, technicality was found to have a statistically significant positive (+) effect on functional value. This suggests that in order to improve the perceived value of LAN-tour, it is necessary to adjust the difficulty of using technology for reasonable price and tour participation. However, since consumers accept the use of technology to participate in LAN-tour as an essential effort, if they can participate in LAN-tour with relatively little effort, the existence of a certain level of difficulty in using technology rather enhances the perceived value was judged.

Third, the perceived value of LAN-tour was found to have a positive (+) effect on adoption intention on the functional and hedonic values. This means that the higher the value perceived by consumers, the higher the adoption intention, which means the willingness to continue participating in LAN-tour and overall satisfaction. In addition, it is judged that the reason why the hedonic value appeared higher among the perceived values is that tourism itself is an activity that pursues pleasure as a leisure activity.

Through the results of this study, we would like to present the following academic implications.

First, in this study, a value-based adoption model was applied to confirm the adoption intention of LAN-tour, a new type of tourism created through convergence with ICT. Value-based adoption model does not borrow only belief variables such as quality or satisfaction represented by usefulness and ease-of-use as antecedent factors that affect users' acceptance of technology, and it is a model that analyzes the relationship between perceived consumption value and adoption intention by applying the cost-benefit paradigm and considering sacrifice factors consisting of technicality and perceived fee. Based on the value-based adoption model, this study is of academic significance in that it measures the leading factors that determine technology acceptance from a broader perspective and enhances the explanatory power of measured consumer acceptance behavior by adding leading factors considering the characteristics of LAN-tour.

Second, the value-based adoption model proposed by Kim et al. (2007) verified the consumption value of technology products using one variable of perceived value, but in this study, functional value and hedonic value variables were borrowed. This takes into account the needs, situations, and specificities of consumers who have become more diverse than before, and it can be said that consumer research on technology acceptance has been conducted in more depth. In the ever-changing market environment, consumers have a wide variety of needs and their eyes have increased as they easily obtain information through the Internet and SNS. Therefore, in this study, the understanding of the value perceived by consumers participating in LAN-tour was enhanced by dividing it into functional value and hedonic value. The results of this study can be evaluated as laying the foundation for future consumption value research on LAN-tour, non-face-to-face

tourism.

However, consumer research on LAN-tour, which is an early market, is expected to continue to change due to technological developments and changes in consumer awareness. Therefore, based on this study, it is necessary to expand it to a consumer study that predicts the changing patterns of consumers and the resulting change in perception in the future. In particular, various levels of non-face-to-face tourism are implemented according to the degree of convergence between the real world and the virtual world by augmented reality technology. Therefore, in future studies, it is judged that it is necessary to define LAN-tour more clearly and distinguish its types by dividing the layers according to the degree of convergence of the real world and the virtual world.

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