
ANALYSIS OF FACTORS AFFECTING THE USE OF SMARTPHONE DIGITAL APPLICATIONS BY TOURISTS IN YOGYAKARTA WHEN TRAVELING IN THE NEW NORMAL PERIOD

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KEYWORDS

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ABSTRACT

The Covid 19 Pandemic situation has had a significant impact on the tourism industry, that is decrease in a number of tourist activities and services due to the closure of a number of areas to prevent the spread of the virus. In this new normal period, adjustments for traveling are needed for tourists, that is the use of technology. This research aims to analyze the most influential factors in the use of digital smartphone applications as a form of adaptation to travel behavior in the new normal period. This research synthesizes TAM and TPB to provide a more comprehensive understanding of the behavior of using tourism digital applications during the pandemic. TAM explains factors related to perceived usefulness and ease of application use, while TPB provides a framework that involves psychological and social factors in explaining tourist intentions and behavior. This study uses a quantitative approach. Data collection was carried out using digital survey methods, interviews, and field observations. The data includes tourist profiles and tourist opinions. The sampling method is purposive sampling, with a sample size of around 160 respondents. The data is processed using Smart PLS. The results obtained from this research are (1) The synthesis between the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) can provide a more comprehensive understanding of the behavior of using digital applications when traveling during the pandemic. The synthesis between TAM and TPB can help understand that the use of digital applications in traveling in the new normal period is significantly influenced by behavioral control and trust factors.

INTRODUCTION

On March 11, 2020, the WHO (World Health Organization) announced the condition of the global Covid 19 virus pandemic worldwide (Kompas.com, March 12, 2020), which caused several countries to close their territories and prohibit their citizens from carrying out outdoor activities. Some community activities are restricted to prevent the spread of the virus. This condition has had a considerable impact on several aspects of life, including tourism.

UNWTO (United Nations World Tourism Organization) said that there was a decrease in the number of tourists in 2020 due to the Covid 19 pandemic which reached 850 million to 1.1 billion. According to UNWTO data, in April 2020 there was a 97% decrease in international travel with a loss rate of \$195 billion (UNWTO, 2020).

The COVID-19 pandemic situation has become a domino effect from the decline in the tourism economic chain which has spread to economic and social problems (Baiquni, 2020). In addition to hampering the mobility of tourists who then reduce or cancel travel activities, this also affects the decrease in the number of services such as accommodation, transportation, food and beverages, and other tourism services. When entering a new normal situation, tourism activities began to reopen with some adjustments or adaptations to new habits. This form of adjustment and adaptation then gives rise to shifts or changes in tourist activities and consumption patterns. (Indrianto, 2020) said that travel activities during this pandemic have brought changes in tourist behavior related to visiting motivation, travel duration, luggage, and activities while traveling. During this pandemic, tourists tend to be more careful in choosing and carrying out tourist activities, especially related to the implementation of health protocols in tourist destinations.

The policy regarding social distancing due to the pandemic encourages digital transformation, where service activities and transactions are carried out virtually and online as a form of adaptation to existing conditions (Arrachman, 2020). This happened due to a shift in shopping patterns in the community in meeting their needs during the pandemic, where mobility was limited to suppress the spread of the virus. Bank Indonesia noted that there has been an increase in online transactions during the pandemic, namely from 2019 to 80 million to 140 million in 2020 (CNN Indonesia, 2020). Smartphone digital application is software that combines several features to be accessible to users through smartphone devices. In tourism, smartphone digital applications offer touchless services for providing information, reservation services, cashless payment services, and navigation services, so that tourists can ensure safety and health when visiting tourist destinations.

The utilization of technology is necessary to be able to accommodate changes in tourist behavior such as. Risk perception, reservations, and personal tour package offers are related to adaptation in traveling during the pandemic. Conditions like this according to (Qomariyah et al., 2020) the need for the development of information technology and internet infrastructure is not only an attractive opportunity but a must for the industry in developing markets in the new normal era, namely by developing an integrated e-tourism system, to increase tourist awareness of the level of cleanliness, health, and safety at tourist attractions. During the COVID-19 pandemic, the use of digital tourism applications faced several challenges, including (UNWTO, (2020), (Gretzel et al., 2020), (Abbasi et al., 2021), (Wahyuni, 2021):

- a. There is a decrease in tourist interest, the pandemic situation causes a decrease in tourist interest to travel, visit tourist attractions, or plan trips. This will cause the overall use of tourism digital applications may decline due to a lack of demand.
- b. Travel restrictions and lockdowns, policies of several countries and regions that implement travel restrictions and lockdowns to control the spread of the virus, make tourism digital applications face challenges in providing accurate and up-to-date

- information on travel rules, area restrictions, and locations that are currently open or closed.
- c. Information uncertainty, the pandemic has caused information uncertainty. Rules and policies related to travel and tourist attractions can change quickly. Therefore, tourism digital applications must be able to update information in real time so that users get accurate and reliable information.
 - d. The decline in tourism business participation, many tourism industries and businesses, such as hotels, restaurants, and attractions, experienced a significant decline in revenue during the pandemic, this led to limited resources and decreased support for the use of tourism digital applications.
 - e. The digital divide, the use of tourism digital applications requires reliable internet access and adequate electronic devices. However, not everyone has equal access to this technology. The digital divide can prevent some people from utilizing tourism applications in planning their trips.
 - f. Data security, the use of tourism applications that involve the exchange of personal or financial information may raise concerns regarding data security. User data protection and privacy must take precedence to prevent misuse or data breaches that harm users.
 - g. Limited physical experience, digital tourism applications cannot provide the same physical experience as visiting tourist attractions directly. Users may feel less satisfied with just seeing an image or video of a destination without actually experiencing it firsthand

To overcome these problems, tourism application developers need to adapt quickly, provide reliable and up-to-date information, and consider a more interactive and immersive user experience despite the pandemic (Grtezel, 2020). Yogyakarta City in the new normal period issued provisions related to the implementation of tourism, namely by implementing health protocols for tourists. Seven conditions must be met by tourists who want to visit Yogyakarta, namely, bringing a health certificate, not coming in groups, downloading and using the Cared+Jogja application or Jogja Pass, complying with Covid-19 prevention protocols, providing hygiene kits, using private vehicles, and buying tickets and checking in online (idntimes.com, 2020). In its development, the government then also required the use of the PeduliLindung application as one of the requirements to enter and move in public spaces. (CNN Indonesia, August 27, 2021).

This study modifies two theories: the Technology Acceptance Model and the Theory of Planned Behavior to explain this problem. Modification of the theory by combining the Technology Acceptance Model and the Theory of Planned Behavior was used to see how the level of acceptance of tourists to the use of digital applications influenced travel behavior. The convenience and usability factor of the Technology Acceptance Model is a factor that underlies the use of digital applications, in addition to the ease and usability factors of tourist profiles that also affect the interest in using the application, which includes age, gender, and education.

Risk and trust variables were added to the study. The perception of travel risk is added because travel decisions during this pandemic are influenced by the perception of travel risk which makes tourists more careful when traveling. Furthermore, the trust factor, namely trust

that the application used is safe from data misuse is also a factor that affects the use of smartphone digital applications when traveling in the new normal era. Security issues and data misuse are some of the considerations of the public in the use of digital applications. For example, at the beginning of its launch in 2020, the number of PeduliLindungi application users reached 4,025,861, or around 5% of all digital application users in Indonesia (Kominfo.go.id, 2020). The number is still small, issues regarding security leakage of personal data, and lack of socialization are factors causing low interest in using the application. In 2021, the number of PeduliLindungi application users experienced a significant increase, reaching 32.8 million users (covid19.go.id) in August 2021, after the government issued a policy regarding the obligation to use the application as one of the requirements for activities in public spaces.

The integration between the theory of the Technology Acceptance Model and the Theory of Planned Behavior by adding variables of travel risk perception and trust factors is used because of the increasingly optimal use of smartphone digital applications as a new form of adaptation to travel in the new normal period, namely to anticipate the spread of Covid 19. Pandemic conditions have caused a sense of concern for tourists to carry out tourist activities, namely being exposed to the Covid 19 virus while traveling (Komarudin, 2020). One of the efforts to anticipate the impact of Covid 19 when traveling is carried out by utilizing a smartphone digital application that can minimize direct physical contact.

The integration of the Technology Acceptance Model and Theory of Planned Behavior can be used to explain the factors that influence the use and acceptance of technology (TAM) and travel behavior in the new normal period (TPB). In a pandemic situation, the use of technology has a significant role in every aspect of life, including tourism. Limited activities and mobility make tourists go digital, so they can still do activities even though they are virtual and avoid physical contact. The use of technology such as smartphone digital applications is considered as one of the efforts and anticipations in preventing the spread of Covid 19 (Iyengar et al., 2020). For tourists, the use of digital smartphone applications will help travel activities such as information search and ticket reservations, which can be accessed without involving physical contact, to reduce the risk of spreading Covid 19.

The United Nations World Tourism Organization (UNWTO) issued Global Guidelines to Restart Tourism on May 28, 2020. The Global Guidelines to Restart Tourism contains guidelines, principles, and strategies for tourism recovery due to the COVID-19 pandemic. In this guide, one of the principles and strategies that need to be done as a form of adaptation to tourism activities during this pandemic is through digital transformation, by utilizing technology to serve and support travel activities, namely through smartphone digital application services. (www.unwto.org). This digital application is used as a means to find information about the condition of a tourist attraction, make reservations, and non-cash payments. Through the use of this technology, tourists can ensure their safety and health when traveling to a destination, besides that the use of this technology will also provide a unique experience for tourists. This study intends to examine what are the most dominant factors behind the use of smartphone digital applications and their influence on travel behavior in the new normal era.

METHOD RESEARCH

This research was conducted with quantitative methods to analyze and see the correlation between variables, sample collection was carried out through the distribution of digital surveys to several respondents. The population of this study is domestic tourists who are visiting the city of Yogyakarta from February to May 2021. Sampling using purposive sampling method with judgment sampling approach using the following criteria: (1) aged 17 years and over, (2) active users of Traveloka, Tiket.com, peduli landing, visiting Jogja, and Gojek applications on smartphones.

Traveloka and Tiket.com were chosen because, based on Jakpat's survey on Traveling Trends 2018, the percentage of users of both applications is high, namely 87.05% for Traveloka and 29.75%. For Tiket.com, Visiting Jogja was chosen as a representative of tourism applications at the regional level. provides statistical information on the number of visitors in a place in the format of a distribution map and identifies COVID-19 exposure conditions. The PeduliLindungi application is used to identify conditions of exposure to COVID-19 and vaccines, in addition, the use of the PeduliLindung application has been required by the government for people who will visit public areas including tourist attractions. When in tourist attractions tourists need mobility services that will take them to tourist destinations, in addition to using public transportation facilities and private vehicles, some tourists use transportation application services such as Gojek, Grab, or Maxim. In this study, the author chose Gojek application users, the reason for choosing Gojek is because it is an application that is widely used by the people of Yogyakarta based on Jakpat's survey entitled Online Ride Booking Apps in 2017. The number of samples used in this study was 160. According to (Hair et al., 2006), the minimum sample size recommended for SEM analysis is in the range of 100-300, while (Byrne, 2001) recommends the minimum acceptable sample for SEM estimation is 100. Furthermore, in PLS-SEM Chin (2000) stated that the minimum number of sample sizes used for PLS-SEM is as much as 30-100 sample sizes.

Given that at that time there was a COVID-19 pandemic situation, the distribution of questionnaires was carried out using a digital survey using a Google form that could be filled out by respondents using applications on smartphones. Respondents will get a link to fill out the questionnaire online. The questionnaire method is used to collect primary data, namely data on the profile of domestic tourists, consisting of the area of origin, gender, age, education, and type of employment. Second, the opinion of domestic tourists on the use of smartphone digital applications in tourist activities consists of two parts Technology Acceptance Model to see the level of acceptance and use of tourist technology, and the second is the Theory of Planned Behavior to see tourist behavior in using digital technology while traveling.

Data processing was carried out using a multivariate test using smart PLS (Partial Least Square) to see the correlation between variables of usability, convenience, risk, behavioral control, trust, subjective norm, and intention to use digital applications when traveling in the new normal era. Partial Least Square (PLS) is a multivariate statistical technique for comparing multiple dependent variables with multiple independent variables.

RESULTS AND DISCUSSION

This study uses 7 variables, namely usefulness, convenience, intention, behavioral control, subjective norm, risk, and trust, which adopt existing variables from TAM and TPB. At the initial stage of validity and reliability testing, it is known that the results of convergent validity testing can meet the specified, and it can be seen that all indicators have a loading factor value of > 0.5 . So it can be concluded that the model already meets convergent validity.

Table 1
Outer Loading

Variable	Indicator	Loading Faktor	Information
Behavior Control	KP1	0.889 > 0.5	Valid
	KP2	0.900 > 0.5	Valid
Uses	Kgnn1	0.664 > 0.5	Valid
	Kgnn2	0.622 > 0.5	Valid
	Kgnn3	0.722 > 0.5	Valid
	Kgnn4	0.765 > 0.5	Valid
	Kgnn5	0.828 > 0.5	Valid
	Kgnn6	0.782 > 0.5	Valid
Intention	Niat1	1.000 > 0.5	Valid
Risk	RSK1	0.695 > 0.5	Valid
	RSK2	0.910 > 0.5	Valid
Subjective Norm	Sub1	0.853 > 0.5	Valid
	Sub2	0.785 > 0.5	Valid
Trust	Trs1	0.896 > 0.5	Valid
	Trs2	0.849 > 0.5	Valid
Facilities	KMDH1	0.876 > 0.5	Valid
	KMDH2	0.912 > 0.5	Valid

Measuring the reliability of a construct in PLS-SEM with the SmartPLS application is done in two ways, namely with AVE and Composite Reliability, provided that it is said to be reliable if the composite reliability > 0.7 and AVE > 0.5 . Based on the table below, the variable has a Composite Reliability value of > 0.7 , so it can be said that all constructs have been said to meet Reliability.

Table 2
Reliability test results

Variable	Composite Reliability	Average Variance Extracted (AVE)	Information
Uses	0.874 > 0.7	0.538 > 0.5	Reliable
Facilities	0.888 > 0.7	0.799 > 0.5	Reliable
Behavior Control	0.889 > 0.7	0.800 > 0.5	Reliable
Intention	1.000 > 0.7	1.000 > 0.5	Reliable
Risk	0.789 > 0.7	0.655 > 0.5	Reliable
Subjective Norm	0.803 > 0.7	0.672 > 0.5	Reliable
Trust	0.864 > 0.7	0.761 > 0.5	Reliable

To see the predictive strength of the structural model can use the R2 Adjusted value of each endogenous construct (Ghozali 2015), the value of R2 Adjusted (0.75), (0.50), and (0.25) can be interpreted that the model formed (strong), (moderate) and (weak) to the number of variances of the construct that can be explained by the model (Ghozali 2015) so that it can be used to measure the variance of changes in exogenous constructs. It was obtained that the R2 Adjusted value of the Intention variable was 0.351, which means that the ability of the exogenous construct variables Usefulness, Ease, behavioral control, Risk, Subjective Norm, and Trust can explain Intention by 35.1%.

Furthermore, the overall fit index evaluation criteria for the entire model obtained from the average communalities index multiplied by the R2 model, GoF values between 1-0 with interpretations of this value are 0.1 (Small GoF), 0.25 (Moderate GoF), and 0.36 (Large GoF), where the formula of the GoF Index is: $\sqrt{AVE \times R^2}$

Table 3
Overall Fit Index (GOF)

Latent Construct	Average Variance Extracted (AVE)	R
Uses	0.538	0.351
Facilities	0.799	
Behavior Control	0.800	
Intention	1.000	
Risk	0.655	
Subjective Norm	0.672	
Trust	0.761	
Average	0.747	
GoF Value	0.512	0.351
Conclusion	Big GoF	

From the table above, it is known that the overall suitability of the model shows a value of 51.2%, this shows that the model formed in this study as a whole has great predictive power in explaining the relationship of exogenous constructs to endogenous constructs.

To find out and analyze the results of the significance of the structural model made in this study, a bootstrapping procedure is used, *namely by resampling again using all empirical data or original samples* (Ghozali 2015), *the following are the results of bootstrapping:*

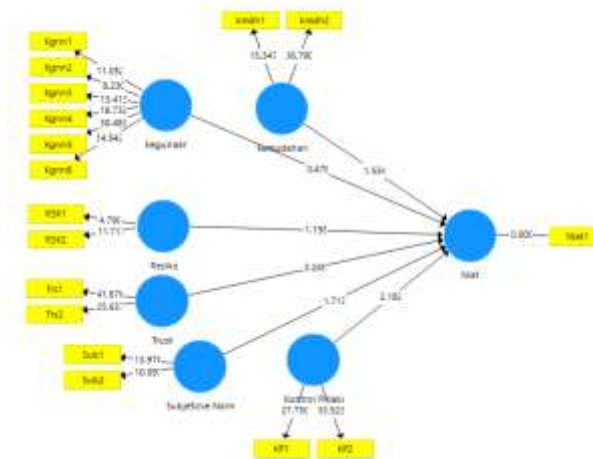


Figure 1

Factors that influence the intention to use digital applications when traveling in the new normal

The figure above shows that the results of the *Bootstrap* method statistically show the value of the path coefficient of the latent construct correlation that has a significant influence on Intention, namely Behavior Control and Trust which can be seen from the statistical t value in each path, namely behavior control shows the path to Intention of 2.182, and Trust shows the path to Intention of 3.249. While other variables are not significant. This can be seen in the Partial Least Square table below:

Table 4
Partial Least Square

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Information
Uses -> Intent	0.053	0.073	0.110	0.478	0.633	Insignificant
Convenience -> Intent	0.159	0.141	0.104	1.534	0.126	Insignificant
Behavioral Control -> Intention	0.218	0.213	0.100	2.182	0.030	Significant
Risk -> Intention	-0.092	-0.076	0.079	1.156	0.248	Insignificant
Subjeticve Norm -> intention	0.133	0.133	0.078	1.713	0.087	Insignificant
Trust -> intention	0.314	0.307	0.097	3.249	0.001	Significant

Based on the table above, it can be explained that the influence of Trust on Intention has the strongest impact, which is 0.314, this can be interpreted that the higher people's trust in the

application, the higher their intention to use the application, conversely, the lower people's trust in the application, the intention to use will also decrease.

The trust factor or consumer trust in the use of digital applications on smartphones is a significant factor in the use of smartphone digital applications (Isnawati et al., 2021). Indicators that can be used to measure consumer confidence according to Lee and Song (2013) include reliability, integrity, and generosity. Trust factors can be measured through technology orientation, reputation, and risk perception (Isnawati et al., 2021) From the results of the research conducted, the author found that there is a significant relationship between trust and the intention to use digital applications when traveling during a pandemic. Trust is an important element in technology acceptance, this is as Stated (Priyono, 2017) that trust has a significant influence on the use of electronic wallet applications. In the Technology Acceptance Model (TAM), intent to use is a behavioral tendency that will shape consumer decisions to use the technology. The higher the level of consumer trust, the more confident consumers are to use digital applications on smartphones.

The trust factor has a huge influence on the use of digital applications when traveling during a pandemic. Here are some reasons why this trust factor is important, namely (Kumala et al., 2020), (Pradita et al., 2021):

- a. Data security and privacy, tourists can be assured that their data will be kept safe when using digital tourism applications. They want to make sure that important and sensitive information such as identity data, credit card numbers, or travel history will not be misused or fall into the wrong hands. If travelers feel unsure about the security of their data, they may be reluctant to use the app.
- b. Information reliability and tourist trust are also related to the reliability of information provided by tourism digital applications. Travelers expect accurate, up-to-date, and relevant information about destinations, travel rules, and safety protocols. If the app can't provide consistent information or there are frequent errors, travelers may doubt the reliability of the app.
- c. Reputation and user reviews, trust factors are related to the reputation of the app and previous user reviews. Travelers tend to look for reviews and testimonials from other users before they decide to use a particular tourism digital app. If the app has good reviews and a reputation, then tourists will be more trusting and motivated to use the app.
- d. A positive user experience, travelers will feel more confident if they have a positive user experience with a tourism digital application. Using an app that's intuitive, easy to use, and performs well builds travelers' trust in the app. Conversely, poor user experiences, such as system failures, navigation complexities, or technical issues, can reduce travelers' trust in these digital applications.
- e. With good customer support, travelers tend to believe that a good app will provide customer support. If any issues or questions arise while using the app, travelers want to be confident that they can easily contact the customer support team and get an adequate solution. Responsive and friendly customer support can help build travelers' trust in the app.

In the context of a pandemic where travelers have concerns related to health and safety, the trust factor becomes more important. Travelers need to feel confident that tourism digital

apps can provide accurate information, keep their data safe, and provide a good user experience.

Apps that provide accurate and up-to-date information can build trust. When users feel that they can rely on an application for the right information, they tend to use the application. Therefore it is important to know that these factors can interact and influence each other. For example, users who feel that applications provide good data privacy, are trustworthy, and are easy to use (behavioral control) tend to be interested in using them when traveling in the new normal era.

In addition to trust factors that are quite significant in influencing the use of digital applications is self-control. Self-control is an individual's ability to regulate, structure, guide, and direct behaviors that lead individuals in a better direction (Ghufron, 2014). Self-control can make a person reduce behavioral problems and self-confidence (Baumeister, 2018). According to (Hirt et al., 2016), self-control is focused on behavior modification to be able to control actions and the environment to prevent and control desires. Self-control is one of the three aspects mentioned in internal factors that can reduce the risk of smartphone addiction in individuals. A person is expected to have good self-control so that he can regulate the intensity of smartphone use so that it does not become a problem for himself and others. According to (Agusta, 2016), good self-control will make someone reduce smartphone use time, further, he added that self-control is a skill to control behavior to adjust to the values and norms that apply in society.

Tourist behavior control factors have a significant influence on the use of digital applications in traveling during a pandemic. The following are some reasons why this factor is important, (Suprihatin, 2020), (Yulianti et al., 2022), (Hakim et al., 2022), (Caniago, 2022):

- a. Awareness and compliance with health protocols, the use of tourism digital applications will give control to tourists to access information about health protocols that must be followed during the trip. Tourists need to have awareness and compliance with these protocols, such as the use of masks, social distancing, hand washing, and capacity restrictions of tourist attractions. Digital application can provide guidance and reminders in this regard, allowing travelers to control their behavior and adhere to enforced health protocols.
- b. The selection of suitable destinations and activities, the use of digital tourism applications gives tourists control in choosing destinations and activities that are suitable for the pandemic situation. Travelers can use the application to find information about safe destinations and activities that comply with health protocols. They can choose destinations with a lower level of risk and avoid crowds or places that have the potential to spread the virus. By controlling their choices through the application, travelers can feel safer and more comfortable during their trip.
- c. Flexible travel planning, digital tourism application can give travelers control in planning their trips flexibly. In a pandemic situation, travelers need to monitor the latest developments and may need to adjust their plans. Digital applications can provide information about cancellations or changes in transportation schedules, travel restrictions, and closures of tourist attractions. With these controls, travelers can plan their trips better and change plans if needed.

- d. Evaluation and feedback, the use of tourism digital applications will provide control for tourists to provide evaluation and feedback about their experience. Travelers can leave reviews and ratings of the attractions, accommodations, or services they use. This influences the development and improvement of the application and provides valuable information for other travelers who use the application.

With the control of tourist behavior through tourism digital applications, they can take appropriate measures to maintain their health and safety during the trip. This behavioral control factor will make travelers confident and allow them to make better decisions in facing the challenges that exist during the pandemic. While traveling, behavioral control can help a person use digital application on a smartphone thoughtfully and productively. The influence of self-control in the use of digital applications when traveling in the new normal period includes:

- a. Awareness and compliance with health protocols, the use of tourism digital applications will give control to tourists to access information about health protocols that must be followed during the trip.
- b. The use of digital tourism applications gives tourists control in choosing destinations and activities that are suitable for the pandemic situation. Travelers can use the application to find information about safe destinations and activities that comply with health protocols.
- c. Tourism digital application can give travelers control in planning their trips flexibly, as they can provide information about cancellations or changes in transportation schedules, travel restrictions, and closures of tourist attractions.
- d. The use of digital tourism application will give travelers the control to provide evaluations and feedback about their experiences, which can influence the development and improvement of the application and provide valuable information for other travelers using the application.

CONCLUSION

Conclusions of this study include the synthesis between the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) can provide a more comprehensive understanding of the behavior of using digital applications in traveling during a pandemic. The synthesis between TAM and TPB can help us understand that the use of digital applications in traveling in the new normal era is influenced by influential factors, namely ease of use, perception of benefits, subjective norms, intentions, trust, and behavioral control. Understanding these factors can help digital application developers and related parties in designing more effective strategies to motivate and support users in adopting digital applications in the context of tourism during the pandemic, The use of digital applications helps make it easier for tourists to adapt to new situations related to health and safety in the new normal era. They also help tourism service providers to communicate with tourists, manage capacity, and adhere to necessary health protocols. Thus, digital applications remain an important tool in the world of travel in the new normal era.

Behavioral control and trust are the most significant factors behind the use of smartphone digital applications when traveling in the new normal era. Behavioral control makes tourists more concerned about health factors so they take several anticipatory actions when traveling,

the use of digital applications is one form of control carried out when traveling, for example by searching for information on the condition of a tourist attraction, making cashless transactions, without physical contact. While trust is related to the reputation and credibility of the digital applications used, travelers tend to use digital applications that are easy and safe from data misuse. The COVID-19 pandemic situation has made tourism managers change the way they manage tourist destinations. The use of digital applications can help them to introduce health and security protocols, by limiting the number of visitors and managing queues and arrival times, The use of technology in tourism during a pandemic is not only about maintaining safety and health, but also about providing a safer, more comfortable, and responsive travel experience to change. Therefore, technology is a key aspect that allows the tourism industry to adapt to the current new normal.

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