

The role of technology infusion among small and medium-sized tourism organizations
(SMEs) in a smart world

Estrella Díaz

University of Castilla-La Mancha

AGUEDA ESTEBAN-TALAYA

University of Castilla-La Mancha

Rocío Carranza

Universidad International de La Rioja

Carlos Sánchez-Camacho

Universidad International de La Rioja

David Martín-Consuegra

University of Castilla-La Mancha

Acknowledgements:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 795428”.

Cite as:

Díaz Estrella, ESTEBAN-TALAYA AGUEDA, Carranza Rocío, Sánchez-Camacho Carlos, Martín-Consuegra David (2022), The role of technology infusion among small and medium-sized tourism organizations (SMEs) in a smart world. *Proceedings of the European Marketing Academy*, 51st, (107463)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



The role of technology infusion among small and medium-sized tourism organizations (SMEs) in a smart world

Abstract

Smart technologies and connectivity are changing the ecosystem of different organizations. However, the number of studies that analyze how employees and managers use this smart technology to its fullest potential to improve the productivity of their organization is scarce. In this sense, the present ongoing research examines the effect of technology infusion within small and medium-sized tourism organizations (SMEs) and its influence on service advantage, value co-creation, internal/external service performance, job satisfaction and perceptions of service cannibalization. Furthermore, the effect of these variables on the organizational competitiveness is analyzed. Data collection has been conducted through primary research undertaken collecting data from managers and employees of SMEs in the tourism context located in the USA and Europe with a total sample of 877 respondents. SEM-PLS modelling has been applied to determine the relationships. These results provide insights into the differences between the USA and Europe, providing recommendations and suggestions for SMEs.

Keywords: *technology infusion; SMEs; tourism*

Track: Tourism Marketing