

Riding the Wave or Being Left Behind: Examining the Digital Divide in Japan's Smart Tourism through the Lens of Mobile Payment Users

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Abstract:

As Japan shifts toward a cashless society, mobile payments offer tourists enhanced convenience and efficiency. However, not all tourists can easily adapt to these innovative technologies. An empirical study of 545 participants, analyzed using SmartPLS 4, reveals that the relative advantage and observability of mobile payments significantly drive their actual usage. Despite this, concerns over risks, such as information leakage, remain a barrier. While digital literacy positively impacts transaction satisfaction, it is not the primary factor behind adoption. The study underscores the potential of mobile payments to boost tourist satisfaction at tourist destinations and contribute to Japan's smart tourism development. By promoting mobile payments and addressing challenges related to the digital divide, Japan can redefine the travel experience and accelerate the transition to a cashless society.

Keywords: smart tourism, digital divide, cashless payment

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