Factors Influencing Continuous Intention to Use of Event Management Electronic Portals in 4 and 5 Star Hotels

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Abstract

The purpose of this study is to examine the associations among perceived relative advantages, compatibility, perceived ease of use, perceived usefulness, perceived enjoyment, and continuous intention to use event management electronic portals in Aqaba 4 and 5 Star hotels. A survey instrument was used to examine the relationships in the proposed model. The collected primary data (n=200) from employees who are familiar with hotels' event management electronic portals located in Aqaba city is conducted to test the relationship between exogenous and endogenous construct expressed in the proposed structural model. By employing SEM (Structural Equation Modeling) analysis, the findings revealed that while both variables perceived relative advantages and compatibility directly, positively, and significantly impacted perceived usefulness; both variables did not impact perceived enjoyment. Also, perceived ease of use has significant impacts on perceived usefulness and perceived enjoyment. In addition, both of perceived usefulness and perceived enjoyment found to impact continuous intention to use.

Keywords: perceived relative advantages, compatibility, perceived ease of use, perceived usefulness, perceived enjoyment, continuous intention to use, Aqaba, Jordan, SEM

1. Introduction

These days the world arrived at the high level of development, where technology has become a major and important factor in all aspects of life, whether from the technology of the most important factors that helped in the development of the world and especially in the field of tourism and bookings where became anyone can do work booked through portals that have become available to everyone through the main institution to this portal site on the internet and adding portals modern environment that facilitates access to many of the services that were not available and needs time and effort in addition to the cost of this service, so that previously were not available to everyone, while at the present time has become available to anyone anywhere in the world.

Furthermore, several researchers consider the information systems and in particular the information technology (IT) and its flexibility as an enabler to achieve the desired competitive advantages, and as a crucial support to operational and strategic business decisions (Al Azmi, et al., 2012; Alenezi, et al., 2015; Alkalha, et al., 2012; Almajali & Tarhini, 2016; Altamony et al., 2012; Kateb, et al., 2015; Maqableh & Karajeh, 2014a, 2014b; Masa'deh, 2012, 2013a, 2013b; Masa'deh, et al., 2016; Obeidat, et al., 2013; Shannak, et al., 2010, 2012a, 2012b; Tarhini et al., 2016; Vratskikh, et al., 2016); thus further research is required to examine the role of such IT applications in enhancing the managerial decisions. In addition, scholars (e.g. Masa'deh, et al. 2008; Hunaiti, et al., 2009; Masa'deh & Kuk, 2009; Alshurideh, et al., 2012; Hajir, et al., 2015; Kannan & Gharibeh, 2013; Masa'deh & Shannak, 2012; Masa'deh, et al. 2013; Masa'deh, et al. 2015a, 2015b, 2015c; Masa'deh, et al. 2017; Obeidat, et al., 2012, 2016; Shannak & Alkour, 2012; Tarhini, et al., 2015a, 2015b) emphasize the need for large firms to integrate their IT systems with their KM strategies and processes in order to survive in their highly competitive business environments, which in turn could accelerate the managerial decisions as well.

A typical first generation portal has the following characteristics (Baker, et al., 2004); a three-tiered architecture, consisting of an interface tier of a Web browser, a middle tier of Web servers, and a third tier of backend services and resources, such as databases, high performance computers, storage, and specialized devices; a user makes a secure connection from their browser to a Web server; and the Web server then obtains a proxy credential from a proxy credential server and uses that to authenticate the user.

Electronic Government (e-government) seems to develop explosively: only a few years ago, the term was virtually unknown even in scientific circles. Today, modernizing the state without e-government is not thinkable any more, both in theory and in practice. However, implementing e-government is not just a technical matter. Experiences with change management in the public sector, deriving from the "New Public Management" reform type, will be of great importance for a successful implementation (Schedler & Scharf, 2002). The Distributed Systems Group at the University of Portsmouth, as part of its OGSA Testbed project is migrating its Liquid Crystal Portal, which is a stovepipe solution that used the Globus Toolkit version 2 (GT2), MyProxy, GridPort tools, and a customized JavaScript-based Web interface (Baker, et al., 2004).

Events emerged as a distinctive sector of the British economy and event management as a related occupation during the latter part of the twentieth century. Three mutually reinforcing factors probably account for this development: the increasingly coordinated activities of representative associations that became more vocal in promoting the importance of sports and cultural events to the economy; a rapid expansion from the late 1990s in event management degree programmers that resulted in graduates entering a labor market that had hitherto been ill-defined; and there was a shift in policy discourse whereby public expenditure on events became routinely justified in terms of employment creation, urban regeneration or other positive socio-economic outcomes (Thomas & Thomas, 2013).

The event industry is one of the world's largest employers and contributes major positive economic impact. The event is all about people-people coming together to create, operate, and participate in an experience. It is an activity that gathers the target group in time and room, a meeting where a message is communicated and happening is created. The term event is used for describing different activities designed for different purposes. These activities can be art, sports, tourism and social activities, and can also be activities organized by giant organizers more professional and more formal. According to Getz & Goldblatt, events are 'a unique moment in time' and 'aside from everyday occurrences'. Public or private, commercial or charitable, celebratory or commemorative-events bring people together to share an experience and produce a measurable outcome. Civic events, conventions, expositions, fairs and festivals, hallmark events, hospitality, incentive travel, meetings and conferences, retail events, reunions, social life-cycle events, sport events, and tourism are the examples of subfields of events. Every event has an organization behind it; managing activities, organizing funding, administering staff and voluntary personnel, undertaking marketing and public relations, organizing security, printing leaflets and tickets, hiring performers, arranging decorations, sorting out parking and many other activities. The way in which an organization deals with events is known as event management. It may include the organization's objectives for managing events, assigned roles and responsibilities, ownership of tools and processes, critical success factors, standards, and event-handling procedures. The linkages between the various departments within the organization required handling events and the flow of this information between them is the focus of event management (Kose, et al., 2011).

Tourism and major events are increasingly intertwined as governments seek to promote economic development, diversification and place branding. Such are the perceived benefits of events that governments are becoming increasingly active in bidding for hosting rights and creating 'the right' conditions for the staging of major events. This government involvement has increased as evidenced by a growing body of special purpose legislation designed to support the bidding for and staging of events, growth in public investment in events, and the provision and use of public assets (Phi, et al., 2014). Also, port terminals have to improve their process in terms of its agility and ability to respond to unforeseen events. In this context, the use of management concepts from the supply chain encourages the flow of information and resources and strengthens ties between parties in the port logistics chain (Bearzotti, et al., 2012, 2013).

In 1975, Fishbein & Ajzen proposed the theory of reasoned action (TRA) which has been implemented in various domains in order to explain and forecast human behavior. TRA purports that actual behavior is defined by intention to perform the behavior, which in turn is determined by attitude towards the behavior and subjective norm. Derived from TRA, proposed the Technology Acceptance Model (TAM) to present an explanation of the determinants of computer acceptance across a broad range of end-user computing technologies; whereas revised and extended TRA into the theory of planned behavior (TPB) (Masa'deh, et al., 2013b).

Within a portal a number of internal services are needed to address of issues of the coordination of tools (portlets)

within an overall framework. Methods can be provided as an "internal" class library, which resides alongside the portlet and service APIs (the model part of the MVC paradigm). Each portal framework could have the same, or a different set of tools, but the way they are integrated may differ between user groups. Alternatively the services could be federated and available via Web Services calls to specialized servers elsewhere in a virtual research environment. These portal services mostly imply research issues. Some simple ones, such as managing the look and feel of the portal, personalization, and accessibility are provided directly by the portlet container. Some example portal integration services are now listed (Baker, et al., 2004):

- Session Management involves the management of a session key and related issues. It requires database access for storing and retrieving other items relevant to the session. User can authenticate and start a new session or revert to a previous one. The service can open and close sessions and log the state of a session from

- Integrated State is related to the need to manage data related to state information for a portlet UID. There is a general need to develop the concepts related to integrated state. For example:

- State can be used as an event trigger

- State needs to be logged for session management or workflow

- What states can portlets and services have which are meaningful for rollback and replay?

- Service and Portlet location, which can be published, queried, and looked up in a registry. This also requires semantic support as it is import to annotate service information with further information such as what the service does and why.

- Portal Preferences, which can be built up from a "preferred set" of services and portlets and be based on usage. This service can also log semantic information and build a related ontology. The service extends the idea of a workspace toolset allowing dynamic semantic/function-driven choice.

- Semantic/Ontology Support for information about services and portlets in the framework. These services will be used for decision support and choice, augmenting stored preferences. These services would not cover generic semantic issues, which would need separate tools.

- Workflow via directed links between components (typically graph based). An event mechanism is used to trigger actions within portals and attached services. The graphs within the portal will be mostly predefined, but with constrained facilities to swap in and out components and provide additional inputs at decision points.

- Trails and Personalization could involve logging of usage for off-line mining and analysis, e.g. for developers to improve presentation, ease of use, and optimization.

- Inter Portlet Communication and Event Management will provide message-based communication mechanism between portlets, possibly with event triggers and asynchronous handlers.

Some key research issues in implementing the aforementioned services include: (Baker, et al., 2004).

- Identification of user/session/portlet/services, these are typically name value pairs for the session Key, UID, portletID, and serviceID. Similar to the information saved in a cookie in a 1st generation portal. In addition nonportal tools could also use these by creating method calls to use the information.

- State definitions are pre-defined set of states that need to be identified. Such identification could be the key to using the event mechanisms and session logging.

Momotko, et al. (2007) presented an architecture for active life event portals based on generic workflow approach. This approach combines and benefits from two modern technologies, namely workflow management and rule management. More specifically, life events are defined as workflow processes while the dynamic elements of the life-event definition are expressed as rules. By following this approach, it can be argued that the flexibility of rules mechanisms is driven (controlled) by process definitions that make the approach applicable to real life events. In the contrast to the other existing architectures the proposed architecture aims at reaching four goals:

− Assure portal's flexibility (e.g. via management of life event reference models, not just concrete citizen's cases), openness (e.g. via ability to tailor the individual components),

- Of the portal and maintainability (e.g. via clear separation of presentation and logic layers, various options to install service coordination layer),

− Easy integration with existing e-government infrastructures (e.g. via using existing portal components for user and identity management, public key infrastructure, and payment services),

− Be compliant with the European law regulations especially in the area of security management (e.g. secure connection, log in using smart cards, appropriate access to sensitive data),

− Apply well-defined existing standards and components in the area of SOA, J2EE and web services (e.g. BPMN models, BPEL definitions, verification of non-functional parameters such as deadlines via SLA documents and using WS-Agreement).

The digital divide is considered as the gap between people who have access to information via digital means (e.g., the Internet) and those people who do not. In this age of digital information, people who do not have access to the Internet and World Wide Web are at a disadvantage. The digital divide means that people who do not have the access to the digital information are denied the option to participate in new ICT-based jobs, e-government, ICT-improved healthcare, and ICT-enhanced education. A large gap between different people can negatively affect education, employment and economic growth of any country. Since information and communication technologies (ICT) play a crucial role in socio-economic development in developing countries, governments, non-government organizations and International Telecommunication Union (ITU) are sponsoring Telecentres in most of the developing countries (Almajali, et al., 2015).

MICE tourism (Meetings, Incentives, Conferences, and Exhibitions) is a fast growing segment of the tourism industry; it is a new segment arising out of the increase in the number of conferences and exhibition enterprises. Meetings refer fewer than 50 participants gathering in hotels, resorts, or convention enterprises. Incentives are a reward trip offered to a participant which includes attending a meeting or a conference. Conferences refer to annual meetings with a large number of delegates. Exhibitions are of two types: Trade shows and consumer shows. MICE tourism is the most lucrative segment of the tourism industry, one that could take place any time of the year. It is the first segment of the tourism industry in Jordan. Jordan has emerged as a unique destination for hosting MICE events in the Middle East. We asserted that Jordan realized the importance of MICE tourism for its economy and on promoting its touristic image. Therefore, the Ministry of Tourism and Antiquities (MoTA) devoted more than half of its budget to promoting MICE tourism. Both public and private sectors are sharing the effort and responsibility of promoting MICE tourism regionally and internationally. MoTA and the Jordan Tourism Board (JTB) have launched two informative and interactive websites. com and www.tourism.jo) to provide information about tourism products and services and to promote these services and events all over the world. In addition to this, through its offices in Europe, North America and the Middle East, the JTB has been promoting Jordan as a boutique tourism destination. Recently, Jordan Inbound Tour Operator Association (JITOA) has launched a website devoted to promoting MICE tourism in Jordan. As such, Jordan plans to enhance and develop the MICE tourism industry so that it earns economic returns in the future in addition to promoting its touristic image internationally (Ananzeh, 2012).

A research on leadership styles of event manager's influence the event success set the background of the study in this manner. Leadership styles are one of the factors that lead to successful event. There is a significant relationship between the leader's perception of project success and his or her personality and contingent experiences; leadership is one of the world's oldest preoccupations. The understanding of leadership has figured strongly in the quest of knowledge. Purpose stories have been told through the generations about the leaders' competencies, ambitions and shortcomings; leaders' rights and privileges; and the leaders' duties and obligation. The absences of leadership are equally dramatic in its effects and organizations move too slowly, stagnates, and lose their way. Based on Leslie (2009), the study showed that crucial leadership skills in today's organizations are, in fact, insufficient for meeting current and future needs (Wahab, et al., 2014).

Along with support in decision-making, the managerial information system serves as support to managers when making decisions. Decisions are frequently made in the purchase information system, based on information from the finance information system. More often than not, relevant information required in the purchase process is gathered from financial reports. This article presents cost effectiveness over a period of five years in the financial report analysis process, to that the hypothesis was set at the outset of the long-term research, in 2008 (Šimović, 2012).

The field of event studies depicts the expanding field of event management and the wider social science contribution to this interdisciplinary area of study, heralded as a major success story in terms of its educational provision within higher education, its expansion of research activity and its contribution to tourism development within the commercial arena. Within the context of tourism and the tourism system, events comprise a key element in both the origin area (i.e. events are an important motivator of tourism) as well as within the destination area (i.e. events feature prominently in the development and marketing plans of most destinations). Events are both animators of destination attractiveness but more fundamentally as key marketing propositions in the promotion of places given the increasingly global competitiveness to attract visitor spending. To use Leiper's analogy of the tourism system, events

have become a core element of the destination system where accommodation, attractions, transport and ancillary services have been utilized or specifically developed (Getz & Page, 2016).

IS also plays an important role in unplanned events such as crises. For example, information technology can be strategically used to coordinate rescue efforts during disasters or even to combat health crises such as the SARS outbreak in 2002. In the recent Gulf oil spill, IS were used to inform and forecast the spread of the spill. For example, Thomson Reuters used IS to monitor toxic exposures and keep the Center for Disease Control (CDC) and poison control centers updated. Crowd sourcing through the Internet was deployed to compile information concerning the disaster while social networking sites allowed the public to suggest and vote on ideas to stop the oil spill (Ng & Kankanhalli, 2013).

Due to the lack of acceptance of some institutions and small and hotel facilities for the use of electronic gates and the lack of confidence of using the electronic gates by the users, the current research aims to examine the associations among perceived relative advantages, compatibility, perceived ease of use, perceived usefulness, perceived enjoyment, and continuous intention to use event management electronic portals in Aqaba 4 and 5 Star hotels. This is to:

- Promote economic development for electronic portal

- Increase movement of tourists by increasing the promotion of electronic portal

- Access to a high percentage of correct understanding among employees using the electronic portal

- Determining how can the staff make use portals moral and behavioral way

- Determining how managers and supervisors could provide a high level of skill and competence in the performance of the use of electronic portal level.

2. Theoretical Framework

2.1 Perceived Relative Advantages

According to Northouse (2004) event success can be defined as the achievement of something desired, planned or attempted after the event organized. One of the factors that would determine the event success is the event meets its objectives. This means that, if the objective of the event is to gain profit, then if the event achieved the certain amount that has been targeted, the event will be considered as successful one. Leadership literature, blogs, and seminars typically focus on telling leaders the right things to do if they want to succeed. That makes sense for most of us. We want seasoned professionals to help us learn from their mistakes and accumulated wisdom. By sharing the most valued aspects of what great leaders do to inspire others, leaders at any level can learn to improve their skills (Wahab, et al., 2014).

2.2 Compatibility

According to Wilson (2004) long and short-term goals set for the event should be used to evaluate its success. Success of the event should include both quantitative measures, such as the number of people in the audience and profit after the event; measuring the level of excitement in the room, before and after comments by "key" people at the event; and determining if people are looking forward to the next (Wahab, et al., 2014).

2.3 Perceived Ease of Use

Events are a very well established theme within tourism, with the first event-related articles appearing in the 1970s. Most tourism journals contain articles of relevance to event-tourism, but a complete review of all of them has not been attempted. Geographic coverage is expanding, in part owing to the spread of event tourism around the globe, and in a part a reflection of the growing number of scholars interested in event studies. There have been surges in research tied to mega-events in particular, and this has had the effect of greatly increasing event scholarship within, and external interest in host countries (Getz & Page, 2016).

2.4 Perceived Usefulness

Perceived usefulness is considered one of the factors that affect the adoption of information systems. In general, it is argued that customers prefer to use m-commerce service rather than e-commerce services when offered services are relatively better. One of the advantages of conducting m-commerce rather than e-commerce is the ability to offer the services using wireless technology. Some researchers found that perceived usefulness has a fundamental role in adopting ecommerce and mobile internet activities (Masa'deh, et al., 2013b).

2.5 Perceived Enjoyment

Events are leisure activities and work possibilities for people. Events bring people together and make them enjoy and have good time. They enhance the quality of people's life; they can provide significant economic benefits and can also provide revenue for special projects. Regardless of size, events require a high degree of planning, a range of skills and a lot of energy, According to Andersson & Wesslau (2000), when using events, companies get the possibility to have their own-right to the consumer during the duration of the event. This means that if a company manages to get the consumer to attend the event, the distortion from the competitors will be gone or at least minimized during the duration of the event. Also, events contain tangible elements, such as food, beverages and other products sold or given away, but are essentially a service in that they consist of intangible experiences of finite duration within a temporary, managed atmosphere. As with all services, this experiential "product" is produced and consumed simultaneously, is highly heterogeneous and very difficult to store or control (Kose, et al., 2011).

2.6 Continuous Intention to Use

The empirical measurements of the number of people benefited from training and the number of available job created to the generality of employees are used to measure the effectiveness of Tele-centers. Other factors such as the human development and the well being reported on the self-sustaining infrastructure that add value to the community as a whole are also used. A number of researchers deliberated on the sustainability of Tele-centers. The reason is often attributed to ineffectiveness on both the planning and implementation stage by the implementers. The effectiveness can be defined as a degree to which an organization realized its goals. The closer the output meets the goal of organization, the more effective the organization is (Almajali, et al., 2015). The sociological literature contains three broad approaches to understanding professionalization. Perhaps the most common way of examining the extent to which occupations have become professionalized is via an assessment of their characteristics or traits. This approach sets out to identify, and usually list, the core characteristics of professions and test the extent to which they exist in certain occupations. The following elements have been typical of most lists: the requirement to demonstrate expert knowledge that has been validated by existing members of the profession; ethical behavior is safeguarded and regulated by the professional association; and the skills of members of the profession are deployed in the public interest. Membership of the profession usually results in higher social status and greater material rewards than had the occupation not been professionalized (Thomas & Thomas, 2013).

3. Hypotheses Development

3.1 Perceived Relative Advantages with Perceived Usefulness

It is the first hypothesis (Perceived relative advantages with Perceived Usefulness) and that our analysis that coefficient value (0.295), t-value (5.954), P-value (0.000), empirical evidence (Supported). The study coincided with the results of (Kose, et al. (2011) as event success can be defined as the achievement of something desired, planned or attempted after the event organized. One of the factors that would determine the event success is the event meets its objectives. This means that, if the objective of the event is to gain profit, then if the event achieved the certain amount that has been targeted, the event will be considered as successful one. Leadership literature, blogs, and seminars typically focus on telling leaders the right things to do if they want to succeed. That makes sense for most of us. We want seasoned professionals to help us learn from their mistakes and accumulated wisdom. By sharing the most valued aspects of what great leaders do to inspire others, leaders at any level can learn to improve their skills. Events are leisure activities and work possibilities for people. Events bring people together and make them have good time. They enhance the quality of people's life; they can provide significant economic benefits and can also provide revenue for special projects. Regardless of size, events require a high degree of planning, a range of skills and a lot of energy, according to, when using events, companies get the possibility to have their own-right to the consumer during the duration of the event. This means that if a company manages to get the consumer to attend the event, the distortion from the competitors will be gone or at least minimized during the duration of the event. Also, events contain tangible elements, such as food, beverages and other products sold or given away, but are essentially a service in that they consist of intangible experiences of finite duration within a temporary, managed atmosphere. As with all services, this experiential "product" is produced and consumed simultaneously, is highly heterogeneous and very difficult to store or control.

3.2 Perceived Relative Advantages with Perceived Enjoyment

It is the second hypothesis (Perceived relative advantages with Perceived Enjoyment) and that our analysis that coefficient value (0.114), t-value (1.781), P-value (0.075) empirical evidence (Not Supported). The study is not coincided with Wahab, et al. (2014), which those of us seeking advice expect it framed in a positive way. Long and

short-term goals set for the event should be used to evaluate its success. Success of the event should include both quantitative measures, such as the number of people in the audience and profit after the event; measuring the level of excitement in the room, before and after comments by "key" people at the event; and determining if people are looking forward to the next.

3.3 Compatibility with Perceived Usefulness

It is the third hypothesis (Compatibility with Perceived Usefulness), and that our analysis that coefficient value (0.214), t-value (4.523), P-value (0.000) empirical evidence (Supported). The study (Getz & Page, 2016) shows events are very well established themes within tourism, with the first event-related articles appearing in the 1970s. Most tourism journals contain articles of relevance to event-tourism, but a complete review of all of them has not been attempted. Geographic coverage is expanding, in part owing to the spread of event tourism around the globe, and in a part a reflection of the growing number of scholars interested in event studies. There have been surges in research tied to mega-events in particular, and this has had the effect of greatly increasing event scholarship within, and external interest in host countries.

3.4 Compatibility with Perceived Enjoyment

It is the forth hypothesis (Compatibility with Perceived Enjoyment), and that our analysis that coefficient value (0.104), t-value (1.695), P-value (0.090) empirical evidence (Not Supported). In explored delegation as a method of professionally developing employees within the context of the full-range model of organizational leadership and three different leadership models have been proposed by which to understand delegation. First model is the transactional operator, next model is the team player, and third model is the transformational. Self-defining leader or each model starts with different attributes of leaders based on their perspective taking abilities and leadership philosophies Then, leadership through people is designed to equip leaders or managers with the latest and most influential set of performance management and people skills that will support their transformation to become leaders of change (Wahab, et al., 2014).

3.5 Perceived Ease of Use with Perceived Usefulness

It is the fifth hypothesis (Perceived Ease of Use with Perceived Usefulness), and that our analysis that coefficient value (0.310), t-value (5.912), P-value (0.000) empirical evidence (Supported). The study shows (Wahab, et al., 2014), power without authority is illegitimate. Authority without power is impotent. Behaviorist approach to power gives rewards for the performance of the desired behaviors. The rewards are linked to compliance and must always be ethical. The level of the reward must fit the level of expected behavior to attract the follower. This type of power should be a last resort and should be avoided if at all possible. Coerciveness alienates individuals.

3.6 Perceived Ease of Use with Perceived Enjoyment

It is the sixth hypothesis (Perceived Ease of Use) with Perceived Enjoyment, And that our analysis that coefficient value (0.171), t-value (2.519), P-value (0.012) empirical evidence (Supported). The study shows (Almajali, et al., 2015), it agreed premise sixth, and the empirical measurements of the number of people benefited from training and the number of available job screamed to the generality of employees are used to measure the effectiveness of Telecentres. Other factors such as the human development and the well being reported on the self-sustaining infrastructure that add value to the community as a whole are also used. A number of researchers deliberated on the sustainability of Telecentres. The reason is often attributed to ineffectiveness on both the planning and implementation stage by the implementers. The effectiveness can be defined as a degree to which an organization realized its goals. The closer the output meets the goal of organization, the more effective the organization.

3.7 Perceived Usefulness with (Continuous Intention to Use)

It is the seventh hypothesis (Perceived Usefulness) with (Continuous Intention to Use), and that our analysis that coefficient value (0.234), t-value (3.358), P-value (0.000) empirical evidence (Supported). The study shows agreed with this hypothesis, the event policy community comprises not only of those who are directly and indirectly involved or affected by an event but also any organizations and individuals who will be affected by governments 'decisions. As a result, these various event policy actors bring diverse interests and perspectives to event policymaking. For instance governments, businesses and community groups may have varying levels of interest in social, environmental and economic issues pertaining to events, and their level of engagement may vary greatly. Further, the goals of different government agencies or levels of government in a multi-tiered system may differ. The issues emerging from the hosting of major events are therefore not only diverse and complex but are also interrelated across the economic, social-cultural, environmental and political dimensions. For example, large numbers of event visitors attracted to host destinations give rise to temporally and spatially concentrated impacts and conflicts that

may not emerge if visitation were spread more evenly over a longer period, as in the case of tourism. In addition, the nature, extent and depth of impacts also vary greatly (Phi, et al., 2014).

3.8 Perceived Enjoyment with Continuous Intention to Use

It is the eighth hypothesis (Perceived Enjoyment) with (Continuous Intention to Use), and that our analysis that coefficient value (0.334), t-value (5.294), P-value (0.000) empirical evidence (Supported). The study (Phi, et al., 2014) shows agreed with this hypothesis, tourism and major events are increasingly intertwined as governments seek to promote economic development, diversification and place branding. Such are the perceived benefits of events that governments are becoming increasingly active in bidding for hosting rights and creating 'the right' conditions for the staging of major events. This government involvement has increased as evidenced by a growing body of special purpose legislation designed to support the bidding for and staging of events, growth in public investment in events, and the provision and use of public assets.

4. Research Methodology

This section provides the methodology applied in the current study. It consists of the research model, operational definitions of the study's independent, mediating and dependent variables; research hypotheses, besides data collection tool and research population and sample.

4.1 Research Model

The elements of this research are established based on preceding literature, either theoretically or empirically. Indeed, this study used variables that are common in hotel management literature. The items used to measure the variables of perceived relative advantages and compatibility were adapted from Agag & El-Masry (2016), while the items measuring perceived ease of use and perceived usefulness concept originated from Davis (1989) and verified by Almajali, et al. (2015). Also, adapted from Alenzi et al. (2016) the current research considers perceived enjoyment and continuous intention to use; which were measured in the research questionnaire through 22 items. Figure 1 represents a model for the study that shows the relationships among the research variables.
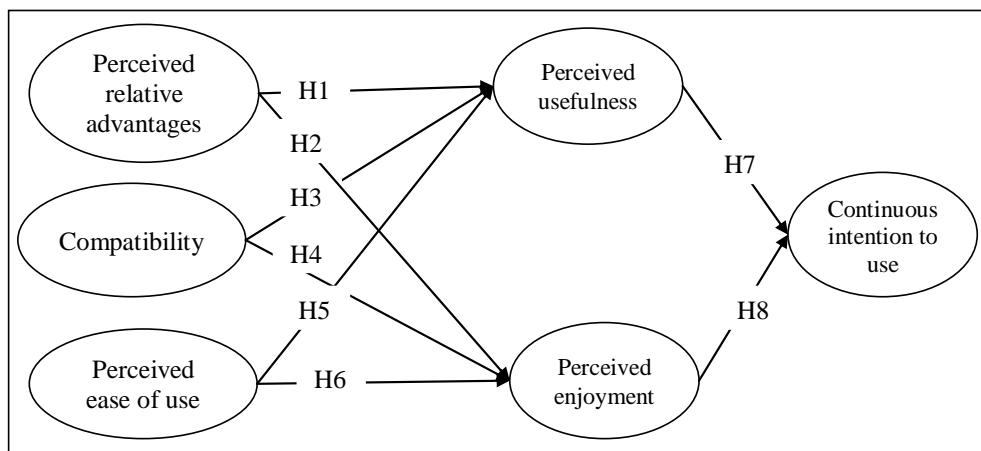

Figure 1. Research Model

4.2 Population and Sampling

Empirical data for this study was collected through paper-based survey in 4 and 5 star hotels located in Aqaba city in Jordan. Specifically, a survey questionnaire was used to gather data for hypotheses testing from staffs who are familiar with event management electronic portals. Thus, a judgment sampling technique was conducted. Before implementing the surveys, the instrument was reviewed by three lecturers who are specialized in the hotel management discipline in order to identify problems with wording, content, and question ambiguity. After some changes were made based on their suggestions, the modified questionnaire was piloted on four staffs who are familiar with the hotel's event management electronic portals. Based on the feedback of this pilot study, minor edits were introduced to the survey questions, and the questionnaires were distributed to the participants. As per ethics policies, all potential participants were briefed about the nature of the work and were requested to provide explicit approval.

However, the sample size of this study was determined based on the rules of thumb for using SEM within AMOS 21 in order to obtain reliable and valid results. Kline (2010) suggested that a sample of 200 or larger is suitable for a complicated path model. Furthermore, after eliminating the incomplete surveys, our sample size 200 from staff met the recommended guidelines of (Kline, 2010), (Krejcie & Morgan 1970) and (Pallant, 2005), and (Sekaran & Bougie, 2013). The demographic data of the respondents are reported in Table 1.

Table 1. Description of the respondents' demographic profiles

Category	Category	Frequency	Percentage%
Gender	Male	117	58.5
	Female	83	41.5
	Total	200	100
Age	From 18 to less than 25 years	89	44.5
	From 25 to less than 30 years	64	32.0
	From 30 to less than 40 years	41	20.5
	More than 40 years	6	3.0
	Total	200	100
Personal income ($)	Less than 750	72	36.0
	750- less than 1500	61	30.5
	More than 1500	67	33.5
	Total	200	100
Education level	High school	39	18.5
	Diploma	42	21.0
	Bachelor	108	54.0
	Master	11	5.5
	Doctorate	0	0.0
	Total	200	100
Classification of hotels	Four stars	15	7.5
	Five stars	185	92.5
	Total	200	100
Work position	Head of department	27	13.5
	Director	15	7.5
	Executive Manager	20	10.0
	Supervisor	138	69.0
	Total	200	100

As indicated in Table 1, the demographic profile of the respondents for this study showed that they are typically males working in five star hotels, most of them supervisors aged between 18- less than 30 years old, and the majorities hold bachelor degrees.

5. Data Analysis and Results

In order to explore the associations among perceived relative advantages, compatibility, perceived ease of use, perceived usefulness, perceived enjoyment, and continuous intention to use; in which these variables have been measured using 5-points Likert scale that varies between strongly disagree =1 and strongly agree =5; reliability and validity analyses were conducted, descriptive analysis was used to describe the characteristic of sample and the respondent to the questionnaires besides the independent and dependent variables. Also, SEM analysis was employed to test the research hypotheses. Table 2 shows the measured constructs and the items measuring each construct.

Table 2. Constructs and measurement items

Construct	Measurement Items
Perceived Relative Advantages (PR)	PR1: The electronic portal of event management provides more information than regular hard copy brochures.
	PR2: The electronic portal of event management is very convenient.
	PR3: The electronic portal of event management helps me to save my time.
	PR4: The electronic portal of event management provides many services.
Compatibility (CM)	CM1: Using the electronic portal of event management is compatible with the way I like to use.
	CM2: Using the electronic portal of event management fits with my lifestyle.
	CM3: I think that using the electronic portal of event management fits well with the way I like to work.
Perceived Ease of Use (PE)	PE1: It is easy for me to remember how to perform tasks using the electronic portal of event management.
	PE2: I believe that it is easy to get the electronic portal of event management to do what I want it to do.
	PE3: My interaction with the electronic portal of event management is clear and understandable.
	PE4: Getting the information from the electronic portal of event management is easy.
Perceived Usefulness (PU)	PU1: Using the electronic portal of event management enables me to accomplish the required tasks more quickly.
	PU2: Using the electronic portal of event management improves my work.
	PU3: Using the electronic portal of event management improves my learning productivity.
	PU4: Using the electronic portal of event management makes it easier to study and learn.
Perceived Enjoyment (PN)	PN1: Using the electronic portal of event management is exciting.
	PN2: Using the electronic portal of event management is pleasant.
	PN3: I have fun using the electronic portal of event management.
	PN4: I find using the electronic portal of event management to be enjoyable.
Continuous Intention to Use (CI)	CI1: I intend to continue using the electronic portal of event management in the future.
	CI2: I intend to increase my use of the electronic portal of event management in the future.
	CI3: If I could, I would like to continue my use of the electronic portal of event management.

5.1 Descriptive Analysis

In order to describe the responses and thus the attitude of the respondents toward each question they were asked in the survey, the mean and the standard deviation were estimated. While the mean shows the central tendency of the data, the standard deviation measures the dispersion which offers an index of the spread or variability in the data (Pallant, 2005; Sekaran & Bougie, 2013). In other words, a small standard deviation for a set of values reveals that these values are clustered closely about the mean or located close to it; a large standard deviation indicates the opposite. The level of each item was determined by the following formula: (highest point in Likert scale - lowest point in Likert scale) / the number of the levels used = (5-1) / 5 = 0.80, where 1-1.80 reflected by "very low", 1.81-2.60 reflected by "low", 2.61-3.40 reflected by "moderate", 3.41-4.20 reflected by "high", and 4.21-5 reflected by "very high". Then the items were being ordered based on their means. Tables 3 and 4 show the results.

Table 3. Overall mean and standard deviation of the study's variables

Type of Variable	Variables	Mean	Standard Deviation	Level	Order
Independent Variables	Perceived Relative Advantages	3.5875	0.96051	High	1
	Compatibility	3.4133	1.00598	High	2
	Perceived Ease of Use	3.2863	0.90760	Moderate	3
Mediating Variable	Perceived Usefulness	3.2675	0.94627	Moderate	1
	Perceived Enjoyment	2.9475	0.92379	Moderate	2
Dependent Variable	Continuous Intention to Use	3.2467	0.90241	Moderate	

As presented in Table 3, data analysis results have shown that perceived relative advantages, compatibility, and perceived ease of use do exist highly and moderately respectively. Also, perceived usefulness, perceived enjoyment and continuous intention to use are applied to a lesser extent. Table 4 demonstrates the mean, standard deviations, level, and order scores for items to each variable.

Table 4. Mean and standard deviation of the study's variables

Perceived Relative Advantages	Mean	SD	Level	Order
PR1	3.68	1.138	High	1
PR2	3.64	1.174	High	2
PR3	3.30	1.341	Moderate	3
PR4	3.22	1.304	Moderate	3
Compatibility	**Mean**	**SD**	**Level**	**Order**
CM1	3.49	1.098	High	2
CM2	3.54	1.156	High	1
CM3	3.21	1.183	Moderate	3
Perceived Ease of Use	**Mean**	**SD**	**Level**	**Order**
PE1	3.42	1.131	High	1
PE2	3.29	1.281	Moderate	3
PE3	3.24	1.215	Moderate	4
PE4	3.36	1.231	Moderate	2
Perceived Usefulness	**Mean**	**SD**	**Level**	**Order**
PU1	3.36	1.272	Moderate	1
PU2	3.25	1.219	Moderate	2
PU3	3.11	1.263	Moderate	4
PU4	3.23	1.234	Moderate	3
Perceived Enjoyment	**Mean**	**SD**	**Level**	**Order**
PN1	2.81	1.214	Moderate	4
PN2	2.89	1.233	Moderate	2
PN3	2.88	1.307	Moderate	3
PN4	3.18	1.316	Moderate	1
Continuous Intention to Use	**Mean**	**SD**	**Level**	**Order**
CI1	3.49	1.203	High	2
CI2	3.08	1.051	Moderate	3
CI3	3.74	1.132	High	1

5.2 Measurement Model

Confirmatory factor analysis (CFA) was conducted to check the properties of the instrument items. Indeed, the measurement model indicates how latent variables or hypothetical constructs are assessed in terms of observed variables; and embodies the validity and reliability of the observed variables responses for the latent variables (Bagozzi & Yi, 1988; Hair, et al., 2006). Table 5 shows different types of goodness of fit indices in assessing this study initial specified model. Because the initial CFA model did not provide an acceptable fit, four items (PE1= 0.383, PU4= 0.462, PN1= 0.407, and CI3= 0.314) were eliminated to obtain a better fitting measurement model. The results of the revised CFA indicated that the chi-square (x^2) value of the model was 355.319, with 120 degrees of freedom ($p < 0.05$), which implies that the measurement did fit the data well. The other model fit indices used for this study were the x^2/df (355.319/120 = 2.961; threshold less 3 for a serious viewpoint or less 5 for acceptable criteria), the Incremental Fit Index (IFI) of 0.86, Tucker- Lewis Index (TLI) of 0.82, Comparative Fit Index (CFI) of 0.86, the Goodness-of-Fit Index (GFI) of 0.88, the Adjusted Goodness-of-Fit Index (AGFI) of 0.89, the Normed Fit Index (NFI) of 0.91, the Root Mean Square Error of Approximation (RMSEA) of 0.068, and the Standardized Root Mean Square Residual (SRMR) of 0.088. Based on these fit indices, the measurement model appeared to fit the sample data well (Hair, et al., 2010).

Table 5. Measurement model fit indices

Model	x^2	df	x^2/df	IFI	TLI	CFI	GFI	AGFI	RMSEA
Initial Model	560.993	194	2.892	0.81	0.77	0.81	0.84	0.85	0.097
Final Model	355.319	120	2.961	0.86	0.82	0.86	0.88	0.89	0.088

Table 6 shows the factor loadings, Cronbach alpha, composite reliability, and Average Variance Extracted (AVE) for the variables. All of the indicators of the factor loadings exceeded 0.50, thus constitute evidence of convergent validity (Bagozzi & Yi, 1988; Creswell, 2009). Indeed, while the measurement reached convergent validity at the item level because all of the factor loadings went above 0.50, all of the composite reliability values exceeded 0.60, demonstrating a high level of internal consistency for the latent variables. In addition, since each value of AVE exceeded 0.50 (Bagozzi & Yi, 1988; Hair, et al., 2006), the convergent validity was proved.

Table 6. Properties of the final measurement model

Constructs and Indicators	Factor Loadings	Std. Error	Square Multiple Correlation	Error Variance	Cronbach Alpha	Composite Reliability*	AVE**
Perceived Relative Advantages					0.814	0.81	0.52
PR1	0.613	***	0.376	0.596			
PR2	0.824	0.151	0.680	0.412			
PR3	0.820	0.156	0.673	0.449			
PR4	0.689	0.168	0.475	0.539			
Compatibility					0.801	0.75	0.50
CM1	0.766	***	0.587	0.698			
CM2	0.781	0.082	0.610	0.468			
CM3	0.743	0.086	0.552	0.595			
Perceived Ease of Use					0.778	0.74	0.50
PE2	0.630	0.165	0.397	0.568			
PE3	0.819	0.170	0.670	0.539			

PE4	0.773	0.157	0.598	0.591			
Perceived Usefulness					0.780	0.75	0.50
PU1	0.836	***	0.699	0.454			
PU2	0.621	0.087	0.386	0.588			
PU3	0.739	0.082	0.547	0.570			
Perceived Enjoyment					0.745	0.62	0.52
PN2	0.602	***	0.362	0.735			
PN3	0.917	0.216	0.841	0.241			
PN4	0.641	0.158	0.411	0.511			
Continuous Intention to Use					0.727	0.67	0.50
CI1	0.701	***	0.491	0.678			
CI2	0.819	0.141	0.671	0.474			

* Employing Fronell and Larcker's (1981) formula, the composite reliability calculation is expressed by the following equation:

Composite Reliability = (ΣL_i) $^2/$ $((\Sigma L_i)$ $^2+ \Sigma$ Var $(E_i))$

where Li is the standardized factor loadings for each indicator, and Var (Ei) is the error variance associated with the individual indicator variables.

** The formula for the variance extracted is:

Average Variance Extracted = ΣL_i $^2/$ $(\Sigma L_i$ $^2+ \Sigma$ Var $(E_i))$

where Li is the standardized factor loadings for each indicator, and Var (Ei) is the error variance associated with the individual indicator variables.

5.3 Structural Model

The SEM analysis revealed that while both variables perceived relative advantages and compatibility directly, positively, and significantly affected perceived usefulness, thus, H1 and H3 were accepted; both variables did not impact perceived enjoyment, thus, H2 and H4 were rejected. Also, as indicated in Tabe 7, H5, H6, H7 and H8 were accepted. Furthermore, the coefficient of determination (R^2) for the research endogenous variables for perceived usefulness, perceived enjoyment, continuous intention to use were 0.31, 0.16 and 0.18 respectively; which indicates that the model does account for the variation of the proposed model.

Table 7. Summary of proposed results for the theoretical model

Research Proposed Paths	Coefficient Value	t-value	p-value	Empirical Evidence
H1: PR → PU	0.295	5.954	0.000	Supported
H2: PR → PN	0.114	1.781	0.075	Not supported
H3: CM → PU	0.214	4.523	0.000	Supported
H4: CM → PN	0.104	1.695	0.090	Not supported
H5: PE → PU	0.310	5.912	0.000	Supported
H6: PE → PN	0.171	2.519	0.012	Supported
H7: PU → CI	0.234	3.358	0.000	Supported
H8: PN → CI	0.334	5.294	0.000	Supported

PR: Perceived Relative Advantages; CM: Compatibility; PE: Perceived Ease of Use; PU: Perceived Usefulness; PN: Perceived Enjoyment; CI: Continuous Intention to Use.

6. Discussion and Conclusions

The main objective of the study to know how the impact of electronic portals to organize events where the hotel is based on make and organize of these events at the needs of customers and this organization needs from the hotel certain criteria (skills - planning - energy) as the hotels were needed to connect to most event with international tourism activities and with it was a high cost in terms of advertising and organization and with the technological evolution facilitated portals in terms of (cost reduction - the dissemination of information - the organization) because when better is reduced cost and organize in addition to the high level of profit achieved with the objectives of the institution the more organizational objectives achieved the greater its efficiency.

These days the world arrived at the high level of development where technology became a key factor and important in all aspects of life and as the technology of the most important factors that helped in the development of the world, especially in the field of tourism and reservation where anyone can do book through the gates, which became available to everyone through the institution concerned to this portal site on the internet. In addition, portals are easy to access to many of the services that were not available and need time and effort in addition to the cost of this service environment so that previously were not available to all while at the moment it has become available to anyone anywhere in the world. Witnessing portals tremendous progress in attracting all segments of society and that not spread widely and significantly helped the spread of the electronic gates on tourist progress of countries through the use of hotels and tourist institutions and exhibitions, these gates, which are developed through which marketing attracts customers a way that saves time and effort and also use systems booking and electronic payment through these gates. It could be argued that the importance of electronic gates at the moment has become one of the essentials in a person's life, because they help him continuously and without any difficulties, and is considered the electronic gates in the hotel sector of the most important tools used in the visitor help to find out everything you wanted to know about the place you want to visit or inquire about.

Portals contributed to raising the efficiency and level of sophistication of the staff, where it worked to facilitate a lot of measures on the staff and became the communication between the parts of the organization and its employees available in the easiest roads and worked to save time and effort for the institution and for the staff compared to the ways of communication in these institutions in the past. It led the gates to raise the level of institutions so that it worked on the appearance of competition among themselves and became attracts owners of expertise to develop the gates and also to train staff on the gates and how to use them, especially for employees with large age groups as these generations did not contemporary with technology from the beginning of her life. And to increase security at these gates dedicated institutions for their employees (user name - password) for each employee in order to allow privacy for employees so as not to get any error or violation of the validity of any employee on the gate and it produces the career ladder for each company and how the distribution of powers to its employees.

Portals actively contribute to the provision of quality services, such as booking services and inquire about information related to the entity hotel or any other institution, regardless of their competence so that contributed to the emergence of a new environment changed the concept of life where it became a possibility of announcing any service provided by a particular institution is quite easy and less costs compared to the old ways that were used by the proliferation of portals where it worked gates unlike the true picture of most of the institutions in the world have helped to attract tourists and customers tremendous amount led to two goals; first, customer satisfaction and that result in loyalty of this property and trust; and to reach the highest profit at the lowest cost came through technology.

Finally, we can say that the electronic gates, the world has moved a step forward has worked to facilitate services to users, which led to the existence of the desire of the user to use, where it worked on saving time and effort information needed by the user and characterized by portals with a high degree of organization and, therefore, offers integrated services and easy access to the most important topics of concern to the people and the gates institutions and governments helped to reduce operational costs and limited paperwork and turned into electronic transactions. It can be said that the electronic portals have contributed in providing a step forward to provide cost installations profitability and non-profitability, and helped to promote their products around the world.

Hotels consider portals that aimed at radical change extensively and by facilitating a lot of services and open up new prospects for the tourism sector through the dissemination of tourism teacher around the world and has also to publish and bring the wide acclaim of many of the hotels, regardless of whether they are hotel chains global and it is up to that every country has its own specifications and standards in terms of its hotels allowing the author to these portals to tourists identify these characteristics of hotels around the world on the one hand and easy to access and booking performing procedures and facilitate the payment methods on the other hand. Also, anyone can make a selection and viewing of the room he/she wants and tourist occasion his/her destination became the portal as a first

reference to customers where these portals worked on the publication of events around the world and marketing because the portal allow and provide all the information on these events, such as international festivals came portals important information such as (place of event - the number of people - properties hits itself) became these details are available in front of everyone in the world without trouble, especially in the era of development that we are seeing these days where the internet became available everywhere and with anyone and this led to the opening either of these electronic portals. Indeed, portals constitute important user source; and through the possibility of anyone in the world access to it, in addition to the search for any service required by the customer, and considers these portals are one of the main requirements in sector arena and to work to improve the tourism sector and hotels to both locally and internationally desired level.

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