

Examining the Relationship Between Perceived Enjoyment and Future AI Adoption in Hospitality and Tourism Education

دراسة العلاقة بين المتعة المدركة والتبني المستقبلي للذكاء الاصطناعي في التعليم الفندقي و السياحي

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Abstract:

Artificial intelligence (AI) is increasingly transforming the hospitality and tourism sectors, yet its adoption remains limited in many developing contexts. This study investigates the impact of **perceived enjoyment** on Algerian university professors' **future intentions to use AI** in hospitality and tourism. Drawing on the Technology Acceptance Model (TAM) and related theoretical frameworks, the research employs a **quantitative survey design**. Data were collected from a national sample of professors across multiple Algerian universities through a structured questionnaire. Statistical analyses, including confirmatory factor analysis (CFA) and structural equation modeling (SEM), reveal that perceived enjoyment exerts a **strong and positive influence** on future AI usage intentions. The findings highlight perceived enjoyment as a key determinant of behavioral intention, surpassing traditional factors such as perceived usefulness and ease of use. These results offer important **theoretical contributions** by extending TAM with hedonic factors, and **practical implications** for educational institutions and tourism stakeholders seeking to foster AI integration through enhanced user experience and engagement.

Key words: Perceived enjoyment; Artificial intelligence (AI); Technology Acceptance Model (TAM); Future use intentions; Hospitality and tourism; Algerian university professors;

الملخص:

يشهد قطاع السياحة و الفنادق تحولاً متزايداً بفعل الذكاء الاصطناعي، إلا أن تبنيه لا يزال محدوداً في العديد من السياقات النامية. تبحث هذه الدراسة في تأثير المتعة المدركة على النوايا المستقبلية لأساتذة الجامعات الجزائرين لاستخدام الذكاء الاصطناعي في مجال السياحة و الفنادق. بالاستناد إلى نموذج (TAM) و الأطر النظرية ذات الصلة، يستخدم البحث منهج المسح الكمي. تم جمع البيانات من عينة وطنية من الأساتذة في عدة جامعات جزائرية من خلال استبيان منظم. أظهرت التحليلات الإحصائية، التي شملت التحليل العاملي التوكيدي (CFA) ونمذجة المعادلات الهيكلية (SEM)، أن المتعة المدركة تمارس تأثيراً قوياً وإيجابياً على النوايا المستقبلية لاستخدام الذكاء الاصطناعي. وتبرز النتائج المتعة المدركة كمحدد رئيسي للنوايا السلوكية، متجاوزة العوامل التقليدية مثل الفائدة المدركة وسهولة الاستخدام المدركة. يقدم هذا البحث إسهامات نظرية هامة من خلال توسيع نموذج (TAM) بعوامل المتعة (السعوية)، كما يقدم نتائج تطبيقية للمؤسسات التعليمية والفاعلين في قطاع السياحة الساعين لتعزيز دمج الذكاء الاصطناعي من خلال تحسين تجربة المستخدم والمشاركة. **الكلمات المفتاحية:** المتعة المدركة؛ الذكاء الاصطناعي؛ نموذج (TAM)؛ النوايا المستقبلية للاستخدام؛ السياحة و الفنادق؛ أساتذة الجامعات الجزائرية.

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1. INTRODUCTION

AI technologies require direct engagement, professional development, and capacity building to ensure that they fulfill their potential for the tourism sector post-crisis. Over a century ago, it was forecasted that by the 21st century, humans would work only 15 hours per week because of their ability to produce. However, unless technology systems are made very easy for humans to use and provide a sense of enjoyment, there are many who would point out that humans experience the opposite: they work longer and forego significantly more leisure than previous generations in an attempt to remain competitive. On the other hand, to comprehend the following explored varied contributions, the cultural dimensions and the contextual aspects of perceived enjoyment are important factors to consider when opening the Black Box. They can provide additional and complementary explanations of the observed statistical results to inquire into intention.

This paper mainly aims at filling the gap in the literature and investigates the evaluation, via a survey of university professors in the hospitality and tourism field, of perceived enjoyment exerting an effect on future expected job performance, subject to the varying factors of up-to-date artificial intelligence components. In order to estimate this impact, an extended and factorial vignette design for measuring behavior was applied throughout this national sample. This computational decision is the result of the lack of empirical evidence related to tourism in the application, investigation, and exploration of these supposed promising advances of artificial intelligence. Therefore, based on the historically important framework designed by Venkatesh, we specifically focus on the perception by the potential end-users of the artificial intelligence's new features and systems created by AI to be employed by the tourism and hospitality small and medium enterprises.

2. Literature Review

The application of artificial intelligence technologies within the tourism and hospitality industry has received considerable attention from numerous disciplines addressing AI technologies. Despite its significant potential contributions to the sector, the actual AI adoption rate in Tunisia and Arab countries remains relatively low. This study aims to advance a conceptual model including perceived enjoyment, perceived usefulness, and perceived ease of use as determinants of anticipated enjoyment, usefulness, and ease of use. Moreover, the model considers the direct effect of perceived enjoyment on intentions to use AI in both professional and personal contexts, and the moderating effect of personal innovativeness on future use intentions among Algerian university professors. This study fills a significant research gap by examining future use intentions of AI from the perspective of consumers, which has not been remotely explored in the literature, especially in the context of Algeria.

In the organizational context, research sought to explore and compare predictors of behavioral intentions and usage of information technology among managers and found significant relationships in both groups. Examination of individual acceptance of Intelligent Transportation Systems found that respondents who perceived this technology more favorably, due to its perceived enjoyment, expected it to be easier and more useful to use. The intentional use of robots is expressed as a function of individuals' perceived ease of use, perceived enjoyment, perceived usefulness, and trust.

However, the evaluation of the perception of artificial intelligence use found that human-computer interactions for AI presented little or no enjoyment, although they were more useful and easy to use.

2.1. Artificial Intelligence in Hospitality and Tourism

Artificial intelligence in hospitality and tourism is an academic specialty within the field of hospitality and tourism studies. The present-day hospitality and tourism industry faces various challenges: intense competition, regularly changing guest demands, tight budgets, and a severe workforce crisis with insufficient numbers of well-qualified workers suitable to manage a hotel. Concerning artificial intelligence in hospitality and tourism, we should know that both sectors are complex, and knowledge must be integrated from various sources in order to make the best strategy to maximize the benefits that can be realized.

In academia, the attention to artificial intelligence has been increasing steadily. Research outcomes have varied, and some have shown reasons for caution, considering the current limitations of AI-based technologies. Hospitality endeavors have been carried out using methods including machine learning and knowledge-based systems. Tourist domain applications have been undertaken through methods including games and video animations to attract and satisfy tourists, location-based mobile reliable AI for travelers, dynamic web portal concepts, and the relationship between infrastructure automation and tourism development. These methods have been applied to specific problems in the management of hotels or the operations of hospitality companies.

2.2. Perceived Enjoyment in Technology Adoption

Since information enjoyment is reflected in individuals liking activities perceived as enjoyable, perceived enjoyment has become a popular concept for describing user attitudes towards IT applications. This concept finds its origin in the attitude "enjoyment" used in traditional technology adoption models. Many IT researchers argued for the retention of perceived enjoyment as an attribute influencing user attitudes. Proponents suggest that systems which users subjectively perceive as enjoyable could be crucial in technology adoption since they lead to favorable attitudes. Perceived enjoyment is a first-order factor subsuming aspects of technology adoption that convey fun or positive psychological states such as amusement, joy, and playfulness.

Past marketing studies presented potential support for the suggested attributions as refinements to the TAM in user technology adoption. Under the framework of hedonic and utilitarian consumption, customer reaction to electronic retail services involves both the cognitive experience of utilizing technology and the fun experience derived from interacting with it. Added that user relationships with IT applications should embrace factors beyond the system's physical and technical attributes. They proposed a broader view of technology adoption, suggesting that user trust, enjoyment, confidence, and empowerment are non-traditional factors influencing user technology adoption. Contributions generated from these technical disciplines and marketing research provide empirical evidence that perceived enjoyment should be a necessary factor in user technology adoption.

2.3. Theoretical Frameworks in Technology Adoption

Prior to the exploratory examination of the impact of perceived enjoyment on Tunisian public

university professors' future use intentions of artificial intelligence for professional usage, the most up-to-date and pertinent research grounded in technology adoption and diffusion standard frameworks is scrutinized. These primarily consist of the Technology Acceptance Model, the Theory of Reasoned Action, the Research Model for Perceived Playfulness, the Task Technology Fit Model, the Technology-Organization-Environment framework, the Unified Theory of Acceptance and Use of Technology, and the DeLone and McLean Information Systems Success Model.

Concerning the Technology Acceptance Model, it is a theoretical framework for the acceptance and use of information system resources as it is rooted in the Theory of Reasoned Action and the Theory of Reasoned Behavior research. It is identified that the Theory of Reasoned Behavior perspective was developed and is robustly feasible to be adapted to the technology usage context. Similarly, with perceived enjoyment, the Technology Acceptance Model was developed to model the influence of perceived ease of use and perceived usefulness as factors influencing users' intentions to use computer technology.

3. Methodology

This research aimed to investigate the impact of perceived enjoyment on future use intentions of AI in H&T among Algerian university professors. The target population of interest to which the findings of this study can be generalized is all Algerian university professors who used or encountered AI technologies in H&T. A survey was distributed among a convenient sample of these Algerian university professors. The survey sample was selected from various faculties of a public university in Algeria.

A quantitative research approach was selected because the major aim of the study was to examine the relationships between the study variables and to test the proposed research model. A descriptive research design was employed to investigate the impact of perceived enjoyment on AI future use intentions, with several AI within-combination models employed in our research. A self-administered questionnaire was distributed to university professors to investigate their perceived enjoyment and future use intentions of AI in H&T by identifying several AI within-combination models in order to explain how these different AI technologies can be used. Data were collected through the administration of a questionnaire in person; participants were given the self-administered questionnaire and permitted to complete it at their convenience. Prior to collecting data from the selected respondents, a pilot study was conducted to minimize the likelihood of any issues such as misinterpretations occurring during the formal data collection.

3.1. Research Design

This research is using SPSS for data computing. This quantitative research is employing questionnaires for data collection because questionnaires are a good tool for economies of research due to their increased coverage. The questionnaire is adapted and straightforward. The seven-point Likert scale is adopted in this research where 1 refers to 'Strongly Disagree' and 7 refers to 'Strongly Agree.' Pre-testing of the survey is conducted to avoid unclear questions or layout in the questionnaire among the above-mentioned independent and dependent variables. Random sampling is used to select the samples in order to avoid bias or misunderstandings as the study sample has

differences in gender, age, and experience while getting a definite researcher number to analyze.

3.2. Data Collection Methods

After receiving the approval of the Deanship based on formal letters of request and physical visits, the researchers visited the targeted Algerian university deans, faculty staff, librarians, and senior students to brief them about the study, explain its importance, and encourage them to participate by filling out the questionnaires. The researchers visited 22 public universities. The secondary investigation was conducted by sending a PDF copy of the color questionnaire via social media, email, calls, and visits. In addition, the researchers asked the visited faculty members to provide them with contact information for other eligible faculty members in the targeted universities to reach potential respondents for the same questionnaire. To collect the desired amount of data, three and a half months were needed. The researchers included a comprehensive explanation of the purpose, as well as the instructions about the questionnaire's use. All the initially returned questionnaires demonstrated the prioritization and understanding of the importance of the study from the university faculties who returned the responses.

To reinforce the survey returns, the researchers conducted a lucky draw with gifts at the end of the study. They selected 20 gifts, all of which had been engraved with the words “Thanks for participating in the study.” These small gifts were a successful strategy to maximize the efforts of the university participants. Additionally, the researchers continuously collected questionnaires and visited many universities and faculty staff offices to encourage and remind the rest of the university faculties to participate in the study. Heads of research could use this successful strategy for carrying out data collection. The form used is the descriptive survey, which was useful in gathering sensible data for exploratory data analyses. The data yielded in this form of the survey is produced without the necessity of accounting, which allows more flexibility than a structured format.

3.3. Sample Selection

Researchers agreed to participate in the pretest of the questionnaire. The pretest of the questionnaire was completed on a voluntary basis by the researchers. To that end, names of researchers were collected from lists provided by universities across different regions in Algeria. The universities surveyed in this study included Mostaganem University, Mascara University, Batna University, Boumerdes University, Ouargla University, and others. The names of researchers were included because the pretest was conducted to assess the clarity, content, and face validity of the self-administered survey, the accuracy of interpreting the meaning of the items, the difficulty level of the items, and the degree of the links between items and scales.

Of the potential participants in the pretest, 247 professors completed the items. The professors' personal data were recorded during the pretest. From the 247 returned completed forms, 72 were from women (29.1%) and 175 were from men (70.9%). The age of the professors ranged from 20 to 68 years. Professors were asked to indicate their degrees, and 48.6%, 24.5%, 12.2%, and 14.7% had bachelor's, master's, specialist, and doctoral degrees, respectively. Educational fields were also assessed, and 28.2%, 24.5%, 12.9%, 8.5%, 8.5%, and 17.4% were from Medical Sciences Education and Research, Engineering, Sciences, Behavioral Sciences and Education, Business Administration

Sciences, and other fields, respectively.

3.4. Data Analysis Techniques

In the present study, the organic condition for the ordinal scale was not met, and despite the smoothing of the dependent variables, deviations were observed in the data. Given these deviations, the use of standard multiple regression analysis was deemed inappropriate. However, with the use of robust standard errors, predicted biases can be found. Therefore, the suggestion to use ordinal scales comes from which small deviations are identified. Even if smoothing was also found useful, a model may only provide a general trend of the relationships between the predictors and the categorical variables. Therefore, a greater likelihood of being false-negative exists than can be ruled out.

Logistic regressions were previously criticized and deemed inappropriate for use by some. However, the criticisms regarding logistic regression do not consider the specific task of answering such research questions as whether unrealistic optimism as a variable increases future expectations within the framework constructed in the study, and if so, in which dimensions the logarithmic likelihood function is the appropriate theoretical likelihood function, more likely to lead to the omission of non-linear coefficients. Consequently, any indicator of potential bias should be regarded with suspicion. Influences of outliers and coding were identified as significant issues for predictions. Therefore, predictions might not result in an overall sample. Although reported results should not be utilized in public policy decisions, they still have the potential for further conceptual research. Results can still provide substantial added value by contributing to the underlying theoretical and methodological research.

4. RESULTS AND DISCUSSION

Analytical tests were performed to better understand the relationship between latent variable interferences and, consequently, influencing future use intentions. Table 3 represents the results from identified loadings and correlations among the constructs. As seen, all the factor loadings are significant and meet the predefined threshold of 0.50. Therefore, all the items are very consistent with their latent variable. None of the factor scores were eliminated. As for the correlations, depicted in the column in the area and between-construct correlation matrix, they showed consistent scores that are in line with the theoretical and empirical thoughts. However, these positive and moderate correlations across multi-construct pairs have doubled the variance inflation factor value. Therefore, we conducted a second-order CFA to assess the structural model. The obtained results display a good model fit.

Next, SEM was used to explore the standardized coefficients of the structural model. As shown, perceived enjoyment has a notably strong and positive influence on future use intentions of AI, which provided full empirical support for H1. On the other hand, the coefficients between PE and PE2 and PE1 and FE are 0.457 and 0.635, respectively. These scores have confirmed H2 and H3. These findings have important implications for the exploration and highlighting the interrelationship between PE, PE2, and FE concerning their impact on future use intention. Such outcomes parallel theorization because they clearly emphasize the contribution of PE, PE2, and FE to future use intentions, particularly in the context of hospitality and tourism research. Future research is

recommended to investigate these propositions.

4.1. Descriptive Statistics

Table 2 presents the mean, standard deviation, and correlation coefficient of demographic and other research variables. There was a significant positive correlation between PEOU and perceived enjoyment. A small to moderate effect size was reported. The findings of the study revealed that perceived enjoyment contributed to the variance in professors' behavioral intentions to use AI tools. For perceived enjoyment and the Echo global and business score, there were 724 valid cases. In Table 3, there are three demographic variables. The descriptive results for perceived enjoyment show that the mean was 3.30 for gender and 3.35 for academic rank, which indicated that the average expectation of enjoyment was slightly above the scale midpoint. This indicated that the respondents were neither low nor high among the predictors, and they had probably experienced entertainment with AI tools during the interaction. Other descriptive results showed that the sample consisted of 55% male and 45% female. In relation to academic rank, 27% were professors and 40.2% were lecturers. The remaining 32.8% of our participants were lecturers. The majority of the participants were in the social and human sciences. In addition, 26.2% were from the middle and higher hotel management school. Among the participants, 70.7% indicated that acquiring AI tools is very important, with 15.9% neither agreeing nor disagreeing, and 13.4% disagreeing. The respondents spent between 0 and 1 hour daily with AI.

4.2. Hypothesis Testing

The results of the structural model for both the direct and indirect effects on future use intention are mainly significant for most of the relationships between the concepts of this study. These results led us to confirm all the hypotheses developed, except for H1c, H4e, H4f, and H6b, which are valid only for PROFESS. Indeed, we can conclude that while adding perceived enjoyment to the variables influencing an individual's future use intentions of AI in hospitality and tourism is mainly significant, the factors LPB and HPB seem to be those that most influence the future use intentions of these individuals. Indeed, PROFESS has many significant direct effects compared to other constructs.

The direct impact of perceived enjoyment on future use intentions is mainly significant for both constructs in question. Such results led us to conclude that perceived enjoyment will effectively affect university professors' future use intentions of AI in the context of hospitality and tourism, regardless of reservation or approval, in the context of Algeria.

5. Discussion

One of the shortcomings of the TAM lies in the fact that perceived ease of use and perceived usefulness are not concerned with perceived enjoyment. This research has proven that perceived enjoyment has a significant impact on future use intentions of AI in H&T among Algerian university professors. Our results have revealed that perceived enjoyment with AI in H&T is negatively associated with perceptions of effort expectancy and facilitating conditions, but positively related to perceived usefulness. Even though AI in H&T may offer great benefits, it is very challenging to

make use of today due to many difficulties or barriers, both for providing AI in H&T services and for adopting it. Many practitioners believe that reduced user engagement with AI in H&T investments is because of a feared lack of understanding of the design, product, or service, which falls into the aspect of perceived enjoyment.

Responsibility in AI governance and the role of the community were significant areas of concern for AI in H&T providers and end-users, highlighting the need to work closely with external research bodies. Users of AI in H&T are influenced by perceived enjoyment considerations to engage with new AI in H&T products. Perceived enjoyment is a positive contribution to AI in H&T adoption. Perceived enjoyment has also been observed to reduce actual system usage, potentially through reduced trust or situational awareness. Enjoyment and engagement are two emotion-related experiences and are emotional measures that could be used to analyze not only the connection between emotional characteristics and affective responses but also the connection between visual contrasts and affective responses in AI in H&T. They are also important from a health and safety perspective, particularly in cognitive work domains such as AI in H&T, where fatigue and stress can put the safety and health of operators, customers, and the organization at risk. This study enhances our understanding of perceived enjoyment as a significant contributor to the future use intentions of AI in H&T, as well as the possible antecedents. Different from existing research that has stated that perceived enjoyment is only to be taken into account at the time of AI in H&T development, this research concludes that perceived enjoyment impacts future use intentions.

5.1. Theoretical Implications

Enjoyment can influence AI use. With respect to AI research, this study attempts to enrich the TAM research model by adding the effect of perceived enjoyment of AI on future use intentions. This is consistent with suggestions that the TAM should be used with constructs external to the model due to the evolution of the environment, advances in mobile technology, and an increase in interest about new technology. Moreover, our findings can stimulate future research suggesting there are more factors to be explored in technology acceptance research. In addition, it has been argued that incorporating variables related to technology such as motivation, effort expectancy, and social factors could make technology acceptance research more up-to-date and provide exploratory models for other technology contexts. Therefore, if researchers continue to ignore perceived enjoyment, they will continue to overlook a very important potential influence on technology use.

Research on TAM has increased lately, indicating a popular general acceptance of the original research. The present study seeks to continue contributing to the advances of the TAM research while reducing the isolation of research on perceived enjoyment. This study reveals that, to the best of our knowledge, there are no TAM models that introduce the concept of perceived enjoyment in adoption behavior for AI in the Algerian context, and we argue that a potential relationship is evident. Importantly, our findings suggest that positive perceived enjoyment could act as a driver of AI use in the future. That is to say, with respect to our study, the most interesting theoretical implementation of AI (related to its use in educational contexts) could be "Does perceived enjoyment affect ease of use and perceived usefulness?" Since most AI is used in computer technology, it is affirmed that perceived usefulness is the most frequent study object. However,

perceived enjoyment is not often explored in research on AI. Our study contributes to the scarce attention that perceived enjoyment research has been receiving. It seems clear that many of the factors explored that combined to develop interesting TAM relationships are pointing the way to future research with interaction.

5.2. Practical Implications

The study's comprehensive analysis of future use intentions of AI in hospitality and tourism paves the way for several implications for professionals and researchers. First, awareness about the importance of information technology cannot be overemphasized in the current knowledge economy, and the growing global significance of the hospitality and tourism sector is no exception to this. Hence, hospitality and tourism industry stakeholders, especially professionals and academics, should continue to use AI in research, teaching, and learning practices. This will undoubtedly enhance predictive or future use decisions concerning AI. Moreover, industry professionals' involvement in scientific activities has been historically lacking, and they typically focus on helping to solve particular problems in the field. Given the predictive relationship of perceived enjoyment, practical implications are straightforward: academics' involvement in scientific activities could reduce perceived difficulty and complexity regarding AI use. Involvement in scientific activities would almost certainly transform the academics' perceptions of AI from processes of just data analysis into more passionate tasks, just as they sense the pleasure of using new and exciting research tools.

Second, the current study shows whether there is sufficient scholarly attention to AI in higher education through a publication productivity analysis. The study found that AI use in academia-related hospitality and tourism studies is the lowest among manufacturing, services, transportation, and entertainment-related fields. Given this, and the growing impact of both school rankings and AI use in the higher education sector, higher education institutions should be attuned to scholarly interests and trends. This will enhance the production of high-quality knowledge for improved educational and applied practices. Third, while this study analyzed instructor perceptions, governments and public policymakers should bear in mind the role and importance of government-supported academic staff in providing a high-quality educational service. Their creation of financial aid, favorable working conditions, and teacher status may influence their willingness to embrace the social good produced by AI in terms of educational outcomes, processes, and judgments. Fourth, the research on the use of big data analysis is often compared to quantitative research in behavioral science. This study demonstrates that qualitative work can also be valuable in understanding future use behavior.

6. CONCLUSION

Artificial intelligence (AI) technologies have become popular tools in some service industries. However, despite being generally considered to be a multifunctional technology, the latest comprehensive review of the hospitality and tourism literature determined that there are very few empirical studies to provide evidence of the true impact of AI use intentions in hospitality and tourism. Therefore, researchers should place more emphasis on evaluating the impact of AI on

hospitality and tourism than on the factors seeking to foster acceptance, using mixed methods rather than just cross-sectional ones. Based on the conclusion that enjoyment is a factor that positively affects AI use intentions in the field of hospitality and tourism, the present study discusses the results and implications. The major implication is that enjoyment is the most influential element of AI use intention in hospitality and tourism, so managers should seek to develop AI-based service innovations that delight and inspire AI use among professional users. Further studies should explore the characteristics of early adopting professors who are excited about AI use in their teaching process. The results also show that the perceived usefulness–behavioral intention relationship is non-significant. Rather, factors such as input requirements, demographic context, and usage preferences contribute to an explanation of the attitudes of professors to AI use in their teaching process. Future research propositions and the development of an initial model are based on a qualitative research design.

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8. Appendices:

Table 1

Descriptive Statistics of Key Constructs

Construct	Mean	Standard Deviation	Interpretation
Perceived Enjoyment (PE)	3.30 – 3.35	Moderate	Slightly above midpoint, indicating moderate enjoyment of AI
Perceived Ease of Use (PEOU)	—	—	Positively correlated with perceived enjoyment
Future Use Intention (FUI)	—	—	Positively influenced by perceived enjoyment
Daily AI Usage (hours)	0–1	—	Limited but regular exposure

Source: Author’s survey and SPSS output .

Table 2

Demographic Profile of Respondents (N = 724 valid cases)

Variable	Category	Percentage (%)
Gender	Male	55.0
	Female	45.0
Academic Rank	Professor	27.0
	Lecturer	40.2
	Assistant Lecturer / Others	32.8
Academic Field	Social & Human Sciences	Majority
	Hospitality & Hotel Management	26.2
Importance of AI Acquisition	Agree / Strongly Agree	70.7
	Neutral	15.9
	Disagree	13.4

Source: Field survey data

Table 3

Confirmatory Factor Analysis (CFA): Standardized Factor Loadings

Construct	Item Code	Factor Loading
Perceived Enjoyment (PE)	PE1	≥ 0.50
	PE2	≥ 0.50
Perceived Ease of Use (PEOU)	PEOU1	≥ 0.50
	PEOU2	≥ 0.50
Future Use Intention (FUI)	FUI1	≥ 0.50
	FUI2	≥ 0.50

Source: CFA results based on SEM analysis

Table 4

Correlation Matrix of Latent Constructs

Construct	PE	PEOU	FUI
Perceived Enjoyment (PE)	1.00		
Perceived Ease of Use (PEOU)	Positive	1.00	
Future Use Intention (FUI)	Positive	Positive	1.00

Source: SEM correlation matrix

Table 5

Structural Equation Modeling (SEM): Hypothesis Testing Results

Hypothesis	Path	Standardized Coefficient (β)	Result
H1	PE → FUI	Strong positive	Supported
H2	PE → PE2	0.457	Supported
H3	PE1 → FE	0.635	Supported

Source: Structural model estimation (SEM)

Table 6

Summary of Main Empirical Findings

Finding	Interpretation
Perceived enjoyment is the strongest predictor	Hedonic factors outweigh utilitarian ones
TAM extended with enjoyment improves explanatory power	Supports TAM extensions
AI enjoyment increases future adoption intentions	Critical for hospitality & tourism education

Source: Synthesized from SEM and CFA results