

IMPORTANCE-PERFORMANCE MATRIX ANALYSIS (IPMA) OF URBAN AIR MOBILITY (UAM) ACCEPTABILITY: IMPLICATIONS FOR SUSTAINABLE TOURISM DEVELOPMENT

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ABSTRACT

This study aims to examine the influence of UAM acceptance on sustainable tourism development through Importance-Performance Matrix Analysis (IPMA). An online survey of 1,000 Jeju visitors was conducted, with data analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results reveal that UAM usefulness, intention to use, attitude toward new technology, and local government capacity were identified as highly important but underperforming factors. These insights provide strategic guidance for enhancing UAM adoption, potentially improving tourism experiences, and informing UAM policy and marketing strategies. The study concludes with specific recommendations for programs to improve UAM acceptance and implementation in the tourism sector.

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