

# **Perception And Behavior Of Tourists On Smart Destination**

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Final International University

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# **Perception And Behavior Of Tourists On Smart Destination**

by

**Haris Haris**

A thesis submitted to the Institute of Graduate Studies  
in partial fulfillment of the requirements for the Degree of  
Master of Arts  
in  
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**FINAL INTERNATIONAL UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**

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Title: Perception and Behavior of Tourists on smart destination

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# DEDICATION

I dedicate this thesis to the unwavering support and encouragement of my loved ones, mentors, and friends. Their invaluable contributions have shaped my journey, inspiring me to overcome challenges and achieve new heights.

To my father and mother (RIP), and my brothers and sisters, thank you for your unconditional love, unwavering support, and endless understanding. Your constant encouragement and belief in me have fueled my determination to push the boundaries of my capabilities. Your sacrifices and unwavering faith in my potential have been the bedrock of my achievements, and I dedicate this work to you with utmost gratitude.

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I dedicate this thesis to my dear parents, family and friends for all their sacrifices, love, tenderness, support and prayers throughout my studies.

## **ETHICAL DECLARATION**

I, **Haris Haris**, hereby, declare that I am the sole author of this thesis and it is my original work. I declare that I have followed ethical standards in collecting and analyzing the data and accurately reported the findings in this thesis. I have also properly credited and cited all the sources included in this work.

Haris Haris

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## ABSTRACT

In the current technological era technology is developing very fast and quickly for the convenience of users. But on the other side the tourism industry is also enhanced with the development of technology. Destinations have developed in to smart destination that has had a good impact on the tourists, who are traveling from different regions of the world to utilize the services of smart tourism destination and experience the new trend of the tourism industry. The problem with these developments is that with the changes in technology the behavior of tourists is unknown with little knowledge on the tourists perception on smart tourism destinations. The aim of this study is to investigate how tourists perceive and interact with smart tourism destinations, and how these perceptions affect their behavior while traveling. The research was based on the mono-method, with deductive approach and quantitative research method. This research highlights the factors that impact tourist perception and influence their behavior in smart tourism destinations. The result from this research highlights the importance of Information, Accessibility, and Security in impacting directly to smart technology use behaviors, thus impacting the tourists' intention regarding revisiting the destination. While also giving understandings about the perceived value, smart technology uses and behavior in making it a memorable experience. The implications of this research are manifold for managers as they will have better insights regarding on how to make a memorable experience to tourist in smart destination to raise revisit intentions and sustainable tourist flow.

**Keywords:** smart tourism destination, smart tourism technology, memorable experience, revisit intention, smart technology use behavior, information communication technology

## ÖZ

Günümüzde teknoloji hızla ve kullanıcıların kolaylığı için hızla gelişiyor. Ancak diğer taraftan, turizm de teknolojinin gelişimiyle artan bir şekilde etkileniyor. Bu da turizm endüstrisinin akıllı turizm destinasyonlarına dönüşmesine yol açıyor. Bu durum dünyanın çeşitli bölgelerinden seyahat eden turistler üzerinde olumlu bir etkiye sahip oluyor. Akıllı turizm destinasyonları hizmetlerini kullanarak ve turizm endüstrisindeki yeni trendi deneyimleyerek seyahat ediyorlar. Ancak bu durumda, teknolojinin hızlı değişmesiyle birlikte turistlerin davranışları belirsiz hale geliyor ve akıllı turizm destinasyonlarının, turistler tarafından nasıl algılandıkları bilinmiyor. Bu çalışmanın amacı, turistlerin akıllı turizm destinasyonlarını nasıl algıladığını ve etkileşime geçtiğini ve bu algılamaların seyahat ederken davranışlarını nasıl etkilediğini incelemektir. Araştırma tek yöntemle dayalı, tümevarım yaklaşımı ve nicel araştırma yöntemiyle yapılmıştır. Bu araştırma, turist algısını etkileyen ve akıllı turizm destinasyonlarında davranışlarını etkileyen faktörleri vurguluyor. Araştırmanın sonucu, bilgi, erişilebilirlik ve güvenlik faktörlerinin akıllı teknoloji kullanım davranışlarını doğrudan etkileyerek, turistlerin destinasyonu tekrar ziyaret etme niyetlerini etkilediğini göstermektedir. Aynı zamanda akıllı teknoloji kullanım davranışının algılanan değerine dair anlayışlar sunuyor ve bunun unutulmaz bir deneyim haline gelmesine katkı sağlıyor. Bu araştırmanın yöneticiler için çeşitli sonuçları vardır, çünkü turistlere akıllı destinasyonda unutulmaz bir deneyim yaşatma konusunda daha iyi bilgiler elde edilmiştir, böylece tekrar ziyaretlerin niyeti ve sürdürülebilir turist akışının sağlanmasına yardımcı olabilirler.

**Anahtar Kelimeler:** Akıllı turizm destinasyonu, akıllı turizm teknolojisi, akıllı deneyim, tekrar ziyaret niyeti, akıllı teknoloji kullanım davranışı, bilgi iletişim teknolojisi.

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## LIST OF ABBREVIATIONS

ACC	Accessibility
AMOS	Analysis of Moment Structure
AR	Augmented Reality
CFA	Confirmatory Factor Analysis
CI	Confidence interval
CMB	Common Method Bias
CMIN	Chi- Square Minimum
CR	Composite Reliability
DF	Degree of Freedom
DMO	Destination Management Organization
EFA	Exploratory Factor Analysis
ICT	Information Communication Technology
INFO	Information
INTER	Interconnectivity
IoT	Internet of Things
KMO	Kaiser-Mayer Olkin
ME	Memorable Experience
MTE	Memorable Tourism Experience
NFC	Near Field Communication
PER	Personalization
PHD	Doctor of philosophy

RFID	Radio Frequency Identification
RI	Revisit Intention
RQ	Research Question
SAS	Statistical Analysis System
SEM	Structural Equation Modeling
SPSS	Statistical Package for Social Science
STD	Smart Tourism Destination
STT	Smart tourism Technology
STUB	Smart Technology Use Behavior
TPB	Theory of Planned Behavior
VR	Virtual Reality

# CHAPTER 1

## INTRODUCTION

With the development of information communication technology, the competition in tourist destinations has increased, and a new trend of smart tourism destinations have emerged which is a crucial competitive advantage to diversify the destination from others (Buhalis & Amaranggna, 2015). The added value offered by tourist attractions that apply this concept can be one determining aspect for potential tourists in choosing a destination (Paul et al., 2019), with the support of smart tourism and technology, the aims are to enhance the communication and information system and abilities of the tourism industry in terms of management setting, control, provision of facilities which has positive effects on the tourists' overall experience and development of the competitiveness in the tourism destination (Gretzel et al., 2015). Smart Tourism Destinations could gain insights into customers' actual needs and preferences. Effective engagement among tourists and the service providers is important to provide products to meet the needs of the tourists successfully. This will ultimately assist the service providers to understand the needs of the tourists and provide innovative and improved services (Schaffers et al., 2011). Buhalis (2000) stated that smart tourism destinations are a fusion of tourism offerings that originate from smart cities. While Huang (2012) stated that the main aim of smart tourism destinations is to link the personnel needs and wants of tourists with information communication technology for a better experience, which will automatically increase the service quality and enhance tourism management in the destination. (Lim, Mostafa, & park, 2017). To enhance the tourist, experience new advanced technology should be

implemented with tourism to enhance the tourism experience for tourists (Ritchie & Crouch, 2005). It is important to recognize that there are individuals within tourism destinations who may lack technological literacy (Zygiaris, 2013). Tourists are able to merge and learn advanced technology and use it to their own preferences for tourism (Komninos, 2013). But on the other hand, it is the responsibility of the destination to provide sufficient knowledge and therefore education to the tourist and local stakeholders on how to use technology for tourism. It is evident that smart tourism destinations must implement appropriate tourism applications to establish a high level of intelligence (Cohen, 2012).

Smart tourism destinations are pushed by technological innovations that enable the provision of convenient facilities and services to tourists. These services are designed to facilitate easy access to information, transactions, and an optimal visitor understanding while discovering traveler fascinations (Ghaderi et al., 2018). This trend is consistent with the shift in tourists' visiting behavior, which has become increasingly reliant on smart procedures (Filieri et al., 2015). The integration of technology into smart tourism is appealing to tourists who seek swift service, leisurely travel, and thrilling experiences while exploring tourist destinations (Demir et al., 2014). Smart technology used in tourism destinations can be artificial intelligence, cloud computing, internet (IoT), and mobile communication. These technologies encourage and boost the tourism experience in different ways.

With the implantation of information communication technologies in the tourism destination, marketers of the destination are enhancing the tourist experience and changing the experience to a memorable experience (Neuhofer, et al., 2012). These

phenomena represent the intention and movement of the tourists who had enjoyed the smart tourism destination, and tourist intention to come back to the destination for the same experience (Loureiro, 2014; Fiore & Jeoung, 2007). The experimental nature of the tourism industry provides a variety of services and provides tourists with the interaction of technology to experience tourism needs and wants through the smart tourism destination. It is already known that each tourist may experience equal activities in the same destination, but their memorable experiences depend on how they are feeling about the destination and leading their intention toward the destination (Kim, 2018).

Wang (2016) in his article mentioned that smart technology may affect the memorable experience of the tourist. This smart technology in the destination allows the tourist to search and access different information which is related to the travel and activities which are available in smart tourism destinations. If a tourist wants to access information about specific activities such as adventure or culture and the information is available in the smart destination through smart technology, this information will increase and enhance the tourist experience to a memorable experience (Wang et al., 2016).

The facilities and services provided by smart tourism destinations make it easier for the tourist to gain access to different platforms to achieve maximum experience and make it memorable through the use of smart technology while traveling from one place to another (Ghaderi et al., 2018). But these changes are challenging for tourist behavior which is now dependent on smart technology or smart devices (Filieri et al., 2015). In the tourism industry, smart tourism destination is a unique and new term and attraction for tourists who want to increase the efficiency of travel, leisure activities, and have experience through the platforms of technology in smart destinations (Demir et al., 2014).

That is why it is important for tourism development to investigate tourist behavior with the changing technology. The theory of planned behavior can be used to investigate tourist behavior for which this theory predicts the action of tourists and what the tourists want (Chen, & Tung, 2014). For example, individuals' travel intentions are influenced by personal and social factors that are related to their attitudes, subjective norms, and perceived behavioral control. These factors may play a crucial role in shaping the decision-making process of an individual toward traveling (Ghaderi et al., 2018a; Han et al., 2010). There are many studies conducted to explain the reputation of technology in traveler's undertakings (Ghaderi et al., 2018a; Buonincontri & Micera, 2016; Jeong & Shin, 2019).

### **1.1 Problem Statement**

The purpose of using technology has changed from read-only to reading and writing which brings changes in the behavior of tourists (Cambria et al., 2013). This development in technology created excitement in tourists and they are able to share their information regarding their trips. They are sharing their experience with each other through different channels such as social media, vlogs, blogs, and other reachable media. That is how the web is an important mode of communication (Cambria et al., 2013; Pak & Paroubek, 2010). Stakeholders are collecting information from different online services and fulfilling the needs and wants of the tourist to enhance the tourism business and used it for the marketing of a destination. Additionally, the web has promoted a significant change in the behaviors of tourists. However, tourists not only book hotel reservations and airlines but also share their views, opinion, good, and bad experiences. The other potential tourists are getting information from online sites through their personal accounts. Buhalis

and Amaranggna (2015) discussed the issues that smart tourism destinations should use information communication technology for tourists to the highest level, that are helpful and can be used timely as per need. Other researchers stated that information communication technology enhances business opportunities but also it is a mode of interaction to build a strong relationship with stakeholders and tourists. In smart tourism, all the essential technology platforms are used to enhance the tourism industry. But on the other hand, smart technology is giving the opportunity to all the stakeholders of the tourism industry to enrich the tourist experience to a memorable experience and increase the revisit intentions by which the tourism industry is developing. There is little research and literature on focusing on the tourist experience, and satisfaction based on smart tourism technology. The purpose of this research is to fill this gap and also to address the memorable experience and revisiting intention and, perception of tourists on the smart destination. Research should be conducted in this region and gap as they have not yet been addressed by previous studies.

## **1.2 Purpose of the Study**

In the tourism industry, technology has been impeded at all levels of the tourism system, from making the reservation, to the transfer, check-in, facilities and features in an hotel room and tourist attractions to many more, which gives a new face to smart tourism. In order to fulfill the current stated gap, the main purpose of this study is to investigate the perceptions of tourists on smart destinations with tourists' behavior. Therefore, this study aims to investigate how tourists perceive and interact with smart destinations, and how these perceptions affect their behavior while traveling. The study also aims to address the gap in knowledge regarding tourists' perceptions and behaviors in smart destinations



and to provide insights for tourism industry professionals and policymakers on how to enhance tourists' memorable experiences and revisit intentions in smart destinations. Main motive of this research is to examine the travelers' perceptions and behaviors in smart destinations, with a focus on how technology and innovation impact their experiences. Specifically:

- Recognize the features that effect tourists' perceptions of smart destinations, including their attitudes towards technology, their expectations, and their perceived benefits and drawbacks of using technology in tourism.
- Investigate how tourists' perceptions of smart destinations affect their behavior while traveling, including revisiting intentions process, their choice of activities, and their level of engagement with technology.
- Provide insights for tourism industry professionals and policymakers on how to enhance tourists' memorable experiences in smart destinations, based on an understanding of tourists' perceptions and behaviors.

Overall, the study seeks to contribute to the emerging field of smart tourism by shedding light on the complex interactions between tourists, technology, and destination environments, and by providing practical recommendations for stakeholders inside the tourism industry.

### **1.3 Objectives**

The objectives of this research are as follows:

- 1) Implementing the theories of planned behavior and in the concept of smart tourism destination.

- 2) Propose a model for attributes of smart tourism as the anticipate of revisit intention.
- 3) Discovering the relationships between the attributes of smart tourism and smart tourism behavior and memorable experience.
- 4) Discovering the essence of the relationship between smart tourism use behavior and the revisit intention.
- 5) Providing suggestions for policymakers and practitioners in the tourism industry.

#### **1.4 Significance of Study**

The study on the perception and behavior of tourists on smart tourism destinations is significant as it provides insights into the impact of smart tourism destinations on tourists' behavior and perceptions. The findings of this study can be used by tourism stakeholders to improve the overall tourism experience and increase the attractiveness of destinations. Understanding tourists' perceptions and behavior towards smart tourism destinations can also assist in the development of effective marketing strategies and destination management plans. Additionally, this study can help identify areas where smart tourism technology can be utilized to enhance the overall tourist experience, such as providing personalized recommendations and improving access to information and services. The study can also assist in identifying potential challenges and barriers in the implementation of smart tourism destinations, such as concerns about data privacy and security. Overall, this study can contribute to the development of sustainable and innovative tourism practices, ultimately benefiting the tourism industry, tourists, and destination communities.

## **1.5 Research Questions and Hypothesis**

The research will be answering the mentioned below question and will be assisting us in figuring the results of hypothesis we will be deriving for these questions and literature review.

### **1.5.1. Research Question**

RQ1: What are the perceptions of tourists regarding smart tourism destination and how does it stimulate their behavior and revisit intentions?

RQ1\_a: How attributes of smart tourism technology effect the smart technology using behavior and revisit intention?

RQ1\_b: In smart tourism destination how does memorable experience impacts tourists revisit intention?

RQ1\_c: In smart tourism destination what is the relation between the smart technology use behavior and revisit intention?

### **1.5.2. List of Hypotheses**

**H1:** The attributes of smart tourism destination (a: information; b: accessibility; c: interactivity; d: personalization; e: security) has positive effect on Smart technology using behavior STUB

**H2:** The perceived value of the STUB has a positive effect on memorable experiences.

**H3:** The perceived value of the STUB has a positive effect on revisit intention.

**H4:** The value of the memorable experience has a direct effect on revisiting intention.

**H5:** The perceived value of the STUB mediates the relationship between attributes of Smart Tourism Destinations STD (a: information; b: accessibility; c: interactivity; d: personalization; e: security) and the value of the memorable experience.

**H6:** The perceived value of the STUB mediates the relationship between attributes of STD (a: information; b: accessibility; c: interactivity; d: personalization; e: security) and revisit intention.

**H7:** The value of memorable experience mediates the relationship between the perceived value of the STUB and revisit intention.

**H8:** The perceived value of the STUB and the value of memorable experience together play a serial mediation role in the relationship between attributes of STD (a: information; b: accessibility; c: interactivity; d: personalization; e: security) and revisit intention.

## **1.6 Assumptions**

This study will be based on keeping in mind the following assumption,

- The respondent was aware of the motive behind the study thus they volunteered for responding to the questionnaire
- They were not biased when asked questions related to tourism

- The small number of respondents is thought to be representative of the larger group of guests visiting areas with smart tourism. Even if easy sampling could introduce certain biases, it is believed that the sample will nonetheless offer valuable information about how tourists think and act.
- It is believed that the questionnaire used to assess visitors' perceptions and behaviors is legitimate, which means that it accurately identifies the target constructs and yields accurate data for analysis.
- The study findings are predicated on their applicability to many cultural contexts and backgrounds, enabling generalizations to be drawn beyond the confines of the particular sample and environment.

### **1.7 Limitations of the Study**

This study was part of the Masters in Tourism Management program, thus despite giving the best shots the thesis does have some limitations. Although the study has many theoretical and managerial implications, there are also some limitations. The sample size was limited in this study. The questionnaire was filled out by those travelers who had experienced the smart tourism destination. If the questionnaire is filled by both experience and un-experienced travelers and took their data gave us a domesticated way.

Second, in this research, we did not hypothesize the mediation effect of the value of memorable experiences on the relationship between attributes of the smart tourism destination and revisit intention. Moreover, the moderating effect of gender on all the mediations can be suggested for future studies as it was a limitation in this study.

Third, this study focuses on the attributes of smart tourism technology and smart tourism destination which has impacts on the memorable and revisit intention other

dimension should need to be studied for enhancing, exploring, and developing the smart tourism destination. In the future new factors should explore rather than the attributes of smart tourism technology which are positively related to memorable experiences. In the future, another study should be conducted to compare the travelers who have visited or have not visited and compare the technology users and non-users in smart destinations and what are the results. Another limitation in this study is that the collection sites were only three it should be more.

Lastly, since tourists' perceived destination image has been one of the key pull factors in destination marketing, assessing the effects of STTs on destination image may result in valuable contributions to theoretical progress as well as to industry practice.

## **1.8 Definition of key terminologies**

**Smart tourism destination:** Those tourism destinations which use information communication technology and enhance and develop the product of services of the destination (Wang, 2013).

**Smart tourism technology:** Information communication technology is the key factor that are used in in the smart destination, smart tourism technology has not only the general technology, but other famous technologies are also used such as Artificial Intelligence, Virtual Reality, Augmented Reality, Mixed Reality, Internet of Things and Big Data these are the emerging trends in the smart destination (No & Kim, 2015).

**Information:** Information is the combination of quality, credibility, and accuracy of information received in tourism destinations from smart tourism technology (Huang et al., 2017).

**Accessibility:** To what extent the tourist are using the information ad reaching to the destination on the bridge of smart tourism technology (No & Kim, 2015).

**Interactivity:** How the travelers are connected to the destination and promoting the destination while using the technology (Tan, 2018).

**Personalization:** Tourists are planning their trips based on their attitude which suit them and personalizing the services and product based on their needs and wants (No & Kim, 2015).

**Security:** When the tourist is using smart tourism technology the need their information and transaction should be secure and their own safety (No & Kim, 2015).

**Memorable experience:** An event related to the emotional attachment of individual. It can be either positive or negative and unique that leave a remarkable attachment with the experience to make it memorable (Seyfi et at., 2020).

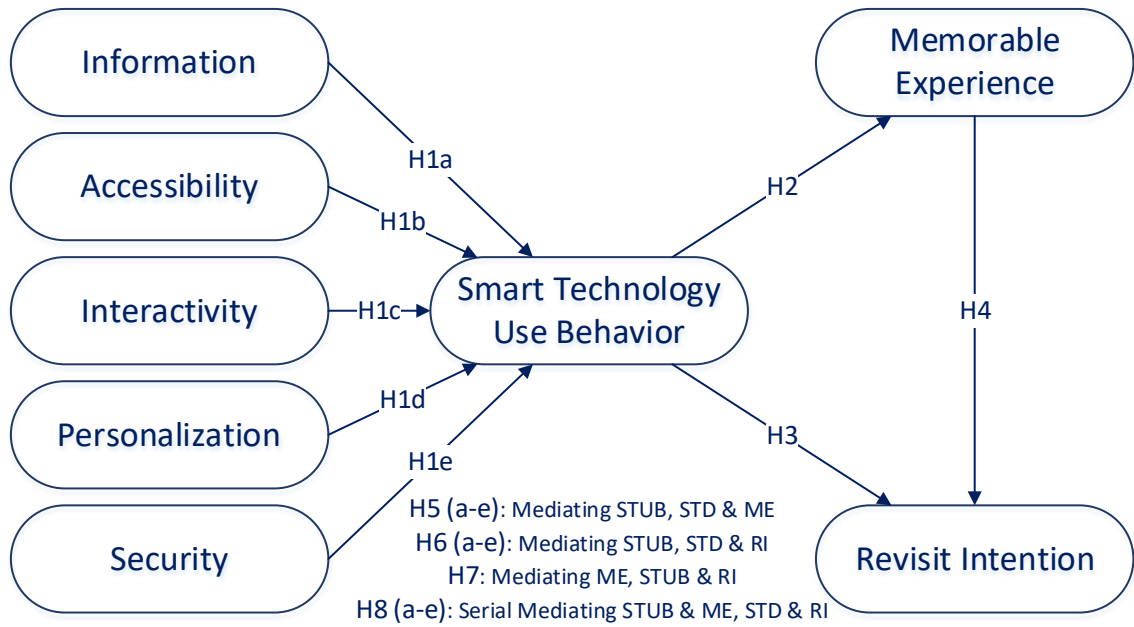
**Revisit intention:** Revisit intention reflects the willingness of the tourist to visit again the destination. If the tourist had gained some emotional memory or did some activities and they wish to travel again to the destination to experience that again (Sharama & Nayak, 2018).

## 1.9 Theoretical Framework

**Figure 1**

*Research Model*

The framework for this study is mentioned below in Figure 1.





## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1. Smart Tourism**

The term 'smartness' originated in 1990 and to date this concept is attracting the attention of people all over the world (Hollands, 2008, 2015). The smartness of tourism is related to information communication technology. Smart is defined as tourism which includes smart technological devices and applications. These devices and application include the internet, artificial intelligence, mobile phones and cloud computing (Wang et al., 2016). As tourism has adopted technologies for the improvement and enhancement of the tourist experience, the main purpose has not only been to improve and enhance the tourist experience, but also to increase the competitiveness of the tourism destination, which is leading to the new idea of smart tourism destination (Buhalis & Amaranggna, 2014). In the smart destination all the stakeholders are connected with each other in equal lines to provide benefits to the local community and tourist visiting the destination from different backgrounds (Boes et al., 2016).

With the rapid growth and advancement in the technology sector, the word smart is getting familiar and its enhancement is ongoing to the current years (Caragliu et al., 2011). The smart concept is applied in every industry to improve their business and full fill the requirements of their customer effectively and efficiently. These businesses vary from health centers, town planning, architectural companies, safety and security of the public, and the most sustainable development which develop the economies to improve the life quality of the economy (Hall, 2000). Of all the industries in the world tourism is

the one industry which adopted technology at every stage of development in both sectors (Gretzel, 2011). With the adoption of global distribution and central reservation systems as early as the 1950's (Buhalis, 1990). The technological adoption and development of tourism, has seen a big change in the behavior of tourists from different perspectives (Buhalis & Law, 2008) with particular notion to pushing the physical travel agency to be an online virtual one and the marketing of destination taking place in social media settings with the requirement of influencers. The tourism industry is now wising with the adaptation of smart applications and smart devices which gives benefits and easiness while performing their activities of leisure and pleasure (Koo et al., 2013). The tourism and travel industry is the visible industry in which modifications are seen when technology is developing with time (Del Chiappa & Baggio, 2015).

Information communication technology development has changed the tourism industry in the way it is providing services to their tourists in the smart concept which can be suggested to be a new attraction for the tourist. The tourism industry and smart tourism is complimenting each other which creates a broad vision of converting the globe into a smart era. A worldwide effort is underway to use information technology to tackle urgent global challenges and promote socioeconomic development by building a more integrated, intelligent, and interconnected system (Wang et al., 2016). Governments and destination management organizations (DMOs) across the globe are making a concerted effort to advance smart tourism by implementing policies and regulations that encourage the integration of technology into destination development. This initiative depends on tourists incorporating smart technology into their travel experiences (Buhalis & Amaranggana, 2014). In the context of sustainable development, tourist attractions must

incorporate technology, demonstrate competency and innovation, and prioritize environmental considerations in their operations. Consequently, the development of smart tourist attractions has become a key priority for stakeholders, policymakers, and investors in tourism destinations.

## **2.2 Smart Tourism Destination**

Smart tourism destination and smart tourism are the same words used in literature, therefore, to the services and information which are based on the information communication technology. Benefits of the information communication technology is that they provide real time services and on the mean time it gives better assistance and guidance to tourist visiting to a destination (Gretzel et al., 2015; Li et al., 2017). Hunter, et al. (2015) define smart tourism as the use of modern technologies to enhance travel experiences, including activities like making reservations for accommodations, transportation, and restaurants. in the current times all the tourist destinations apply smart technology contributing to the overall destination to be recognized as a smart destination. Due to these innovative services, companies have an advantage over the competition and may provide a variety of services in tourist areas. This is why it is a smart tourist destination thanks to these service and technological touches (Cornejo et al., 2020). Many scholars and researchers have conducted research on the smart tourism and they explained their implication and application. But one of the researchers, Buhalis (2000) explain six attributes of smart tourism destination which are attractions which includes natural, cultural and artificial settings, accessibilities include all the mode of transportation to the destination, amenities includes all the services which are the basic needs of the tourist such as the hotel and restaurants and activities for pleasure. Intermediaries' activities

include those activities that affect the tourist traveling experience, and some of the other services are banks, currency exchange and hospitals. Later on, the six concepts of smart destinations identified that they have distinct features, governance which means to support the public involvement, energy optimization and improve the sustainability of environment, enhancement of information communication technology, smart economy, planning if the economy should be on the digital technology. With the smart tourism destination, the quality of life of the travelers and local people are enhancing and developing (Cohen, 2014).

Technology in the tourism industry can enhance the experience of tourist which supports in the promotion of tourism activities and the destination, in which case allows all the stakeholders of the tourism industry interact with each other (Swart et al., 2019). In the current technological time smart phone applications are the smart tools in the smart tourism destination which helps the tourists to make their decisions quick, process their plans and decision, emergency and security, and the last one information and services (Eden & Gretzel, 2012). Smart technologies including many software and hardware that are very important in the tourism industry and it improves information and communication, such as networking channels, USB drives which are considered as the trust bar for the tourist and users of technology. Some of the services are free which has positive impact on the behavior of tourist such as the free Wi-Fi and applications which are available on the internet which plays an important role in the cycle of the tourism industry (Gretzel, et al., 2015). Femenia-Serra, Perless-Ribes, and Ivars-Baidal (2019) investigate the millennial tourists experience with technologies in Spain, in which the study takes 21 items in the research. Five items were strongly based on technological

platform such as information (Wi-Fi, and websites of the destination) communication of application of the destination which represent the destination (online application QR, codes, video and audio guidance), new technology used for payment method (phone payments and E-payments) for pleasure and leisure visualization technology AR, VR, social media influence, mapping,) destination marketing organizations DMO (smart screens, social media accounts official owned by the destination for the representation and promotion and support centers for the guides of travelers).

### **2.3 Memorable Experience**

In this study, a memorable experience is well-defined as a pleasurable and enduring experience encountered at intelligent tourism destinations, which is subsequently recalled and evaluated positively by the individual (Loureiro 2014; Oh et al., 2007). The tourism industry provides an experiential platform wherein every individual is presented with a unique experience, shaped by their personal interactions and emotions toward Smart Tourism Destinations (STDs). Even when they partake in the same activities in a particular location, their memories of those events vary, which eventually affects how they subjectively rate those activities (Kim, 2018). The use of smart tourism technology might affect how memorable travel experiences are since visitors will be able to learn pertinent information about their trip. A smart tourism site may provide visitors unforgettable experiences in a variety of ways because of all the essential elements of smart technology. Firstly, through facilitating direct communications and interaction between tourists and all interested parties in the tourism sector more efficiently, smart tourism technologies are an essential tool to make smart tourist destinations a reality. The internet is capable of connecting anything to the network

at anytime and anywhere through real-time interactions. (Buhalis & Amaranggna, 2014). The second attribute is the use of mobile communication technology, which facilitates easy access to information about tourism destinations by tourists (Wang et al., 2016). The use of mobile communications technology to provide relevant information such as the city's history by means of its guide applications and real time traffic updates provides an enhanced tourist experience. Smart travel technologies have helped the tourism industry to develop effective marketing strategies for attracting customers to destinations and providing unique tourist experiences that are specific to a particular destination.

## **2.4 Theory of Planned Behavior**

It is essential for professionals of the tourism industry to understand the behavior of tourists for better and more accurate planning and development. This will help the tourism industry to forecast the needs, wants and demands of the tourist, to modify the service according to the needs and demands of the tourist. This will improve the experience to be a memorable experience and the retaining number of tourists will also increase in the destination. This sort of understanding will increase the number of potentials also (Demir et al., 2014). The product of tourism is the experience of services that are intangible, variable, inseparable, and perishable. That is why it is a challenge for the destination to predict the services before visiting a destination. Paul et al. (2019) said effective decision-making in the tourism industry necessitates the acquisition of comprehensive information during the information-seeking phase of the decision-making process. But there are several factors on which tourist behavior is dependent in destinations such as culture, psychology, and nature (Xiang et al., 2015; Swarbrooke & Horner, 2007). On the other hand, there are some more factors that are effecting the

destination which is the 4As accommodation, amenities, accessibility, and attractions, which plays an important role in the process of decision-making (Ivars et al., 2017). The experience is widely share today, with tourists taking photos and videos and sharing them on social media platforms which attract potential customers to the destination selected by the previous one who shared their memory with them on social media (Paul et al., 2019). This gives knowledge to the professional about the behavior of tourists that visiting to a destination is prejudiced by external elements which is the information communication technology and the internal factor is the psychology of the tourists.

The Theory of Planned Behavior (TPB) serves as a foundational framework for examining how internal factors impact tourist behavior (Ghaderi et al., 2018a; Khadijah, 2019; Filimonau & Perez, 2019). Theory of Planned Behavior incorporating the variables of tourist attitudes and subjective norms as non-volitional factors, alongside perceived behavioral control, has been shown to significantly impact one's intentions in the TPB framework. Such findings contribute to the advancement of scientific knowledge regarding the factors that influence tourist behavior (Ziadat, 2015; Cao et al., 2019). Attitudes reflect one's positive or negative evaluations of behavior, while subjective norms represent social pressures from references to peers, family, and the environment. Perceived behavioral control involves the perception of obtaining necessary resources. Ajzen (1991) theorizes that stronger subjective norms and positive attitudes towards behavior, along with greater perceived behavioral control, result in a higher likelihood of individuals intending to carry out the desired behavior. However, the relative importance of these predictors varies depending on the specific situation and behavior examined. In some cases, attitudes and supportive subjective norms play a significant role in engaging

in the behavior, but only when perceived behavioral control is strong enough to solidify the individual's intention. In contrast, other studies have found that all three predictors have independent influences.

## **2.5 Smart Technology Use Behavior**

Smart technology use behavior in a complex environment concept perceived by all stakeholders who work together to create value for the tourist in the smart tourism destinations (Gretzel et al., 2015; Alkhatib & Valeri, 2022). But changes in the behavior of tourists and changes in using technology promote the smart tourism destinations. It is investigated that developing technology in the destinations brings complex knowledge of events which needs technical consideration in the destination (Shafiee et al., 2019). But the reason smart technology using behavior (STUB) is required in the smart destination is more complex. From past research it is evident that smart destinations and environments have the ability to examine the behavior of tourist, which give a pathway to more advance strategies for development (Del Chiappa & Baggio, 2015). Professionals of the travel and tourism industry have paid notable considerations for the technology and they are improving the easy use of technology in the destination to improve the quality of the services. That is how this topic is still new and as with the advancement, development and technology new trends are coming to the tourism industry that is how it is still in the early stages. The leading and important role of the technology is still underline by various scholars (Buhalis & Amaranggna, 2013; Gretzel et al., 2015). Therefore, we hypothesize:

**H2:** The perceived value of the STUB has a positive effect on memorable experiences.



**H3:** The perceived value of the STUB has a positive effect on revisit intention.

## **2.6 Influence of Memorable Experience on Revisit Intention**

A memorable experience is the key factor of competitive advantage through which the future of the smart destination is predicted. The ratio of revisit intention will increase if the destination is providing memorable experiences. In the tourism market repeat visitation is a big market segment, as they stay longer in the destination that mean that they are more satisfied in the destination and spread positive promotion and involvement in different activities, and require lower marketing costs than first-time visitors (Lehto et al., 2004; Oppermann, 2000; Zhang, Fu, Cai, & Lu, 2014). Previous studies show that Memorable Tourism Experiences have a direct and indirect effect on behavior intention, loyalty, and revisit intention in various contexts. Tsai (2016) found that MTEs experience has a direct effect and an indirect effect through place identity on behavior intention (Barnes et al. 2016). The suggestion is that the most significant influence on revisit intentions is from remembered experiences that occurred over a longer period. In-depth interviews were conducted to investigate the antecedents and consequences of Memorable Experiences. The results revealed that out of 35 respondents, only 27 reported no intentions of revisiting the destinations, citing a desire for new experiences on leisure travel as the main reason. Memorable experience was found to have a significant impact on positive word-of-mouth but not on revisit intention, although this may vary based on the destination. Different studies have shown varying patterns of memorable experience influence on behavior intention, potentially due to differences in measurement approaches (Chandralal & Valenzuela, 2013). Tsai (2016) focused on the impact of second-order measurement of memorable experience on behavior intention, while Kim et al. (2010)

explored the effects of seven first-order dimensions of Memorable Experiences on future behavioral intentions. The studies found that involvement, hedonism, and local culture components of memorable experiences positively impact revisit intention, repeat behavior, and positive word-of-mouth. Both studies used the same memorable experience scales and obtained similar results, highlighting the significant influence of memorable experiences on behavior intention. Therefore, we hypothesize it as:

**H4:** The value of the memorable experience has a direct effect on revisiting intention.

**H7:** The value of memorable experience mediates the relationship between the perceived value of the STUB and revisit intention.

## **2.7 Attributes of Smart Tourism Technologies**

Smart destination technology relies heavily on Information and Communication Technology as it serves as both the carrier and manifestation of this concept. Smart tourism technology encompasses various technologies that are used in tourism activities, including smart plans, social podiums, cloud computing, big data, IoT, AI, VR, AR, mixed reality, NFC, and RFID. Among these technologies, VR and AR are gaining prominence in tourism. Their popularity has increased significantly in recent years (Park & Stangl, 2018). The key components of experience seeking and boredom-sceptibility were identified when it was investigated in relation to the augmented relation (AR) experience. The value generated by visitors is taken into account in smart tourism rather than the technology itself. There are two types of research on smart tourist technology: traditional online information sources and new technologies. Tourists generate online information,

and social media is a popular platform for seeking travel-related information. No and Kim (2016) categorized online tourism information sources into blogs, enhance sites, company websites, and social media websites. They also identified accessibility, security, information trust, interaction, and personalization as key features of online information. Their study revealed that security is the most important attribute for public websites. Meanwhile, Huang et al. (2017) outlined the attributes of smart technology as informative, accessibility, interactivity, and personalization.

### **2.7.1 Informative**

Informative as described by Huang et al. (2017), refers to the quality, credibility, and accuracy of the information obtained from smart technology at tourism destinations. This factor plays an important role in making smart technologies successful, because it affects the perception of them by tourists. Smart technology cuts down on the time and effort needed to search for information, eventually improving how visitors experience it. Smart technology provides relevant, adequate and reliable information on activities, accommodation and transport. Furthermore, the provision of information aids visitors to make informed choices about their location and encourages them to take appropriate decisions. That is how we hypothesize it as:

**H1a:** The information of STD has positive effect on STUB.

**H5a:** The perceived value of STUB mediates the relationship between information of STD and the value of the memorable experience.

**H6a:** The perceived value of STUB mediates the relationship between information of STD and revisit intention.

**H8a:** The perceived value of STUB experience and the value of memorable experience together play a serial mediation role on the relationship between information of STD and revisit intention.

### **2.7.2 Accessibility**

Accessibility refers to the degree to which travelers can conveniently access and utilize the information provided by various smart technology at the destination (Haung et al., 2017). The accessibility of smart technology is a key determinant of their usability by tourists. Tourists are more likely to apply them, if smart technology is readily available, This is because high accessibility allows tourists to effortlessly obtain relevant and accurate information, which saves them time and effort in their decision-making process. Therefore, smart technology that are highly accessible can significantly enhance tourists' overall experience at the destination. That is, we hypothesize as below:

**H1b:** The accessibility of STD has positive effect on STUB.

**H5b:** The perceived value of STUB mediates the relationship between accessibility of STD and the value of the memorable experience

**H6b:** The perceived value of STUB mediates the relationship between accessibility of STD and revisit intention.

**H8b:** The perceived value of STUB and the value of memorable experience together play a serial mediation role on the relationship between accessibility of STD and revisit intention.

### **2.7.3 Interactivity**

According to Huang, Goo, Nam, and Yoo (2016), interactivity is characterized as a key feature that enables travelers to provide real-time feedback and engage in active communication while using smart technology. This feature has a significant impact on tourists' attitudes and responses to smart technology. In particular, high levels of interactivity in social media services tend to increase adoption and engagement with suppliers in the travel industry by way of purchasing patterns, remarks, and feedback. Therefore, we hypothesize:

**H1c:** The interactivity of STD has positive effect on STUB.

**H5c:** The perceived value of STUB mediates the relationship between interactivity of STD and the value of the memorable experience.

**H6c:** The perceived value of STUB mediates the relationship between interactivity of STD and revisit intention.

**H8c:** The perceived value of STUB and the value of memorable experience together play a serial mediation role on the relationship between interactivity of STD and revisit intention.

### **2.7.4 Personalization**

Personalization means that customers are tailoring their services according to their needs and wants when they are planning their trip. for the personalization tourist are using different smart tourism technology (Jeong & Shin,2019; No & Kim, 2016). Based on their

previous buying behavior the tourist can receive recommendations and preferences cloud computing or big data. Therefore, we hypothesize:

**H1d:** The personalization of STD has positive effect on STUB.

**H5d:** The perceived value of STUB mediates the relationship between personalization of STD and the value of the memorable experience.

**H6d:** The perceived value of STUB mediates the relationship between personalization of STD and revisit intention.

**H8d:** The perceived value of STUB and the value of memorable experience together play a serial mediation role on the relationship between personalization of STD and revisit intention.

### **2.7.5 Security**

Security, as an attribute of smart technology, refers to the level of protection and safety of personal information while utilizing these technologies (Haung et al., 2017). It has been considered a crucial factor in shaping tourists' perceptions and attitudes toward smart technology in previous studies (No and Kim, 2016; Huang et al., 2017). Tourists are enjoying and like to use smart tourism technologies when they confirm that their personal information is secure and protected. Therefore, we hypothesize:

**H1e:** The security of STD has positive effect on STUB.

**H5e:** The perceived value of STUB mediates the relationship between security of STD and the value of the memorable experience.

**H6e:** The perceived value of STUB mediates the relationship between security of STD and revisit intention.

**H8e:** The perceived value of STUB and the value of memorable experience together play a serial mediation role on the relationship between security of STD and revisit intention.

# CHAPTER 3

## METHODOLOGY AND PROCEDURE

### 3.1 Research Design and Proposed Model

#### 3.1.1 Research Design

To accomplish research objectives and to address research issues, the research strategy is based on a process of measurement and analysis of collected data. It is helpful to the researchers who test hypotheses (Saunders, Lewis, & Thornhill, 2009).

Saunders et al. (2009) regarding research design stated that:

*“Your research design will be the general plan of how you will go about answering your research question(s). ... It will contain clear objectives, derived from your research question(s), specify the sources from which you intend to collect data, and consider the constraints that you will inevitably have (e.g. access to data, time, location and money) as well as discussing ethical issues”* (p. 136-7).

Therefore, research design classified in to three based on the purpose of the research: exploratory, descriptive, and explanatory design (Saunders et al., 2009):

*“An exploratory study is a valuable means of finding out ‘what is happening; to seek new insights; to ask questions and to assess phenomena in a new light”* (p. 139).



*“The object of descriptive research is ‘to portray an accurate profile of persons, events or situations’ (p. 140).*

*“Studies that establish causal relationships between variables may be termed explanatory research. The emphasis here is on studying a situation or a problem in order to explain the relationships between variables” (p. 140).*

Since the aim of this research the aim of research was to investigate the perception of tourists, regarding the smart tourism destination and how does it stimulate their behavior and revisit intentions, what are the impacts of attributes on memorable experience and revisit intention and their relationship with STUB thus this research is explanatory research.

### **3.1.2 Research Philosophy**

Research philosophy is defined by a variety of types, including positivism, relativism, interpretivism, objectivism, subjectivism, pragmatism, functionalism, interpretation, radical humanists, and radical structuralisms (Hair et al., 2019). Research philosophy is the view and ideological position of the researcher when s/he examines the data collected. Quantitative research will be carried out to the philosophy of positivism (Hair et al., 2019) since quantitative data are collected in a numerical form through a generalized sample size for all populations. The numeric data will be presented descriptively for analysis.

### **3.1.3 Research Approach**

This research will follow a deductive approach, which involves using an existing theory to derive hypotheses. Although no new theory will be developed in this research,

it will provide insights in to the investigation of the hypothesis. Since the aim of this research is to investigate the perception of tourists on smart tourism destinations based on the planned behavior theory in order to highlight the factors affecting revisit intention of tourists on a smart destination, the quantitative approach was the most appropriate for this research.

#### **3.1.4 Research Strategy**

Saunders et al. (2009) regarding research strategy stated that:

*“Your choice of research strategy will be guided by your research question(s) and objectives, the extent of existing knowledge, the amount of time and other resources you have available, as well as your own philosophical underpinnings... including: experiment; survey; case study; action research; grounded theory; ethnography; archival research.”* (p. 141).

Among these research strategies, the survey strategy is the most suitable choice in this study based on the research questions. Saunders et al. (2009) defined it as:

*“The survey strategy is usually associated with the deductive approach. It is a popular and common strategy in business and management research and is most frequently used to answer who, what, where, how much and how many questions”* (p. 144).

#### **3.1.5 Research Choice**

As this research is quantitative, it will follow a mono method, focusing on a single research approach.

## **3.2 Instruments and Procedures of Data Collection**

### **3.2.1 Instruments**

Questionnaires are commonly used as core instruments for data collection and analysis in the research worldwide (Einola & Alvesson, 2001). The questionnaire has been designed based on previous studies incorporates a Likert scale with five response options. The Likert scale, developed by Rensis Likert in 1932, has been widely used by researchers (Likert, 1932).

### **3.2.2 Data Gathering Method**

The data in this research were collected using a paper and pencil through the self-administrative method. In this method the respondents fill the questionnaire and survey using paper and pencil and response to the questions of the questionnaire without using the electronic devices or instruments (Eaton et al., 2010). In the research this paper and pencil method is used very commonly because the respondents are able to answer the question independently. The questionnaires are simply printed on a paper with important guide lines for answering the questions. After the printing the questionnaires are distributed among the respondents. In the paper and pencil method important information are provided to the respondents how to fill the questionnaire after handling to the participants. Which may include detail and information to different questions and how to respond to that question. Respondents easily grasp the questions and use pen and pencil to mark their choices on the questionnaire. The paper and pencil method offers convenience, user-friendliness, and a likable approach for both researchers and participants. Due to this method possibly leaving a gap for data biases and potential errors and missing data (Ebert et al., 2018), the researcher was present for uncertainty's.

Confidentiality and anonymity of the participants were assured through respondents being asked not to put their name and identity to the questionnaire. Also, they were informed that their opinion and perceptions will be used only for the purpose of this research and nowhere else. Data were collected during February, 2023 to April, 2023. The questionnaire was distributed to the international tourists at touristic sites such as Harbor of Kyrenia, Kyrenia Castle, Lefkosia, Lefke some of the busiest tourist spots of North Cyprus.

### **3.2.3 Designing the Questionnaire**

According to Saunders et al. (2009), a research questionnaire can be developed through three approaches: adoption, adaptation, or adeptness. The questionnaire used in this study consists of three dimensions: general attributes of respondents, and respondent opinions. The questionnaire will cover variables derived from the hypotheses mentioned in the literature review.

### **3.2.4 Questionnaire Format**

The questionnaire will be designed in an easy-to-read and visually appealing format to ensure ease of completion by respondents. It will provide useful data for the researcher and be time-efficient, respecting the respondents' valuable time. The questionnaire format will be designed to engage respondents and keep it understandable for the general public, while maintaining English as the language of the questionnaire.

In this study, a modified measurement scale was engaged to evaluate the perceived value of various variables. The scale encompassed eight dimensions: information (INFO), accessibility (ACC), interactivity (INTER), personalization (PER), smart technology usage behavior (STUB), memorable experience (ME), and revisit intention (RI).

For the information (INFO) variable, three questions were adopted from the studies conducted by No and Kim (2015), Lee et al. (2018), and Yoo et al. (2017). Similarly, for the accessibility (ACC) variable, three questions were derived from the works of No and Kim (2015) and Lee et al. (2018). In the case of the interactivity (Inter) variable, three questions were adapted from the studies by No and Kim (2015), Lee et al. (2018), and Yoo et al. (2017).

The personalization (PER) variable was assessed using three questions sourced from the research of No and Kim (2015) and Lee et al. (2018). Regarding the security (Sec) variable, three questions were utilized, which originated from the studies by Zeithaml et al. (1996), No and Kim (2015), and Huang et al. (2017).

The smart technology usage behavior (STUB) variable was evaluated based on five questions adapted from the studies conducted by Lee et al. (2018), Sweeney and G N. (2001), Petrick (2002), and Lee et al. (2007). The memorable experience (ME) variable included four questions derived from the study by Oh, Fiore, and Jeoung (2007).

Lastly, the revisit intention (RI) variable was measured using four questions taken from the studies conducted by Zhang et al. (2016), Kim et al. (2010), Hung et al. (2016), Jang and Feng (2007), Kim et al. (2015), and Bigne et al. (2001).

By employing this modified measurement scale, the present study aimed to comprehensively assess the perceived value of the variables mentioned above. The inclusion of items from previous studies ensured a robust and validated approach to measuring these variables in the current investigation.

In this study the demographical variables include the age of the respondents, gender of the respondents, marital status and education, and where the respondents are from and the last one is their previous visit to smart destinations. The gender was measured through two scale item which are (1= Male, and 2= Female). Age was categorized according to the scale of Wang et al. (2016) (1=18-30, 2=31-45, 3=46-60 and 4=60+). Education level is categorized and measured through six scales which are 0=Diploma 1=Undergraduate degree 2=Associate degree 3=Graduate degree 4=PhD 5=Others. For the nationality of the responded we kept the name of their respective countries. The Table 1 represents the list of items of the questionnaire and their labels assigned to be used throughout the thesis.

**Table 1**

*Questionnaire Items and Labels*

Variable	Label
<b>Informative (<i>Info</i>)</b>	
Smart tourism technology helps me to provide my information and it is useful.	INFO_Q1
I am able to finish my trips with accurate and thorough information thanks to smart tourism technology.	INFO_Q2
Technology-enhanced tourism assists alleviate my travel worries.	INFO_Q3
<b>Accessibility (<i>Acc</i>)</b>	
During my trips, I may utilize smart tourism technology whenever and wherever I want.	ACC_Q1
I can quickly access smart tourism technology when I'm traveling.	ACC_Q2

When traveling, smart tourist technology may be simply found without arduous procedures. ACC\_Q3

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**Interactivity (*INTER*)**

When I travel, I can interact with smart tourism technology. INTER\_Q1

During my trips, smart tourism technology has been quite responsive. INTER\_Q2

During my travels, it is simple to exchange knowledge and material on smart tourism technology. INTER\_Q3

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**Personalization (*PER*)**

When I was traveling, I received specialized or personalized information on smart tourism technology. PER\_Q1

As I travel, smart tourism technologies give me helpful links and advice. PER\_Q2

I may interact with smart tourism technology while traveling to receive tailored information. PER\_Q3

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**Security (*SE*)**

Technologies for smart tourism secure my private and sensitive data. SE\_Q1

My privacy and the security of my transactions are respected by smart tourism technology. SE\_Q2

Technologies for smart tourism are dependable and trustworthy. SE\_Q3

---

**Smart Technology Uses Behavior (*STUB*)**

Smart tourism technologies are worthwhile to use given the time and effort put into them. STUB\_Q1

Using smart tourism technology has a significant economic and social benefit. STUB\_Q2

Regarding my interactions with smart tourist technology, I feel quite positive. STUB\_Q3

Utilizing smart travel technology is enjoyable. STUB\_Q4

Utilizing smart tourism technology is worthwhile given the amount I paid for it. STUB\_Q5

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**Revisit intention (RI)**

In future smart tourism technologies are something I'd like to experience again. RI\_Q1

In visitor attractions and other tourist destinations, I would want to deploy smart  
tourism technology once more. RI\_Q2

In the future, I want to return to destinations that use smart tourism technology. RI\_Q3

One of my key reasons for returning to a tourist destination is to use smart tourism  
technology once more. RI\_Q4

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**Memorable experience (ME)**

I had incredible experiences traveling to smart places with smart technologies. ME\_Q1

Smart technology makes my trip to the destination pleasurable. ME\_Q2

My travels were helpful due to knowing technology. ME\_Q3

Using smart technology was a wonderful experience for me. ME\_Q4

---

### **3.3 Sampling and Population**

For the data analysis, Hair et al. (2019) deemed it appropriate to have a minimum of five respondents for each variable. A minimum of 20 respondents is preferred, but a ratio of 10:1 responder for each parameter is better suitable (pp. 132–133). The measuring tool used in this investigation has a total of 28 parameters. As a consequence, multiplying 28 parameters by 10 responders per parameter yields the minimal sample size of 280.

In this study the data is collected from three different places in North Cyprus, Girne the heart of entertainment and highest accommodations (TRNC Tourism and Environmental Ministry, 2023), the second site was Lefkosa the capital of the country and



the last site was Lefke. We specifically sought respondents who have visited smart sites in order to meet the research objectives and comprehend the link between factors in this study. Purposive sampling (Judd et al., 1991) was thus applied where necessary. We made an effort to gather more data than was typically required in order to lessen the limitations of purposive sampling in terms of the generalizability of results.

The four of them (cases number: 140, 173, 174, and 268) were deleted due to too much missing information. As a result, 406 of the 410 questionnaires that were sent could be used. A total of 30 questionnaires in total were distributed for the pilot study. Since we could not see any difficulties in understandings of the respondents therefore, we kept them for the further analysis.

### **3.4 Time Frame**

This study was conducted in two phases:

#### **3.4.1 Phase 1**

- Problem Area Recognition
- Brainstorming the topic
- Topic Selection
- Base paper selection
- Proposal Writing
- Introduction
- Literature Review

#### **3.4.2 Phase 2**

- Methodology

- Questionnaire Formation
- Pilot Testing
- Data Collection Survey
- Data Analysis
- Management Report
- Final Submission

### **3.5 Data and Statistical Analysis Tool**

Various tools are available for data analysis in research, such as SAS, AMOS, SPSS, and STATA. SPSS, commonly used for data analysis in research; however, in this research for the data analysis, we utilize the SPSS V.26 and AMOS V.24.

### **3.6 Data and Statistical Analysis Method**

The gathered data from the online questionnaire was analyzed using descriptive analysis, exploratory factor analysis (EFA) and confirmatory factor analysis (CFA), correlation analysis, and structural equation modeling (SEM). Descriptive analysis provides the information and summarizes the overall data, which may explain and represent the sample of population or the entire population. Descriptive statistics are divided into indicators of central tendency and measures of variability. The central tendency is defined as a mean, median and mode of measurement while variability measures are the standardized deviations, deviation, variance, minimum and highest variable values (Broke & Logan, 2023). Exploratory factor analysis (EFA) is a statistical technique that reduces the data to smaller sets of summary variables in order to investigate the underlying theory behind these phenomena. This shall be used to estimate the structure of a variables relationship with its respondent (Weaver & Maxwell, 2014). A statistical

approach called confirmatory factor analysis (CFA) examines how effectively indicators capture the r unobserved constructs and determines if they are singularly distinct from one another. An unobservable concept is frequently referred to as a factor in a CFA. Thus, the term "factor" denotes an observable construct that we are attempting to quantify.

An unseen variable is symbolized in a diagram by a circle overall. There will be a single headed arrow leading from the unobserved construct to each of the indicators that measure the unseen variable. An individual square or rectangle is used to represent each indication (Kline, 2013). SEM Describe the fundamental components of the structural equation modeling (SEM) method and give researchers and students training in basic inferential statistics. SEM is a comprehensive statistical approach for evaluating hypotheses concerning relationships between observable and latent variables. Principles from common statistical methodologies in the social and behavioral sciences, like as correlation, multiple regression, and analysis of variance, are discussed in this non-technical introduction to the SEM methodology (Hoyle, 1995).

The analysis will include normality of the data, reliability and validity testing, and various statistical techniques such as correlation and multicollinearity. Correlation analysis will reveal the relationship between independent and dependent variables. Also, the common method bias was examined.

# CHAPTER 4

## RESULTS

### 4.1 Profile of the Respondents

The profile of the respondents is shown in Tables 2 to 5. Using the description analysis, the frequency and percentage of each factor of demographic questions in this study were calculated and presented.

**Table 2**

*Descriptive analysis - Gender*

Profile Category		Frequency	Percent %
Gender	Male	259	63.8
	Female	147	36.2
Total		406	100

Table 2 shows the descriptive analysis results for the gender. As the results revealed majority of the respondents were male (63.8%) and the rest were female (36.2%).

As show in Table 3, out of the 406 respondents, 160 of them i.e., 39.4% are from group one which is age between 18-30 years. 31.8% of the respondents belong to age group two, which is from age of 31 to 45 years. While respondents from age group of 46-60 and 61+ years are 21.7% and 7.1% respectively.

**Table 3***Descriptive analysis - Age*

Profile Category		Frequency	Percent %
Age	18-30	160	39.4
	31-45	129	31.8
	46-60	88	21.7
	61+	29	7.1
Total		406	100

As it is presented in Table 4, the majority of respondent profile showed them as married, they are 59.9% to total sample size, 143 of them are single, specifically 35.2% while 2.4% of them as mentioned others as their marital status.

**Table 4***Descriptive analysis - Marital Status*

Profile Category		Frequency	Percent %
Marital Status	Married	243	59.9
	Single	143	35.2
	Other	20	4.9
Total		406	100

Table 5 shows the respondents belong to different fields of life thus having different education background and qualifications. 158 out of a total of 406 are having Undergraduate as their highest academic degree, while 25.9% or 105 them have a

Graduate degree. 54 of them are Phd holders making them 13.3% of group. 13.5% and 3.2% of them are having diploma or associate degrees respectively. Also 5.2% of them has mentioned other as their education degree.

**Table 5**

*Descriptive analysis - Education*

Profile Category		Frequency	Percent %
Education	Undergraduate	158	38.9
	Graduate	105	25.9
	Diploma	55	13.5
	PhD	54	13.3
	Other	21	5.2
	Associate Degree	13	3.2
Total		406	100

## 4.2 Descriptive Analysis

The descriptive analysis for all questions of the questionnaire is shown in the following tables 6 to 8.

**Table 6**

*Descriptive Statistics*

Variables	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
INFO_Q1	3.94	4.00	4	1.050	1	5

**Table 6** (Continued)*Descriptive Statistics*

INFO_Q2	3.94	4.00	4	1.068	1	5
INFO_Q3	3.86	4.00	4	0.954	1	5
ACC_Q1	3.98	4.00	5	1.079	1	5
ACC_Q2	3.76	4.00	4	1.072	1	5
ACC_Q3	3.79	4.00	4	1.015	1	5
INTER_Q1	4.02	4.00	5	1.022	1	5
INTER_Q2	3.86	4.00	4	0.938	1	5
INTER_Q3	3.86	4.00	4	0.941	1	5
PER_Q1	3.49	4.00	4	1.046	1	5
PER_Q2	3.41	4.00	4	1.131	1	5
PER_Q3	3.55	4.00	4	1.080	1	5
SE_Q1	3.72	4.00	4	1.024	1	5
SE_Q2	3.71	4.00	4	1.075	1	5
SE_Q3	3.77	4.00	4	1.044	1	5
STUB_Q1	4.18	4.00	5	0.868	1	5
STUB_Q2	4.12	4.00	4	0.858	1	5
STUB_Q3	4.39	5.00	5	0.757	1	5
STUB_Q4	3.95	4.00	4	0.836	1	5
STUB_Q5	4.17	4.00	4	0.844	1	5
RI_Q1	4.19	4.00	5	0.894	1	5

**Table 6** (Continued)

*Descriptive Statistics*

RI_Q2	4.09	4.00	4	0.908	1	5
RI_Q3	3.85	4.00	4	0.988	1	5
RI_Q4	4.18	4.00	5	0.905	1	5
ME_Q1	3.43	4.00	4	1.257	1	5
ME_Q2	3.74	4.00	4	1.034	1	5
ME_Q3	3.56	4.00	4	1.023	1	5
ME_Q4	3.55	4.00	4	1.096	2	5

---

Note: Std. Deviation = Standard Deviation.

Table 6, the descriptive analysis provides insights into the distribution and characteristics of the variables. As the variables were based on the question asked in the survey. The mean values indicate the average scores for each variable, ranging from 3.41 to 4.39. As the range goes towards mod 4.0 that indicated mostly the answers were between agree and strongly agree. The median values, which represent the middle values, are mostly consistent at 4.00, indicating a balanced distribution. The mode, representing the most frequently occurring value, is predominantly 4 across the variables which reflects that most of the respondents were agree with the questions in hand. The standard deviation reflects the variability in the data, ranging from 0.757 to 1.257. The minimum and maximum values reveal the range of scores observed, with all variables having a minimum of 1 and a maximum of 5. Overall, the variables exhibit relatively similar means, medians,



and modes, suggesting a consistent central tendency. However, there are variations in the standard deviations, indicating differences in the dispersion of the data.

**Table 7**

*Likert Scale Questions – Descriptive*

Variables	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
INFO_Q1	22	5.42	20	4.93	44	10.84	194	47.80	126	31.03
INFO_Q2	21	5.17	29	7.14	32	7.88	197	48.50	127	31.28
INFO_Q3	15	3.69	26	6.40	48	11.82	228	56.20	89	21.92
Avg Info	19	4.76	25	6.16	41	10.18	206	50.80	114	28.08
ACC_Q1	13	3.20	31	7.64	69	17.00	131	32.30	162	39.90
ACC_Q2	18	4.43	34	8.37	82	20.20	164	40.40	108	26.60
ACC_Q3	9	2.22	35	8.62	101	24.88	148	36.50	113	27.83
Avg ACC	13	3.28	33	8.21	84	20.69	148	36.40	128	31.44
INTER_Q1	10	2.46	24	5.91	76	18.72	135	33.30	161	39.66
INTER_Q2	6	1.48	26	6.40	96	23.65	168	41.40	110	27.09
INTER_Q3	5	1.23	24	5.91	110	27.09	151	37.20	116	28.57
Avg INTER	7	1.72	25	6.08	94	23.15	151	37.30	129	31.77
PER_Q1	15	3.69	63	15.52	98	24.14	167	41.10	63	15.52
PER_Q2	24	5.91	72	17.73	90	22.17	154	37.90	66	16.26
PER_Q3	17	4.19	59	14.53	88	21.67	166	40.90	76	18.72

**Table 7** (Continued)*Likert Scale Questions – Descriptive*

Avg PER	19	4.60	65	15.93	92	22.66	162	40.00	68	16.83
SE_Q1	8	1.97	41	10.10	115	28.33	136	33.50	106	26.11
SE_Q2	13	3.20	39	9.61	115	28.33	125	30.80	114	28.08
SE_Q3	12	2.96	32	7.88	110	27.09	135	33.30	117	28.82
Avg SE	11	2.71	37	9.20	113	27.91	132	32.50	112	27.67
STUB_Q1	4	0.99	13	3.20	59	14.53	158	38.90	172	42.36
STUB_Q2	3	0.74	17	4.19	59	14.53	177	43.60	150	36.95
STUB_Q3	2	0.49	9	2.22	29	7.14	156	38.40	210	51.72
STUB_Q4	5	1.23	13	3.20	83	20.44	201	49.50	104	25.62
STUB_Q5	3	0.74	14	3.45	55	13.55	171	42.10	163	40.15
Avg STUB	3	0.84	13	3.25	57	14.04	173	42.50	160	39.36
RI_Q1	5	1.23	15	3.69	55	13.55	152	37.40	179	44.09
RI_Q2	6	1.48	20	4.93	55	13.55	177	43.60	148	36.45
RI_Q3	9	2.22	27	6.65	97	23.89	155	38.20	118	29.06
RI_Q4	5	1.23	16	3.94	58	14.29	149	36.70	178	43.84
Avg RI	6	1.54	20	4.80	66	16.32	158	39.00	156	38.36
ME_Q1	59	14.53	29	7.14	60	14.78	194	47.80	64	15.76
ME_Q2	7	1.72	61	15.02	57	14.04	185	45.60	96	23.65
ME_Q3	11	2.71	70	17.24	64	15.76	202	49.80	59	14.53
ME_Q4	0	0.00	93	22.91	97	23.89	116	28.60	100	24.63
Avg ME	19	4.74	63	15.58	70	17.12	174	42.92	80	19.64

Notes: Freq. = Frequency; Avg. = Average.

Table 7 shows that the majority of respondents agreed to the fact that information provided via Smart Technologies has a noteworthy impact. 58.8% Agrees to this while 28.08% of them strongly agrees with this. In case of Accessibility 36.4% and 31.44% of respondents agrees and strongly agrees respectively that Smart technologies are easy to access. 37.3% of them think of smart technologies as interactive one and 31.77% of respondents strongly agrees with this statement. 22.66% were neutral in answer about Personalize Experience while 40% agree and 16.83% strongly agreed with it to have a personalize experience by smart technologies. 60.17% felt secure to experience technologies. If we talk about STUB as a variable for tourist i.e. respondents of this research 42.5% says they agree that smart technologies made their trip worthy considering the factors of price, efforts, feelings while 39.36 strongly agree with it. 39% agrees and 38.36 strongly agrees to use smart technologies again for they visit. A total 42.92% of respondents agrees that smart technologies made their tour a memorial able experience, while 17.12% proved to be neutral in answering this and 19.64% strongly agreed to have a memorial able experience due to smart technologies.

**Table 8**

*Test of Normality*

	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
INFO_Q1	-1.27	0.121	1.352	0.242
INFO_Q2	-1.251	0.121	1.122	0.242
INFO_Q3	-1.198	0.121	1.508	0.242
ACC_Q1	-0.943	0.121	0.192	0.242
ACC_Q2	-0.799	0.121	0.128	0.242
ACC_Q3	-0.582	0.121	-0.219	0.242
INTER_Q1	-0.928	0.121	0.328	0.242
INTER_Q2	-0.624	0.121	0.063	0.242

**Table 8** (Continued)*Test of Normality*

INTER_Q3	-0.502	0.121	-0.223	0.242
PER_Q1	-0.468	0.121	-0.444	0.242
PER_Q2	-0.421	0.121	-0.67	0.242
PER_Q3	-0.543	0.121	-0.416	0.242
SE_Q1	-0.424	0.121	-0.488	0.242
SE_Q2	-0.492	0.121	-0.43	0.242
SE_Q3	-0.576	0.121	-0.224	0.242
STUB_Q1	-1.027	0.121	0.951	0.242
STUB_Q2	-0.912	0.121	0.713	0.242
STUB_Q3	-1.359	0.121	2.276	0.242
STUB_Q4	-0.748	0.121	0.884	0.242
STUB_Q5	-0.984	0.121	0.919	0.242
RI_Q1	-1.122	0.121	1.123	0.242
RI_Q2	-1.046	0.121	1.042	0.242
RI_Q3	-0.673	0.121	0.056	0.242
RI_Q4	-1.085	0.121	0.954	0.242
ME_Q1	-0.818	0.121	-0.417	0.242
ME_Q2	-0.668	0.121	-0.356	0.242
ME_Q3	-0.626	0.121	-0.378	0.242
ME_Q4	-0.087	0.121	-1.299	0.242

---

Note: Std. Err. = Standard Error.

The result of the normality test in Table 8 shows that all variables had normal distribution in terms of skewness and kurtosis. The ranges were between -0.086 and -0.62 for skewness and for kurtosis between -1.299 and 2.27. These information shows that all values were between -3 and +3 that is acceptable range for normality as suggested by Sposito et al. (1983).

## **4.3 Reliability and Validity**

### **4.3.1 Reliability**

Reliability concerns the extent to which a measurement of a phenomenon provides stable and consistent results (Carmines & Zeller, 1979). In reliability the most important concern is the repeatability. Repeatability is also important in terms of reliability. For instance, if a repeat measurement is made under constant conditions and results are identical, the scale or test may be considered to be reliable (Moser & Kalton, 1989). It is important to test reliability because it refers to the consistency of the parts of the measurement (Huck, 2007). It is said that if the elements of a scale hang are mixed and measured with the same construction, it has a high degree of internal consistency (Huck, 2007; Robinson, 2009). The Cronbach Alpha coefficient is the most widely used internal consistency measure. It is viewed as the most appropriate measure of reliability when using the Likert scale (Whitley, 2002, Robinson, 2009). Although there are no strict guidelines regulating internal consistencies, the majority of them agree on an acceptable level. 0.70 is the internal consistency coefficient. (Whitley, 2002; Robinson, 2009).

According to Straub et al. (2004), the dependability in an experimental or pilot research must be at least 0.60. Hinton et al. (2004) proposed four cutoff values, including good (0.90 and above), high (0.70-0.89), moderate (0.50-0.69) and low (0.50 and below). Although the reliability of studies is important, unless accompanied by a validation, it does not suffice. To put it another way, the test must be valid in order for it to be reliable (Wilson, 2010). The reliability of the variables is shown in Table 9;

**Table 9***Reliability Analysis*

Items	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Information			0.721
INFO_Q1	0.553	0.617	
INFO_Q2	0.504	0.680	
INFO_Q3	0.571	0.601	
Accessibility			0.732
ACC_Q1	0.562	0.636	
ACC_Q2	0.613	0.573	
ACC_Q3	0.492	0.716	
Interactivity			0.762
INTER_Q1	0.591	0.687	
INTER_Q2	0.646	0.623	
INTER_Q3	0.549	0.730	
Personalization			0.733
PER_Q1	0.545	0.658	
PER_Q2	0.583	0.613	
PER_Q3	0.540	0.664	
Security			0.705
SE_Q1	0.487	0.656	
SE_Q2	0.569	0.553	
SE_Q3	0.512	0.627	
Smart Technology Uses Behavior			0.947
STUB_Q1	0.719	0.960	
STUB_Q2	0.859	0.935	
STUB_Q3	0.908	0.928	
STUB_Q4	0.928	0.922	
STUB_Q5	0.883	0.930	
Revisit Intention			0.824
RI_Q1	0.804	0.629	
RI_Q2	0.450	0.972	
RI_Q3	-	-	
RI_Q4	0.828	0.601	
Security			0.705
SE_Q1	0.487	0.656	
SE_Q2	0.569	0.553	
SE_Q3	0.512	0.627	
Memorable Experience			0.803
ME_Q1	0.685	n/a	
ME_Q2	-	-	
ME_Q3	0.685	n/a	
ME_Q4	-	-	

Note: (-) dropped due to low item-to-total correlation.

The result of Table 9 show the values of the reliability with all of the variables' Cronbach's alpha values were above 0.7, indicating that they were internally consistent as of the cutoff level (Hair et al., 2019). The item-total-correlation for the all variables are greater than 0.3 as the cut-off level (De Vaus, 2014, p. 357; Nunnally & Bernstein, 1994, p 304).

Before confirmatory factor analysis (CFA), the exploratory factor analysis (EFA) was done in order to assess the dimensionality of the scales. Therefore, by using the Maximum Likelihood as the extraction method, and Promax rotation with Kaiser Normalization, the results of EFA are shown in Table 10.

**Table 10**

*KMO and Bartlett's Test*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.717
Bartlett's Test of Sphericity	Approximate Chi-Square	4397.628
	degree of freedom	276
	Significance	0.000

TKMO and Bartlett's Test results are in Table 10 shows the adequacy of the sample through the Kaiser-Mayer Olkin Test to be greater than 0.7, which implements the Middling level of prediction (Hair et al., 2019). It means the predictability of each variable by others is 71.7 percent. Also, the Bartlett's Test of Sphericity shows the suitability of

the data to be significant (sig. = 0.000,  $p < 0.050$ ), showing the appropriateness of the data for factor analysis. These two tests together indicate the adequacy of the data in this research (Hair et al., 2019).

**Table 11**

*Total Variance Explained – EFA*

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings	
	Total	% of Var.	Cum. %	Total	% of Var.	Cum. %	Total	% of Var.
1 (STUB)	4.275	17.812	17.812	3.870	16.124	16.124	3.556	14.818
2 (RI)	2.579	10.744	28.556	1.059	4.411	20.535	3.174	13.226
3 (INTER)	2.376	9.898	38.454	1.960	8.167	28.702	1.750	7.290
4 (ACC)	1.920	8.000	46.454	1.998	8.326	37.028	1.978	8.240
5 (PER)	1.616	6.731	53.185	1.436	5.983	43.011	1.689	7.038
6 (INFO)	1.494	6.227	59.412	1.184	4.933	47.944	1.876	7.817
7 (SE)	1.332	5.550	64.962	1.145	4.771	52.714	1.500	6.250
8 (ME)	1.021	4.254	69.217	0.832	3.468	56.182	1.538	6.406

Notes: Var. = Variance; Extraction Method = Maximum Likelihood; Rotation Method = Promax with Kaiser Normalization.

This represents the eigenvalues and the eight components explaining the overall variance in the research. The result shows that the eight factors provided 69.217 percent of total variance by having the eigenvalues greater than 1 as shown in Figure 2. The total variance explained by the variables in this study are greater than 60 percent that is the acceptable rate in social sciences (Hair et al., 2019).

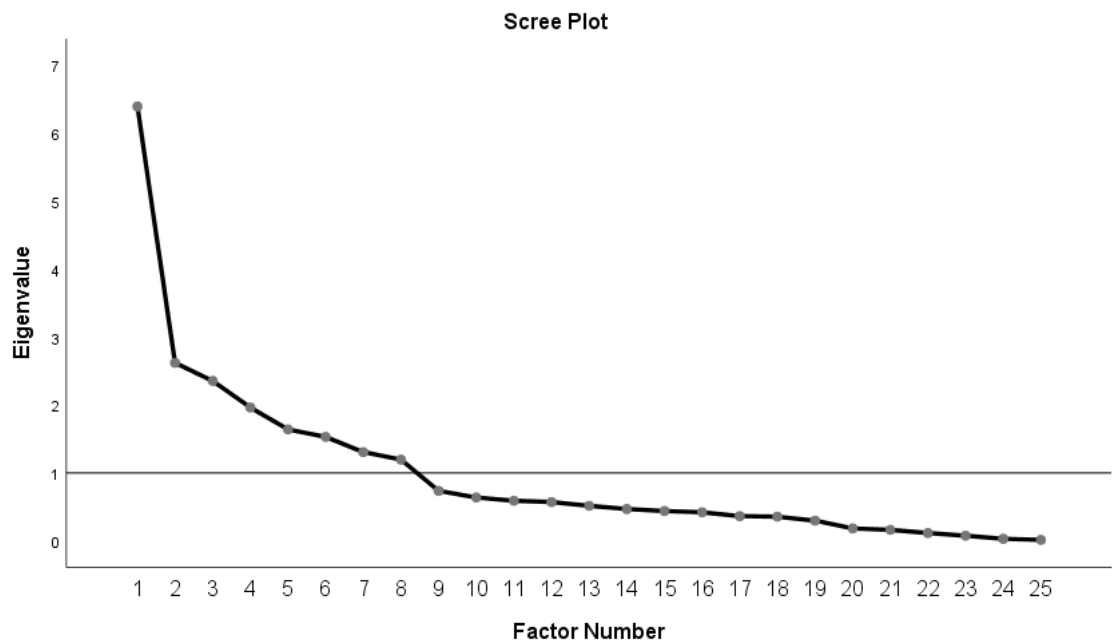


The STUB presented by the highest value of variance explained by 17.812 percent to be the most important factor. The second highest value is of revisit intention as having 10.72% of variance. 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, positions are hold by Interactivity, Accessibility and Personalization as having values of 9.898, 8.00 and 6.731 respectively. The last three positions were captured by Information, Security and Memorable experience.

During EFA, two items of STUB (STUB\_Q1 and STUB\_Q4), two items of RI (RI\_Q2 and RI\_Q3), and two items of ME (ME\_Q2 and ME\_Q4) were dropped due to the cross-loading.

**Figure 1**

*Scree plot - EFA*



After EFA, in order to get the final factor loadings, the CFA was done. The results of composite reliability are presented in Table 12 and the rest of the results are present in the next section. The minimum value of CR was 0.734 and the maximum value was 0.973,

which all were greater than 0.7 as its cut-off value (Bagozzi & Yi, 1988). The value acceptable values of CR and Cronbach's alpha together represents the internal consistency of the factors in this research.

**Table 12**

*The Composite Reliability*

Factors	Composite Reliability
STUB	0.951
RI	0.973
INTER	0.767
ACC	0.773
PER	0.734
INFO	0.770
SE	0.811
ME	0.816

**4.3.2 Validity**

Validity explains the extent to which the collected data accurately represents and covers the research scope. (Ghauri & Gronhaug, 2005). Basically, the validity means “measure what is extended to be measured” (Field, 2005).

**Table 13***CFA*

Items	SL	t-Values (sig.)	AVE
Smart Technology Uses Behavior			0.867
STUB_Q2	0.926	36.210 ***	
STUB_Q5 ¥	0.955	n/a	
Revisit Intention			0.947
RI_Q1	0.946	37.153 ***	
RI_Q4 ¥	0.999	n/a	
Interactivity			0.526
INTER_Q1	0.697	10.818 ***	
INTER_Q2 ¥	0.827	n/a	
INTER_Q3	0.639	10.432 ***	
Accessibility			0.533
ACC_Q1 ¥	0.810	n/a	
ACC_Q2	0.685	6.154 ***	
ACC_Q3	0.688	9.699 ***	
Personalization			0.479
PER_Q1	0.677	9.781 ***	
PER_Q2 ¥	0.717	n/a	
PER_Q3	0.681	9.793 ***	
Information			0.534
INFO_Q1 ¥	0.803	n/a	
INFO_Q2	0.561	4.903 ***	
INFO_Q3	0.801	6.721 ***	
Security			0.605
SE_Q1	0.784	8.518 ***	
SE_Q2 ¥	0.977	n/a	
SE_Q3	0.496	2.130 *	
Memorable Experience			0.689
ME_Q1 ¥	0.875	n/a	
ME_Q3	0.783	5.840 ***	

Note: AVE = Average Variance Extracted; SL = Standardize loading Extracted; ¥: fixed parameter; \*\*\*:  $p < 0.001$ ; \*:  $p < 0.050$ .

Table 13 shows the results of CFA. All of the variables have AVE greater than 0.5 except Personalization (0.479). However, if AVE is less than 0.5 as its normal cut-off level on the condition of having CR to be greater than 0.6 then it is acceptable as AVE is more conservative (Fornell & Larcker, 1981, p, 46). We supported our CFA model with the variety of model fit indices that are provide in the Table 14.

**Table 14***Goodness-of-Fit Indices*

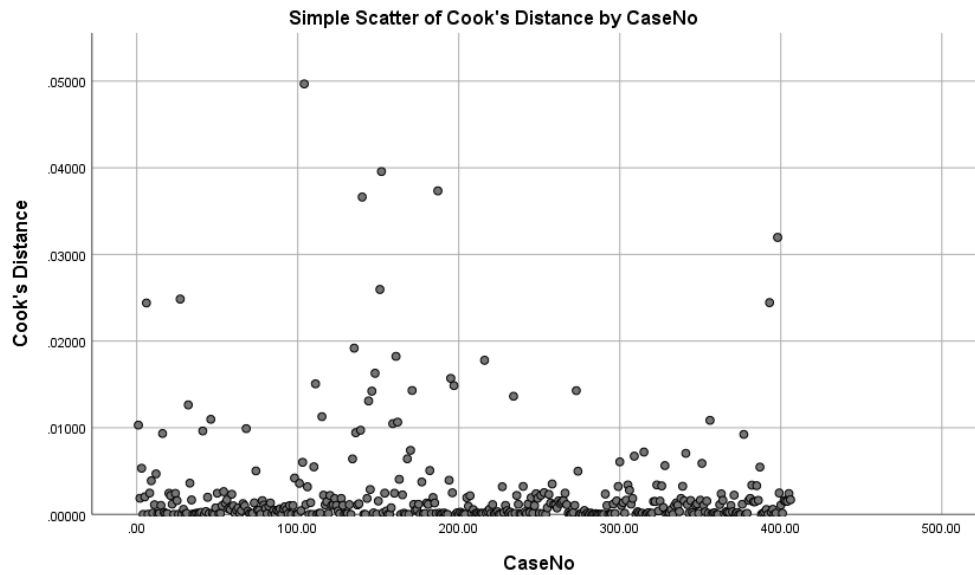
Measure	Estimate	Interpretation
Chi-square ( $\chi^2$ ) (CMIN)	409.774 ( $p = 0.000$ )	Significant
CMIN/DF (Normed Chi-Square)	$\chi^2/df = 2.315$ (df = 177)	Excellent
Goodness-of-Fit Index (GFI)	0.922	Excellent
Root Mean Square Error of Approximation (RMSEA) [90% CI]	0.057 [0.050, 0.064], PClose=0.055	Excellent
Root Mean Square Residual (RMR)	0.036	Excellent
Standardized Root Mean Residual (SRMR)	0.039	Excellent
Normed Fit Index (NFI)	0.936	Excellent
Tucker Lewis Index (TLI)	0.928	Excellent
Comparative Fit Index (CFI)	0.945	Acceptable
Incremental Fit Index (IFI)	0.945	Excellent

Notes: df = degree of freedom; CI=confidence interval; PClose: P-value of close fit.

The minimum of 1.090 and the maximum of 1.549 for VIF shows that the issue of multi-collinearity was not found (Hair et al. 2019). The assumption of multivariate was checked by analyzing the cook's distance in order to determine if influential outliers exist. As it is shown in Figure 3, most cases were far less than 0.05, indicating the none existence of outliers.

**Figure 2**

*Cook's distance*



The common method bias (CMB) was checked (Podsakoff et al., 2003) by using common latent factor (CLF). The CMB was identified in the model as the significant difference between the zero-constrained and unconstrained models were observed. Therefore, the CLF was controlled for the structural model.

**Table 15***Correlations*

Variables	1	2	3	4	5	6	7	8	9	10	12	12	13
1.STUB	<b>0.931</b>												
2.RI	0.639***	<b>0.973</b>											
3.INTER	-0.001	-0.002	<b>0.725</b>										
4.ACC	0.254***	0.238***	-0.126*	<b>0.730</b>									
5.PER	0.002	-0.011	0.000	0.029	<b>0.692</b>								
6.INFO	0.153**	0.115*	-0.134*	0.250***	0.355***	<b>0.73</b>							
7.SE	0.121*	0.059	0.130*	0.059	0.008	-0.038	<b>0.778</b>						
8.ME	-0.054	0.059	0.214***	-0.147*	0.098	-0.072	-0.026	<b>0.830</b>					
9.Age	0.145**	0.166**	-0.155**	0.243**	-0.042	0.093	0.007	-0.231**	1				
10.Gender	0.071	0.111*	-0.086	0.010	-0.014	-0.020	0.000	0.027	0.081	1			
11.Material Status	0.141**	0.089	-0.162**	0.112*	-0.081	0.043	-0.046	-0.135**	0.479**	0.060	1		
12.Education	-0.140**	-0.182**	0.054	-0.090	-0.068	-0.110*	-0.048	0.043	-0.414**	-0.096	-0.257**	1	
13.Nationality	0.025	0.035	-0.060	-0.070	0.076	-0.049	-0.015	0.107*	-0.043	-0.016	-0.101*	0.060	1
Mean	4.2884	4.1816	3.3595	3.1827	2.7876	3.3060	3.3767	3.3075	38.12	1.36	1.70	4.45	36.94
Std. Deviation	0.78851	0.90399	0.69375	0.67095	0.62859	0.64122	0.70062	0.99999	13.665	0.481	0.557	1.591	17.802

Notes: The square root of the AVE is written bold diagonally; \*  $p < 0.05$ , \*\*  $p < 0.01$ ; \*\*\*  $p < 0.001$  (2-tailed).

The correlations of all variables lie within the accepted range of +1 to -1, and were accepted as per the confidence interval and tail. The analysis examines the correlations between various variables as it is shown in Table 15. Smart Technology Using Behaviors (STUB) demonstrates a positive correlation with revisit intention (RI) at a coefficient of 0.639 ( $p < 0.001$ ). STUB also exhibits a positive correlation with accessibility (ACC) at 0.254 ( $p < 0.001$ ), Information (INFO) at 0.153 ( $p < 0.01$ ), security (SE) at 0.121 ( $p < 0.05$ ), age at 0.145 ( $p < 0.01$ ), and Material Status at 0.141 ( $p < 0.01$ ). However, STUB has a negative correlation with Education at -0.140 ( $p < 0.01$ ).

Revisit intention (RI) displays a positive correlation with Accessibility at 0.238 ( $p < 0.001$ ), Information at 0.115 ( $p < 0.05$ ), age at 0.166 ( $p < 0.01$ ), Gender at 0.111 ( $p < 0.05$ ), and Material Status at 0.089. It also exhibits a negative correlation with Education at -0.182 ( $p < 0.01$ ). Interactivity (INTER) shows a positive correlation with Information (INFO) at 0.725. It also has a negative correlation with ACC at -0.126 ( $p < 0.05$ ) and Material Status at -0.162 ( $p < 0.01$ ).

Accessibility (ACC) displays a positive correlation with Information (INFO) at 0.250 ( $p < 0.001$ ) and memorable experiences (ME) at 0.214 ( $p < 0.001$ ). Accessibility (ACC) also has negative correlations with age at -0.155 ( $p < 0.01$ ) and Material Status at -0.090. Personalization (PER) and shows a positive correlation with Information (INFO) at 0.355 ( $p < 0.001$ ).

Information (INFO) demonstrates positive correlations with security (SE) at 0.778, age at 0.093, and Gender at 0.043. INFO also has negative correlations with memorable experiences (ME) at -0.072, Education at -0.110 ( $p < 0.05$ ), and Nationality at -0.049.

Security (SE) exhibits a positive correlation with ME at 0.830. It also has positive correlations with age at 0.007 and Nationality at -0.015. Memorable Experiences (ME) displays a negative correlation with age at -0.231 ( $p < 0.01$ ) and positive correlations with Gender at 0.027 and Education at 0.043. ME also has a negative correlation with Material Status at -0.135 ( $p < 0.01$ ). Age exhibits a positive correlation with Material Status at 0.479 ( $p < 0.01$ ).

It is important to note that these values represent the strength and direction of the linear relationships between variables based on the correlation coefficients. Further statistical analysis and consideration of other factors are necessary to draw meaningful conclusions from these findings.

#### **4.4 Hypothesis Assessment, SEM**

##### **4.4.1 Direct effects**

The results of direct effects are presented in Table 16. The results revealed that ACC ( $B=0.249, p < 0.001$ ), INFO ( $B=0.159, p < 0.05$ ), and SE ( $B=0.119, p < 0.05$ ) have significant direct and positive effect on STUB. The ME ( $B=0.090, p < 0.05$ ) and STUB ( $B=0.697, p < 0.001$ ) shows to have significant direct and positive effect on RI. Moreover, the results show that, INTER has a significant direct effect on ME ( $B=0.287, p < 0.01$ ). In addition, the ACC ( $B=0.117, p < 0.05$ ) shows to have a significant direct effect on RI. The other variables did not have any significant direct effect ( $p > 0.05$ ). Therefore, hypotheses H1a, H1b, H1e, H3, and H4 were accepted; however, H1c, H1d, and H2 were not accepted, as they shown in Table 21.



**Table 16***Direct Effects for all Variables*

Parameter			Estimate (B)	SE	P	R-Square
STUB	←	INTER	0.030	0.059	0.614	0.109
	←	ACC	0.249	0.065	0.000 ***	
	←	PER	-0.072	0.073	0.323	
	←	INFO	0.159	0.076	0.038 *	
	←	SE	0.119	0.059	0.043 *	
ME	←	STUB	-0.012	0.080	0.879	0.075
	←	SE	-0.072	0.087	0.412	
	←	INFO	-0.086	0.114	0.452	
	←	PER	0.189	0.110	0.086	
	←	ACC	-0.139	0.098	0.156	
	←	INTER	0.287	0.091	0.002 **	
	←	ME	0.090	0.038	0.019 *	
RI	←	STUB	0.697	0.049	0.000 ***	0.426
	←	INTER	-0.013	0.054	0.816	
	←	ACC	0.117	0.059	0.046 *	
	←	PER	-0.027	0.065	0.680	
	←	INFO	-0.005	0.068	0.944	
	←	SE	-0.025	0.052	0.623	
	←	ME	0.090	0.038	0.019 *	

Note: B: Unstandardized Coefficient; \*  $p < 0.050$ ; \*\*  $p < 0.010$ ; \*\*\*  $p < 0.001$ .

#### 4.4.2 Indirect Effects

The results of indirect effects are presented in Table 17. The results show that only for the ACC (B = 0.161; CI: 0.057, 0.291) indirect effect on RI, zero is not within the bootstrap confidence interval that indicate ACC positively related and have indirect effects on RI.

**Table 17**

*Indirect Effects for the Variables*

Parameter	Estimate (B)	LCI	UCI	BootSE	Sig.
SE → ME	-0.001	-0.029	0.018	0.011	
INFO → ME	-0.002	-0.035	0.026	0.015	
PER → ME	0.001	-0.013	0.027	0.009	
ACC → ME	-0.003	-0.046	0.043	0.022	
INTER → ME	0.000	-0.017	0.008	0.005	
SE → RI	0.076	-0.007	0.172	0.045	
INFO → RI	0.103	-0.009	0.219	0.058	
PER → RI	-0.033	-0.145	0.079	0.056	
ACC → RI	0.161	0.057	0.291	0.060	Sig.
INTER → RI	0.047	-0.036	0.139	0.044	
STUB → RI	-0.001	-0.019	0.013	0.007	

Note: B: Unstandardized Coefficient; Bootstrap samples: 5000 with 95% confidence intervals; LCI: Lower Confidence Interval; UCI: Upper Confidence Interval; Sig.: Significant (if zero is not within LCI and UCI).

#### 4.4.3 Mediating Effects

The results of mediating effects for the proposed model are presented in Table 18. The results revealed that STUB does not have a mediating role between any attributes of the smart tourism destination and the ME, as the zero is within the bootstrap confidence interval. Therefore, hypotheses H5 (a-e) were rejected. The STUB has a mediating role on the relationship of ACC (B= 0.173; CI: 0.076, 0.300) and INFO (B=0.110; CI: 0.005, 0.227), and RI. Regarding the results of Table 16, since ACC has significant direct effect on RI, we can see that STUB has a partial mediating effect on this relationship. However, for the INFO it has full mediation as INFO does not have significant direct effect on RI. The STUB does not have a mediating effect between the relationship of the INTER, PER, SE, and RI. Therefore, hypotheses H6 (a and b) were accepted and H6 (c, d, and e) were rejected. The ME does not play a mediating role between the relationship of STUB and RI, which means rejecting H7. Moreover, the results on this Table show that the serial mediation effect of STUB and ME between the relationships of all attributes of smart tourism destination and RI is not significant. Therefore, hypotheses H8 (a-e) were rejected. In addition, although we did not hypothesize the mediating effect of ME between the attributes of STD and RI the results showed that for the INTER (B=0.026; CI: 0.005, 0.064), ME plays a full mediating role since direct effect of INTER on RI was not significant.

**Table 18***The Mediating Effects*

Parameter	Estimate (B)	LCI	UCI	BootSE	Sig.
INTER → STUB → ME	0.000	-0.017	0.008	0.005	
INTER → STUB → ME → RI	0.000	-0.002	0.001	0.001	
INTER → STUB → RI	0.021	-0.059	0.108	0.042	
INTER → ME → RI	0.026	0.005	0.064	0.014	Sig.
ACC → STUB → ME	-0.003	-0.046	0.043	0.022	
ACC → STUB → ME → RI	0.000	-0.005	0.003	0.002	
ACC → STUB → RI	0.173	0.076	0.300	0.057	Sig.
ACC → ME → RI	-0.013	-0.048	0.002	0.011	
PER → STUB → ME	0.001	-0.013	0.027	0.009	
PER → STUB → ME → RI	0.000	-0.001	0.003	0.001	
PER → ME → RI	0.017	-0.001	0.061	0.014	
INFO → STUB → ME	-0.002	-0.035	0.026	0.015	
INFO → STUB → ME → RI	0.000	-0.004	0.002	0.001	
INFO → STUB → RI	0.110	0.005	0.227	0.057	Sig.
INFO → ME → RI	-0.008	-0.045	0.009	0.012	
SE → STUB → ME	-0.001	-0.029	0.018	0.011	
SE → STUB → ME → RI	0.000	-0.003	0.001	0.001	
SE → STUB → RI	0.083	-0.001	0.178	0.045	
SE → ME → RI	-0.006	-0.033	0.006	0.009	
STUB → ME → RI	-0.001	-0.019	0.013	0.007	

Notes: B: Unstandardized Coefficient; Bootstrap samples: 5000 with 95% confidence intervals; LCI: Lower Confidence Interval; UCI: Upper Confidence Interval; BootSE: Bootstrap Standard Errors; Sig.: Significant (if zero is not within LCI and UCI).

**4.4.4 Total Effects**

The results of total effects for the proposed model are presented in Table 19. The results revealed that among the attributes of STD only the total effect for INTER (B=0.099; CI: 0.483, 0.097) on ME, the zero is not within the bootstrap confidence interval that indicate INTER positively related and have effects on ME directly and indirectly through the its mediator (STUB). The results also show that among the attributes of STD only the total effect for ACC (B=0.277; CI: 0.124, 0.461) on RI, the zero is not within the bootstrap confidence interval that indicate ACC positively related

and has effects on RI directly and indirectly through the its mediators (STUB and ME). Moreover, the total effect for the STUB (B=0.696; CI: 0.564, 0.887) on RI is positive as zero was not within the bootstrap confidence interval that indicate STUB has effects on RI directly and indirectly through the its mediator (ME).

**Table 19**

*Total Effects for the Variables*

Parameter			Estimate (B)	LCI	UCI	BootSE	Sig.
SE	→	ME	-0.073	-0.253	0.092	0.087	
INFO	→	ME	-0.088	-0.352	0.149	0.126	
PER	→	ME	0.190	-0.051	0.432	0.123	
ACC	→	ME	-0.142	-0.347	0.065	0.104	
INTER	→	ME	0.286	0.099	0.483	0.097	Sig.
SE	→	RI	0.051	-0.078	0.193	0.069	
INFO	→	RI	0.098	-0.070	0.275	0.086	
PER	→	RI	-0.060	-0.230	0.101	0.084	
ACC	→	RI	0.277	0.124	0.461	0.086	Sig.
INTER	→	RI	0.034	-0.090	0.168	0.065	
STUB	→	RI	0.696	0.564	0.887	0.079	Sig.

Note: B: Unstandardized Coefficient; Bootstrap samples: 5000 with 95% confidence intervals; LCI: Lower Confidence Interval; UCI: Upper Confidence Interval; Sig.: Significant (if zero in not within LCI and UCI).

The Table 20 provide the result of all model fit indices were measured for the SEM and shows the support of the structural model. All the interpretations and criteria for each

index are provide in this table. The acceptable level of these goodness of fit indices demonstrates the measurement model were good fit to the data.

**Table 20**

*Goodness-of-Fit Indices for the SEM*

Measure	Estimate	Interpretation
Chi-square ( $\chi^2$ ) (CMIN)	438.937 ( $p = 0.000$ )	Significant
CMIN/DF (Normed Chi-Square)	$\chi^2/df = 2.298$ (df = 191)	Excellent
Goodness-of-Fit Index (GFI)	0.915	Excellent
Root Mean Square Error of Approximation (RMSEA) [90% CI]	0.057 [0.050, 0.064], PClose=0.058	Excellent
Root Mean Square Residual (RMR)	0.047	Excellent
Standardized Root Mean Residual (SRMR)	0.0452	Excellent
Normed Fit Index (NFI)	0.901	Excellent
Tucker Lewis Index (TLI)	0.929	Excellent
Comparative Fit Index (CFI)	0.941	Acceptable
Incremental Fit Index (IFI)	0.942	Excellent

Notes: df = degree of freedom; CI=confidence interval; PClose: P-value of close fit.

The list of hypotheses in this research and their decision based on the provide results are shown in Table 21.

**Table 21***The Hypotheses Results*

Hypothesis	Description	Decision
H1a	The information of STD has positive effect on STUB.	Accepted
H1b	The accessibility of STD has positive effect on STUB.	Accepted
H1c	The interactivity of STD has positive effect on STUB.	Rejected
H1d	The personalization of STD has positive effect on STUB.	Rejected
H1e	The security of STD has positive effect on STUB.	Accepted
H2	The perceived value of STUB has a positive effect on memorable experience.	Rejected
H3	The perceived value of STUB has a positive effect on revisit intention.	Accepted
H4	The value of the memorable experience has a direct effect on revisiting intention	Accepted
H5a	The perceived value of the STUB mediates the relationship between information of STD and the value of the memorable experience.	Rejected
H5b	The perceived value of the STUB mediates the relationship between accessibility of STD and the value of the memorable experience.	Rejected
H5c	The perceived value of the STUB mediates the relationship between interactivity of STD and the value of the memorable experience.	Rejected
H5d	The perceived value of the STUB mediates the relationship between personalization of STD and the value of the memorable experience.	Rejected
H5e	The perceived value of the STUB mediates the relationship between security of STD and the value of the memorable experience.	Rejected
H6a	The perceived value of the STUB mediates the relationship between information of STD and revisit intention.	Accepted

H6b	The perceived value of the STUB mediates the relationship between accessibility of STD and revisit intention.	Accepted
H6c	The perceived value of the STUB mediates the relationship between interactivity of STD and revisit intention.	Rejected
H6d	The perceived value of the STUB mediates the relationship between personalization of STD and revisit intention.	Rejected
H6e	The perceived value of the STUB mediates the relationship between security of STD revisit intention.	Rejected
H7	The value of memorable experience mediates the relationship between the perceived value of the STUB and revisit intention.	Rejected
H8a	The perceived value of the STUB and the value of memorable experience together play a serial mediation role in the relationship between information of STD and revisit intention.	Rejected
H8b	The perceived value of the STUB and the value of memorable experience together play a serial mediation role in the relationship between accessibility of STD and revisit intention.	Rejected
H8c	The perceived value of the STUB and the value of memorable experience together play a serial mediation role in the relationship between interactivity of STD and revisit intention.	Rejected
H8d	The perceived value of the STUB and the value of memorable experience together play a serial mediation role in the relationship between personalization of STD and revisit intention.	Rejected
H8e	The perceived value of the STUB and the value of memorable experience together play a serial mediation role in the relationship between security of STD and revisit intention.	Rejected

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# CHAPTER 5

## DISCUSSION AND CONCLUSION

### 5.1 Discussion

At smart destination tourists want to use the smart technology which facilitate the tourists in the destination during and after their travel which enhance the revisit intentions. According to theory of plan behavior disapprove the given behavior of the individual and groups. In support, the perception of the destination's smart tourism user behavior and the level of smart experience they experienced during their visit influence tourists' intention to return to the destination.

The main purpose of this research was to investigate perception and behaviour of tourists, and therefore on their revisit intention to a smart destination. How their behavior is influenced by their perception regarding revisit intention to smart tourism destination. Additionally, in this study the purpose was to find out the various impacts of smart technology attribute which are making the experience memorable increase the revisit intention in the destination. As well is how these attributes are related to each other such as tourists and smart technology use behavior.

The results of this study show the impact of attributes of smart tourism destination like information on STUB. This indicates that tourist's behavior during usage of technology is highly related to the information they can get while they are in a smart destination. It means that by receiving information they might be more interested when they are using smart technology in the destination and their stay will be more pleasurable.

When compared to other research, these results also showed that information has significant effect to the STUB (Pai et al., 2020). The reason is that tourists who are traveling to the smart destination can easily use smart tourism technology in this destination and have access any time they want to all the essential websites and applications through they are getting knowledge about the destination and also share the information with potential tourists visiting the destination.

The second attribute of the smart tourism technology, accessibility is also accepted and has shown positive influence on the STUB in this study. This shows that the easy access to the destination through technology plays an important role in the behavior of the tourist. If the tourist can arrange and plan their trips easily without any restriction it will enhance their behavior. But as the need of the current era, it is required by the tourists to use the technology and have access to all the information related to their trips and plans. In line with this study when compared to other studies accessibility is another attribute of smart tourism technology which is also accepted. In which case it is inevitable that it should be easy for the tourists to have access and they should get enough information and share experiences with other tourists efficiently and easily. This was also confirmed by Buhalis and Foerste, (2015) in which they state that tourists and visitors should easily have access to smart destinations through the technology platforms to enjoy and spend good and pleasurable time in the destination

Third attribute in this study is used interactivity from the analysis it is observed that interactivity influence that the tourist has views about STUB. These results are connected to a wide range of experiments which proves that interactivity has impacts on STUB. Without a meaningful connection to the destination, tourists may face challenges

in both planning their trip and truly immersing themselves in the experience. In the smart destination tourists are participating openly when they are using technology and enjoy every feature and moments of smart destination

Personalization is the fourth attribute of smart tourism technology from the analysis of this study it is shown that the personalization is not influencing the STUB. The responses suggest that tourist attitudes may vary and everyone has their own choices, experiences and perceptions. That is why it is not supported in this study. From other studies (Pai et al., 2020). it is also understood that as in this study it was expected that personalization will show positive influence with the STUB but it did not. Therefore, both studies were consistent in their results. Reason for this may be that personalization has not much effect on STUB and different tourists have different needs, wants and desires. Personalization is not fulfilling that requirements based on technology (Pai, Liu, Kang, & Dai,2020).

The fifth attribute of smart tourism technology, is that security is the most fundamental and important point according to this study, with evidence of valid results which has positive influence on the STUB. It is an important point that must be included in smart destinations. Discussion and explanation boosting things which are based on technology, however, if the information of the tourist is not safe and they are made to feel uncomfortable the experience quality will be negative in wanting to visit the destination. Tourists are trusting the destination based on the security component mainly, with considerations such as their transactions being secure and in safe hands. The basic reason is that if the tourist feels secure and comfortable, they are likely to visit the destination and use the technology in the destination for their needs (Sigala, 2019).

From the analysis its disapproved that STUB has positive impacts on the memorable experience. The reason this is not proved is because the STUB helps the tourist to reach the destination and use all the attributes to find the destination and get information about the destination. It is not necessary for the smart technology to make their trips enjoyable or pleasurable. There could be more activities and attractions in the destination that will make it memorable. This is consistent with other research in which they stated that there are many factors which may make the experience memorable which may include emotions, attachments to specific activity and novelty of the destination (Neuhofer et al., 2015).

A positive relationship between the STUB and revisit intention has been proven in this research with the analysis of these two items. This result has proved the hypothesis that, if the tourists are satisfied and have positive response to utilizing the technology in the destination, they are more likely to have revisit intentions. The results of this study are supported by other studies which explained the close relationship of STUB having a strong influence on the revisit intention. When technology is taken in to account in the destination, the tourists are happier to be in the destination and wish to come back to destination (Reichheld, 2003; Xiang et al., 2017).

Lastly in this research the positive relation is shown between the memorable experience and revisit intention. This study reveals that the relationship between revisit intention and memorable experience shows that those travels who have memorable experience in the destination, means that they had pleasurable and enjoyable time in the destination have high potential to return to the destination again for tourism. These results

are consistent with other studies conducted in the field and their results are also positively the same as this study possess (Buhalis & Foerste, 2015; Neuhofer et al., 2015).

Moreover, the results of this study revealed that the attributes of smart destination technology cannot affect revisiting intention through the serial mediation of smart use technology behavior and memorable experience. This is because of the diminishing role of memorable experiences in smart technologies, which not necessarily influence the tourists' revisit intention. This is while, among these attributes of smart destination technology, information and accessibility are shown to have positive influence on tourists' revisit intention through the mediating role of smart technology use behavior. This implies that the changes in the behavior of tourists towards technologies in smart destinations while using technologies (that are also changing to date) can strengthen the effect of information and accessibility of smart destination technologies that tourists use, which results in increasing the tourists' intention to revisit the smart destination. It means that the accessibility and information of these technologies in that smart destination can play a stronger role in increasing the intention of tourists to revisit the destination depends on their behavior towards the technologies. Therefore, the more positive behavior, the more tourists get affected by technological attributes to be influenced to revisit the destination. These results also, revealed that accessibility has both direct and indirect effects on revisit intention. This implies that accessibility of the smart technologies in smart destinations can increase the intention of tourists to revisit the destination.

## 5.2 Conclusion

As the aim of this study was to investigate the perception and behavior of the tourist regarding smart tourism destination, and how it stimulates the behavior of revisit intention, and how the attributes of smart tourism technology does affect the memorable experiences in the relation of smart technology using behavior. Hence the results obtained from the analysis of all the variables used in this study shows that attributes of smart tourism technology information, accessibility, interactivity and security influence the tourist revisit intentions by stimulating the behavior of tourist using the smart tourism technology. After the analysis it is also accepted that personalization has no effects on the STUB, and STUB is not changing the memorable experience. From the results the research questions are answer as;

**RQ1:** In smart tourism destination the perception of tourist influences their behavior and revisit intention because of smart tourism technologies (STT). With the use of tourism technology perceived positive perception in the destination which increase the revisit intention and create favorable environments for tourists.

**RQ1\_a:** The attributes of smart tourism technology, information, accessibility, and security play a vital role in smart tourism destination which influence tourist behavior and revisit intention. When these attributes are properly managed and implanted in the destination according to the needs and expectation of tourists, it develops the level of experience of tourists. The tourists are taking part in the tourism technology which positively increase the revisit intention to the destination.

**RQ1\_b:** In smart tourism destinations memorable experience play a vital role. When the tourists have positive attachment with destination and had memorable experience has a none lasting emotional attachment to the destination and good impression for the potential tourists who are planning to visit the destination. Memorable experience rises satisfaction levels and emotions which leads to revisit intentions and increase for future.

**RQ1\_c:** Smart technology use behavior and revisit intention have positive relation with each other in smart tourism destination. When travelers are using smart technologies during their visits it increase the overall satisfaction and their experience. The positive experience and satisfaction increase the revisit intentions to the destination.

According to this researches results, travelers' perceptions of smart destinations offer a valuable insight into the variables that affect their experiences and behavior there. This study highlights the attribute of smart tourism technology, information, accessibility, and security as having a positive relationship with the utilization behavior of technology in the destination. These attributes are essential for the tourist today and therefore for the tourism industry to in cooperate. With the help of tourism technology tourists are sharing their experience with other potential customers, and get information easily about the destination and plan their travel before their travel to allow efficiency in today's changing world. On the other hand, the smart technology use behavior and memorable experience are not significant according to these results. The good news is that creating a memorable experience doesn't rely on technology. Technology supports the tourists to access information about the destination, retrieve and activate information (such as booking tickets), connect with the destination, have information about the security situation the destination which are very important for the tourists to know before their travel to the

smart destination. Smart experience may be enhancing the visitor experience with added activities which are taking place in the destination, that the tourist may have otherwise not known. It is observed from the analysis that memorable experience has a positive relationship with revisit intentions. The study's results have theoretical consequences for understanding the complex character of tourist perceptions and behaviors in smart tourism destinations, as well as guiding destination managers and stakeholders with a view to enhancing their development and management.

### **5.3 Theoretical & Practical Implications**

As this research incorporated smart tourism use behavior with smart tourism technology' attributes which has been an avoided domain for quite a while now, thus providing with new insights for the tourism sector. The results of this study can contribute to the theory of planned behavior by examining tourists' perceptions and behaviors towards smart tourism technologies. This can help refine and extend these theories in the context of smart tourism destinations.

It is inevitable for Destination Management Organizations (DMO) to adopt technology and smart services for today's tourist. DMO's should particularly pay attention to the profile of their inbound tourists, which are most likely to be visiting from smart cities in which the tourist wants a fast, efficient and secure service when making decisions and transactions. On the other hand, some tourists may have less memorable experiences while using the provided technologies in their destinations. In which case, tourists from less smart or non-smart cities may be highly influenced by their experience that stays in their memory during their interaction with technology in the smart destination they



traveled to. Therefore, market segmentation is recommended in order to provide tourists with the best-fit services that can stay in their memory.

In this regard, policymakers also should consider that smart technologies help the tourist to reach the destination and help to explore the destination through the attribute of the technology but it do not mean that the attributes will make the experience memorable. However memorable experiences deal with the attitude of the tourists and the activities and events they are attending in the destination and how they feel and how closely they are attached with the destination and attached to the destination.

The practitioners and managers can benefit from the results of this study in several ways. First, they can understand that if the destination is already smart or several elements of smart destinations are established or found in the destination the tourists who are coming from smart destinations may not respond to those technologies in terms of having a memorable experience and also, may not affect their intention to revisit the destinations.

Second, they should consider that only providing smart technologies may not result in revisit intention although it does contribute to efficient accessibility for tourist with revisit intention in the future. Third, the memorable experience is one of the critical factors that is shown to be not easily accessible for the tourists with the better experience of Smart tourism destinations, so, tourist from undeveloped destinations may have a higher value of memorable experience.

#### **5.4 Recommendations for Future Studies**

It is suggested that the future research could be research carried out to understand the perceptions of local tourists while traveling abroad on with local facilities. Also,

another study can measure North Cyprus and its level as a smart destination. Particular research on tourist profile on smart tourism destinations also. As this research was quantitative in nature, future research can be based on qualitative to further approve the results. The research will open new paths for future comparative research. To assess the perception and behavior of travelers, in various types of destination such as urban versus rural or developed versus emerging destinations, to analyses and compare would also add to knowledge of this little researched topic. In particular, it will help to identify differences in the use of and impact of Smart Tourism Technology across various contexts.

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# APPENDICES

## Appendix A: Questionnaire

### Smart destination questionnaire

#### Instructions

I am a Master's student in Tourism Management at Final International University and I would like to invite you to participate in my research as part of my thesis by filling out the following questionnaire. It Would take almost 5-7 minutes of your time. Based on your experience during traveling abroad, especially in smart destinations give the answers to the questions. Any sort of information collected during our research will be kept confidential. We appreciate your time and participation in our research very much.

If you have any questions, you can contact me through my email. [Haris.haris@fiu.edu.tr](mailto:Haris.haris@fiu.edu.tr)  
Thank you for your kind corporation.

#### Research team

Assoc. Prof Dr. Nafia Guden

Assist. Prof Dr. Farzad Safaeimanesh

#### Part I

	(5)	(4)	(3)	(2)	(1)
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Smart tourism technology helps me to provide my information and it is useful.					
2. I am able to finish my trips with accurate and thorough information thanks to smart tourism technology.					
3. Technology-enhanced tourism assists alleviate my travel worries.					
4. During my trips, I may utilize smart tourism technology whenever and wherever I want.					
5. I can quickly access smart tourism technology when I'm traveling.					
6. When traveling, smart tourist technology may be simply found without arduous procedures.					
7. When I travel, I can interact with smart tourism technology.					

8. During my trips, smart tourism technology have been quite responsive.					
9. During my travels, it is simple to exchange knowledge and material on smart tourism technology.					
10. When I was traveling, I received specialized or personalized information on smart tourism technology.					
11. As I travel, smart tourism technologies give me helpful links and advice.					
12. I may interact with smart tourism technology while traveling to receive tailored information.					
13. Technologies for smart tourism secure my private and sensitive data.					
14. My privacy and the security of my transactions are respected by smart tourism technology.					
15. Technologies for smart tourism are dependable and trustworthy.					
16. Smart tourism technologies are worthwhile to use given the time and effort put into them.					
17. Using smart tourism technology has a significant economic and social benefit.					
18. Regarding my interactions with smart tourist technology, I feel quite positive.					
19. Utilizing smart travel technology is enjoyable..					
20. Utilizing smart tourism technology is worthwhile given the amount I paid for it.					
21. In Future smart tourism technologies are something I'd like to experience again.					
22. In visitor attractions and other tourist destinations, I would want to deploy smart tourism technology once more.					
23. In the future, I want to return to destinations that use smart tourism technology.					
24. One of my key reasons for returning to a tourist destination is to use smart tourism technology once more.					
25. I had incredible experiences traveling to smart places with smart technologies.					
26. Smart technology makes my trip to the destination pleasurable.					
27. My travels were helpful due to knowing technology.					
28. Using smart technology was a wonderful experience for me.					

## Part II

1. How old are you \_\_\_\_\_
  
2. What is your gender \_\_\_\_\_
  - Male
  - Female
  - Other
  
3. What is your material Status \_\_\_\_\_?
  - Single
  - Married
  - Others
  
4. What is your highest level of education \_\_\_\_\_?
  
5. Nationality \_\_\_\_\_

## Appendix B: Ethical Committee Approval



### İÇ YAZIŞMA / INTER OFFICE MEMORANDUM

**Gönderilen/To:** Yrd.Doç.Dr. Nafiya Güden

**Tarih/Date:** 04/07/2022

**Gönderen/From:**   
Prof. Dr. Hüseyin YARATAN  
Rektör

**Ref/Sayı:**100/050/REK.001

**Konu/Subject:** Etik Kurulu onayı hk.

1 Temmuz 2022 tarihli Etik Kurulu toplantısında alınan karar doğrultusunda çalışmanızın uygun olduğuna karar verilmiştir. Bilgi ve gereğini rica ederim.

**Dağıtım:** Etik Kurulu Başkanlığı

#### **Etik Kurulu Kararı:**

##### **Karar Sayısı 2022/15/01:**

Harris Harris'in Assist. Prof. Dr. Nafiya Güden rehberliğinde yürütülmek üzere, Etik Kurulu'na sunduğu, "Perception of the Tourists on Smart Destination to the Changing Technology" başlıklı başvurusu (Proje No, FIUP-2022/016) görüşülmüş, önerilen araştırma, başvuruda belirtilen gerekçe, amaç, yaklaşım ve yöntemleri ile, etik ve bilimsel açıdan uygun bulunmuştur.

NÇG/HY