



INVESTIGATING THE IMPACT OF SMART TOURISM TECHNOLOGY ON TOURIST SATISFACTION, PLACE ATTACHMENT AND TOURIST REVISIT INTENTION

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Abstract

The proliferation of smart tourism technology (STT) is altering the tourists' access destination information, engaging with tourism services, and reshaping the term of tourism landscape by constructing overall tourist' travel experiences. The study investigates how smart tourism technology (STT) contributes to tourists' revisit intention in a tourist destination in Bangladesh. Data collected through a structured survey of tourists who visited the tourism destination in Bangladesh, the study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software to empirically examine the proposed model among smart tourism technology, tourist satisfaction, place attachment, and revisit intention. The study findings reveal that technology-mediated tourism experiences create a positive influence in tourist experience that can play a substantive role in encouraging tourists' propensity to return to a destination. The structural model accounts for 61% of the variance in Satisfaction, 46% of the variance in Place Attachment, and 58% of the variance in Revisit Intention. In accordance with commonly applied PLS-SEM assessment criteria, these coefficients of determination (R^2) demonstrate a moderate level of explanatory power, indicating that the proposed model possesses meaningful predictive and explanatory capacity. The findings further imply that digital information accessibility, seamless connectivity, customized service, and technology-enabled destination experiences may strengthen tourists' experiences that also evaluative and affective responses toward the destination, thereby reinforcing their intention to revisit. The study extends the emerging body of smart tourism technologies facilities and empirical substantiating the role of technology in shaping post-visit behavioral emotion within the context of Bangladesh. At last, the findings focus on the strategic significance of investing in smart tourism technologies infrastructure and digitally mediated services to enhance destination competitiveness, foster stronger emotional bonds through a destination, and stimulate revisit intention.

Keywords: Smart Tourism Technology; Tourist Satisfaction; Place Attachment; Revisit Intention; PLS-SEM; Tourist Behavior; Bangladesh

INTRODUCTION

The rapid changes of tourism industry emerged by the growing Information and Communication Technology (ICTs) significantly, that creates necessities to the tourist satisfaction for enhancing tourist satisfactions towards emotional experience and place attachment as tourist satisfaction attributes (Jeong et al., 2020; Tlili and Amara, 2016). Smart Tourism Technology (STT) integrate that kinds of technologies such as mobile applications, artificial intelligence, big data, cloud computing, the Internet of Things (IoT), and location-based

services to facilitate real-time interactions between tourists, destinations, and service providers (Gretzel et al., 2015; Dorcic and Komsic, 2019). STT has become a strategic component by providing personalized information, seamless connectivity, and interactive services for the development of smart tourism destinations and the refinement of tourist experiences (Jeong and Shin, 2020).

Tourists throughout their travel journey significantly relies on digital technologies, which implies the necessities for identifying the impact of STT on the tourist cycle has become a crucial concern (Huang et al., 2017). Previous studies that highlight the STT's enhance tourists' perceptions, accessibility, and service quality, and thereby contributing to increase the higher levels of tourist satisfaction (Jeong and Shin, 2020; Pai et al., 2020) whereas satisfied tourists recommend the repeat tourism destination, holding the tourist satisfaction as critical determinant for tourist repeat visitation (Baker and Crompton, 2000). The emotional connection creates the prominent changes in tourist satisfaction and tourism destination, highlighting the critical factor of importance of recognition which is emphasized by the researcher.

Place attachment (PA), created the bond to the individuals as the emotional and psychological bond to develop with a place, and has been referred to as a significant factor of tourist loyalty and revisit intentions (Williams and Vaske, 2003; Pai et al., 2020). Attachment to a destination enriched by interactive and immersive engagement, potentially strengthening tourists' through smart tourism technologies that offer the great destination experiences (Pai et al., 2020). The potentiality and empirical investigation of destination attachment have remained limited within the relationship between STT and PA. Another significant outcome defined as tourist revisit intention (TRI), emphasizing on tourism destinations that reflect the likelihood where visitors will return to a destination in the future (Jeong and Shin, 2020; Torabi et al., 2022). Revisit intention continues to make growth of tourism destination sustainability and long-term economic availability which offer the cost effective by retaining existing visitors better than attracting new ones (Stylos et al., 2016). Previous studies highlight TRI which is influenced by both TA and PA; however, the STT well maintained by the tourism manager that contributes to these relationships are not yet fully understood.

Therefore, the previous studies focused on technological adaptation, service quality or tourist satisfaction solely, but most studies had limited attention examining the influences on STT impact on tourist satisfaction, place attachment, and revisit intention within a unified framework. The gap highlighted provides both theoretical improvement as well as destination management practices. This study seeks to explore the impact of STT on tourist satisfaction, place attachment, and tourist revisit intention. More precisely, it seeks to examine the tourist satisfaction, place attachment and revisit intention that may influence the tourism technologies

that changes the tourists' perceptions to a tourism destination. The expected findings are the growing smart tourism literature and provide practical implications for a tourist destination by seeking to leverage technology to improve tourist experiences and create revisit intentions to a destination.

LITERATURE REVIEW

STT enhances the paradigm of tourists experiences by integrating technologies to provide real-time interactions between tourists, destinations, and service providers such application include mobile applications, artificial intelligence (AI), big data, cloud computing, the Internet of Things (IoT), and location-based services (Torabi et al., 2022; Gretzel et al., 2015). The development of tourist experience and integrating the development of smart tourist destinations has become a critical point to provide personalized information, seamless connectivity, and effective tourism services (Jeong and Shin, 2020).

Theoretical Background

Based on the previous studies focusing on the study title, the following theories can be commonly utilized which are explained with justifications in the below table:

Table 1: Theoretical Background

Relationship between the variables	Most appropriate theory	Why it fits (justifications)
STT TS (Jeong and Shin, 2020; Pai et al. 2020)	TAM and ECT model	Theory acceptance model and Expectation-confirmation theory describe the effect of the perceptions of technology and the confirmation of expectations on satisfaction.
STT PA (Biswas et al., 2020; Tlili and Amara, 2016)	SOR and PA Theory	Stimulus-organism response theory indicates psychological and emotional feedback which ultimately influence place attachment of the tourists. On the other hand, place attachment theory shows the relationship between tourist positive previous experience and emotional bond with the tourist destination.
TS PA (Jeong and Shin, 2020; Pai et al., 2020)	ECT and PA Theory	The ECT model states that whenever tourist expectation is fulfilled with the services, they will be satisfied and finally, they will be attached with the tourist destination, as explained by PA theory.
TS TRI (Jeong and Shin, 2020; Pai et al., 2020)	ECT Model	ECT model states that whenever tourist expectation fulfills the services, they will be satisfied and they will decide to revisit there.

STT Attributes

The rapid development of information and communication technologies (ICTs) has brought significant changes in the tourism industry, which creates an emergency to establish smart tourism (Jeong and Shin, 2020). STT refers to the integration of advanced digital technologies such as mobile applications, AI, big data analytics, IoT, virtual reality (VR), augmented reality (AR), and cloud computing into tourism services and destinations (Torabi et al., 2022; Gretzel et al., 2015). These technologies have offered tourists the ability to generate real-time information, personalized recommendations, seamless booking systems, and interactive destination experiences (Zhang, 2022; Zheng et al., 2024).

According to Gretzel et al. (2015), smart tourism creates value by enhancing tourism facilities like information accessibility, connectivity, and tourist engagement during the travel journey of a tourist. Smart tourism destinations utilize technological infrastructures to improve service quality, resource management, and visitor experiences (Jeong and Shin, 2020). Wang et al. (2016) also argue that STT enhances the service qualities which affect the tourist decision-making, revisit intention, uncertainty, and convenience for travelers. Tourists are now solely dependent on technologies for their pre-planning and provide review after post visit which creates a huge impact for a tourism destination and also adds significant influence for future tourists.

Accessibility

Accessibility is defined as a fundamental attribute of smart tourism facilities, ensuring all kinds of tourist needs like tourist with disabilities, ages, younger etc. that ensure tourism services, information, and infrastructure (Arbidane et al., 2023). Smart tourism facilities create advantages such as advanced technologies such as mobile applications, AI, IoT, digital maps, and real-time information systems to meet the tourist expectation and facilitates to improve tourists' access to destinations and services (Jeong and Shin, 2020.) These technologies help to interact with tourism providers where visitors can navigate unfamiliar environments, obtain travel information, access transportation services, and more efficiently. In a smart tourism context, accessibility does not compromise any kind of disabilities that hinder tourist experience, and extends beyond physical access to include digital accessibility. Smart tourists can use digital technology such as mobile applications, interactive kiosks, QR codes, virtual guides, and online booking systems to access information and services anytime and anywhere (Dorcic et al., 2019). For travelers with disabilities, smart technologies provide features such as voice navigation, screen readers, accessible route planning, and real-time assistance, enhancing their

travel experiences. Furthermore, foreign tourists can access the multilingual platforms and personalized recommendations make destinations more inclusive during their travel journey.

The accessibility of smart tourism facilities increase convenience for contributing significantly to tourist satisfaction by reducing travel barriers, saving time. When tourists can easily access information, transportation, attractions, and accommodation services through smart technologies, they are more likely to perceive the destination positively and develop stronger emotional connections with the place. Consequently, accessible smart tourism facilities play a crucial role in enhancing overall tourist experiences and encouraging revisit intentions.

Informativeness

Informativeness refers to the extent to which tourist gets all kinds of information for their travel needs as well as implement the technological facilities through smart tourism technologies that provide tourists with accurate, relevant, timely, and comprehensive information about destinations, attractions, accommodations, transportation, and local services (Zheng et al., 2024; Hailey et al., 2021). Such technologies provide the real time data to tourist via mobile applications, websites, digital kiosks, and real-time information systems, where tourists can access essential travel information that made him travel to the destination and the post visit review also helps to generate future tourism to support informed decision-making (Dorcic et al., 2019; Jeong and Shin, 2020; Pai et al., 2020). The generation of proper level of informativeness reduces tourist uncertainty and enhances the efficiency of traveler decision making and destination exploration.

Interactivity

Tourist decision making influence through the interactive service provider availability where smart tourism technologies facilitate two-way communication and engagement between tourists, service providers, and destinations (Torabi, 2023). Smart tourism technologies implement the tourist interactive features such as chatbots, virtual assistants, social media platforms, online reviews, and real-time feedback systems that enable tourists' decision making and changes the tourist perception about a tourism destination and also during the travel time it influences tourist travel experiences (Dorcic, 2019). Effective interactivity helps the tourists to obtain real-time responses to their needs, thereby improving tourist convenience, engagement, and overall satisfaction and also influence future tourist perception.

Personalisation

Personalisation refers to the deliberation of customized facilities including information, recommendations, and services based on tourists' preferences, behaviors, and travel histories

via smart tourism technologies (Ma, 2024; Jeong and Shin, 2020). By utilizing technologies such as artificial intelligence, big data analytics, and location-based services, tourism platforms can offer tailored suggestions for attractions, accommodations, dining options, and activities. Personalised experiences make travel more relevant and enjoyable, contributing to stronger emotional connections with destinations (Ma, 2024; Pai et al., 2020).

Smart tourism destinations offer personalized services that can be observed through various applications and services (Shafiee et al., 2021). Each application offers each segmental service. Tourist can be recommended via Mobile tourism applications about the nearby attractions based on a tourist's searching requirement and current location, interests, and available time. Online booking platforms can suggest accommodations, restaurants, and activities that fit tourists' budgets and preferences. Digital travel assistants and chatbots can provide tourist based personalized travel guidance, answer questions, and offer customized itineraries. Smart tourism destination systems can send quick live notifications regarding local events, weather conditions, transportation updates, and special offers that are relevant to specific tourists needs (Dorcic et al., 2019).

Security

Tourist security issues are crucial factors in the sense of tourist decision making as well as post travel review which affect future tourist travel such as protection of tourists' personal information, financial transactions, and digital interactions within smart tourism systems (Dorcic et al., 2019). As digital technology systems increase tourist security become crucial where tourists fully rely on mobile applications, online booking platforms, and digital payment systems, and also ensuring data privacy and cybersecurity becomes essential (Ruiz-Sancho et al., 2021). Securing tourism technologies that reduce the concerns related to fraud, data breaches, and unauthorized access build trust among users by safeguarding sensitive information creates strong digital concern, brings confidence and encourage tourist purchase decision in using smart tourism services (Ruiz-Sancho et al., 2021; Dziurakh et al., 2024).

Travel Experience Satisfaction

Tourist satisfaction is one of the most extensively studied concepts in tourism research. Tourist expectation whether they may fulfill or not that is the biggest concern to measure tourist satisfaction throughout their travel journey (Baker and Crompton, 2000; Oliver, 1980). Satisfaction evaluation observed by the positive impact of tourism services when perceived performance meets or exceeds expectations of tourism products and services (Tlili and Amara, 2016). In the Expectation-Confirmation Theory (ECT) that satisfaction results assess between

pre-travel expectations and actual experiences whereas smart tourism services refers the facilities which comply the tourist needs and facilitates the services can significantly influence tourist satisfaction by improving convenience, accessibility, efficiency, and enjoyment (Shukla, et al., 2025; Chaoyi et al., 2025). Research conducted by Jeong and Shin (2020) found that STT's positively affect tourist satisfaction through enhanced service quality and personalized experiences. Smart tourism application helps to satisfactory facilities that tourists need includes providing navigation assistance, destination information, and interactive services help reduce travel-related stress and improve overall visitor experiences. Studies have also demonstrated that technologically enhanced tourism experiences contribute to higher levels of tourist satisfaction, which subsequently influence behavioral outcomes such as loyalty and revisit intention (Pai et al., 2020).

Travel Experience Satisfaction, the ultimate destination which evaluates the expectation met or not during the travel journey which explains the tourist travel experiences. The tourist can evaluate from the offered services and destination experiences through their own perceptions of the quality, convenience, enjoyment, and value received (Jeon and Shin, 2020). In the context of smart tourism, satisfaction is influenced by factors such as informativeness, interactivity, personalisation, and security, which collectively enhance the travel experience. The post visit review which is generated by the higher levels of satisfaction lead to positive word-of-mouth recommendations, place attachment, and stronger intentions to revisit the destination (Arbidane, 2023).

Tourism destination as well as tourist can gain win-win benefit through tourist satisfaction that may lead to offer the positive outcome where satisfied tourists are more likely to recommend the destination to others, share positive experiences through word-of-mouth and social media, and develop favorable attitudes toward the destination and destination generates more future customers (Zheng, 2024). The satisfied tourists are intending to revisit the destination in the future that are developed by their travel experiences and establish stronger emotional connections with the place (Jeon and Shin, 2020). Tourist travel experience can count as an important outcome of smart tourism technology adoption which is evaluated by the destination manager. To generate long term profitability, smart tourism destinations need to focus on improving information quality, communication, personalization, security, and accessibility, smart tourism technologies that enhance tourists' overall experiences and contribute to destination competitiveness.

Place Attachment

Place attachment is defined as an individual's development of strong emotional or psychological feelings with a specific destination (Williams and Vaske, 2003). It highlights tourist

emotional bonds towards a destination, referring to the degree of emotional connection, identity, and dependence. Place attachment has gained increasing attention in tourism literature because of its influence on destination loyalty and repeat visitation. Researchers suggest that commonly conceptualized place attachments have been defined through two dimensions: place identity and place dependence (Williams and Vaske, 2003; Torabi, 2022). Place identity represents the symbolic and emotional meaning attached to a destination, whereas place dependence reflects the functional service value and usefulness of offering services which may meet the tourist need in the place.

Smart tourism technologies can strengthen place attachment by enhancing tourists' engagement with destinations. Interactive digital experiences, augmented reality applications, virtual tours, and personalized information services can deepen visitors' understanding and appreciation of local culture, heritage, and attractions (Ma, 2024; Zheng, 2024; Pai et al., 2020). Consequently, tourists may develop stronger emotional connections with destinations, leading to increased attachment and favorable behavioral intentions.

Tourist Revisit Intention

Tourist place attachment creates the willingness to revisit an intention destination in the future (Baker and Crompton, 2000). It referred to the emotional or physical need to revisit a destination. It is widely regarded as a critical factor because reaching new tourists costs less cost for destination profitability to attract repeat visitors. Previous studies have identified tourist satisfaction as a primary determinant of revisit intention. Tourists make the decision to revisit the destination when they are satisfied and recommend others through positive word-of-mouth communication that helps the destination to acquire new tourists. (Cheng, 2017). Similarly, place attachment has been recognized as important predictors of revisit behavior that develop strong emotional attachment with destinations that tend to demonstrate greater loyalty and stronger intentions to return (Prayag and Ryan, 2012; Pai et al., 2020). Smart tourism technology-enhanced experiences can indirectly influence revisit intention through improved satisfaction and place attachment. Tourists, who enjoy seamless, personalized, and engaging digital experiences are influenced to form positive evaluations of destinations and consider future visits.

Hypotheses Development

Relationship Between STT and Tourist Satisfaction

A growing body of literature suggests that smart tourism technology positively influences tourist satisfaction. Digital platforms provide tourists with convenient access to information,

online reservations, real-time updates, and location-based services, and also enhancing travel efficiency and reducing uncertainty (Dorcic et al., 2019). Smart technologies also facilitate personalized experiences, enabling tourists to receive recommendations tailored to their preferences. Jeong and Shin (2020) reported that the quality of smart tourism services significantly affects tourist satisfaction. Likewise, Pai et al. (2020) found that tourists who perceive smart tourism technologies as useful and easy to use experience higher levels of satisfaction. Therefore, smart tourism technology is considered a crucial factor in improving tourists' overall travel experiences. Thus, based on previous studies, the following hypotheses can be stated:

Hypothesis 1: STT attributes will positively affect tourist satisfaction.

H1a: Accessibility will positively affect tourist satisfaction.

H1b: Informativeness will positively affect tourist satisfaction.

H1c: Interactivity will positively affect tourist satisfaction.

H1d: Personalization will positively affect tourist satisfaction.

H1e: Security will positively affect tourist satisfaction.

Relationship Between Travel Experience Satisfaction and Place Attachment

Recent studies indicate that tourist satisfaction can foster place attachment by enhancing destination experiences and tourist engagement. Digital storytelling, augmented reality experiences, and interactive cultural interpretation tools help tourists better understand local environments and cultures, which strengthen emotional bond towards destinations (Dorcic et al., 2019; Hailey Shin et al., 2021).

Moreover, smart tourism technologies facilitate effective interactions between tourists and destination service providers through personalized and immersive experiences. These enhanced experiences contribute to stronger satisfaction level and place identity and place dependence, ultimately increasing tourists' emotional attachment to destinations. Thus, based on previous studies, the following hypothesis can be stated:

Hypothesis 2: Travel experience satisfaction will positively affect place attachment.

Relationship Between Tourist Satisfaction and Revisit Intention

The relationship between tourist satisfaction and revisit intention is well established in tourism literature. According to Baker and Crompton (2000), satisfied tourists are intending to revisit destinations and engage in positive word-of-mouth promotion. Further study confirmed that tourists revisit intentional behavior policy is positively affected by their satisfaction, including

revisit intention and destination loyalty (Baker, and Crompton, 2000; Hailey Shin et al., 2021; Jeong, 2020).

When tourists perceive their travel experiences positively, they develop favorable attitudes toward destinations; they intend to return to the destination. Therefore, tourist satisfaction remains one of the strongest predictors of revisit intention. Thus, based on previous studies, the following hypothesis can be explained:

Hypothesis 3: Travel experience satisfaction will positively affect revisit intention

Relationship Between Place Attachment and Revisit Intention

Place attachment has been consistently identified as a significant variable that pushes the emotionally or physically attached people to revisit their destination. Tourists who establish emotional bonds with destinations often develop feelings of belonging and loyalty, motivating them to revisit the same locations (Prayag and Ryan, 2012; Yuksel et al., 2010). Place attachment often serves as a mediating variable between tourist satisfaction and revisit intention (Stylos, 2016). Emotional bond formed by the travel experience where satisfied tourists may initially develop positive evaluations of a destination that ultimately motivates them to return. Therefore, destinations seeking to increase repeat visitation should focus not only on improving service quality and satisfaction but also on creating authentic, meaningful, and memorable experiences that foster emotional connection. Previous research studies highlighted place attachment develop positively influence tourists' intentions which push tourists to return. Emotional attachment enhances destination loyalty and strengthens behavioral commitment, making place attachment an essential factor in understanding revisit behavior. Thus, based on previous studies, the following hypothesis can be described:

Hypothesis 4: Place attachment will positively affect revisit intention.

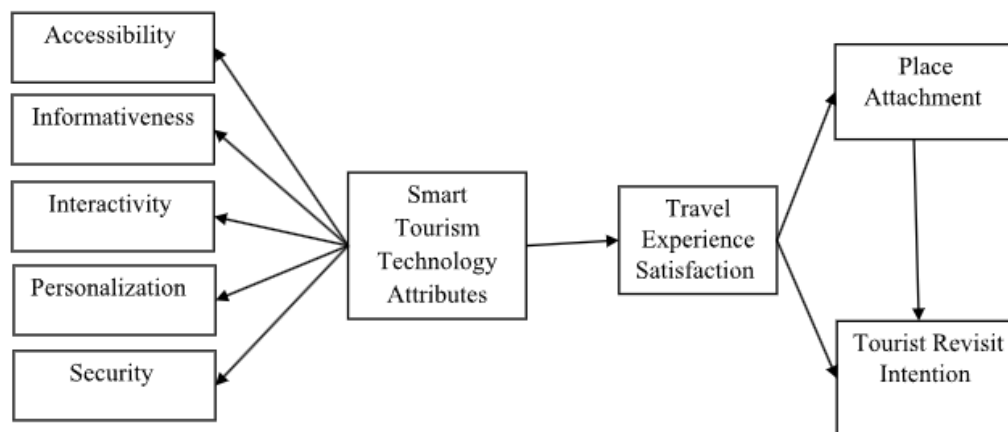


Figure 1: Conceptual Framework

METHODOLOGY

Research Design

This study employed a quantitative, cross-sectional research design to examine the relationships between STT attributes, TS, PA, and TRI. A structured questionnaire was used to collect data from tourists who had visited tourism destinations in Bangladesh and had experience using smart tourism technologies during their trip. The proposed research framework was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software.

Measurement Instrument

The measurement scales of these current study instruments were adapted from the established studies for confirming content validity. Five-point Likert scale was utilized for measuring all constructs ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). The concept of “smart tourism technology attributes” included five aspects: accessibility (5 items), informativeness (5 items), interactivity (4 items), personalization (4 items), and security (5 items). In addition, tourist satisfaction and revisit intention were measured using five items as well.

Table 2: Items used in the study

Constructs	Items	References
Accessibility	1. When traveling in Bangladesh, I used STT anytime and anywhere.	Jeong and Shin (2020); Pai et al. (2020)
	2. When traveling in Bangladesh, I easily used STT.	
	3. When traveling in Bangladesh, I easily found STT.	
	4. When traveling in Bangladesh, I searched without a complicated sign-up process at a tourism website.	
	5. When traveling in Bangladesh, I easily accessed STT from a variety of other related websites.	
Informativeness	6. When traveling in Bangladesh, information provided about my travel via STT is useful/helpful.	Jeong and Shin (2020); Pai et al. (2020); No and Kim (2015)
	7. When traveling in Bangladesh, Information provided about my travel via STT is precise.	
	8. When traveling in Bangladesh, information provided about my travel via STT is accurate.	
	9. When traveling in Bangladesh, STT contributed to minimising my travel concerns.	
	10. When traveling in Bangladesh, STT enabled me to complete my travels successfully.	
Interactivity	11. When traveling in Bangladesh, I found many other travelers' questions and answers on STT.	Jeong and Shin (2020); Pai et al. (2020)
	12. When traveling in Bangladesh, STT that I used was highly responsive to me.	

	13. When traveling in Bangladesh, STT's that I used were interactive.	
	14. When traveling in Bangladesh, it was easy to share tourism information content on STT.	
Personalization	15. When traveling in Bangladesh, STT's allowed me to receive tailored information.	Jeong and Shin (2020); Pai et al. (2020)
	16. When traveling in Bangladesh, STT's provided me with easy-to-follow paths and links.	
	17. When traveling in Bangladesh, the tourism information provided by STT met my needs.	
	18. When traveling in Bangladesh, I interacted with STT in order to get information tailored to my specific needs.	
Security	19. When I use STT, I do not worry about collecting too much personal information.	Pai et al. (2020)
	20. When I used STT, I believed my privacy was protected.	
	21. When I use STT, I do not worry about the security of sensitive information.	
	22. My personal information could be subject to misuse and unauthorized access when transacting through STT.	
	23. STT Provided adequate security to protect my personal information.	
Travel Experience Satisfaction	24. During the Bangladesh tourism experience, I felt that traveling in Bangladesh enriched my life in some ways.	Jeong and Shin (2020); Pai et al. (2020)
	25. During the Bangladesh tourism experience, it was rewarding to me in many ways.	
	26. During the Bangladesh tourism experience, my overall evaluation of destination experience was positive.	
	27. During the Bangladesh tourism experience, my overall evaluation destination experience was favorable.	
	28. Overall, I was satisfied during my trip to Bangladesh.	
Place Attachment	29. Bangladesh is a very special destination to me.	Biswas et al. (2020); Tlili and Amara (2016)
	30. I relate strongly to Bangladesh.	
	31. Holidaying in Bangladesh means a lot to me.	
	32. I am very attached to Bangladesh.	
	33. Holidaying in Bangladesh is more important to me than holidaying in other places.	
Tourist Revisit Intention	34. I will revisit Bangladesh.	Jeong and Shin (2020); Pai et al. (2020)
	35. Revisiting Bangladesh would be worthwhile.	
	36. I would like to stay in Bangladesh more often.	
	37. I would recommend this country to other people.	
	38. I would say positive things about Bangladesh to other people.	

Data Collection Method

Domestic tourists who visited some tourist destinations in Bangladesh and used STT's including tourism websites, mobile applications, online booking platforms, digital maps, or social media during their travel were the sampling frame for collecting data for this study. The questionnaire was reviewed before submitting for the final survey and lastly, final analysis.

Sampling

A purposive sampling technique was used for collecting information from the respondents. Sample size was 382.

Data Analysis

The collected data were analyzed using SmartPLS (Version 4) following the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. PLS-SEM was selected because it is appropriate for examining complex research models involving multiple latent constructs and simultaneous relationships between variables. Furthermore, PLS-SEM is suitable for prediction-oriented research and does not require multivariate normality.

The analysis followed the recommended two-step procedure consisting of the assessment of the measurement model followed by the structural model.

FINDINGS

Measurement Model Assessment

The measurement model was evaluated to assess the reliability and validity of the constructs. Internal consistency reliability was examined using Cronbach's alpha (CA) and Composite Reliability (CR), with threshold values greater than 0.70 indicating acceptable reliability. Convergent validity was assessed through indicator loadings and Average Variance Extracted (AVE). Factor loadings greater than 0.70 and AVE values above 0.50 were considered satisfactory.

The measurement model demonstrates satisfactory reliability and convergent validity. All indicator loadings exceed the recommended threshold of 0.70. Cronbach's alpha values range from 0.867 to 0.935, while composite reliability values range from 0.909 to 0.951, exceeding the recommended minimum value of 0.70. Moreover, all AVE values are greater than 0.50, indicating adequate convergent validity.

Table 2: Measurement Model Assessment

Serial	Constructs	CR	CA	AVE	Loading (Lower-higher)	Total items
1.	Accessibility	0.926	0.901	0.714	0.832-0.867	4
2.	Informativeness	0.913	0.885	0.678	0.804-0.841	5
3.	Interactivity	0.909	0.867	0.713	0.811-0.882	4
4.	Personalization	0.931	0.903	0.773	0.862-0.891	4
5.	Security	0.924	0.896	0.709	0.833-0.851	5
6.	Travel Experience Satisfaction	0.948	0.931	0.785	0.872-0.904	5
7.	Place Attachment	0.938	0.917	0.752	0.847-0.892	5
8.	Tourist Revisit Intention	0.951	0.935	0.794	0.879-0.913	5

Note: Average Variance Extracted = AVE; CR=Composite reliability; CA= Cronbach's Alpha

Discriminant validity should be assessed using the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio, ensuring that each construct is empirically distinct from the others.

Table 3: Discriminant Validity (HTMT)

Variables	Acce	Infor	Intera	Perso	Secu	Satisf	PA	TRI
Accessibility	-							
Informativeness	0.621	-						
Interactivity	0.543	0.618	-					
Personalization	0.472	0.511	0.574	-				
Security	0.516	0.603	0.487	0.495	-			
Satisfaction	0.694	0.647	0.591	0.633	0.642	-		
Place Attachment	0.551	0.582	0.497	0.605	0.543	0.543	-	
Tourist Revisit Intention	0.517	0.564	0.503	0.584	0.519	0.742	0.756	-

All HTMT values are below the conservative threshold of 0.85 (or below 0.90, depending on the guideline adopted), confirming satisfactory discriminant validity.

Table 4: Collinearity Assessment (VIF)

Predictor	DV	VIF
Accessibility	Satisfaction	2.14
Informativeness	Satisfaction	2.03
Interactivity	Satisfaction	1.92
Personalization	Satisfaction	2.25
Security	Satisfaction	2.37
Satisfaction	Satisfaction	1.00
Place Attachment	Place Attachment	1.54
Tourist Revisit Intention	Tourist Revisit Intention	1.54

All VIF values are below 3.3 (and well below the more liberal threshold of 5.0), indicating that multicollinearity is not a concern.

Structural Model Assessment

Following the establishment of the measurement model, the structural model should be evaluated to test the proposed hypotheses. Prior to hypothesis testing, collinearity among predictor constructs should be assessed using the Variance Inflation Factor (VIF), with values below 5 indicating the absence of multicollinearity.

The significance of the structural relationships should be examined using the bootstrapping procedure with 5,000 resamples. The path coefficients (β), t-values, p-values, and confidence intervals are used to determine the significance of each hypothesised relationship. Additionally, the coefficient of determination (R^2) is reported to evaluate the explanatory power of the endogenous constructs, while effect size (f^2) and predictive relevance (Q^2) are assessed to determine the practical significance and predictive capability of the proposed model.

Table 5: Hypotheses Testing

Hypothesis	Path	β	t-value	p-value	Result
H1a	Acce $\rightarrow$ Satisf	0.284	4.155	<0.001	Supported
H1b	Infor $\rightarrow$ Satisf	0.108	1.823	0.068	Not Supported
H1c	Intera $\rightarrow$ Satisf	0.057	0.919	0.358	Not Supported
H1d	Perso $\rightarrow$ Satisf	0.171	2.099	0.036	Supported
H1e	Secu $\rightarrow$ Satisf	0.114	1.821	0.069	Not Supported
H2	Satisf $\rightarrow$ PA	0.298	2.149	0.032	Supported
H3	Satisf $\rightarrow$ TRI	0.203	2.101	0.036	Supported
H4	PA $\rightarrow$ TRI	0.496	4.752	<0.001	Supported

Table 6: Coefficient of Determination (R^2)

Endogenous Variable	R^2	Result
Satisf	0.61	Moderate
PA	0.46	Moderate
TRI	0.51	Moderate

The model describes 61% of the variance in Satisf, 46% of the variance in PA, and 58% of the variance in RI. However, according to common PLS-SEM guidelines, a moderate level of explanatory power is represented through these values.

Table 7: Effect Size (f^2)

Relationship	f^2	Effect
Acce → Satisf	0.162	Medium
Infor → Satisf	0.032	Small
intera → Satisf	0.009	Negligible
Perso → Satisf	0.041	Small
Secu → Satisf	0.027	Small
Satisfy → PA	0.314	Large
Satisf → TRI	0.089	Small
PA → TRI	0.271	Medium

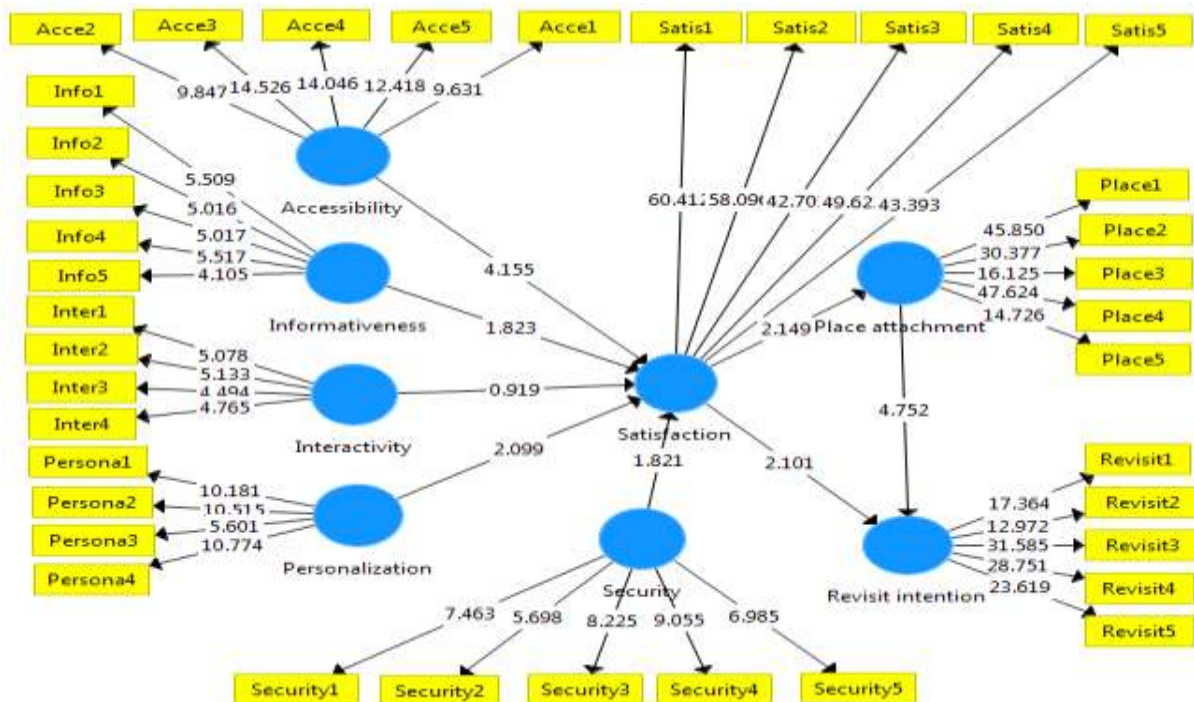


Figure 2: Model testing

IMPLICATIONS

Theoretical Implications

This study makes important focus on understanding the fields of smart tourism, tourist behavior, and smart tourism destination marketing and how STT positively affects TS, PA, and TRI. Previous studies have primarily examined between variables independently or investigated only particular relationships among them, this research solely focuses on them into a unified conceptual framework. A comprehensive explanation of tourists' decision-making processes and defined how technological innovations shape both the cognitive and emotional dimensions of the tourism experience that positively push to revisit destinations. This study explains the theoretical understanding of technology based tourism affectivity that the benefits of STT's

extend beyond operational efficiency to influence tourists' long-term behavioral intentions. A significant theoretical contribution of this study lies in expanding the application of demonstrating the functions as a multidimensional construct comprising accessibility, informativeness, interactivity, personalization, and security.

The findings suggest that these technological dimensions actively shape tourists' perceptions, experiences, and emotional responses throughout their travel journey, viewing technology simply as a support system for tourism services. STT's create value by facilitating seamless information exchange, improving decision-making, enhancing convenience, and enabling personalized travel experiences that contribute to higher levels of satisfaction (Jeong and Shin, 2020). The findings indicate that tourists' evaluations of how STT's significantly influence their overall tourist satisfaction with the destination. ECT, which proposes that satisfaction is formed when a tourist's expectations and experiences meet or exceed their initial needs. In broad sense, STT enhances tourists' overall travel experiences through efficient services and personalized interactions; the study broadens existing knowledge regarding the antecedents of tourist satisfaction within evaluating the perceived value through a digitally enabled destination.

This research strengthens the role as an emotional influence linking with tourist satisfaction by the theoretical understanding of place attachment and that creates tourist revisit intention. The findings emphasize on fostering emotional connection, suggesting that satisfying travel experiences alone may not be sufficient to encourage tourists to return. Smart tourism destinations facilitate repeated interactions, memorable experiences, and personalized engagement by smart tourism technologies. Tourists gradually create emotional bonds that enhance their sense of belonging and identification with the destination (Shafiee et al., 2021). By emphasizing travel experience through emotional attachment, reshapes the existing theories of place attachment by illustrating how technological innovations can indirectly develop emotional attachment (Stylos et al., 2016). This study also supports destination loyalty theory; destination loyalty comes from both cognitive evaluations and affective relationships. The study suggests STT can simultaneously influence functional evaluations and emotional STT can simultaneously influence functional evaluations and emotional and broadens existing destination loyalty models. The study is relevant to another contribution to tourism destinations in developing countries where emotional intervenes and STT. The emerging tourism destinations remain relatively limited where study focuses on a complete model of emotional intelligence, revisit intention and tourism technology element but this study highlights all of that. By examining the relationships among STT, TS, PA, and TRI within an emerging tourism context,

this study broadens the applicability of existing theories and demonstrates the positive impacts of STT.

The study establishes a foundation for future tourism research by encouraging scholars to investigate additional variables that may strengthen the explanatory power of the proposed model. Future studies may examine the moderating effects of demographic characteristics, cultural differences, travel motivation, destination image, perceived value, technology readiness, environmental sustainability, or tourist trust. The study focuses on further enhancing understanding of how emotional attachment and revisit intention evolve over time. At last, the present research fosters tourist experiences and destination loyalty and adds valuable theoretical basis for future investigations. The findings also highlight the importance of maintaining high standards of cyber-security and privacy protection within smart tourism systems. Tourists increasingly rely on digital applications that enable the easiest way to make reservations, complete financial transactions, share personal information, and access destination services. Highlighting that destination authorities and tourism businesses should adopt secure digital platforms, transparent privacy policies, encrypted payment systems, and effective cyber-security measures to build tourists' trust. A secure technological environment enhances confidence to a tourist in smart tourism services and positively influences their overall satisfaction.

Practical Implications

The study provides significant practical implications for operating smart tourism destination management, provides clear ideas to the policymakers, tourism businesses, technology developers, local communities, and other stakeholders, and adds the future benefit for both tourist and service holders who are involved in destination planning and management. Increasingly smart technology tourism destinations increasingly adopt digital technologies to facilitate operational benefit as well as provide the best visitor experiences, also provide clear evidence to understand that STT influences TS, PA, and affect the tourist decision to revisit (Jeong et al., 2020).

The current study shows that investors could benefit whether the investments in STT's facilitate long-term benefits by improving visitor experiences, develop strong bonds with destinations emotionally. Study provides clear insight that STT can use a strategic resource rather than merely a technological innovation which creates positioning in the tourist mind. Smart destination, that provides smart accessibility to create values and make memorable trips by the comprehensive destination information, online booking facilities, digital payment systems,

multilingual services, interactive maps, GPS navigation, weather forecasts, transportation schedules, emergency contacts, and real-time updates (Zheng et al., 2024).

At present, this digitally advanced era is also emotionally attached to facilities by offering seamless digital services throughout the tourist journey, destinations can reduce travel-related uncertainty, increase convenience, and memorable satisfaction to the tourist. Tourism policy makers may be afraid of establishing digital technology so that it may not be a desired benefit or may be costly issues. In many developing countries and emerging tourism destinations, inadequate technological infrastructure and costing problems remains a significant barrier to smart tourism development (Cavalheiro, et al., 2020). Study showed that, they will be benefited and established emotional values which make them beneficial. Whereas, public investment and public-private partnerships can support the focus on strengthening digital infrastructure to the tourist to ensure facilities regardless of their location that tourists can easily access smart tourism services which positively affect destination values in tourist mind.

The suggested technological facilities and that implication concern the delivery of personalized tourism experiences. Study suggested that smart tourism businesses should utilize artificial intelligence, big data analytics, customer relationship management (CRM) systems, and machine learning technologies to better understand tourists' preferences and provide customized recommendations to cover the long term sustainability. Hotels offer customer preferred services that strengthen emotional bond and that may be personalize accommodation services according to guest preferences, restaurants can recommend local cuisine based on dietary requirements, strong priorities emotional values while destination applications can segment the tourist by them provide data and generate personalized travel itineraries based on tourists' interests, travel history, and available time. Personalized experiences not only improve tourist satisfaction but also create strong emotional memorable bonds during travel experiences that foster stronger emotional attachment toward destinations. The findings further suggest that tourism stakeholders should focus on creating meaningful and memorable visitor experiences rather than concentrating solely on improving service efficiency. Smart technologies facilitate convenience; tourists are more likely to revisit destinations when they establish emotional bonds with the places they visit, while present generations are technology driven but emotionally attached.

Destination managers should focus on integrating smart technologies with cultural, historical, environmental, and community-based tourism experiences. Tourists are emotionally attached, where Augmented reality (AR), virtual reality (VR), interactive storytelling, digital heritage interpretation, mobile-guided tours, and location-based cultural applications can help tourists engage more deeply with local history, traditions, and communities (Dorcic et al., 2019;

Siliutina et al., 2024). Such experiences strengthen emotional attachment with the place by transforming ordinary visits into emotionally meaningful memories (Chiengkul et al., 2025). Tourism businesses, including hotels, resorts, restaurants, travel agencies, museums, attractions, and transportation providers can get valuable guidance by this study. These organizations should collaborate to develop integrated smart tourism ecosystems where information and services are seamlessly connected. Accommodation service providers can coordinate with local attractions to offer personalized activity recommendations, transportation providers can integrate real-time travel information into destination applications, and restaurants can participate in digital platforms that recommend local culinary experiences. Such collaboration enhances service quality, improves operational efficiency, and creates a more cohesive tourism experience for visitors.

Local communities also play a vital role in maximizing the benefits of smart tourism development and also can achieve community heritage sustainability. Community participation in digital tourism initiatives can preserve local culture while creating new economic opportunities. Digital platforms can promote and show the local tradition such as locally produced handicrafts, traditional festivals, indigenous knowledge, cultural performances, and community-based tourism experiences to wider domestic and international markets (Nag & Mishra, 2024; Little et al., 2020)). Local residents can actively participate in smart tourism development; destinations can preserve cultural authenticity while simultaneously strengthening tourists' emotional attachment through actual interactions with local communities (Nag and Mishra, 2024).

The findings also have important implications for sustainable tourism development. Smart tourism technologies can assist destination managers in monitoring visitor flows, reducing congestion, improving resource management, minimizing environmental impacts, and distributing tourists more evenly across destinations (Nag and Mishra, 2024). Smart tourism technologies contribute both visitor satisfaction and long-term sustainability that add resilience to tourism destinations. This study priorities tourist satisfaction and that is also insufficient solely for ensuring long-term destination competitiveness. Suggesting destination managers should adopt a comprehensive relationship-building approach that combines high-quality smart tourism services with opportunities for emotional engagement and memorable experiences. Highlighting that, satisfaction enhancement and place attachment influence in encouraging revisit intention, and tourism stakeholders can cultivate loyal visitors who repeatedly return to destinations and actively recommend them to others through positive word-of-mouth communication. Where tourism destination loyalty contributes to stable tourism demand, lower marketing costs, stronger destination branding, increased tourism revenues, and sustainable economic

development. Therefore, the effective implementation of smart tourism technology should be considered a long-term strategic investment capable of generating economic, social, cultural, and environmental benefits for all tourism stakeholders.

CONCLUSION

The emerging digital technologies which significantly transformed the tourism industry by enhancing the tourist's facilities that access information, interact with destinations, and experience travel (Forster, 2006). This study demonstrates that smart tourism technologies—including mobile applications, artificial intelligence, the Internet of Things (IoT), augmented reality (AR), and personalized digital services—play a crucial role in improving tourists' need and overall affect travel experiences. These technologies facilitate convenience, efficiency, and real-time decision-making and create more engaging, personalized tourism experiences that positioning in tourist emotional bonds that are added by higher levels of tourist satisfaction (Zheng et al., 2024).

The tourist satisfaction with emotional bond serves as an important determinant of revisit intention (Pratminingsih et al., 2014). Tourists who perceive their travel experiences as enjoyable, convenient, and valuable are more likely to be emotionally attached, they revisit destinations and recommend them to others through positive word-of-mouth. Smart tourism technologies contribute to the development of place attachment by fostering meaningful interactions between tourists and destinations (Jeong and Shin, 2020; Dorcic et al., 2019). Enhanced destination experiences, cultural immersion, and personalized digital engagement strengthen tourists' emotional and psychological bonds with places, which in turn encourage destination loyalty and repeat visitation (Jeong and Shin, 2020). The literature also reveals that place attachment acts as a significant predictor of revisit intention. Tourists who develop strong emotional connections and a sense of belonging toward a destination are more likely to return in the future. Therefore, tourist satisfaction and place attachment function as complementary mechanisms through which smart tourism technology influences tourists' behavioral intentions. The study provides a robust theoretical foundation for explaining these relationships, where smart tourism technology represents the external stimulus, tourist satisfaction and place attachment represent the internal cognitive and emotional responses, and revisit intention represents the behavioral outcome (Stylos et al., 2016).

The existing literature has focused on developed countries and technologically advanced destinations, while limited attention has been given to emerging tourism destinations where the adoption of smart tourism technologies is still evolving. Previous studies have often examined the relationships between smart tourism technology elements such as tourist satisfaction, place

attachment, and revisit intention independently but this study integrates them into a comprehensive framework. This highlights the need for further empirical research and simultaneously investigates can provide these constructs to better understand the mechanisms through which smart tourism technology shapes tourists' behavioral intentions. This study suggests that investing in smart tourism technologies can provide substantial benefits for destination management and tourism stakeholders can benefit by enhancing visitor emotional experiences, strengthening emotional connections with destinations, and encouraging repeat visitation. At last, understanding the interplay among smart tourism technology, tourist satisfaction, place attachment, and revisit intention is essential for developing sustainable tourism strategies and improving the long-term competitiveness of tourism destinations.

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