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UNVEILING TOURIST BEHAVIOUR IN TIME OF SMART TOURISM TECHNOLOGY AND SOCIAL INFLUENCE[1]

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ABSTRACT**. **This research aims to explore the existing relationship between perceived smart tourism technology and self-congruity with travel experience satisfaction and tourist temporal revisit intention. Moreover, this research used travel experience satisfaction as a mediating variable and electronic word-of-mouth as a moderating variable among the relationship of perceived smart tourism technology, self-congruity, and tourist temporal revisit intention.

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This research collected data from 264 tourists across various tourist sites in Saudi Arabia. To achieve the aim of this research, this study has employed the STATA software with SEM (structural equation modelling) approach. The findings of this research have shown a significant association between direct relationships between perceived smart tourism technology and self-congruity with tourist temporal revisit intention. Moreover, findings also confirmed that the relationship between perceived smart tourism technology, self-congruity, and tourist temporal revisit intention is also moderated by electronic word-of-mouth and mediated by travel experience satisfaction. This research contributes to the advancement of tourism and technology utilisation-related theories. Destination managers and marketers can use smart tourism technologies, build visitor loyalty, and maximis e-tourist satisfaction to boost competitiveness and experience. Electronic word-of-mouth influences tourists' views and intents, according to this study. It emphasis the necessity for locations to engage passengers on social media and digital platforms.

KEYWORDS: perceived smart tourism technology, self-congruity, travel experience satisfaction, electronic word-of-mouth, temporal revisit intention.

JEL classification: O33, N30, M31, L83.

Introduction

The advancements in digital technology and their integration with tourism operations have made smart tourism technology an essential area of research for the tourism industry (Huang *et al.* 2024). Innovative techniques are employed by smart tourism technology to enhance the visitor experience (Guleria *et al.* 2024). Internet of Things (IoT) devices, augmented reality apps, mobile platforms, and artificial intelligence algorithms are all used in smart tourism (Hou *et al.* 2023; Razzaq, Akhtar, 2024). With their real-time data collecting, customised service delivery, and immersive tourist interaction, these technologies are revolutionising destination management (Yin *et al.* 2023**).** Tan, Ho, Sim, Dubos, and Cham (2023) discovered that tourists' intents and behaviours are impacted by smart tourism technology. These elements may have an impact on tourists' enjoyment, likelihood of returning, and overall experience (Krey, tom Dieck *et al.* 2023**).** With the use of smartphones and mobile apps, travelers can easily explore, obtain information, and take advantage of cultural activities (Jiang, Hong, 2023). Tourists can therefore simply incorporate offers related to smart tourism into their trip plans.

The application of smart tourism technology has been the subject of significant research (Guleria *et al.* 2024; Hou *et al.* 2023), which has made it possible to pinpoint the factors that influence traveller behaviour. Moreover, a lot of research has been done on how technology affects the destinations and experiences of tourists (Agustina *et al.* 2023). According to Yang, Isa, and Ramayah (2022), the use of smart tourism technology increases visitors' satisfaction and the likelihood of returning to a destination (Dat *et al.* 2022**;** Streimikiene, Mikalauskiene, 2023). The significance of technology in enhancing tourist experiences and facilitating tailored interactions to fulfil each visitor's specific needs was highlighted by Al-Sulaiti (2022). The integration of mobile technology, augmented reality,

and location-based services all work together to improve the level of immersion and engagement that guests experience **(**Dinh, Ngo, 2023**;** Huang, 2022). In the context of smart tourism, empirical research has been conducted to look at the psychological and social elements that affect travellers' intentions and behaviours **(**Maghrifani, 2022**;** Orlando, Bufalo, 2023). In carried out research to investigate the connection between self-congruity and travellers preferences for smart tourism. Visitors'pleasure and emotional attachment to a location have been proven to be significantly influenced by their ability to accurately comprehend and visualis the essence and image of that area (Abdullah *et al.* 2022**;** Jiang *et al.* 2022**).** A study by Karasakal and Albayrak (2022) **l**ooked at how tourists' views and behaviours toward technology are affected by electronic word-of-mouth (Akman, Turhan, 2022**;** Kielanowicz *et al.* 2023**).** According to Chang et al. (2022) research, tourists are more likely to return when they see positive online suggestions and evaluations since they believe technology is useful (Zhang *et al.* 2023). This demonstrates how social effects affect visitors' decisions.

Although previous empirical research has made significant contributions, but some of the gaps still need to be filled (Yang *et al.* 2022). Past research has been done on many avenues, such as the relationship between perceived technology efficacy and social features and tourist behaviour has been explored by Agustina et al. (2023). However, still not much research has explored the mechanisms modifying and mediating these traits and the tourists' behaviour (Karasakal, Albayrak, 2022). Wu et al. (2021) explored a direct correlation between visitor happiness and technology efficacy, although the exact mechanisms underlying this relationship are uncertain. Viana et al. (2021) indicate in their work that tourists' behaviour is moderated by electronic word-of-mouth. Research has suggested that additional explanation is required for the mechanisms generating these effects (Alizadeh, 2021). The current research has primarily concentrated on Western environments, disregarding the unique socio-cultural dynamics and technological infrastructures of emerging travel hubs such as Saudi Arabia (Tang *et al.* 2023). Although it is unclear whether the findings of Yang, Mohd Isa, and Ramayah (2020) apply to Saudi Arabia's institutional and cultural context, they provided insightful information on technology and visitor experiences (Calvera-Isabal *et al.* 2023; Taddeo *et al.* 2022). There isn't much research on how contextual factors, such as perceptions of cost, service quality, and destination image, influence traveller behaviour (Jungjoo *et al.* 2022; Tsai, 2020). The majority of empirical research conducted in the past has employed qualitative techniques, neglecting the wealth of quantitative insights that may be gleaned from visitor narratives and personal experiences (Luo, 2022; Rather, 2023). Therefore, a thorough examination of the actions and intentions of tourists is also necessary (Batala, 2023). This understanding will be useful in comprehending the complicated temporal alterations and long-term implications of smart tourism technologies (Yang *et al.* 2023).

Regarding smart tourism technologies, the theory of planned behaviour and the acceptance model provides insight into tourist motivations and behaviours (Song, 2022). According to the Sharpley (2022) technology acceptability model, perceived technology's usefulness and simplicity affect its acceptability. The theory of planned behaviour states that attitudes, perceived behavioural control, and subjective norms all have an impact on intents and behaviours (Van Rheenen, Roberson, 2022). This study looks into the connections between passengers'pleasure with their travel experience, electronic word-of-mouth, self-congruity, and perceived smart tourism technology. Moreover, this research examines the effects of smart tourism technology on travellers' intents and behaviours. Understanding this information will help make more strategic decisions and promote eco-friendly travel.

1. Literature Review

Around the Richards (2021), smart tourism technology is revolutionising the travel industry, enhancing visitor experiences, and expediting destination management. IoT, AI, big data analytics, augmented reality, and smartphone apps are just a few of the new technologies that are being used to change every part of tourism **(**Mukhsin, Suryanto, 2023**;** Santana, 2021). With the use of Internet of Things sensors, tourist destinations, lodging facilities, and transportation systems may instantly track changes in the population, the environment, and the utilisation of resources **(**Ady *et al.* 2022**;** Tavitiyaman *et al.* 2024**).** This enhances resource allocation and population control. Moreover, the chatbots and virtual assistants driven by AI offer customis ed concierge services **(**Choe, Si Tou, 2024). These services provide immediate information, guidance, and support to tourists. Governments and destination marketers can learn important information about the interests and behaviours of tourists thanks to big data analytics **(**Gonzáles-Santiago *et al.* 2024). These data make it possible to create customized goods and services, targeted marketing campaigns, and financially sound travel laws. The use of augmented reality technologies to superimpose digital content on the real environment improves visitor experiences **(**Afzal *et al.* 2024). This produces engaging narratives, participatory educational materials, and gaming-like experiences. With the use of mobile apps that combine social networking, augmented reality, and location-based services, travelers may freely explore new locations, uncover lesser-known attractions, and instantly share their experiences with other travellers **(**Nematpour, Ghaffari, 2024**).** Stakeholder compatibility and communication within the tourism industry are also enhanced by smart tourism technologies (Danileț, Chifan, 2024**;** Ghnaim *et al.* 2023**)**. This facilitates stakeholder collaboration on projects related to destination management, marketing, and service delivery (Lambelanova, *et al.* 2022**;** Ngo, 2023). Adoption of smart tourism technology is difficult, nevertheless, due to privacy concerns, digital divide difficulties, cybersecurity dangers, ethical worries about data usage, and algorithmic limitations **(**Wang *et al.* 2024). Stakeholders, regulatory frameworks, and technology must all be involved in the responsible and equitable deployment of smart tourism solutions (Ansyah, 2022; Mullins, Byrd, 2022). Local communities and tourism will benefit.

The main elements need to be determined in order to test the hypothesis that tourists' opinions of smart tourism technology influence their future travel plans. The term "perceived smart tourism technology" describes how travellers assess the usefulness, inventiveness, and effectiveness of tourism technology **(**Guleria *et al.* 2024**;** Sopandi *et al.* 2023**)**. Perceived value, pleasurable encounters, and user-friendly interfaces are how smart technology enhances travel experiences **(**Barnawi, 2022; Yin *et al.* 2023). On the other hand, users' "temporal revisit intention" refers to their intention to visit a site again in the future Around the Richards (2021), smart tourism technology is revolutionising the travel industry, enhancing visitor experiences, and expediting destination management. IoT, AI, big data analytics, augmented reality, and smartphone apps are just a few of the new technologies that are being used to change every part of tourism (Mukhsin, Suryanto, 2023; Santana, MafÉ, PÉRez, 2021). With the use of Internet of Things sensors, tourist destinations, lodging facilities, and transportation systems may instantly track changes in the population, the environment, and the utilisation of resources (Ady, Moslehpour *et al.* 2022; Tavitiyaman *et al.* 2024). This enhances resource allocation and population control. Moreover, the chatbots and virtual assistants driven by AI

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H1. Perceived smart tourism technology significantly influences the temporal revisit intention of tourists.

Self-congruity in tourism is how well an individual's self-perception matches a destination or experience (Stumpf *et al.* 2020). Numerous studies show that self-congruity increases visitor return. Batala (2023) found that passengers who identified with a destination were more inclined to return. If tourists associated with the destination's image, Sharpley (2022) found, they were more inclined to return. These findings suggest that travellers with a positive self-image of a region will return. If a website's image resembles theirs, visitors may return (Rahman *et al.* 2021; Richards, 2021). This hypothesis states that people try to match their travel and spending habits with their self-image. When tourists see a location as a reflection of themselves, they feel more connected, fulfilled, and loyal (Tavitiyaman *et al.* 2024). It also emphasises location branding and marketing that matches passengers' goals and self-perceptions, creating emotional attachments and return travel (Gonzáles-Santiago *et al.* 2024). According to Nematpour, Ghaffari (2024), people want to return to a place where their self-perception matches reality. Empirical evidence supports this. This idea stresses destination management tactics that link visitors' self-image to locations (Wang *et al.* 2024). Congruence increases emotional bonds, contentment, and loyalty, which boosts repeat business and sustainable tourism.

H2. Self-congruity significantly influences the temporal revisit intention of tourists.

Several empirical research has linked travellers' intention to return, trip enjoyment, and perceived smart tourism technologies (Lello *et al.,* 2023; Sogaxa, Simpeh, 2022). Numerous studies have linked trip enjoyment to intelligent tourism technology perception (Bhatti *et al.* 2022; Ru, Fang, 2023). Smart tourism technology improves passengers' experiences, according to Huang et al. (2024) smart tourism apps improve visitor satisfaction. Travellers who see smart tourism technology as useful, convenient, and pleasurable have better experiences, researchers found (Tambunan *et al.* 2022; Ur Rehman *et al.* 2024). According to research, visitor happiness increases their likelihood of returning. Shaikh, Afshan, Anwar, Abbas, and Chana (2023) discovered that happy travelers were more likely to return. Positive experiences make visitors more likely to return, according to statistics. Razzaq and Akhtar (2024) found that overall travel satisfaction predicted tourists' return. This hypothesis was formed based on theoretical data explored on visitors' intentions to return and their perception of smart tourism technologies. Whether travellers return will depend on their satisfaction with their trip and smart tourism technologies (Jiang, Hong, 2023). According to Agustina et al. (2023), traveller' happiness with their trips affects how much of an impact smart tourism technology has on their propensity to return. For those who believe in them, intelligent tourism technologies enhance travel experiences, this raises the possibility of a follow-up appointment (Al-Sulaiti, 2022; Waty *et al.* 2023). The need of employing smart tourism technologies to raise visitor happiness is emphasised by this notion. As a result, this will encourage return travel and destination loyalty.

H3. Travel experience satisfaction significantly mediated the relationship between perceived smart tourism technology and tourist temporal revisit intention.

The complicated relationship between self-congruity, enjoyment of the trip, and tourist return has been examined in earlier empirical studies. Furthermore, numerous researchers have connected self-congruity to enjoying travel (Chienwattanasook *et al.* 2023; Maghrifani, 2022). According to Karasakal, Albayrak (2022) findings, travelers reported more satisfaction when they felt more in line with the viewpoint of the place they were visiting. According to research by Wu, Wong, Lin (2021), visitors were happier when they associated with a destination's image (Hussain, Jergeas, 2022; Jiang *et al.* 2023). These results imply that successful and pleasurable travel experiences are more likely to be had by tourists who

strongly identify with the image of a destination (Mangi *et al.* 2023). Past studies show that passengers' holiday happiness predicts their return. Alizadeh (2021) showed a strong link between travellers' likelihood of returning and their travel satisfaction. Rather (2023) found that happy tourists were more likely to return. Positive experiences make visitors more likely to return, according to statistics. Using empirical data, a hypothesis may be developed that travel experience satisfaction mediates the relationship between self-congruity and passengers'likelihood to return (Mitchell *et al.* 2022; Song, 2022). This hypothesis predicts that self-congruity and the likelihood of visitors returning will be significantly impacted by holiday happiness (Al Doghan, Abdelwahed, 2023; Van Rheenen, Roberson, 2022). This hypothesis states that the degree to which self-congruity influences a tourist's decision to return is significantly influenced by their happiness with their travel experiences (Choe *et al.* 2024; Wang *et al.* 2022). More precisely, people who have more satisfying travel experiences are those whose perspectives of themselves and the destination are more in sync. This raises the possibility of a follow-up appointment (Afzal *et al.* 2024). Enhancing travellers' enjoyment of their trips is a key component of this concept. Encouraging visitors'self-perceptions and visual representations of the location to be congruent promotes loyalty and return visits.

H4. Travel experience satisfaction significantly mediated the relationship between self-congruity and tourist temporal revisit intention.

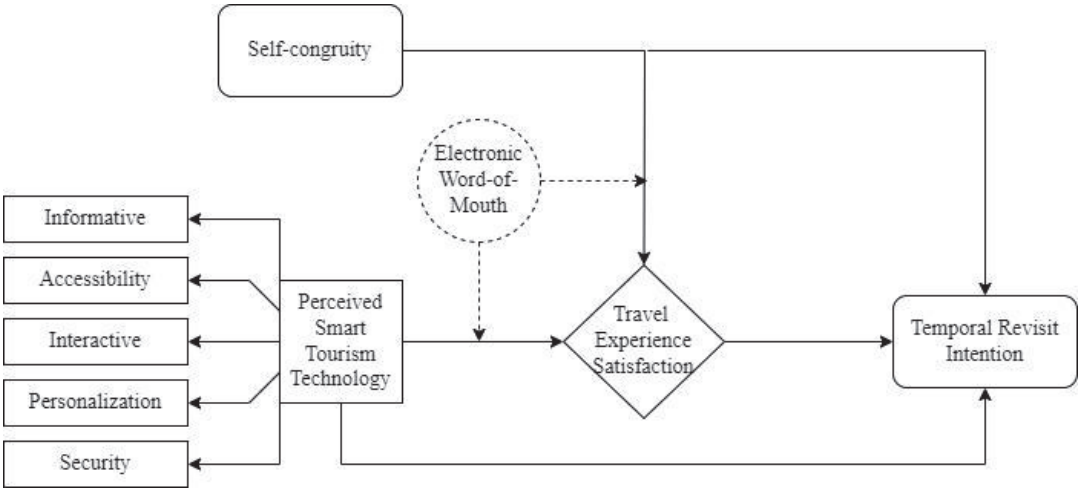
According to Krey, tom Dieck *et al.* (2023) research, Travellers' attitudes and behaviours are affected by eWOM. Hou *et al.* (2023) found that eWOM influenced passengers'decisions, including whether to return. Positive word-of-mouth boosted visitors'likelihood of returning and appeal ratings, according to Maghrifani (2022). Electronic word of mouth informs and influences travel plans, according to this study. Smart tourism technologies'effects on passengers'return plans have also been studied (Gierszewski *et al.* 2022). Jiang, Hong (2023) discovered that smart tourism technology evaluations boosted passenger return rates. Smart tourism technology made passengers more likely to return. Travellers who think smart tourism technologies will improve their trips are more likely to return (Huang *et al.* 2024). By presenting empirical data, one might hypothesise that electronic word-of-mouth influences tourists' intention to return and their perception of smart tourism technology (Ayesha, 2022; Yin *et al.* 2023). Electronic word-of-mouth may attenuate the association between smart tourism technologies and visitor return (Razzaq, Akhtar, 2024). This hypothesis suggests that favourable electronic word-of-mouth influences tourists'judgments of how much smart tourism technology boosts their likelihood of returning. Good electronic word-of-mouth can boost smart tourism technology' s impact on tourist retention (Guleria *et al.* 2024; Kim *et al.* 2023). Intelligent technology enhances travelers perspectives and experiences, making them return. Smart tourism campaigns need electronic word-of-mouth to boost destination loyalty and return visitors.

H5. Electronic word-of-mouth significantly moderates the relationship between perceived smart tourism technology and tourist temporal revisit intention.

Electronic word-of-mouth and the probability of repeat visits have been the subject of prior empirical studies. Numerous research (Danileț, Chifan, 2024; Loan *et al.* 2023; Nematpour, Ghaffari, 2024) have examined self-congruity and eWOM. Electronic word-of-mouth influences visitor opinions and behaviour according to numerous studies. Afzal et al. (2024) found that eWOM influenced passengers' decisions, including whether to return. Positive word-of-mouth boosted visitors' likelihood of returning and appeal ratings, according to Gonzáles-Santiago et al. (2024). This study found that eWOM can impact visitors'travel

decisions. Visitors' return rates are similarly linked to self-congruity. Choe, Si Tou (2024) discovered that travellers were happier when they thought their self-image matched a place's. This increased their want to return. Richards (2021) found that strong location identification increased passengers' pleasure and likelihood to return. These findings suggest that self-congruity affects travellers' happiness and return. It is possible to formulate a hypothesis by demonstrating that the relationship between self-congruity and travellers' future destination visits is moderated by electronic word-of-mouth (Nematpour, Ghaffari, 2024; Radev, Yankova, 2022). This can be accomplished by applying earlier empirical discoveries. Electronic word-of-mouth has a moderating effect, which significantly affects the relationship between self-congruity and travellers' likelihood of returning (Albarq *et al.* 2023; Alizadeh, 2021). The effect of self-congruity on visitors'likelihood of returning is influenced by the amount of positive electronic word-of-mouth they encounter (Viana *et al.* 2021). Positive electronic word-of-mouth can increase visitors' motivation to return and self-congruity. It increases visitors' favourable perceptions of a location and increases their likelihood of coming back (Wu *et al.* 2021). The purposeful use of electronic word-of-mouth to enhance destination branding and marketing is emphasised by this notion (Chang *et al.* 2022). The goal is to promote repeat business and destination loyalty.

H6. Electronic word-of-mouth significantly moderates the relationship of self-congruity and tourist temporal revisit intention. Perceived smart tourism technology significantly influences the temporal revisit intention of tourists.



Source: created by the authors.

Figure 1. **Theoretical Model**

2. Methodology

Perceived smart tourism technology, self-congruity, travel experience satisfaction, electronic word-of-mouth, and tourist temporal revisit intention in the future were all investigated. Saudi tourism destinations were the site of the research. 264 tourists were included in our convenience sampling. At popular tourist spots around the Kingdom, volunteers were asked to sign up and were given surveys. Data analysis using structural equation modelling (SEM) was done using Stata. This method made it possible to analyse complex interactions between multiple factors at once. The structural equation modelling

(SEM) completely explains the proposed relationships. Its capacity to examine both structural models and measurements inside a single analytical framework sets it apart. Scales from earlier studies were used in the study to demonstrate the validity and reliability of the measures (see *Table 1*). We measured the perceived intelligence of tourism technology using criteria from previous research projects that evaluated tourists' perceptions of the usefulness and effectiveness of the technology in enhancing their trip experiences. To measure self-congruity, tourists' self-perceptions and destination images were compared using approved scales. Hotel satisfaction, attraction satisfaction, and service satisfaction were measured. Tourism participants' engagement with online reviews, suggestions, and social media discussions served as a proxy for electronic word-of-mouth. Lastly, in order to ascertain the visitors' propensity to return, the study evaluated their temporal revisit intention. Likert scales ranging from strongly disagreeing to strongly agreeing were used to rate the respondents. Demographic information, including age, gender, nationality, and travel history, was gathered in order to put the poll results into context.

Table 1. Measurement Scales

Variable	Total Items	Reference
Perceived smart tourism technology	Twenty-three items	(Pai, Liu, Kang, & Dai, 2020)
Self-congruity	Three items	(Wang & Yan, 2022)
Travel experience satisfaction	Six items	(Hussain, Li, Kanwel, Asif, Jameel, & Hwang, 2023)
Electronic word-of-mouth	Seven items	(Hussain, Li, Kanwel, Asif, Jameel, & Hwang, 2023)
Temporal revisit intention	Four items	(Thipsingh, Srisathan, Wongsaichia, Ketkaew, Naruetharadhol, & Hengboriboon, 2022)

Source: created by the authors.

After the data was collected, statistics were utilised to assess the validity and reliability of the measuring scales. To test the previously proposed variable correlations, the structural model was estimated. To assess how well the proposed study model fits the data, we used model fit indices. To sum up, the research project employed a methodological approach to investigate the main factors influencing travellers' intentions and actions when they engage in smart tourism in Saudi Arabia.

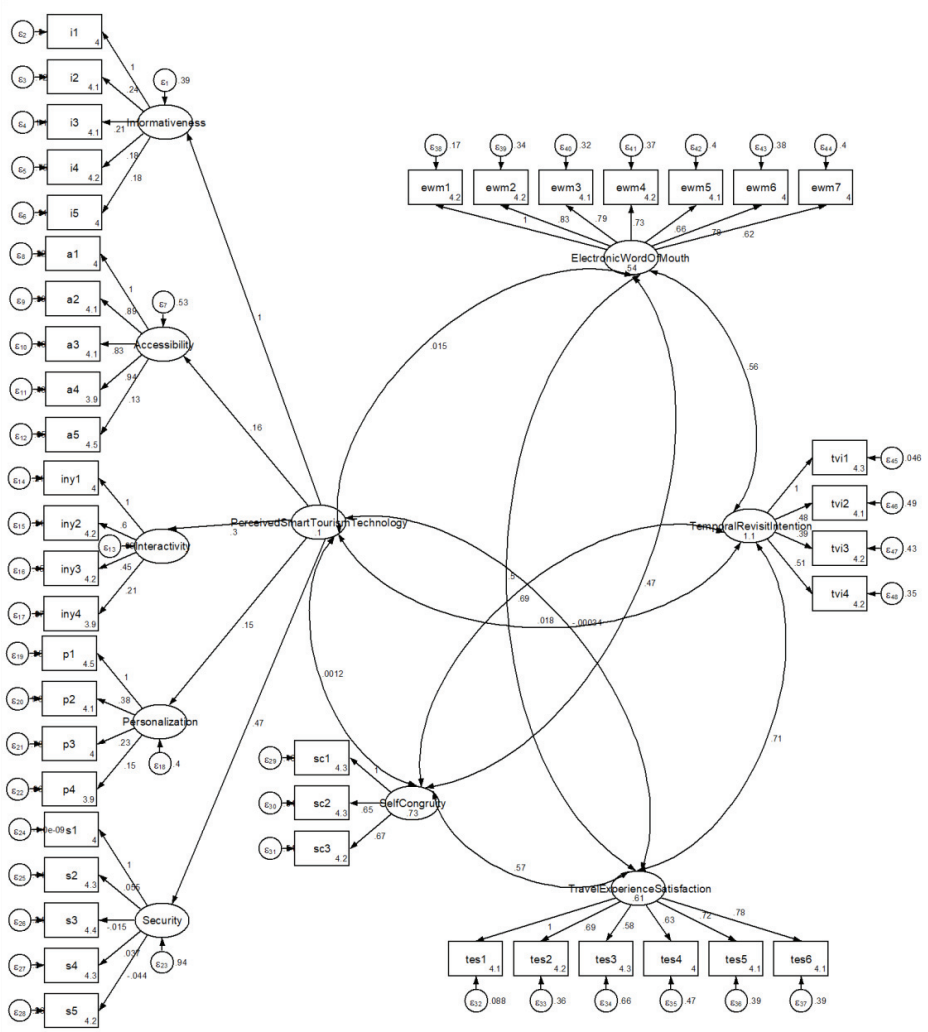
3. Results

Table 2 displays Cronbach's Alpha, composite reliability, and AVE for each research model variable. All the variables had good internal consistency and reliability. Perceived smart tourism technology is consistent with composite reliability of 0.867 and Cronbach's Alpha of 0.836. Perceived smart tourism technology has a moderate average variance extracted (AVE) of 0.519, meeting convergent validity requirements. Internal consistency is shown by self-congruity's 0.865 Cronbach's Alpha and 0.808 composite reliability. Convergent validity is shown by self-congruity's AVE of 0.544.

Table 2. Cronbach's Alpha, Validity, and Reliability confirmation

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Perceived smart tourism technology	0.836	0.867	0.519
Self-congruity	0.865	0.808	0.544
Travel experience satisfaction	0.800	0.868	0.526
Electronic word-of-mouth	0.828	0.857	0.569
Temporal revisit intention	0.770	0.819	0.560

Source: created by the authors.



Source: created by the authors.

Figure 2. **Estimated Model**

Travel experience pleasure is stable and reliable, with a Cronbach's Alpha of 0.800 and composite reliability of 0.868. AVE 0.526 indicates measurement convergence for travel experience satisfaction. Electronic word-of-mouth has strong internal consistency, with a Cronbach's Alpha of 0.828 and composite dependability of 0.857. Electronic word-of-mouth has a 0.569 AVE, indicating convergence. Temporal revisit intention has a Cronbach's Alpha of 0.770 and composite reliability of 0.819, indicating excellent internal consistency. AVE for temporal revisit intention is 0.560, indicating convergence. The results show that the measurement model is reliable and valid, allowing for stable data analysis and interpretation throughout the study.

Table 3. Confirmatory Factor Analysis

Measurement	OIM Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
I1	1.000	(constrained)				
I2	0.642	0.049	12.408	0.000	0.621	0.841
I3	0.672	0.053	12.027	0.000	0.647	0.884
I4	1.019	0.096	10.115	0.000	0.947	0.291
I5	3.971	0.045	84.895	0.000	0.886	0.287
A1	1.000	(constrained)				
A2	0.936	0.092	9.648	0.000	0.861	0.189
A3	0.976	0.092	10.067	0.000	0.906	0.234
A4	0.925	0.092	9.563	0.000	0.848	0.175
A5	1.105	0.099	10.581	0.000	1.037	0.397
Iny1	1.000	(constrained)				
Iny2	3.918	0.047	79.167	0.000	0.224	0.233
Iny3	0.937	0.093	9.563	0.000	0.859	0.192
Iny4	0.972	0.107	8.659	0.000	0.869	0.262
P1	1.000	(constrained)				
P2	1.065	0.085	11.923	0.000	1.024	0.319
P3	0.975	0.099	9.411	0.000	0.891	0.246
P4	1.018	0.094	10.257	0.000	0.949	0.287
S1	1.000	(constrained)				
S2	1.055	0.087	11.561	0.000	1.008	0.312
S3	1.050	0.089	11.238	0.000	0.998	0.311
S4	0.278	0.075	3.502	0.000	0.148	0.485
S5	1.006	0.077	12.465	0.000	0.974	0.233
SC1	1.000	(constrained)				
SC2	1.200	0.093	12.284	0.000	0.755	0.490
SC3	0.803	0.069	11.123	0.000	0.761	0.818
EWM1	1.000	(constrained)				
EWM2	0.846	0.071	11.276	0.000	0.804	0.939
EWM3	3.927	0.043	87.150	0.000	0.042	0.233
EWM4	3.827	0.046	78.358	0.000	0.100	0.127
EWM5	3.953	0.042	89.348	0.000	0.074	0.262
EWM6	4.036	0.043	89.710	0.000	0.166	0.357
EWM7	4.030	0.044	86.561	0.000	0.156	0.354
TES1	1.000	(constrained)				
TES2	3.906	0.042	88.682	0.000	0.021	0.208
TES3	3.783	0.051	70.099	0.000	0.094	0.088
TES4	3.833	0.044	82.212	0.000	0.040	0.129
TES5	3.830	0.041	88.397	0.000	0.043	0.119
TES6	0.927	0.083	10.591	0.000	0.870	0.158
TRI1	1.000	(constrained)				
TRI2	4.112	0.049	79.595	0.000	0.239	0.459
TRI3	4.059	0.055	69.975	0.000	0.165	0.412
TRI4	3.948	0.038	98.122	0.000	0.076	0.247

Source: created by the authors.

Table 3 shows the standardised component loadings and model fit indices for each research construct measuring item using confirmatory factor analysis (CFA). Convergent validity and measurement reliability are shown by all indicators'large and statistically significant factor loadings. Items related to perceived smart tourism technology (I1-I5) had substantial factor loadings of 0.642 to 3.971, all exceeding 0.5. Factor loadings range from 0.278 to 4.112 for self-congruity, electronic word-of-mouth, travel experience satisfaction, and temporal return intention. These findings substantiate the measuring model's construct validity and reliability, supporting study variable correlations. The proposed measurement model fits the data well, as shown by factor analysis. Standardised factor loadings, standard errors, z-scores, p-values, and confidence intervals for each assessment item show the study model's relationships' strength and importance. Confirmatory factor analysis demonstrates that the measuring model accurately measures smart tourism technology, self-congruity, travel experience satisfaction, electronic word-of-mouth, and tourist temporal return intention. These findings support data analysis and interpretation, exposing the complex interplay between technology, identity, enjoyment, and intention in smart tourism.

Table 4 shows the measurement items fitness statistics and original sample values for each study variable indicator. Fitness statistics reveal measuring item goodness-of-fit inside constructs. For perceived smart tourist technology, indicators like I4 and I5 have high fitness statistics of 0.774 and 0.914, showing excellent construct congruence. Self-congruity markers SC1 and SC3 had significant fitness statistics of 0.776 and 0.707, respectively, indicating their substantial relationship with the latent construct. Note that electronic word-of-mouth indicators EWM4 and EWM5 have high fitness values of 0.700 and 0.690, indicating their dependability in measuring the construct. The measurement items fitness statistics help evaluate construct measurement in the research framework by revealing the measurement model's validity and reliability.

Table 5 shows chi-square fit statistics, revealing the research model's goodness-of-fit. The likelihood ratio for the model versus saturated comparison is 2046.3329, indicating the degree of match between the proposed and saturated models. Additionally, the chi-square baseline comparison (913.81122) assesses the model's fit against the baseline. Both statistical analyses show 0.000 p-values, showing a substantial difference between the suggested model and the saturated and baseline models. These findings imply that while the proposed model does not exactly fit the data, it is significantly better than the baseline model. Overall, the chi-square fit statistics help evaluate model fit and validity by revealing how well the study model explains the observed data.

Table 4. Measurement Items Fitness Statistics

Variable	Indicator	Original Sample
Perceived smart tourism technology	I1	0.678
	I2	0.730
	I3	0.752
	I4	0.774
	I5	0.914
	A1	0.766
	A2	0.515
	A3	0.628
	A4	0.811
	A5	0.793
	Iny1	0.749
	Iny2	0.721
	Iny3	0.595
	Iny4	0.543
	P1	0.648
	P2	0.696
	P3	0.733
	P4	0.681
	S1	0.582
	S2	0.575
	S3	0.511
	S4	0.500
	S5	0.529
Self-congruity	SC1	0.776
	SC2	0.679
	SC3	0.707
Electronic word-of-mouth	EWM1	0.723
	EWM2	0.571
	EWM3	0.564
	EWM4	0.700
	EWM5	0.690
	EWM6	0.525
	EWM7	0.665
Travel experience satisfaction	TES1	0.755
	TES2	0.683
	TES3	0.709
	TES4	0.620
	TES5	0.646
	TES6	0.660
Temporal revisit intention	TRI1	0.812
	TRI2	0.851
	TRI3	0.683
	TRI4	0.827

Source: created by the authors.

Table 5. Chi-square Fit statistics

Fit statistic	Value	Description
Likelihood ratio	2046.3329	model vs. saturated
p > chi2	0.000	
chi2_bs(2728)	913.81122	baseline vs. saturated
p > chi2	0.000	

Source: created by the authors.

Table 6 shows R-square values and model goodness-of-fit statistics for saturated and estimated models. A Standardised Root Mean Square Residual (SRMR) of 0.062 indicates a fair match between the Saturated Model and the observed data. The Estimated Model has a significantly higher SRMR value of 0.077 than the saturated model, indicating a less optimum match. Both models have good goodness-of-fit indexes. R-square values for research variables in the estimated model show how much variance each variable explains. Self-congruity is the most influential variable, accounting for nearly half the temporal revisit intention variance, with an R-square value of 0.499. Travel experience happiness and perceived smart tourism technology also explain well, with R-square values of 0.167 and 0.232. These findings emphasise the importance of self-congruity in tourist behaviour and intentions, as well as the role of perceived smart tourism technology and travel experience satisfaction in model fit. *Table 5* illuminates the study model's explanatory capacity and goodness-of-fit to the data.

Table 6. R-square and Model Goodness of Fit Statistics

	Saturated Model	Estimated Model	R Square
SRMR	0.062	0.077	
Perceived smart tourism technology			0.167
Self-congruity			0.499
Travel experience satisfaction			0.232

Source: created by the authors.

Table 7. Path Analysis

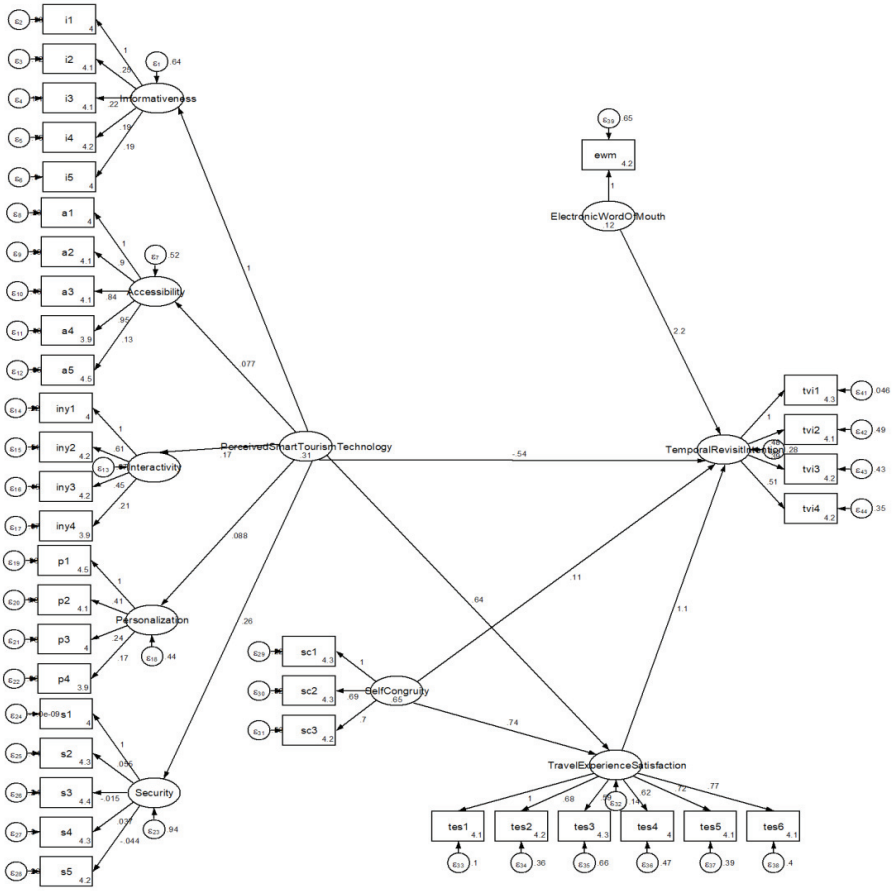
	OIM Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
Perceived smart tourism technology significantly influences the temporal revisit intention of tourist.	0.623	0.220	4.239	0.000	0.369	0.494
Self-congruity significantly influences the temporal revisit intention of tourists.	0.849	0.093	7.559	0.000	0.249	0.729
Travel experience satisfaction significantly mediated the relationship of perceived smart tourism technology and tourist temporal revisit intention.	0.182	0.057	2.536	0.000	0.070	0.294
Travel experience satisfaction significantly mediated the relationship of self-congruity and tourist temporal revisit intention.	0.818	0.081	8.348	0.000	0.502	0.675
Electronic word-of-mouth significantly moderates the relationship of perceived smart tourism technology and tourist temporal revisit intention.	0.520	0.128	3.557	0.000	0.270	0.771
Electronic word-of-mouth significantly moderates the relationship of self-congruity and tourist temporal revisit intention.	0.536	0.132	3.663	0.000	0.278	0.794

Source: created by the authors.

In *Table 7*, path analysis links perceived smart tourism technology, self-congruity, travel experience satisfaction, electronic word-of-mouth, and tourist temporal revisit intention. The positive path coefficient of 0.623 between perceived smart tourism technology and tourist temporal revisit intention suggests that tourists who find it successful and entertaining are more inclined to return. A route coefficient of 0.849 shows that self-congruity increases tourist temporal return intention. Tourists return more if they identify with a place's image, underlining the need to match destination products to tourists self-concepts. Path analysis shows that travel experience pleasure mediates the links between perceived smart tourism

technology, self-congruity, and tourist temporal revisit intention. Through travel experience happiness, perceived smart tourism technology indirectly increases temporal revisit intention with a route coefficient of 0.182. Travel experience satisfaction affects self-congruity and tourist temporal return intention, with a path coefficient of 0.818. Offering excellent travel experiences to generate location loyalty by influencing tourists' intentions to return through perceived technology effectiveness and self-congruity is crucial.

Electronic word-of-mouth moderates the relationships between perceived smart tourism technology, self-congruity, and tourist temporal revisit intention, according to route analysis. Electronic word-of-mouth moderates the relationship between perceived smart tourism technology and visitor temporal return intention (0.520). A route coefficient of 0.536 moderates self-congruity and tourist temporal return intention via electronic word-of-mouth. Positive online peer recommendations boost the effects of perceived technology efficacy and self-congruity on tourist intentions to return, demonstrating the importance of digital advocacy in destination loyalty and tourist behaviour. Table 6 shows how smart tourism technology, self-congruity, travel experience satisfaction, and electronic word-of-mouth affect visitor temporal revisit intention.



Source: created by the authors.

Figure 3. **Structural Model for Path Analysis**

4. Discussion

This research looked into how place management strategies, traveller preferences, and smart tourism technologies are all connected in complicated ways. The results of this investigation indicate that the travel and tourism industry is experiencing notable transformations as a result of increased connectivity and digital disruption. Travellers' preferences and technological advancements are shaping the modification. In a changing environment, this study looked at the relationship between travellers' propensity to return, self-consistency, electronic word-of-mouth, and perceived smart tourism technologies. This session looks at the complex interactions between various elements to find out how they affect the intents and behavior of visitors. The purpose of this discussion is to better understand how these dynamics affect destination stakeholders as they negotiate the always changing tourist environment.

It investigates how widely held beliefs impact perceptions of smart tourism technology, self-congruity, contentment with travel, and aspirations for future tourism. The first hypothesis is supported by visitors' perceptions of smart tourism technologies, which significantly boosted their likelihood of returning. Interventions driven by technology could change how visitors behave. These results validate research demonstrating the positive effects of smart tourism technologies on visitor experiences and destination loyalty. Found that visitors who find smart tourism technologies pleasurable and beneficial are more inclined to come again. To meet the expectations of contemporary tourists and boost competitiveness and sustainability, destination stakeholders should invest in mobile apps, IoT sensors, and AI-driven services (Tavitiyaman *et al.* 2024). According to the second hypothesis, destination loyalty is increased when visitors' self-concepts align with their perceptions of the place. This hypothesis indicated that self-congruity greatly influences tourists temporal return intention. The findings support self-congruity, visitor behaviour and location attraction studies. Identifying with a destination increases passenger satisfaction and return, according to. This suggests destination marketers should sell to passengers identities and goals to encourage repeat trips. Authentic, culturally relevant, and personalised travel experiences can enhance visitor connection and belonging, supporting long-term tourist engagement and sustainable destination development (Afzal *et al.* 2024). Discussion also explores how the theories relate to marketing and tourism management. Travel experience satisfaction mediates the relationship between visitors' temporal return intention and smart tourism technology perception, stressing the importance of current technologies' smooth and memorable travel experiences. To boost traveller happiness and return, suggest destination stakeholders priorities of engagement personalisation, and service quality throughout the tourist trip. Electronic word-of-mouth moderates the relationship between self-congruity and tourist temporal return intention, underlining the importance of destination narratives and peer-to-peer recommendations on digital platforms and social networks. EWOM increases online exposure, attractiveness, and reputation, promoting visitor advocacy and loyalty. Acceptance of the hypothesis shows how hard it is for travellers to make decisions and how important integrated, technologically advanced solutions are for visitor satisfaction and destination growth.

The accepted hypotheses' effects on self-congruity, traveller intentions, and smart tourism technology perspectives are examined in the discussion chapter, with a focus on the mediating role of travel experience satisfaction and the moderating effect of eWOM. The third hypothesis highlights the importance of innovative technological solutions in providing

positive travel experiences by demonstrating how travel experience satisfaction significantly influences the relationship between perceived smart tourism technology and visitors' temporal revisit intention. Found that travellers' likelihood of returning is influenced by how satisfied they are with their travel experiences, highlighting the importance of smart tourism technologies. Smart technology can be adopted by stakeholders to enhance service, personalisation, and interactivity, hence increasing destination loyalty and repeat business (Afzal *et al.* 2024). Destinations may be able to develop engaging travel experiences that align with travellers' interests and objectives through the use of real-time data, AI-driven concepts, and interactive experiences, which will increase growth and return business. The fourth hypothesis states that positive destination narratives and peer-to-peer referrals depend on digital platforms and social networks. It was predicted that electronic word-of-mouth would dramatically reduce visitor temporal return intention and self-congruity. According to earlier studies (Stumpf *et al.* 2020; Wu *et al.* 2021), eWOM influences travellers' attitudes, behaviours, and beliefs. Found that favorable eWOM increases visitors' preferences and return. Destination marketers should promote authentic travel experiences and destination endorsement on social media, review websites, and online forums. Building an online reputation and employing user-generated content can boost destination awareness, trustworthiness, and attraction. This encourages return and growth. Discussion also explores how the theories relate to marketing and tourism management. Electronic word-of-mouth, self-congruity, pleasant travel experiences, and smart tourism technology promote destination design and promotion. By matching offers to modern travellers' interests, ambitions, and social networks, destinations may provide real, personalised, and socially engaged experiences. Acceptance of the hypothesis implies destination stakeholders must innovate, collaborate, and digitise to fulfil tourist needs and market realities. Technology, experience, identity, and advocacy may boost visitor engagement, loyalty, and sustainable growth in a competitive global tourism business.

The relationship between eWOM and visitors' temporal return intention, self-congruity, and perceived smart tourism technology is investigated. Fifth hypothesis: traveller behaviour and intentions are influenced by online peer recommendations. It implies that tourist temporal return intention and smart tourism technologies are significantly moderated by electronic word-of-mouth. Positive eWOM, according to, boosts visitor preferences and retention. In general, user-generated content and effective online interactions should be given top priority by destination stakeholders. Enhancing destination advocacy can be achieved through sharing real-life holiday experiences on social media, review platforms, and online forums. EWOM can boost a place's online attractiveness, exposure, and reputation, which encourages growth and repeat business (Maghrifani, 2022). The sixth hypothesis, if accepted, emphasises the use of social media and digital platforms to generate good traveller stories and peer recommendations. According to this theory, electronic word-of-mouth considerably influences travellers' intentions and self-congruity regarding their intended temporal return. According to earlier studies, eWOM influences travellers' attitudes, behaviours, and beliefs. Found that visitors who find smart tourism technologies pleasurable and beneficial are more inclined to come again. Destination marketers should promote authentic travel experiences and destination endorsement on social media, review websites, and online forums. Building an online reputation and employing user-generated content can boost destination awareness, trustworthiness, and attraction (Al-Sulaiti, 2022). This encourages return and growth. Discussion also explores how the theories relate to marketing and tourism management. Smart tourism technology, self-congruity, and electronic word-of-mouth highlight destination design

and advertising. By matching offers to modern travellers' interests, ambitions, and social networks, destinations may provide real, personalised, and socially engaged experiences. Acceptance of the hypothesis implies destination stakeholders must innovate, collaborate, and digitise to fulfil tourist needs and market realities. Technology, identity, and advocacy help destinations compete globally in tourism.

All six of the hypotheses have been confirmed, demonstrating that travelers choose from a range of options and that intelligent tourism technologies can alter travellers' experiences and behaviours while they are travelling. This study demonstrates the interdependence of important factors influencing tourists' likelihood of returning. This study looks at the relationships between self-congruity, electronic word-of-mouth, travel experience satisfaction, and perceived technology efficacy. In order to survive in the digital age, destinations need to embrace creativity, cooperation, and customer-focused initiatives. This plan will optimise visitor memories, sustainable growth, and destination loyalty. By fusing technology, identity, and advocacy, destinations have the potential to spearhead the transformation in smart tourism. In the highly competitive global tourism industry, this will create new opportunities for students to engage, network, and thrive.

Lastly, the intricate dynamics of visitor behaviours and intentions in smart tourism technology have been clarified by our research. The findings of this research have benefited academics, tourism stakeholders, and destination managers. This study has enhanced tourism and technology adoption research theoretical frameworks by examining the linkages between perceived smart tourism technology, self-congruity, contentment with the travel experience, electronic word-of-mouth, and the intention of tourists to revisit the area in the future. The results highlight the significance of destination experiences that are immersive, customised, and technologically sophisticated in order to boost visitor pleasure and loyalty. The results also demonstrate how traveller behaviour and intentions are significantly influenced by self-congruity, perceived technology efficacy, and happiness with the trip experience. Tourist views and intentions are positively impacted by social connections and peer recommendations, as evidenced by the moderation of electronic word-of-mouth. This emphasises how location supporters should use social media and digital channels to increase support, visibility, and reputation. To gain a deeper understanding of the actions and intentions of digital tourists, future research can look at contextual implications, temporal dynamics, and other topics. Although the study had limitations, it offered valuable information. These restrictions present opportunities for research. This study adds to our knowledge of the variables related to smart tourism that influence the intentions and behaviour of travellers. Additionally, it offers doable and efficient advice as well as suggestions for managing and marketing destinations to encourage sustainable tourism and increase competitiveness in a technologically advanced, globalised world.

Implications of the study

This research illuminates the complex processes that influence tourist behaviour and intents in smart tourism technologies. This study examines perceived smart tourism technology, self-congruity, travel experience satisfaction, electronic word-of-mouth, and tourist temporal revisit intention to improve tourism and technology adoption theories. First, perceived smart tourism technology greatly influences visitors' returns, emphasising the importance of technological advances in destination competitiveness and visitor experiences. Self-congruity's considerable effect on tourist temporal revisit intention shows the psychological roots of destination loyalty and the relevance of matching destination images with visitors' self-concepts to create emotional connections and repeat travel. Immersive and

tailored travel experiences can change destination loyalty and satisfaction, since travel experience satisfaction mediates the linkages between perceived technological effectiveness, self-congruity, and tourist revisit intentions. Electronic word-of-mouth moderates significant variable linkages, revealing how peer recommendations and social interactions affect visitors' attitudes and intentions. Theoretical insights on digital visitor habits and desires inform future research and strategic initiatives for sustainable tourism development and destination management.

This research helps destination managers, stakeholders, and marketers increase competitiveness and tourism experiences in smart tourism. Invest in smart tourism technologies to boost destination offers and satisfaction. Destination managers should prioritise mobile apps, IoT devices, and AI-driven services to improve visitor experiences, allow smooth navigation, and deliver personalised suggestions by understanding how perceived technology efficacy affects tourist revisit intentions. Self-congruity emphasises the need for destination branding and marketing that matches tourists' identities and goals to develop emotional attachments and repeat visits. High-quality, engaging, and personalised travel experiences generate visitor happiness and loyalty. Targeting individual likes and expectations with data analytics, customer feedback, and service customisation can help destination stakeholders boost competitiveness and reputation. Digital platforms and social networks must promote positive destination narratives and peer recommendations due to electronic word-of-mouth's moderating effects. Engaging travellers on social media, review sites, and online forums can increase a destination's online exposure, reputation, and attractiveness by promoting return visits and advocacy. These practical effects assist destination managers and marketers enhance guest experiences, generate loyalty, and accomplish sustainable tourism goals.

Limitations and Future Research Directions

Although informative, this research includes disadvantages that can be addressed in future studies. Cross-sectional data may make causal links difficult to establish in the study. The expected links have been supported, but longitudinal research could disclose the temporal dynamics of tourist activities and intents, allowing for their examination across time. The study neglected contextual factors including destination attributes, cultural differences, and socio-economic backgrounds that may affect the relationships, focusing instead on tourist perceptions and intents. Smart tourism technology research could evaluate how these contextual factors affect tourist conduct, expanding our understanding of the complex link between technology adoption, destination experiences, and visitor behaviour. The study also explored how perceived smart tourism technology, self-congruity, travel experience satisfaction, and electronic word-of-mouth affected tourist revisit intentions, but not destination image, service quality, or pricing perception. The research approach could include these characteristics to better understand tourist behaviour and intentions. The study focused on visitor revisit intentions rather than location loyalty, satisfaction, and post-visit behaviours. These findings and visitor revisit intents may explain smart tourism behaviour and intentions. Finally, the study's sample and context may limit generalis ability. The research findings could be replicated in multiple destinations and cultures to verify their resilience and applicability, boosting their external validity and smart tourism knowledge.

Conclusions

The tourist industry has seen significant global transition, and one factor contributing to this change has been the adoption of new technologies. Thus, the goal of this research is to investigate how technology-related elements affect tourists' satisfaction with their travel experiences and intentions to return. The study's conclusions advise managers and decision-makers in the travel sector to integrate smart tourism technologies at the operational level to improve visitor satisfaction and increase travelers' intentions to return in the future. Furthermore, it is important to use efficacious tactics aimed at augmenting affirmative electronic word-of-mouth, as this can significantly contribute to elevating visitor pleasure and temporal revisit inclinations. The study's conclusions give decision-makers guidance and open up new research opportunities for other scholars.

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TURISTŲ ELGSENOS ATSKLEIDIMAS IŠMANIŲJŲ TURIZMO TECHNOLOGIJŲ IR SOCIALINĖS ĮTAKOS LAIKAIS

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SANTRAUKA

Šiuo tyrimu siekiama ištirti esamą ryšį tarp suvokiamų išmaniųjų turizmo technologijų ir savęs atitikimo su pasitenkinimu kelionių patirtimi ir turistų laiko peržiūros ketinimu. Be to, šiame tyrime pasitenkinimas kelionių patirtimi buvo naudojamas kaip tarpininkaujantis kintamasis, o elektroninis žodis iš lūpų į lūpas – kaip nuosaikus kintamasis tarp suvokiamų išmaniųjų turizmo technologijų, savęs atitikimo ir turistų laiko peržiūros ketinimų santykio. Tyrime dalyvavo 264 turistai iš įvairių turistinių vietų Saudo Arabijoje. Siekiant šio tyrimo tikslo, tyrime buvo naudojama STATA programinė įranga su SEM (struktūrinių lygčių modeliavimo) metodu. Šio tyrimo išvados parodė reikšmingą ryšį tarp tiesioginio ryšio tarp suvokiamų išmaniųjų turizmo technologijų ir savęs atitikimo su turistų laiko peržiūros ketinimais. Be to, išvados taip pat patvirtino, kad ryšį tarp suvokiamų išmaniųjų turizmo technologijų, savęs atitikimo ir turistų laiko peržiūros ketinimų taip pat moderuoja elektroninis žodis iš lūpų į lūpas ir tarpininkauja pasitenkinimas kelionių patirtimi. Šis tyrimas prisideda prie turizmo pažangos ir su technologijų panaudojimu susijusių teorijų. Paskirties vietų valdytojai ir rinkodaros specialistai gali naudoti išmaniąsias turizmo technologijas, didinti lankytojų lojalumą ir maksimaliai padidinti turistų pasitenkinimą, kad padidintų konkurencingumą ir patirtį. Remiantis šiuo tyrimu, elektroninis žodis iš lūpų į lūpas daro įtaką turistų nuomonei ir ketinimams. Jame pabrėžiama, kad vietos turi sudominti keleivius socialiniuose tinkluose ir skaitmeninėse platformose.

REIKŠMINIAI ŽODŽIAI: suvokiamos išmaniosios turizmo technologijos; savęs atitikimas; pasitenkinimas kelionių patirtimi; elektroninis žodis iš lūpų į lūpas; laikinas pakartotinis ketinimas.

Appendix 1

Perceived smart tourism technology

Informativeness

1. When exploring tourist sites in the Kingdom of Saudi Arabia, Smart Tourism Technology furnishes me with valuable insights about the destination and my journey.
2. When exploring tourist sites in the Kingdom of Saudi Arabia, Smart Tourism Technology offers me useful information about the destination and my journey.
3. When exploring tourist sites in the Kingdom of Saudi Arabia, Smart Tourism Technology equips me with pertinent information about the destination and my journey.
4. When exploring tourist sites in the Kingdom of Saudi Arabia, Smart Tourism Technology provides me with valuable information about the destination and my journey.
5. When exploring tourist sites in the Kingdom of Saudi Arabia, Smart Tourism Technology offers me beneficial insights about the destination and my journey.

Accessibility

1. When exploring tourist sites in the Kingdom of Saudi Arabia, I can utilise Smart Tourism Technology anytime and anywhere.
2. When exploring tourist sites in the Kingdom of Saudi Arabia, I can effortlessly utilise Smart Tourism Technology.
3. When exploring tourist sites in the Kingdom of Saudi Arabia, I can easily locate Smart Tourism Technology.
4. When exploring tourist sites in the Kingdom of Saudi Arabia, I can search without a complicated sign-up process at tourism websites.
5. When exploring tourist sites in the Kingdom of Saudi Arabia, I can easily access Smart Tourism Technology from a variety of other related websites.

Interactivity

1. When exploring tourist sites in the Kingdom of Saudi Arabia, I encounter numerous other travellers' questions and answers on Smart Tourism Technology.
2. When exploring tourist sites in the Kingdom of Saudi Arabia, the Smart Tourism Technology I utilise is highly responsive to my needs.
3. When exploring tourist sites in the Kingdom of Saudi Arabia, the Smart Tourism Technology I utilise is interactive.
4. When exploring tourist sites in the Kingdom of Saudi Arabia, it is easy for me to share tourism information content on Smart Tourism Technology.

Personalisation

1. When exploring tourist sites in the Kingdom of Saudi Arabia, Smart Tourism Technology enables me to receive tailored information.
2. When exploring tourist sites in the Kingdom of Saudi Arabia, Smart Tourism Technology provides me with easy-to-follow paths and links.
3. When exploring tourist sites in the Kingdom of Saudi Arabia, the tourism information provided by Smart Tourism Technology meets my needs.
4. When exploring tourist sites in the Kingdom of Saudi Arabia, I can interact with Smart Tourism Technology to acquire information tailored to my specific needs.

Security

1. When using Smart Tourism Technology, I am confident that my personal information is protected.
2. When using Smart Tourism Technology, I trust that my privacy is safeguarded.
3. When using Smart Tourism Technology, I am assured about the security of sensitive information.
4. I have concerns that my personal information could be subject to misuse and unauthoris ed access when transacting through Smart Tourism Technology.
5. Smart Tourism Technology provides adequate security to protect my personal information.

Self-congruity (SC)

1. The image of a typical tour of the destination is consistent with mine.
2. People with a similar image to mine tend to go to the destination.
3. The destination image is consistent with my image.

Electronic word of mouth

1. I often read other tourists' online travel reviews to gauge what destinations make a good impression on others.
2. To ensure I select the right destination, I frequently peruse other tourists' online reviews.
3. I frequently refer to other tourists' online reviews of appealing destinations for guidance.
4. Before embarking on a trip to a specific destination, I routinely gather information from tourists' online travel reviews.
5. If I neglect to read tourists' online travel reviews before visiting a destination, I harbour concerns about the decision-making process.
6. When planning a trip to a destination, tourists' online travel reviews instil confidence in my decision to travel there.
7. I actively encourage others to share their travel and tourism-related opinions through electronic word of mouth (eWOM).

Tourist satisfaction

1. I thoroughly enjoyed my visit to China.
2. I strongly prefer this destination over others.
3. I harbour positive feelings regarding my experience in China.
4. This experience perfectly fulfils my expectations.
5. I believe my decision to purchase this trip was a wise one.
6. Overall, my visit was thoroughly pleasant and satisfying.

Temporal revisit intention

1. I intend to revisit the Kingdom of Saudi Arabia again next year.
2. I plan to return to the Kingdom of Saudi Arabia in 2 or 3 years.
3. My intention is to revisit the Kingdom of Saudi Arabia after 3 years.
4. I anticipate returning to the Kingdom of Saudi Arabia again when I have leisure time, such as during holidays.