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**ANTECEDENTS AND CONSEQUENCES OF TOURIST VISIT INTENTION  
AT SMART TOURIST DESTINATIONS**

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**Abstract**

Tourist destinations require the use of digital technology or smart tourism destinations for optimization so that they can provide convenience for tourists. However, there are several destinations that have not implemented the smart tourism destination concept due to blank spots and telecommunication signal problems. In addition, there has been a decline in tourists, especially domestic tourists, in several points in Indonesia, one of which is in Papua and Labuan Bajo. The data used in this study is primary data sourced from the results of filling out a questionnaire via Google Form. The research sample was selected using a purposive sampling method. Data analysis used for hypothesis testing is structural equation modeling (SEM) analysis. The results of the study indicate that E-Attitude, Perceived Environmental Sustainability, and Destination Image have a positive effect on Smart Tourism Destinations Visit Intentions. The results also show that Smart Tourism Destinations Visit Intentions have a positive effect on Smart Tourism Destinations Visiting Behavior. However, resource efficiency norms and tourist-perceived value do not affect smart tourism destinations' visit intentions. The results of this study provide information that companies also need to be proactive in responding to various issues related to changes in the technological superiority of tourist destinations and the need for equitable development of tourism technology throughout Indonesia.

**Keywords:** E-Attitude, Resource Efficiency Norms, Perceived Environmental Sustainability, Tourist Perceived Value



## INTRODUCTION

Sustainability has become a crucial focus in the development of organizations and commercial activities, including the tourism sector (Jung et al., 2020; Sheth & Parvatiyar, 2021). In the last decade, the concept of Smart Tourism Destinations (STD) has grown in line with changing tourist behavior and the use of digital technology (Buckley et al., 2015). However, despite this transformation, various challenges such as environmental damage, pollution, and overtourism can hinder the achievement of sustainable tourism.

To address these challenges, the Theory of e-Consumption Behavior (TeCB) approach can be used because it expands the TPB by adding elements of e-attitudes, efficiency norms, destination image, and sustainability perceptions (Kumar & Dahiya, 2017). Travelers now expect experiences integrated with technology, from information and booking to interaction with the environment.

STDs are defined as innovative destinations that incorporate smart technology to optimize resources for tourists, industry players, and the government (Mandic & Kennell, 2021). STDs not only offer value-added services through digitalization but also promote environmental and social values (Cavalheiro et al., 2020; Tavitiyaman et al., 2021). Furthermore, public facilities, destination image, and price also influence tourist appeal (Mandic & Garbin, 2019).

Smart tourism also encompasses digital applications such as websites, social media, and online travel agencies (Neuhofer et al., 2015; Huang et al., 2017). In Indonesia, smart tourism development is focused on five Super Priority Tourism Destinations (DPSP): Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Likupang. These destinations have begun adopting technologies such as booking and visit management apps to enhance the tourist experience.

Statistics Indonesia (BPS) data (2025) shows that domestic tourist trips will increase from 839 million in 2023 to over 1 billion in 2024. However, some regions, such as Papua, are experiencing a decline in visits. This underscores the importance of strengthening the promotion and implementation of more equitable STDs. Through STDs, local tourists are encouraged to explore more domestic destinations with safe, interactive, and sustainable experiences.

## LITERATURE REVIEW

### **Theory of E-Consumption Behavior (TECB)**

The Theory of E-Consumption Behavior (TECB) is an extension of the TPB because tourists' e-consumption behavior (i.e., STD visit behavior) cannot be

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explained solely by their attitudes, subjective norms, and perceived behavioral control (Hasan et al., 2024). This suggests that additional factors influence tourists' intentions and behavior in choosing technology-based destinations.

### **E-Attitude**

E-attitude is an individual's psychological disposition to favor or disfavor the use of information and communication technology to store, retrieve, and transmit information electronically in digital form (Hasan, 2022b). This concept is becoming increasingly relevant in the digital age, where preferences for technology use significantly influence various aspects of travel. E-attitude is also described as the extent to which a person evaluates electronic media positively or negatively (Berhe et al., 2020).

### **Resource Efficiency Norms**

Resource efficiency norms are expectations or standards that are widely accepted in society (Farrow et al., 2017). These norms serve as behavioral guidelines that encourage people to use resources efficiently and sustainably. Essentially, norms are of two types: imperative and descriptive (Linek & Ostermaier-Grabow, 2018). Imperative norms are often manifested in the form of legal regulations or government policies to regulate resource use. Descriptive norms involve individuals' perceptions of what is typically expected or practiced (Conner, 2020).

### **Perceived Environmental Sustainability**

Perceived environmental sustainability is a condition in which resources such as wildlife, water, and air are preserved for future generations (McNeely, 2021). This concept emphasizes the importance of maintaining a balance between human needs and environmental sustainability. Perceived environmental sustainability is also defined as an ecological condition in which natural biodiversity reduces environmental pollution and carbon emissions, while conserving natural resources (Baloch et al., 2023).

### **Tourist Perceived Value**

Tourist perceived value is the outcome or benefit experienced by consumers for their efforts (Jiang et al., 2018). This concept encompasses the emotional, functional, and social experiences tourists gain from a destination or service. The impact of a company's environmental activities on the environment, society, and stakeholders is crucial for determining the value consumers perceive (Abdulalem & Abdullah, 2019).

### **Destination Image**



Destination image is the ideas, expectations, and emotions tourists have about a place, reflecting associations and pieces of information related to the destination (Dewi et al., 2024). Destination image is also defined as a synthesis of visitors' emotions, beliefs, ideas, and feelings about a location (Anggraeni et al., 2021). A positive destination image will shape positive perceptions in tourists' minds and encourage their interest in visiting. This perception will influence tourists' decisions.

### **Smart Tourism Destinations Visit Intentions**

Smart tourism destination visit intentions are effective in generating a process of tourist visits to a destination (Mirabi et al., 2015). Tourists' revisit intentions are significantly related to their happiness towards environmentally friendly destinations (Pai et al., 2020). This happiness encompasses the positive emotional experiences tourists experience during their visit, which then encourages them to plan a return visit.

### **Smart Tourism Destinations Visiting Behavior**

Smart tourism destination visiting behavior is the process by which individuals select, travel to, and evaluate a destination (Ghosh & Mukherjee, 2023). This process involves many factors, including personal preferences, recommendations, and destination accessibility. Behavior also refers to actions measured against generally accepted standards (Godey et al., 2016). In the tourism context, tourist behavior often reflects social trends and values.

## **RESEARCH METHOD**

This study employed a quantitative approach with primary data collection through an online survey using Google Forms. Data were collected during March 2025 from respondents who were domestic tourists who had visited tourist destinations in Indonesia that had implemented Smart Tourism Destinations (STD), such as digital ticketing, cashless payments, and QR-based information. The sampling method used was non-probability sampling with a purposive sampling technique, where only respondents who met certain criteria were included in the study. A total of 186 respondents were analyzed.

Data analysis was conducted using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. Validity testing was conducted based on factor loading values with a threshold of  $\geq 0.45$ , considering the sample size of 186 respondents. All indicators in the study showed factor loading values above the threshold, thus being declared valid. Reliability testing based on Cronbach's alpha values showed that all variables had values above 0.700,



indicating that the research instrument was reliable. After the measurement model (outer model) was declared valid and reliable, the analysis continued with testing the structural model (inner model) through evaluating the R<sup>2</sup> value to determine the contribution of the independent variables in explaining the dependent variable.

## RESULTS AND DISCUSSION

### Descriptive Statistics Results

**Table 1**  
**Descriptive Statistics of E-Attitude Variables**

No	Statement	Mean	Std. Deviation
E-Attitude			
EA 1	Information and communication technology in technology-based tourist destinations is a great idea.	4.435	0.585
EA 2	Information and communication technology in technology-based tourist destinations is a wise decision.	4.505	0.633
EA 3	Information and communication technology used by technology-based tourist destinations is beneficial.	4.548	0.549
Average		4.496	

Source: Data processed using SPSS

Based on Table 1 above, it can be seen that the mean value of the E-Attitude variable is 4.496, which means that on average, respondents feel that the application of information and communication technology in technology-based tourist destinations is a good idea and the right decision, because its use provides significant benefits for destination development and improving the tourist experience. The standard deviation value of all indicators used to measure the average variable ranges from 0.5 - 0.6, which indicates that there is a wide variation in respondents' answers regarding this variable.

**Table 2**  
**Descriptive Statistics Variable Resource Efficiency Norms**

No	Statement	Mean	Std. Deviation
Resource Efficiency Norms			
REN 1	Technology-based tourist destinations install low-flow water.	4,199	0.702



No	Statement	Mean	Std. Deviation
REN 2	Technology-based tourist destinations are installing LED or CFL light bulbs.	4,382	0.664
REN 3	Technology-based tourist destinations use insulation in buildings to reduce heating and cooling energy use.	4,355	0.666
Average		4,312	

Source: Data processed using SPSS

Based on Table 2 above, it can be seen that the mean value of the Resource Efficiency Norms variable is 4.312, which means that respondents identified technology-based tourist destinations as places that implement various energy efficiency efforts, such as installing low-flow water taps, using LED or CFL light bulbs, and implementing building insulation to reduce energy consumption in heating and cooling systems. And the standard deviation value of all indicators used in measuring the variable ranges from 0.6 to 0.7, indicating that respondents' answers regarding this variable are diverse.

**Table 3**  
**Descriptive Statistics for Variable Perceived Environmental Sustainability**

No	Statement	Mean	Std. Deviation
Perceived Environmental Sustainability			
PES 1	Technology-based tourist destinations preserve ecosystems by using environmentally friendly materials.	4,430	0.637
PES 2	Technology-based tourist destinations are implementing green supply chain strategies.	4,495	0.658
PES 3	Technology-based tourist destinations recycle waste and recover energy.	4,468	0.623
PES 4	Technology-based tourist destinations use biodegradable materials.	4,500	0.633
Average		4,473	

Source: Data processed using SPSS

Based on Table 3 above, the mean value of the Perceived Environmental Sustainability variable is 4.473, indicating that respondents consider technology-based tourist destinations to play a role in ecosystem preservation through the use of environmentally friendly materials and biodegradable materials. Furthermore, these tourist destinations also implement green supply chain strategies, recycle waste, and recover energy to support environmental sustainability. The standard deviation of all indicators used to measure the



variable is around 0.6, indicating that respondents' responses regarding this variable are diverse.

**Table 4**  
**Descriptive Statistics of Destination Image Variables**

No	Statement	Mean	Std. Deviation
Destination Image			
IN 1	Overall, I was impressed with the technology-based tourist destination.	4,446	0.596
DI 2	Technology-based tourist destinations have high tourism value and attraction.	4,435	0.594
DI 3	This technology-based tourist destination has well-developed facilities and technology.	4,435	0.63
DI 4	In my opinion, the environment around technology-based tourist destinations is fascinating.	4,495	0.589
DI 5	Through experience, my impression of technology-based tourist destinations is very strong.	4,355	0.674
Average		4,433	

Source: Data processed using SPSS

Based on Table 4 above, it can be seen that the mean value of the Destination Image variable is 4.433, indicating that respondents overall have a strong impression of technology-based tourist destinations due to their high appeal, prominent sightseeing value, and well-developed facilities and technology support. Furthermore, the environment around the destination is also considered enchanting, thus further strengthening the positive experience felt by visitors. And the standard deviation value of all indicators used in measuring the variable ranges from 0.5 to 0.6, indicating that respondents' answers regarding this variable are diverse.

**Table 5**  
**Descriptive Statistics of Tourist Perceived Value Variables**

No	Statement	Mean	Std. Deviation
Tourist Perceived Value			
TPV 1	Technology-based tourism destination product design is attractive to tourists.	4,414	0.636
TPV 2	The price of technology-based tourism destination products is affordable for tourists.	4,403	0.683



No	Statement	Mean	Std. Deviation
TPV 3	The limited availability of affordable technology-based tourism destination products makes them valuable for investment.	4,425	0.584
TPV 4	Purchasing technology-based tourism destination products will bring joy and satisfaction.	4,355	0.682
TPV 5	Purchasing technology-based tourism destination products gains recognition from those around you and increases your social status.	4,473	0.615
Average		4,414	

Source: Data processed using SPSS

Based on Table 5 above, it can be seen that the mean value of the Tourist Perceived Value variable is 4.414, indicating that respondents consider technology-based tourism destination products to be attractive and affordable. Therefore, despite their limitations, these products are still considered to have high investment value. Furthermore, purchasing these products not only provides a sense of joy and satisfaction but also can increase social status and gain recognition from the surrounding environment. The standard deviation value of all indicators used in measuring the variable ranges from 0.5 to 0.6, indicating that respondents' answers regarding this variable are diverse.

Table 6

**Descriptive Statistics Variable Smart Tourism Destinations Visit Intentions**

No	Statement	Mean	Std. Deviation
Smart Tourism Destinations Visit Intentions			
TI 1	I will visit technology-based tourist destinations.	4,468	0.579
TI 2	I am willing to visit technology-based tourist destinations.	4,495	0.589
TI 3	I will try to visit technology-based tourist destinations.	4,527	0.579
Average		4,497	

Source: Data processed using SPSS

Based on Table 6 above, it can be seen that the mean value of the Smart Tourism Destinations Visit Intentions variable is 4,497, which shows that respondents have a high interest in visiting technology-based tourist destinations, and are willing and try to visit technology-based tourist destinations. And the



standard deviation value of all indicators used in measuring the variable is around 0.5, which shows that respondents' answers regarding this variable are varied.

**Table 7**  
**Descriptive Statistics for Smart Tourism Destinations Visiting Behavior Variables**

No	Statement	Mean	Std. Deviation
Smart Tourism Destinations Visiting Behavior			
TB 1	I find visiting technology-based tourist destinations very useful and enjoyable for me.	4,419	0.636
TB 2	I believe that traveling to technology-based tourist destinations is a great thing to visit.	4,419	0.592
TB 3	I feel there is fast, convenient, and easy access to services and transportation while visiting technology-based tourist destinations.	4,414	0.618
TB 4	I will try to travel to a technology-based tourist destination in the near future.	4,457	0.656
Average		4,427	

Source: Data processed using SPSS

Based on Table 7 above, it can be seen that the mean value of the Smart Tourism Destinations Visiting Behavior variable is 4.427, which indicates that respondents feel that visiting technology-based tourist destinations is a useful and enjoyable experience, and believe that these destinations are worth visiting because they provide fast, comfortable, and easy access to services and transportation. Based on this positive perception, respondents also showed a strong intention to travel to technology-based tourist destinations in the near future. And the standard deviation value of all indicators used in measuring the variable ranges from 0.5 to 0.6, indicating that respondents' answers regarding this variable are diverse.

**Data analysis**

When analyzing research data, there are two important values to consider. The p-value is used to test hypotheses, determining whether there is an influence between the variables being studied. Meanwhile, the estimated value is used to evaluate the direction of the influence of the independent variable on the dependent variable. The following is the basis for making decisions regarding hypothesis testing according to Hair et al. (2018):



- a. Ho is rejected or the hypothesis is supported if the resulting p-value is obtained  $\leq \alpha$  0.05. (There is influence)
- b. Ho is accepted or the hypothesis is not supported if the p-value is high produced  $> \alpha$  0.05. (No influence)

**Table 8**  
**Hypothesis Test Results**

Hypothesis	Estimate	P-Value	Decision
H1: E-Attitude has a positive effect on Smart Tourism Destinations Visit Intentions	0.232	0.004	H1 Supported
H2: Resource Efficiency Norms have a positive effect on Smart Tourism Destinations' Visit Intentions	0.029	0.671	H2 Not Supported
H3: Perceived Environmental Sustainability has a positive effect on Smart Tourism Destinations Visit Intentions	0.186	0.024	H3 Supported
H4: Tourist Perceived Value has a positive effect on Smart Tourism Destinations Visit Intentions	0.026	0.799	H4 Not Supported
H5: Destination Image has a positive effect on Smart Tourism Destinations Visit Intentions	0.416	0.000	H5 Supported
H6: Smart Tourism Destinations Visit Intentions has a positive effect on Smart Tourism Destinations Visiting Behavior	0.494	0.020	H6 Supported

Source: Data processed using SmartPLS

**SYNTHESIS OF TOPIC**

**H1 There is an Influence of e-attitude towards smart tourism destinations on visit intentions**

Based on Table 1, the analysis results indicate an influence between the e-attitude disclosure variable and the smart tourism destinations visit intentions variable, with a probability value of 0.004 and a coefficient value of 0.232. The data processing results indicate that e-attitude has a significant effect on smart tourism destinations' visit intentions. This research is in line with previous research by Hasan et al. (2024). In the context of technology-based tourist destinations, these results indicate that tourists' positive attitudes toward the use of digital technology can increase their interest in visiting. This reflects the importance of a good digital experience in shaping visit intentions. Tourists feel that implementing technology at a destination is the right decision, as its use provides benefits for destination development and enhances the experience.



Furthermore, the use of responsive, informative, and user-friendly technology can significantly strengthen e-attitude.

## **H2 There is an Influence of Disclosure resource efficiency norms on smart tourism destinations' visit intentions**

Based on Table 2, the analysis results show no influence between the variable disclosure of resource efficiency norms and the variable smart tourism destinations visit intentions, with a probability value of 0.671 and a coefficient value of 0.029. The data processing results indicate that resource efficiency norms have no significant influence on smart tourism destinations' visit intentions. This research is inconsistent with previous research by Hasan et al. (2024). However, it is consistent with research conducted by Andre et al. (2021). Norms influenced by the opinions of those around them, including parents, partners, friends, and other significant others, do not influence a person's intention to visit a tourist destination (Andre et al., 2021). In the context of technology-based tourist destinations, these results indicate that social norms regarding resource efficiency are not yet a primary factor considered by tourists. Tourists are likely more focused on digital experiences and the convenience of the latest technology offered by the destination. Environmental aspects and efficiency norms may not yet be a top priority in the tourist intention process, especially in the fast-paced digital era.

## **H3 There is an Influence of Disclosure perceived environmental sustainability on smart tourism destinations' visit intentions**

Based on Table 3, the analysis results indicate an influence between the perceived environmental sustainability disclosure variable and the smart tourism destinations visit intentions variable, with a probability value of 0.024 and a coefficient value of 0.186. The data processing results indicate that perceived environmental sustainability has a significant influence on smart tourism destinations' visit intentions. This research aligns with previous research by Hasan et al. (2024). In the context of technology-based tourist destinations, these results indicate that tourists are increasingly considering environmental sustainability aspects in increasing their travel intentions. Tourists tend to choose destinations that are perceived as caring about environmental sustainability and committed to ecological responsibility. Tourists also perceive technology-based tourist destinations as playing a role in ecosystem preservation through the use of environmentally friendly materials and biodegradable materials. Furthermore, tourist destinations that implement green supply chain strategies, recycle waste,



and recover energy to support environmental sustainability are added value for increasing tourist intentions.

#### **H4 There is an Influence of Disclosure tourist perceived value towards smart tourism destinations visit intentions**

Based on Table 4, the analysis results show no correlation between the variable of tourist perceived value disclosure and the variable of smart tourism destinations visit intentions, with a probability value of 0.799 and a coefficient value of 0.026. The data processing results indicate that tourist perceived value has no significant effect on smart tourism destinations visit intentions. This study is inconsistent with previous research by (Wang & Butkouskaya, 2022). However, this study is in line with research by (Manoppo & Santosa, 2023; Havifa et al., 2024). This indicates that visitors' perceived value does not always influence their intention to revisit. Other factors such as limited parking capacity, especially during events or performances, create inconveniences that reduce visitors' desire to return to a tourist destination (Havifa et al., 2024). In the context of technology-based tourist destinations, these results also indicate that perceived value is not necessarily the main determinant in increasing tourist intentions. On the other hand, the investment value contained in product design and price is also not sufficient to increase travel intentions. This suggests that these elements are not yet capable of guaranteeing satisfaction or creating a strong emotional appeal for tourists. Tourists still require tangible evidence of the experience offered, not just impressions from appearances or prices. Technology is needed that can provide reasons to visit a destination with ease and innovation, as well as direct experiences shared on-site to become key considerations for tourists. This demonstrates that perceptions of value can be subjective and influenced by a traveler's background and personal preferences.

#### **H5 There is an Influence of Disclosure destination image towards smart tourism destinations visit intentions**

Based on Table 5, the analysis results show that there is an influence between the variable of destination image disclosure and the variable of smart tourism destinations visit intentions with a probability value of 0.000 and a coefficient value of 0.416. Based on the results of data processing, it shows that destination image has a significant influence on smart tourism destinations visit intentions. The results of this study are in line with the theory expressed by (Pangki, 2016; Satyarini et al., 2017) which states that the better the image of the tourist destination, the higher the intention of tourists to visit. Local communities and local governments always maintain the existing image, namely maintaining natural sustainability, always providing the best hospitality to tourists,



preserving cultural heritage and maintaining destinations with regional nuances. The better the image of a destination, the more positive information tourists receive through the media or relatives and friends and will create a strong desire to have an interest in visiting a destination (Satyarini et al., 2017). In the context of technology-based tourist destinations, these results indicate that visual impressions, easy access to information, and service innovation contribute to shaping tourists' positive perceptions of a destination. The advantages of technology provide new experiences that are considered engaging, informative, and efficient for visitors. Overall, technology-based tourist destinations have a strong impression due to their high appeal, outstanding sightseeing value, and well-developed facilities and technology.

#### **H6 There is an Influence of Disclosure smart tourism destinations visit intentions towards smart tourism destinations visiting behavior**

Based on Table 6, the analysis results indicate that there is an influence between the disclosure variable of smart tourism destinations visit intentions and the variable of smart tourism destinations visiting behavior with a probability value of 0.020 and a coefficient value of 0.494. Based on the results of data processing, it shows that smart tourism destinations visit intentions have a significant influence on smart tourism destinations visiting behavior. This research is in line with previous research by (Hasan et al., 2024). In the context of technology-based tourist destinations, these results indicate that high interest in technology-based tourist destinations can actually translate into actual behavior to travel to technology-based destinations. This is assessed from something attractive and affordable, thus being able to encourage tourist behavior to visit tourist destinations. Furthermore, providing a sense of joy and satisfaction to tourists is believed to increase visit behavior to technology-based tourist destinations. Tourists feel that visiting technology-based tourist destinations is a useful and enjoyable experience, and believe that the destination is worth visiting.

## **CONCLUSION**

Based on the results of research that has been conducted to analyze the influence of e-attitude disclosure, resource efficiency norms, perceived environmental sustainability, destination image, tourist perceived value on smart tourism destinations visit intentions, and smart tourism destinations visit intentions on smart tourism destinations visiting behavior, the following conclusions can be drawn:



1. Disclosure of e-attitude has a positive and significant influence on smart tourism destinations visit intentions.
2. Disclosure of resource efficiency norms has a positive and significant influence on smart tourism destinations visit intentions.
3. Disclosure of perceived environmental sustainability has a positive and significant influence on smart tourism destinations visit intentions.
4. Destination image disclosure has a positive and significant influence on smart tourism destinations visit intentions.
5. Disclosure of tourist perceived value has a positive and significant influence on smart tourism destinations visit intentions.
6. Disclosure of smart tourism destinations visit intentions has a positive and significant influence on smart tourism destinations visiting behavior

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