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Digital Tourism Experiences for Tourist Site Revisit: An Empirical Review from Nepal

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Abstract

This study delves into the pivotal role of digital tourism experiences in influencing tourist site revisit behavior. It specifically hones in on the impact of technology-based service innovativeness, social value, and knowledge sharing through technology. These factors play a significant role in shaping tourists' intentions to return to their destinations. The study employs a quantitative research approach and a descriptive and correlational design and analyzes data collected from tourists engaged in both soft and hard adventure tourism activities. The findings underscore the strong correlations between technology-based service innovation, social value, and tourists' likelihood of revisiting destinations. The study reveals that both technology-based service innovation and social value positively influence experience sharing through technology and revisit intentions. Furthermore, experience sharing through technology emerges as a key mediator between technology-based service innovation and revisit behavior. The study's implications highlight the critical role of advanced technologies in enhancing tourism services, thereby boosting customer satisfaction, fostering loyalty, and creating a positive feedback loop through online content sharing. The study encourages tourism businesses to prioritize technological innovation, engage with tourists online, and tailor experiences to increase repeat visits and customer loyalty.

1. Introduction

This section examines the influence of the Internet and smart mobile devices on uses and gratifications, content creation, and online consumer behavior (Papathanassis, 2020), which remains unaffected by demographic differences (Dzogbenuku & Kumi, 2018). These technological shifts span all age groups, social statuses, and geographical divides, showing no preference based on gender, societal standing, or whether individuals reside in urban or rural areas. In particular, the tourism sector stands out among industries that leverage the Internet extensively for advertising and communication through various online platforms. Digital tools such as websites, smartphones, GPS, video-sharing platforms, and social media are increasingly used to enhance the tourist experience (Benyon et al., 2014). Broadly, digital tourism involves employing these tools to plan and facilitate travel and related activities, focusing on booking hospitality services and sharing experiences on social media platforms (Kitsios et al., 2022).

In academic discourse, the assessment of the value derived from tourist experiences has consistently been a focal point within marketing scholarship in tourism (Ghosh & Mandal, 2019; Mahmud et al., 2021; Lee et al., 2022; Genc & Gulertekin, 2022; Preko, 2020). Positive and negative tourist experiences are pivotal in shaping new tourism policies. Mobile technology enables tourists to search for destinations instantly, document their experiences, and share textual, photographic, or video content within their networks, thereby contributing to digital innovation (Munar & Jacobsen, 2014). As highlighted by Flikkema et al. (2007), service innovation involves areas like management, design, and marketing, aiming to enhance customer experiences.

Research into various dimensions of tourism—such as travel memories, positive emotional experiences (Gallarza et al., 2017), homestay interactions (Jamal et al., 2011), visits to heritage sites (Laing et al., 2014), accommodation (Sørensen & Jensen, 2015), and adventure tourism (Prebensen & Xie, 2017)—indicates their collective contribution to revisitation intentions (Manosuthi et al., 2020). The interplay of perceived value and service quality is essential for fostering meaningful and lasting tourism experiences. According to Wei et al. (2021a, 2021b), these experiences influence behavioral intentions, such as the willingness to pay premium tourism service prices. Destinations perceived to offer high-value gain tourists' trust, which is crucial for encouraging revisits (Guçer & Arici, 2018; Preko et al., 2020a, 2020b). Tourism providers strategically communicate memorable and interactive experiences to increase the likelihood of return visits and influence future behaviors (Gannon et al., 2021).

Technological advancements in service delivery (Anaya & Lehto, 2020; Hughes et al., 2021; Li et al., 2020) offer opportunities to enhance organizational resilience, value creation, and reputation management, especially in challenging circumstances. The tourism industry continues to benefit from innovations to improve customer service and satisfaction (Huang & Rust, 2018; Min et al., 2019). Although artificial intelligence (AI) and robotics have seen limited adoption in hospitality and tourism (Kuo, 2009; Tuominen & Ascencao, 2016), these technologies hold promise for promoting sustainability and competitiveness in a globally competitive landscape (Kuo, 2009). According to Preko et al. (2020a, 2020b), implementing innovative technologies can mitigate disruptions and prevent service failures that may erode tourist loyalty.

The COVID-19 pandemic, a highly contagious respiratory disease, has had a profound effect on key economic sectors, mainly tourism (Qiu et al., 2020; Yu et al., 2020), due to measures like social distancing that were enforced to curb the spread of the virus. In 2019, the tourism and travel sectors collectively generated approximately $8.9 trillion, accounting for 10.3% of global GDP and supporting 1 in 10 jobs worldwide—roughly 330 million annually (Sbai, 2020). However, the pandemic threatened the industry, putting nearly 50 million jobs at risk globally, leading the World Travel and Tourism Council to warn of the industry's impending collapse (Guevara, 2020; Jiang & Wen, 2020).

Despite these challenges, the pandemic catalyzed innovative business strategies (Yeh, 2020), prompting researchers and practitioners to develop adaptive marketing approaches to reinvigorate the industry. Stakeholders were urged to utilize technology-driven strategies to ensure survival and growth (Foo et al., 2020; Huang & Rust, 2020). It raises a critical question: Are tourism managers leveraging technology-driven innovations to enhance service value and encourage revisits to tourist destinations? This study examines the influence of technology-based service innovations on service value and revisits intentions, particularly within emerging markets.

2.   Literature review and hypothesis development

Technology-Based Service Innovativeness and Service Value

The concept of "creative destruction," introduced by Schumpeter in 1934, has become a cornerstone for the growth of modern industries (Divisekera & Nguyen, 2018; Schumpeter, 1934). Innovation is recognized as a critical element in meeting consumer demands and building long-term relationships across various sectors of the global economy. In contemporary contexts, innovation is not just a strategy but a necessity for ensuring survival, sustainability, and growth, positioning itself as a key competitive advantage in the marketplace. Within the domain of digital tourism, the role of innovation has grown exponentially, prompting researchers to explore its impact on service value. The integration of technology-driven innovations in marketing strategies has become indispensable, given the heightened competition in the tourism industry, which is crucial for organizational viability (Divisekera & Nguyen, 2018; Simonceska, 2012).

Unlike product-based innovations, service innovations primarily focus on enhancing delivery methods. These advancements improve customer experiences and perceived value, benefiting employees and business owners by bolstering organizational resilience and capacity to navigate environmental challenges (No et al., 2015). To maintain a competitive edge, tour operators, destination managers, and policymakers must actively adopt innovative marketing-driven strategies (Ozseker, 2019). Additionally, Chiabai et al. (2013) emphasize that technological progress offers tourism service providers opportunities to refine offerings, promote diverse activities, and recommend services based on tourist feedback.

An analysis of innovation trends in tourism from 1996 to 2016, using hierarchical clustering of audiovisual patents, indicates a consistent increase in the application of innovative technologies in tourism, surpassing advancements in sectors like transportation and pharmaceuticals (Pantano & Stylidis, 2021). Furthermore, Li et al. (2021) observe that technology-driven services and artificial

intelligence improve customer service outcomes, especially during health crises like COVID-19, by minimizing the need for physical interactions—a critical factor in tourism. Similarly, Um and Chung (2021) confirm that technological features positively influence satisfaction among tech-savvy tourists in South Korea. Despite this, many studies (e.g., Hwang & Hyun, 2016; Um & Chung, 2021) overlook the relationship between service innovation and its value in tourism and hospitality.

H1: Technology-Based Service Innovativeness significantly influences Service Value.

Technology-Based Service Innovativeness and Tourist Site Revisit

Innovation plays a central role in creating and enhancing customer value, which impacts both initial visit intentions and the likelihood of revisits. Digital platforms and virtual travel agencies such as TripAdvisor, Airbnb, and MakeMyTrip have made innovation indispensable in the tourism industry. By adopting advanced business strategies, tourism operators can optimize revenues, attract tourists to urban hubs, sustain engagement, and facilitate interactions between visitors and local communities (Gretzel et al., 2015).

Smart tourism is characterized by intelligent ecosystems that organize and utilize essential tour-related data, improving the overall value of services and experiences (Um & Chung, 2021). Innovations in hospitality and tourism—such as enhanced food production during festivals and events—further boost tourists' revisit intentions (Payini et al., 2019) and generate positive outcomes (Stamboulis & Skayannis, 2003). However, revisit behavior is increasingly shaped by digital tourism experiences, highlighting the interconnectedness between innovation and tourism engagement.

H2: Technology-Based Service Innovativeness significantly influences Tourist Site Revisit.

Technology-Based Service Innovativeness and Experience-Sharing Through Technology

Existing literature underscores the importance of perceived innovativeness in shaping tourist experiences (Shahijan et al., 2015). Tourism businesses and destination administrators are now prioritizing creating meaningful experiences by embedding unique values into offerings, evoking emotions that guarantee memorable encounters. The intrinsic motivation to explore and engage with new destinations highlights the significance of tourist experiences in the sector (Quadri-Felitti & Fiore, 2013; Stamboulis & Skayannis, 2003).

Tourist experiences can be evaluated through various dimensions, such as educational engagement (Lee et al., 2012; Shahijan et al., 2015), entertainment value (Hosany & Witham, 2010), aesthetic appeal, and escapism (Oh et al., 2007). When destinations are perceived as innovative and appealing, tourists' overall experiences improve. Since tourism inherently revolves around experiences, many itineraries are driven by the pursuit of enriching engagements (Shahijan et al., 2015).

H3: Technology-Based Service Innovativeness significantly impacts Experience-Sharing Through Technology.

Service Value and Tourist Site Revisit

Service value, which has sparked significant scholarly interest, is paramount in tourism and marketing studies (Chen & Tsai, 2007; Chen & Chen, 2010). It is a cornerstone of marketing activities (Holbrook, 1944) and is crucial in influencing tourists' likelihood of revisiting a destination. However, the relationship between service value and revisit intention is a topic of ongoing debate (Chang et al., 2014; Chen & Tsai, 2007; Shahijan et al., 2018).

This study conceptualizes service value as a crucial evaluation criterion for the cost-effectiveness and goals of tourism services. While some studies (e.g., Chang et al., 2014) argue that perceived value may have limited statistical relevance in creative tourism contexts, others (e.g., Kuo, 2009) assert that service value substantially impacts revisitation likelihood. These contradictions underscore the need for further research to fully understand the relationship between service value and revisitation across diverse settings.

H4: Service Value significantly impacts Tourist Site Revisit.

Service Value and Experience-Sharing Through Technology

Value-oriented strategies are crucial for achieving a competitive advantage in marketing (Shahijan et al., 2018). In tourism research, perceived value encompasses various dimensions, such as its influence on satisfaction (Preko et al., 2020a, 2020b), its connection to purchase intentions (Pandza-Bajs, 2015), and its role in shaping behavioral intentions (Chen & Chen, 2010). Additionally, perceived value influences behavioral outcomes in tourist experiences (Lin & Kuo, 2016), including its implications for youth tourism.

Despite its importance, there is a limited empirical exploration of how perceived value correlates with experience, especially in the digital tourism domain. This gap is significant given the increasing emphasis on delivering distinctive experiences to tourists (Lai et al., 2020).

H5: Service Value significantly impacts Experience-Sharing Through Technology.

3.   Methodology

Experiences on Tourist Site visits. A deductive methodology was adopted, with hypotheses derived from existing literature to guide data collection and analysis. The population consisted of domestic and international tourists from diverse backgrounds, focusing on those engaged in soft and hard adventure tourism activities. Convenience sampling was employed to recruit participants, and data were collected using a structured questionnaire comprising 18 items adapted from validated scales in prior studies. The constructs measured include Technology-based Service Innovativeness (Yen et al., 2020), Perceived Service Value (Truong, 2013), Tourism Site Revisit (Hasan et al., 2019), Technological Anxiety (Meuter et al., 2003), and Experience Sharing through Technology (Oliveira et al., 2020). Minor adjustments were made to align these items with the study's context. Statistical analysis was conducted to explore relationships among variables and assess their impact

on tourists' intentions to revisit tourism sites, ensuring a systematic evaluation of the formulated hypotheses.

Figure I Conceptual Framework
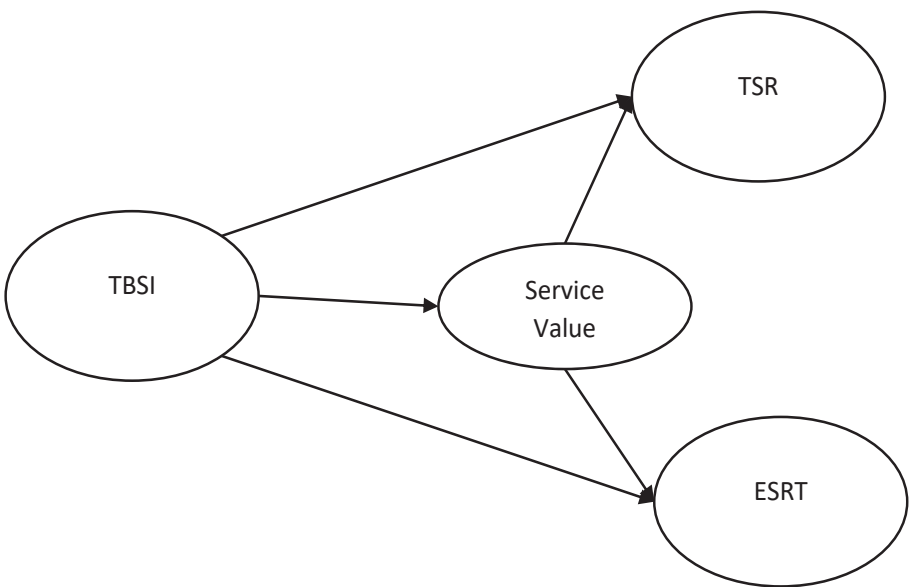
4.   Analysis and results

Table I Correlation analysis of Variables

Items	TBSI	SV	TSV	ESTT
TBSI	1			
SV	.623**	1		
TSV	.556**	.710**	1	
ESTT	.578**	.666**	.664**	1

**. Correlation is significant at the 0.01 level (2-tailed).
Where, (TBSI) Technology Based Service Technology, (SV) Social Value, (ESTT) Experience Sharing Through Technology, (TSV) Tourist Site Revisit

Based on Table I, Technology-Based Service Innovation (TBSI) was positively correlated with Social Value (SV), Tourist Site Revisit (TSV), and Experience Sharing through Technology (ESTT). A significant positive correlation was observed between TBSI and SV, with a Pearson correlation coefficient of 0.623, $0.00 < 0.01$. It indicated that higher levels of technology-based service innovation were associated with greater social value. A moderate positive correlation was found between TBSI and TSV, with a correlation coefficient of 0.556, $0.00 < 0.01$. It suggested increased technology-based service innovation was linked to a higher likelihood of tourists revisiting sites.

TBSI also demonstrated a significant positive correlation with ESTT, with a correlation coefficient of 0.578, 0.00 < 0.01. It implied that higher levels of technology-based service innovation were associated with increased experience sharing through technology. A strong positive correlation was observed between SV and TSV, with a Pearson correlation coefficient of 0.710, 0.00 < 0.01. It indicated that higher social value was associated with a greater likelihood of tourists revisiting sites. SV also demonstrated a significant positive correlation with ESTT, with a correlation coefficient of 0.666, 0.00 < 0.01. It suggested that higher social value was associated with increased experience sharing through technology.

Table II Coefficients of Variables of Experienced Sharing Through Technology, Technology Based Service Technology and Service Value

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.014	.205		4.956	.001
	TBSI	.323	.067	.328	4.794	.001
	SV	.190	.064	.098	2.968	.004

a. Dependent Variable: ESTT

Table II presents the regression model results predicting ESTT using TBSI and SV as independent variables. The results indicate that TBSI and SV positively and significantly affect ESTT. Specifically, TBSI has a substantial positive effect ($\beta = 0.328$, $t = 4.794$, $p = 0.001 < 0.01$), while SV also positively affects ESTT, though to a lesser degree ($\beta = 0.098$, $t = 2.968$, $p = 0.004 < 0.01$).

Table III Regression Coefficient of Tourist Site Revisit Technology Based Service Technology and Service Value

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constan)	0.627	0.226		2.774	0.006
	TBSI	0.059	0.061	0.052	3.960	0.038
	SV	0.140	0.062	0.136	2.260	0.025

a. Dependent Variable: Tourist Site Revisit (TSV)

Based on Table III, Regression analysis reveals a significant relationship between Technology-Based Service Technology (TBSI) and Tourist Site Revisit (TSV) ($\beta = 0.052$, $t = 3.960$, $p = 0.038 < 0.05$). Additionally, Social Value (SV) also shows a significant positive effect on TSV ($\beta = 0.136$, $t = 2.260$, $p = 0.025 < 0.05$). Therefore, it can be concluded that both TBSI and SV significantly impact the likelihood of revisiting tourist sites.

Table IV Regression Co-efficient of Social Value and Technology Based Service Technology

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.326	.197		6.742	.000
	TBSI	.121	.035	.119	3.347	.002

a. *Dependent Variable: SV*

Regression analysis indicates a significant relationship between Technology-Based Service Technology (TBSI) and Social Value (SV) (β = 0.119, t = 3.347, p = 0.002 < 0.01). This suggests that TBSI has a significant positive impact on SV.

5. Discussion and conclusion

The findings of this study provide compelling evidence that experience sharing through technology significantly influences service value, revisit intentions for tourist sites, and the effectiveness of technology-based service innovations. These results underscore the transformative role of digital platforms in shaping modern consumer behavior and service management strategies.

Experience sharing through technology profoundly affects how consumers perceive services. Aligned with Social Cognitive Theory (SCT) (Bandura, 1986), individuals form attitudes and evaluations based on their observations of others' experiences. Online reviews, social media posts, and user-generated content offer valuable insights into service quality from a consumer perspective (Cheung & Thadani, 2012). Positive experiences shared on these platforms can boost trust and credibility, enhancing the service's perceived value. Conversely, negative feedback can diminish perceived value.

The study reveals that sharing digital experiences affects tourists ' intentions to revisit sites. This finding aligns with the Theory of Planned Behavior (TPB) (Ajzen, 1991), which posits that attitudes, subjective norms, and perceived behavioral control shape behavioral intentions. Positive digital content, such as favorable reviews and engaging posts, enhances perceptions of a site and increases the likelihood of a revisit (Chen, 2017). Previous studies also support this, showing that online reviews and social media content are critical in influencing destination choices and revisiting intentions (Murphy, 2013).

Experience sharing also enhances the effectiveness of technology-based service innovations. The Technology Acceptance Model (TAM) (Davis, 1989) provides a valuable framework for understanding this relationship, highlighting the role of perceived ease of use and usefulness in adopting technology. Tools that facilitate seamless sharing of experiences, such as interactive platforms or integrated social media features, improve service delivery and customer satisfaction (Venkatesh & Bala, 2008). This study underscores the importance of incorporating advanced technology solutions that encourage user-generated content and foster engagement to enhance service value.

The study identifies a significant influence of service value on both revisit intentions and the effectiveness of technology-based service innovations. Perceived service value, defined as the trade-off between benefits received and costs incurred (Zeithaml, 1988), is critical in shaping tourists' attitudes and behaviors. High service value encourages positive attitudes toward destinations and increases the likelihood of return visits. This finding is consistent with prior research emphasizing the relationship between service value and revisit intentions (Chen, 2017; Prayag & Ryan, 2012). Tourists who perceive high value are likelier to share positive word-of-mouth and recommend the site to others, further influencing potential visitors.

Perceived value also significantly impacts the adoption and effectiveness of technology-based service solutions, such as online booking systems, mobile apps, and digital guides. Aligned with the Technology Acceptance Model (Davis, 1989), these innovations are more likely to be adopted when users perceive them as valuable and easy to use. High service value enhances the appeal of these technologies, promoting their integration into the tourist experience (Sharma & Patterson, 1999).

In conclusion, this study reveals that technology-based service innovativeness significantly enhances perceived service value among tourists. The substantial positive impact underscores the importance of integrating modern technologies into tourist site offerings. These innovations elevate visitor experiences and strengthen the perception of value, which is crucial for attracting and retaining tourists.

The study also highlights the critical role of experience sharing through technology, significantly influencing service innovations and perceived value. When tourists actively share their positive experiences online, it drives further innovation and enhances service value, creating a feedback loop that benefits service providers and future visitors.

Additionally, the intention to revisit tourist sites significantly impacts technology-based innovations and service value. This relationship suggests that repeat visits encourage further technological enhancements and reinforce the perceived value of services, making sites more attractive to new and returning visitors.

These findings suggest that tourism service providers should prioritize continuous innovation, digital engagement, and strategies that promote repeat visits to sustain growth and maintain a competitive edge in the market.

6. Implications

Implications of Technology-Based Service Innovativeness on Service Value

The findings of this study emphasize the importance of technology-based service innovativeness for tourism businesses, suggesting that companies should prioritize developing and integrating cutting-edge technologies into their service offerings. By doing so, they can enhance the perceived value of their services, attracting more visitors and improving customer satisfaction. In a highly competitive tourism market, businesses that leverage innovative technologies can differentiate

themselves, creating a unique selling point that strengthens customer loyalty and positions them favorably within the market. Additionally, the seamless and engaging experiences facilitated by advanced technologies elevate the perceived value of services, encouraging repeat visits and fostering positive word-of-mouth recommendations. Businesses must maintain a strategy of continuous innovation to sustain this value. Companies can ensure that they remain relevant and appealing by regularly updating service offerings in line with consumer preferences and technological advancements. Moreover, understanding customer expectations and aligning technological innovations with these needs is essential for maximizing the effectiveness of these solutions and ensuring they add significant value to the overall service experience.

Implications of Experience Sharing Through Technology

The study also highlights the critical role of experience sharing through technology in enhancing service value. Tourism businesses should encourage tourists to share their experiences on digital platforms like social media and review sites. This engagement amplifies a destination's visibility and contributes to a positive perception of the service. By monitoring user-generated content, tourism operators can gain valuable insights into customer satisfaction, identify areas for improvement, and discover opportunities for further innovation. This feedback loop is essential for businesses seeking to enhance their offerings continuously. Creating memorable, shareable moments during the tourist experience can significantly boost word-of-mouth promotion. Positive experiences shared online can help build a strong brand reputation, influence potential visitors, and strengthen the market presence. Encouraging tourists to participate in the sharing process also fosters a sense of community among visitors, contributing to increased customer loyalty. Offering incentives, such as discounts or exclusive benefits, can further motivate tourists to share their experiences and, in turn, promote the perceived value of services the destination offers.

Implications of Tourist Site Revisit Behavior

Finally, the study underscores the importance of revisiting behavior in driving technological innovation and sustaining service value. The strong relationship between revisit intentions and technology adoption suggests that tourism businesses should focus on continuous technological improvements to meet the evolving needs of repeat visitors. These visitors are more likely to appreciate and benefit from advanced features, making it crucial for businesses to keep enhancing their technological solutions. Personalizing the experience for returning tourists can further reinforce their loyalty and increase the likelihood of future visits. Furthermore, feedback from repeat visitors should be viewed as a valuable resource, guiding the development of new features and service enhancements that ensure the offerings remain relevant and appealing. Loyalty programs that reward repeat visitors can also play a significant role in fostering long-term relationships, providing incentives that encourage further visits. Ultimately, consistently delivering high-quality, innovative experiences is essential for maintaining high perceived value and attracting new and returning visitors, ensuring sustained success and growth in the tourism sector.

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