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Smart Tourism Technology Experience and Tourists Revisit Intention: Evidence of Kathmandu Valley

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Abstract

Purpose: This study aims to identify key factors influencing Nepalese visitors' adoption of STTs and to explore how STT use across other sectors impacts tourism, focusing on travel satisfaction and revisit intentions.

Design, Methodology, and Approach: An explanatory study design was employed to examine the influence of STT attributes on travel satisfaction and revisit intention in Kathmandu Valley. Data were collected via structured surveys using Google Forms from 406 respondents, selected through non-probability sampling. Data analysis was conducted with Excel and SmartPLS 4.

Findings: Results indicate that accessibility has minimal impact, while travel happiness, interactivity, personalization, and informativeness strongly affect visitors' intention to revisit. Tourist satisfaction with STT experiences is a major determinant of continued use.

Practical Implications: Enhancing positive STT experiences can boost visitor satisfaction and return rates. However, challenges such as outdated information and poor internet connectivity hinder adoption.

Originality: This study contributes novel insights into STT adoption and its effects on travel behavior in Nepal's tourism market, addressing a gap in regional research.

Keywords: STT, informativeness, accessibility, interactivity, personalization, travel satisfaction, revisit intention

Introduction

Smart Tourism Technology (STT) has rapidly emerged alongside advancements in internet and intelligent technologies, revolutionizing the tourism sector through smartphone applications, real-time information systems, and digital guides that enhance visitor engagement and travel experiences (Mishra & Mishra, 2024a; Mishra, 2023). STTs facilitate greater customization, interactivity, and convenience, thereby positively influencing visitor satisfaction and revisit intentions. The core of smart tourism involves leveraging ICT platforms to aggregate and process extensive data from tourism operators, infrastructure, and consumers to create commercial and experiential value aligned with sustainable development goals Muniz et al. (2021).

Gretzel et al., (2015), opined that smart travel enhances the travel industry by incorporating

technology innovation, improved tourism sector, and effective destination management. Smart tourism involves the aggregation and collection of information from tourism operators, infrastructure, and individuals via the use of technological platforms with smart devices. Smart Tourism Technologies (STTs) added value, services, and enhance tourism through greater connectivity, customizing, and collaboration between visitors (Azis et al., 2020).

Key STT applications include online travel communities, cloud computing, virtual and augmented reality, Internet of Things (IoT), and artificial intelligence (AI), among others, all contributing to improved destination management and competitiveness. Visitors' personalized interactions with these technologies such as itinerary planning, social sharing, and communication underscore the experiential and subjective nature of their trip satisfaction (Jeong & Shin, 2020). Accessibility, defined as the ease of obtaining information and services, is highlighted as a critical determinant of STT effectiveness, impacting tourist behavior and engagement.

Moreover, enhancing travel happiness, interactivity, and informativeness strengthens revisit intentions, while challenges like outdated information and connectivity issues remain barriers requiring smart infrastructure improvements (Mishra & Mishra, 2024b). Therefore, integrating robust STTs is essential for developing intelligent tourism destinations and fostering sustainable growth in Nepal's tourism industry (Mishra & Mishra, 2024c).

Research Objective

This study aims to identify key factors influencing Nepalese visitors' adoption of Smart Tourism Technologies (STTs) and to explore how STT use across other sectors impacts tourism, focusing on travel satisfaction and revisit intentions.

Literature Review

An empirical review critically examines prior research that has collected and analyzed data through actual observations, experiments, surveys, or other empirical methods to provide evidence-based answers to specific research questions (Snyder, 2019). Unlike theoretical or opinion-based studies, empirical research relies on systematic measurements and observed phenomena, enabling researchers to identify trends, highlight inconsistencies, and reveal gaps in existing knowledge. This process not only updates the scholarly community on current findings but also refines research questions and strengthens the foundation for new studies (Creswell, 2018).

In the context of tourism, Nadee et al. (2024), identified that attitudes, subjective norms, perceived behavioral control, motivation, and satisfaction significantly influence behavioral intentions when choosing travel destinations. Similarly, Nadee emphasized that attitudes more strongly shape behavioral intentions than self-efficacy, with interactivity emerging as a critical factor influencing tourist attitudes. These findings suggest that tourism operators can enhance visitors' intentions to visit smart tourism destinations by prioritizing interactive services that provide real-time feedback.

Regulatory frameworks in Nepal support transparent and sustainable tourism development. The Right to Information Act of 2064 (2007), empowers citizens, tourists, and stakeholders by ensuring timely access to information about tourism projects, revenues, and environmental and heritage safeguards. This legislation fosters accountability, deters corruption, and facilitates inclusive tourism planning aligned with sustainable development goals.

Empirical studies further reinforce behavioral models related to Smart Tourism Technologies (STTs). Novianti et al. (2022). demonstrated that tourists' attitudes, subjective norms, and perceived behavioral control positively affect their intention to use both explorative and exploitative features of STTs. Wang et al. (2023), analyzing personalization among 250 tourists between 2017 and 2021, concluded that personalization significantly boosts travel satisfaction and revisit intentions, although informativeness, accessibility, and interactivity

influence overall satisfaction more than direct revisit intentions.

An application from Niruba Rani et al. (2024), in Strategic Human Resource Management to smart tourism involves leveraging strategic human resource practices to enhance workforce capabilities and service quality, thereby improving tourist satisfaction and operational efficiency in smart tourism destinations.

Together, these empirical insights contribute to a nuanced understanding of factors driving smart tourism adoption and tourist satisfaction, providing evidence-based guidance for both academic inquiry and practical tourism management in Nepal (Kala and Mishra, 2024).

Conceptual Framework

A conceptual framework is a structured plan or model that guides research by linking theoretical ideas to empirical research. It is main things to be studied the most crucial factors, variables, and the assumed relationships between them (Miles & Huberman, 1994). It acts as an orientation map, relating the research problem, literature, and methodology in such a way that there is a logical order of events in the research process (Imenda, 2014). A conceptual framework is the foundation of the research, outlining a distinct model showing how everything in the study relates one another (Grant & Osanloo, 2014). The conceptual framework of this study focused on the smart tourism technologies attributes and tourists satisfaction in Kathmandu valley.

In this research different conceptual framework has reviewed, because this aids in the collection of information on the features of smart tourism technologies and visitor happiness. The theory of planned behavior serves as the foundation for the study different conceptual reviews under this theory are perceived. The models are Conceptual models of Predict Domestic Tourist Behavioral Intention by Nadee et al. (2024). This model focuses on domestic tourist behavioral intention prediction on the basis of the Theory of Planned Behavior (TPB), focusing on perceptions of behavioral control attitudes, and subjective norms in travel decisions. Conceptual model on the Intention to Visit Smart Tourism Destinations by Nadee et al. (2024). This model incorporates both technological and personal elements such as digital competency and self-efficacy, and focuses on visiting smart tourism destinations to explain tourists' attitudes and behavioral intentions. Conceptual model on enhancing memorable experiences, tourist satisfaction, and revisit intention through smart tourism technologies. The model examines the impact of STTs on memorable travel experience, and by this means, tourist satisfaction and revisit intention. Conceptual model on smartphones improve travel experiences in local areas by. This model explains how smartphone use enhances local tourism experiences through improved accessibility, navigation, and on-site engagement, influencing tourist behavior. It focuses on how specific aspects of Smart Tourism Technologies (STTs) affect revisit intention via satisfaction and perceived usefulness, as illustrated in the conceptual framework below.

Figure 1

Conceptual Framework

Source: (Qian et al., 2023)

Figure 1 indicates the tourists revisit intention thorough the different factors. It includes five factors travel satisfaction, personalization, accessibility, interactiveness, and Informativeness. Its independent variables include personalization, accessibility, instructiveness, and intention revisit are dependent variables satisfaction mediating variables. Smart Tourism Technologies (STTs) as digital tools and web-based platforms such as websites, mobile apps, and interactive terminals that offer tourists real-time, personalized, and context-specific information to enhance their travel experience. The authors state that key features of STTs include Informativeness, accessibility, interactivity, and personalization, all of which allow tourists to make informed decisions, navigate destinations more efficiently, and increase overall satisfaction. These technologies enable not only personal travel needs but also wiser, more responsive tourism environments.

Informativeness

Informativeness refers to extent to the technology provides, relevant, and timely information aiding tourist decisions. Informativeness has a notable impact on the attitude of tourists toward STTs. Wang et al. (2023) discovered STTs give informative, comprehensive, and precise information about activities, lodging, and transportation, they improve planning by spending less time and energy on it tourist satisfaction. Informativeness also aids rational decision-making because it helps tourists to readily weigh options and make wise travel decisions. Qian e al. (2023), regarding travel satisfaction, information enables tourists to easily access details about where they were going to end up. It improves their interaction by giving them relevant content, such as city history through guide apps or real-time traffic updates. Information also helps in effective marketing strategies that lead tourists to come back.

H1: Informativeness has a significant impact on tourists' intention to revisit.

Accessibility

Accessibility refers to the extent to which it is easy for a person to access and acquire information about a reaching a tourist destination with smart tourism technologies. (Jeong & Shin, 2020), also highlighted that accessibility is a key consideration in shaping the user experience of Smart Tourism Technologies. Accessibility is the level to which travelers can easily use and utilize information that is exposed at a destination through various Smart Tourism Technologies. Accessibility is at the core of determining whether STTs are usable at the destination. As STTs become extremely accessible, individuals tend to utilize and navigate destination information more so.

H2: Accessibility has a significant impact on tourists' intention to revisit.

Interactivity

The term interactivity describes two-way interaction between visitors and different stakeholders of tourism. With the help of Smart Tourism Technologies (STTs), giving reviews is simple comments, and feedback about one's experience at a destination. These user inputs assist other travelers comparing products and services and assist in creating informed decisions (Jeong & Shin, 2020). As visitors become aware of a high degree of interactivity on social media platforms, they are likely to embrace these services and engage in active participation with tourism suppliers through activities such as purchasing, commenting and providing feedback.

H3: Interactivity has a significant impact on tourist' intention to revisit.

Personalization

Personalization improves the journey by offering personalized information based on respective tourists' particular requirements (Jeong & Shin, 2020). Personalization refers to the capacity of tourists to receive altered travel planning resources with a variety of smart tourism technologies (Jeong & Shin, 2020). Based on previous consumption behavior, personal interests, and personal character, tourists can access relevant

recommendations backed by cloud computing and big data, among other technologies (No & Kim, 2015).

H4: Personalization has a significant impact on tourists' intention to revisit.

Travel Satisfaction

Jeong & Shin, (2020), further added that tourists' satisfaction and favorable experiences are facilitated by quality tourist activities and services. In smart tourism, Smart Tourism Technologies facilitate tourists and service providers in getting relevant and timely information about travel, enabling them to make more informed decisions, increase their mobility and simply take pleasure in their journeys more (Cuong & Duy, 2020). Travel satisfaction can be viewed as the result of the visitor's experience, assessed according to response and functional value.

H5: Travel Satisfaction significantly impacts tourist's intention to revisit.

Travel Satisfaction Mediates the Relationship Between STTs Attributes and Revisit Intention

All aspects of the travel experience, such as lodging, attractions, and transportation, are included in smart tourism. When travelers start to feel positively about smart tourism technologies (STTs), they are likely to be satisfied with the whole experience at the destination (Pai et al., 2020). According to the "cognition–emotion–intention" model, demonstrated that travelers' behavior is influenced by their level of satisfaction intentions directly. Tourist satisfaction is a multifaceted construct. In order to be measured effectively, such measures as destination attractiveness and destination image must be included (Ohlan, 2017). Satisfaction is best measured after the visit because it is highly reliant on feelings. Additionally, satisfaction with travel is a positive mediator in the STT attributes relationships between tourists' intentions to return.

H6: The relationship between informativness and travelers' intention to return is mediated by travel satisfaction.

H7: The relationship between accessibility and travelers' intention to return is mediated by travel satisfaction.

H8: The relationship between interactiveness and visitors' intention to return is mediated by travel satisfaction.

H9: The relationship between personalization and travelers' mediated by travel satisfaction.

Methodology

The study is based on Kathmandu Valley, located in the middle of Nepal with an average elevation of 1,400 meters (4,600 feet) above sea level. The valley has three principal districts Kathmandu, Lalitpur (Patan), and Bhaktapur together forming the nation's political, cultural, and economic center.

A non- probability, Conventional sampling was employed for data collection, focusing on respondents with access to smart tourism technology use to traveling period.

A total of 406 data points were collected. According to Creswell (2014), a carefully considered sample size ensures that the sample is representative and that the conclusions can be extrapolated to the entire population, particularly when limited resources are involved.

A structured questionnaire survey was used to gather primary data for this study. Self-report questionnaire, developed from empirically tested measurement scales of previous research. The items were scaled on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The questionnaire contained: demographic data, general awareness and attitudes towards Smart tourism technology, and research constructs.

Questionnaire was distributed using google form, with approximately 75% online responses collected (via, Facebook, LinkedIn, Instagram) and 25% offline by personal administration using printed copies Collect.

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All of the study variables were borrowed from the established past literature:

Informativness (5 Items)

Based on Lee et al. (2018), Huang L. , Goo, Nam, & Yoo, (2017), explanation, data that aids decisions, guidance that supports understanding, thorough facts with specifics, data related to usage, and gives information.

Accessibility (5 Items)

Sourced from Um & Chung (2019), available at all time, simple and user-friendly interface, quick to locate information, steps to create account, and a range of options.

Interactivity (5 Items)

Developed from No and Kim (2015), adapts to user input, engages users through actions, information presented to users, digital platforms for interaction, and engaged in real time.

Personalization (5 Items)

Adapted from No and Kim (2015), get personalize content, simple steps to understand, mutual active communication, particular requirements, and able to maintain long-term.

Travel Satisfaction (5 Items)

Based on Ayeh et al. (2013), enhanced with valuable elements, personal involvement with activities, gives satisfaction, overall experience, and complete successfully.

Revisit Intention (5 Items)

Adapted from Su et al. (2018), return to destination, deserving time and effort, suggest to other people, reason for taking action, and extend time at destination.

Data entry were done using Google Form and data were analyzed using SMART Pls and Excel. This was utilized due to its capability in handling intricate models with mediating constructs and small to medium sample sizes. Analysis was conducted in two phases: (1) assessment of the measurement model, and (2) analysis of the structural model, including mediation effects

Results and Discussion

Demographic Profile

A total of 406 tourists were interviewed across Kathmandu Valley to know about the effect of Smart Tourism Technology.

Table 1

Demographic Profile of the Respondents

Title	Category	Number	Percentage
Gender	Male	254	62.6
	Female	151	37.2
	Others	1	0.2
Age	Below 20	39	9.6
	20–30	293	72.2
	30–40	59	14.5
	40–50	12	3.0
	Above 50	3	0.7
Education Level	Intermediate	43	10.6
	Bachelors	245	60.3
	Masters	111	27.3
	Above Master	7	1.7

Title	Category	Number	Percentage
Profession	Unemployed	95	23.4
	Private Job	185	45.6
	Government Job	45	11.1
	Self-employed	80	19.7
	Retired	1	0.2
Monthly Income (Average in NPR)	Up to 20000	148	36.5
	20000–50000	165	40.6
	50000–100000	56	13.8
	Above 100000	37	9.1
STT Usage Time	Below 1 year	124	30.5
	1–2 years	109	26.8
	3–4 years	88	21.7
	Above 4 years	85	20.9
Average Travel Time Each Year	1–2 times	164	40.4
	3–4 times	112	27.6
	Above 4 times	130	32.0

Among 406 respondent 37.2% are female, and 62.6% are male and 0.2% are others. According to this table, the study features more highly represented male participants. Most of the respondents (72.2%) for the age group fell between the ages of 20 and 30; 14.5% aged 30 to 40 followed. 9.6% of the respondents were aged less than 20 years, 3% were aged 40–50, and 0.7% were above 50 years. This finding indicates that the study is strongly dominated by young adults, particularly those aged 20–30. With respect to their educational levels, 60.3% of them hold a bachelor's degree, 27.3% hold a master's degree, 10.6% hold intermediate-level education, and 1.7% have more than a master's degree. Based on their professional experience, 45.6% of the respondents work in the private sector, 23.4% are unemployed, 19.7% are self-employed, 11.1%work for the government, and only 0.2% are retired. Regarding average monthly incomes in terms of NPR, 40.6% of the respondents are in Rs. 20,000–50,000, and 36.5% of them are in Rs. 20,000. A lower group of 13.8% lies in Rs. 50,000–100,000, and 9.1% lie above Rs. 100,000. Regarding the period of usage of Smart Tourism Technology (STT), 30.5% used it for less than 1 year, 26.8% for 1–2 years, 21.7% for 3–4 years, and 20.9% for over 4 years. This reveals a fairly even distribution of exposure to STT among users. With respect to the number of travels, 40.4% travel 1–2 times a year, 32% travel above 4 times, and 27.6% travel 3–4 times a year. This finding indicates that the majority of the respondents travel once or twice a year.

General Understanding on Smart Tourism Technologies

The general understanding of tourists revealed that 89.7% of the respondents are using smart tourism technology, whereas the remaining respondents do not use STT. Finding out which of the following smart tourism technologies you have used, most of the respondents, i.e., 66.5%, used online travel booking websites; 63.2% used navigation and map apps; 52.2% used smart payment/ticketing systems; 44.6% used review websites; and 30.3% used mobile travel guides or AR/VR-based apps.

Measurement Model Assessment

In order to assess internal consistency reliability, both Cronbach's Alpha and Composite Reliability (CR) were taken into consideration. These indices inform us as to the extent to which the items of a construct are interrelated and consistently render the latent variable. Composite Reliability is particularly preferred in structural equation modeling as it provides a more accurate estimate of reliability by considering the actual loadings of the indicators. A CR value of 0.70 or higher is considered to be acceptable for mature constructs, and values of 0.60 or higher may be adequate for exploratory research (Bagozzi & Yi, 1988).

Table 2

Measurement Model Analysis

Construct	Item	Loading	AVE	CR	Cronbach Alpha
Informativeness	I1	0.827	0.696	0.891	0.891
	I2	0.835			
	I3	0.837			
	I4	0.817			
	I5	0.854			
Accessibility	A1	0.807	0.678	0.881	0.883
	A2	0.851			
	A3	0.853			
	A4	0.822			
	A5	0.782			
Interactivity	IN1	0.827	0.696	0.891	0.891
	IN2	0.844			
	IN3	0.844			
	IN4	0.812			
	IN5	0.843			
Personalization	P1	0.781	0.693	0.889	0.892
	P2	0.840			
	P3	0.872			
	P4	0.845			
	P5	0.820			
Travel Satisfaction	TS1	0.834	0.751	0.917	0.918
	TS2	0.877			
	TS3	0.881			
	TS4	0.877			
	TS5	0.863			
Revisit Intention	RI1	0.836	0.707	0.895	0.897
	RI2	0.847			
	RI3	0.885			
	RI4	0.870			
	RI5	0.759			

Fornell Larker's criteria and Heterotrait Monotrait ratio (HTMT) were employed to assess discriminant validity. The square root of each construct's AVE is higher than its correlation with the indicators of other latent constructs, which confirms discriminant validity according to the recommended cutoff value (Fornell & Lacker, 1981). The HTMT values utilized in order to estimate discriminant validity. All the constructs indicated HTMT values below 0.90, with no problems of discriminant validity and satisfying the standards recommended.

Table 3

Fornell-Larcker Criterion

	A	I	IN	P	RI	TS
A	0.823					
I	0.686	0.834				
IN	0.705	0.680	0.834			
P	0.668	0.670	0.712	0.832		
RI	0.645	0.709	0.667	0.662	0.841	
TS	0.633	0.698	0.657	0.688	0.747	0.867

Table 4

Heterotrait-Monotrait (HTMT)

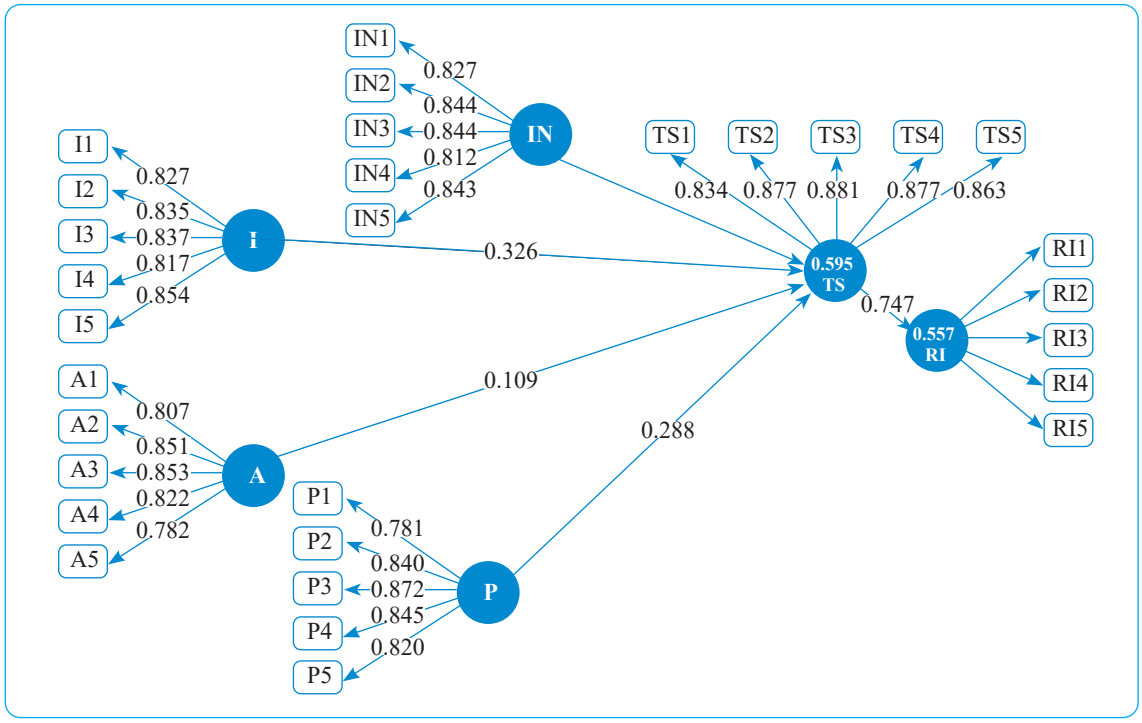
	A	I	IN	P	RI	TS
A						
I	0.774					
IN	0.794	0.764				
P	0.754	0.754	0.799			
RI	0.727	0.794	0.748	0.743		
TS	0.702	0.771	0.724	0.758	0.824	

Structural Model assessment

The structural model is used to evaluate the connections between latent variables of the study on the basis of path coefficient significance and importance as well as confidence interval standards for testing hypotheses. For this study, a total of nine hypotheses were developed, all of which are direct relationship, Path analysis was carries out with the aid of SmartPLS 4, and all calculations and interpretations are based on the result of the software. The observed variables were inter-related with other variables, graphically illustrating the hypothesized relations in the conceptual framework. The structural model and derived ones are typically presented in the form of a path diagram demonstrating the proposed relationship.

Figure 2

Path Analysis



The predicted interactions are shown in the following figure between independent variables Informativeness, Accessibility, Interactivity, and Personalization, the mediating variable Travel Satisfaction, and the dependent variable Revisit Intention. The R^2 for Travel Satisfaction is 0.595, implying that 59.5% of Travel Satisfaction variance is explained by the four independent STT attributes. Similarly, the R^2 for Revisit Intention is 0.557, which implies 55.7% variance in Revisit Intention explained by Travel Satisfaction.

The structural path coefficients (β) are the magnitude of each of the hypothesized relationships: For Hypothesis 1, the β-coefficient of informativeness is 0.326, indicating an increase in Informativeness by 1 unit leads to an increase in Travel Satisfaction by 0.326 unit. For Hypothesis 2, β of Accessibility is 0.109, indicating an increase in Accessibility by 1 unit leads to an increase in Travel Satisfaction by 0.109 unit. For hypothesis 3, interactivity has a β of 0.153, indicating a 1 unit increase in interactivity travel satisfaction is increases by 0.153 unit. For Hypothesis 4, the β-coefficient of Personalization is 0.288, indicating an increase in personalization by 1 unit travel satisfaction increases by 0.288.. For Hypothesis 5, the relationship between Travel Satisfaction and Revisit Intention yields a β of 0.747, which is a very significant strong effect highlighting the central role of satisfaction as a predictor of revisit intention.

Hypothesis Test

Bootstrapping is highly endorsed in literature as a robust non-parametric technique for hypothesis testing, particularly for the use in PLS-SEM. Bootstrapping allows researchers to make an approximation of the accuracy of PLS path model parameters by generating thousands of resamples of the initial dataset. When the t-value is higher than 1.96 and the p-value is lower than 0.05, it suggests that the path hypothesized is statistically significant at the 5% level. In addition

to this, Wang et al. (2023), emphasize the need to consider confidence intervals alongside t-values and p-values. As per them, the absence of zero from the 95% the path coefficient's statistical difference is ensured by the confidence interval from zero and thus validates the suggested partnership. They advise that there should be a minimum of 10,000 bootstrap samples to obtain reliable and consistent (Afthanorhan, et al., 2021). Moreover, Sarstedt, Ringle, and Hair (2017) claim that the percentile bootstrapping methods can provide better path coefficient confidence interval estimates, rendering significance testing more reliable. It helps in minimizing the impact of sampling volatility and validates the results even in several complex models.

Table 5

Hypothesis Test

Hypothesis		Beta	SD	t-values	P values	CI		Decision
						2.50%	97.50%	
H1	TS → RI	0.747	0.033	22.309	0	0.677	0.809	Supported
H2	I →TS	0.326	0.063	5.189	0	0.200	0.448	Supported
H3	A →TS	0.109	0.066	1.662	-0.096	-0.016	0.242	Not Supported
H4	IN →TS	0.153	0.069	2.217	0.027	0.022	0.290	Supported
H5	P →TS	0.288	0.069	4.160	0	0.152	0.424	Supported

Table 5 shows that the p-values for all the hypotheses are below 0.05, indicating statistical significance. Additionally, the corresponding β-coefficients fall within the 95% confidence intervals, confirming the reliability of these relationships. However, Hypothesis 3 (H3) does not show statistical significance, suggesting that the relationship it represents is not supported by the data. Overall, the results demonstrate that most hypothesized relationships between the variables are significant and consistent with the expected effects.

Mediation Analysis

The mediation hypotheses were tested using bootstrapping of indirect effects. Results show three significant mediating effects, indicating that travel satisfaction mediates the relationship between informativeness, accessibility, interactivity, and personalization with revisit intention, as the β-coefficients fall within the confidence intervals.

Table 6

Mediation Analysis

Hypothesis		Beta	SD	t-values	P values	CI		Decision
						2.50%	97.50%	
H6	I →TS→ RI	0.244	0.050	4.830	0	0.144	0.343	Supported
H7	A → TS→ RI	0.081	0.049	1.651	-0.099	-0.012	0.183	Not Supported
H8	IN →TS→ RI	0.114	0.052	2.194	0.028	0.016	0.220	Supported
H9	P →TS→RI	0.215	0.052	4.176	0	0.115	0.316	Supported

Discussions

This study aimed to investigate domestic travelers in Kathmandu Valley, focusing on their perceptions of travel satisfaction and its subsequent impact on revisit intention. Employing quantitative methods, the study collected data via questionnaires distributed to local travelers, with hypotheses tested through regression analysis. Findings reveal that three variables Informativeness, Interactivity, and Personalization have significant direct effects on revisit intention, while Travel Satisfaction mediates the relationship between these factors and revisit intention, demonstrating a strong, positive influence (Beta = 0.747, $p < 0.001$). Specifically, in formativeness positively affects both travel satisfaction and revisit intention, confirming its key role in shaping tourists' behavioral intentions. Interactivity also significantly influences travel satisfaction and revisit intention, underscoring the importance of engaging and responsive experiences. Personalization shows significant positive effects on both satisfaction and revisit behavior, reflecting the value of tailored services in tourism.

Conversely, accessibility exhibits no significant impact on either travel satisfaction or revisit intention, indicating that mere availability of information or services does not necessarily translate into behavioral changes in this context. These findings align with previous research emphasizing in formativeness, interactivity, and personalization as crucial drivers of tourist satisfaction and loyalty, particularly within emerging destinations like Kathmandu Valley (Jeong & Shin, 2020; Mishra & Mishra, 2024b).

Managerially, these results suggest that tourism stakeholders should prioritize enhancing content quality, interactive engagement, and personalized services to foster higher satisfaction and encourage repeat visitation. The mediating role of travel satisfaction highlights its critical function as the emotional evaluative mechanism through which service attributes influence loyalty. This study contributes to the growing body of literature on domestic tourism behavior in Nepal and offers actionable insights for sustainable destination development and marketing strategies.

Conclusion

This study comprehensively examined how domestic visitors in Kathmandu Valley perceive Smart Tourism Technologies (STTs) and how these experiences influence travel satisfaction, happiness, and revisit intentions. The findings reveal that informativeness, interactivity, and personalization play pivotal roles in shaping visitors' positive experiences and behavioral intentions, while accessibility showed no significant direct effect, likely due to uneven digital infrastructure. The research highlights that the degree of visitor enjoyment and sustained engagement depends strongly on the quality of information and real-time interactive services provided by STTs. However, challenges such as outdated information and limited internet connectivity reduce overall satisfaction and may deter future use or revisits.

To address these barriers, policy and managerial interventions are recommended, including improvements in mobile network infrastructure, enhanced training for tourism stakeholders, and collaborative digital initiatives involving government and private sector actors. These measures aim to foster better STT usability, facilitating more engaging, personalized, and timely tourist interactions. The study's theoretical contribution lies in applying the Theory of Planned Behavior (TPB) and Technology Continuance Theory (TCT) within a developing country context, establishing that perceived value from STTs significantly impacts tourist attitudes and revisit intentions mediated by travel satisfaction. It also enriches technology adoption literature by emphasizing affective and psychological dimensions alongside traditional technical factors.

Practically, findings urge Nepalese policymakers and tourism authorities to invest strategically in digital infrastructure and develop STT platforms that prioritize interactivity and personalization to enhance visitor experiences.

Tourism businesses and destination management organizations should focus on creating real-time, user-friendly, and emotionally engaging digital tools. The study also advocates for future research employing Structural Equation Modeling (SEM) to capture complex variable relationships. Overall, this work provides a vital roadmap for elevating Kathmandu Valley's competitiveness as a smart tourism destination by linking rich theoretical insights with actionable strategies for sustainable tourism growth and visitor loyalty.

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