

The Impact of Smart Technologies on Innovative Tourist Memorable Experience and Revisit Intention: The Mediation of Technology-Task Fit

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Abstract

This study examines the impact of smart tourism technologies on creating memorable experiences for tourists and increasing their intentions to revisit. Employing a quantitative approach, the research tested and validated an extended technology-to-performance chain model. A survey is conducted to collect responses from 272 tourists who recently visited the UAE and 254 tourists who recently visited Egypt. Structural equation modelling is utilised for data analysis. The findings indicate that technology-task fit significantly predicts tourists' use of smart technologies. Tourists leverage these smart technologies to cultivate memorable experiences, which, in turn, foster their intention to revisit. This study emphasizes the role of smart technology in forming tourists' memorable experiences and their likelihood of revisiting. It provides valuable insights for destination marketers, planners, smart technology developers, and service providers to focus on the key factors that contribute to enhancing tourists' memorable experiences and their intent to revisit.

Key Words: smart technology, memorable experience, technology-task fit, revisit intentions

JEL Classification: L83

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1. Introduction

Using smart technologies in tourism significantly contributes to creating memorable tourist experiences and increases their revisit intention (Domi et al., 2019; Kim et al., 2010; Shin, Kim, & Jeong, 2023). Pai, Kang, Liu, and Zheng (2021), Torabi et al. (2022), and Bacik et al. (2025) found that smart technology adoption enhances marketing efforts, tourists' memorable experiences, satisfaction, and revisit intention. Numerous studies have examined the influence of smart technology (ST) on memorable experiences and behavioural intentions across various countries. Shin et al. (2023) investigated the effects of smart technology on memorable tourism and revisit intentions in four smart cities in the United States. Their findings indicated that the use of smart technology significantly enhances memorable tourism

experiences, which in turn affects behavioral intentions. Similarly, on another continent, research conducted by Pérez et al. (2025) in Peru yielded consistent results, demonstrating that smart technology has a positive impact on memorable tourism, which in turn influences tourists' attachment to the destination and their intention to revisit. In Asia, Tulung et al. (2025) conducted a study in Indonesia to explore the effects of smart technology on destination image, memorable tourism experiences, and loyalty. They discovered a positive relationship between smart technology usage and memorable tourism experiences, as well as destination image, both of which subsequently influence tourist loyalty.

Other Smart technology in tourism encompasses various online applications, information sources, and platforms, online travel agents, personal blogs, public and company websites, social media, and smartphone apps (Huang et al., 2017). These technologies have gradually increased and become a field study of research to investigate their impact on tourists' emotional and cognitive behaviour (Azis et al., 2020; Shin et al., 2023; Tavitiyaman et al., 2021). On the other hand, the smart tourism technology can significantly impact tourist memories of the visit (Wang et al., 2020). Kim et al. (2010) defined memorable experience as the positive tourist memories that occurred after the visit, and Coudounaris and Sthapit (2017) found that tourists with memorable experiences tend to revisit the destination (Tsai, 2016; Vada et al., 2019).

According to No and Kim (2015), four important attributes can enhance the usefulness and effectiveness of smart technologies: informativeness, accessibility, interactivity, personalization, and security. Furthermore, Goodhue and Thompson (1995) linked the task-technology fit with individual's characteristics, and Rogers (2003) classified technology adopters into five categories, and each category has its distinct traits for using technology. Innovators are risk-takers and willing to use new technologies and experience new ideas. Early adopters are at the head of the adopters' curve of technology. Early majority adopters care about the practical benefits of adoption. The late majority segment is more cautious when making decisions to adopt new technologies. Laggards are slower adopters and sometimes use technologies only when they are forced to do so. Abou-Shouk et al., (2021b), have found that the technology adopter traits are linked with new technologies' ease of use and hence increase tourists' willingness to adopt it. Regulatory mechanisms and director-level accountability affect organizational readiness to adopt new systems and technologies, Moravec and Valenta (2015).

Considering the extant research investigating the adoption smart technologies, Y. Zhang, Sotiriadis, and Shen (2022) mentioned that few studies have examined the relationships between smart technologies' adoption and facets of tourist experience and revisit behaviour. The current study, therefore, integrates significant factors that collectively contribute to smart technology adoption by tourists, helping to improve their memorable visit experience and revisit intention. Furthermore, the present study focuses on the demand side of smart technology adoption rather than the supply side by collecting responses from tourists who visited the UAE and Egypt.

This emphasis on technology-driven behavioral adaptation aligns with broader socio-economic perspectives indicating that competitiveness increasingly depends on continuous innovation and adaptive capacity (Vlach, 2022; Vlach et al., 2025).

In addition, this research extends the technology-to-performance chain model (TPC) and examines its antecedents and consequences. This study aims to measure the effect of: 1) smart technology and tourists' characteristics on task-technology fit, 2) task-technology fit on smart technology adoption/ use, 3) smart technology adoption/ use on tourists' memorable experience and revisit intention, and 4) tourist's memorable experience on their revisit intention (Figure 1). Theoretically, the present study develops an integrative model that includes smart tourism technology adoption antecedents (i.e., technology and tourists' characteristics, and task-technology fit) and consequences (i.e., memorable experience and revisit intention) (Figure 1). Theoretically, this study extends the TPC model and validates it on tourists visiting the UAE and Egypt. Practically, the current study helps destination marketers, tourism service providers, and travel planners to understand the effect of smart technology usage on tourists' experience and their revisit intention. In addition, it provides an understanding of the

characteristics of smart technology and technological characteristics/ traits of tourists and how this affects tourists' intention to use smart technologies and achieve memorable experiences during their visits.

2. Literature review

2.1 TPC Model

TPC developed by Goodhue and Thompson (1995) proposes the concept of task-technology fit (TTF) as a predictor of both technology use and performance. TPC integrates both technology use and fit approaches (Abdillah & Saepullah, 2018). According to TPC, TTF refers to the features of technology that fit the relevant task, as technology is seen as a tool to achieve certain tasks (Goodhue & Thompson, 1995). TPC introduces three predictors of technology-task fit: task, technology, and an individual's characteristics, and assumes that the higher fit between these three predictors will lead to better performance (Andersone et al, 2021). According to Howard and Hair (2023) the literature, task efficacy differs based on the context; this study is limited to both technology and individual characteristics as two predictors of TTF. Technology characteristics refer to the attributes of technology that improve its functionality and effectiveness (No & Kim, 2015). These attributes include technology informativeness (i.e., the information quality and trust), accessibility (i.e., the degree of ease of access information, and the various devices to access information through), interactivity (i.e., immediate actions and real-time feedback and active communication), personalisation (i.e., the ability to obtain information that suits the tourist's needs), and security (i.e., privacy concerns) (Lin et al., 2020; No & Kim, 2015; Pai et al., 2021; Saura et al., 2022; Y. Zhang et al., 2022).

Recent research by Koh et al., (2023) confirmed the effect of technology characteristics on technology-task fit. In the tourism research context, it is found that technology characteristics contribute to the smart technology value in the tourist experience (Jeong & Shin, 2020; Y. Zhang et al., 2022), and technology-task fit of trips online booking (Nugroho et al., 2018). Thus, the first hypothesis is developed:

H1. Smart tourism technology characteristics predict technology-task fit.

Moreover, Goodhue and Thompson (1995) linked individual's characteristics as a predictor of TTF. This implies that TTF happens when individual users have the relevant characteristics to use relevant technologies. Based on Rogers (2003)'s classification of technology adopters, there are five categories: innovators (willing to experience new ideas and technologies), early adopters (come next to innovators in the adoption curve), early majority (focus on technology practical benefits), late majority (cautious decision-makers of new technology adoption), and laggards (slower/ forced adopters of technology).

In the tourism context, Hashim et al., (2014) revealed that the early adopter hotels of technology are advanced in their implementation of technologies compared to other categories of adopter hotels. Dhaigude et al., (2016) found that the user experience with technology and the rate of use is positively influencing the usefulness and outcome of technology adoption. They classified technology users into eight categories starting with Tech-Savvy and ending with laggards. Each category of adopters affects the familiarity of technology adopted and its outcome. Abou-Shouk et al. (2021a) found that the technology adopter category affects the ease of using robots in tourism and hospitality and enhances the attitude toward its usage in tourism and hospitality tasks. This study categorises tourists based on their technological characteristics into three categories: innovators, early adopters, and early majority. It is supposed that expert tourists in technology use, will easily explore the functionality of relevant smart tourism technology and achieve the best fit between technology and related tasks. Thus, the second hypothesis is formulated.

H2. Tourist technological characteristics have a positive effect on TTF.

The third construct in the TPC model is the technology-task fit. TTF implies the technological tools that fit the tasks and have functional attributes that contribute to achieving the relevant tasks. Goodhue and Thompson (1995) divided these attributes into eight groups. Data quality is the first group, it describes the role of smart technologies in revealing correct data/ information, that is up-to-date, sufficient, and detailed to help make relevant decisions. Data locability is the second group. It refers to the ability of smart technologies to locate the required and exact data requested. The capability of smart technologies to have access and authorization to requested data is another group. The fourth is the ability to access data from various inputs and through various devices (i.e., tablets, smartphones, etc.). Ease of use is another concern when using technology to access and find relevant data. The sixth group is timeliness. This implies the capability of smart technologies to produce the required information in time. The further concern is the availability of smart technologies when tourists need it and how reliable to count on the produced information to make the relevant decisions. The eighth group is the relationships of users (i.e., tourists) with smart technology' support staff. This encompasses their skills and their prompt responses. TTF has been studied in various disciplines, including its effect on performance in health (El-Gayar et al., 2010), technology adoption (Koh et al., 2023), e-learning (Alyoussef, 2023), social media marketing in tourism (Lin et al., 2020), and trip purchasing intentions (Nugroho et al., 2018).

Goodhue and Thompson (1995) revealed that TTF is predicting and leading to technology utilisation/ use. When users (i.e., tourists) perceive smart technology as fit for the task they want to achieve, then they will utilise it regularly and frequently. Alturki and Aldraiweesh (2022) found that TTF contributes to the ease and usefulness of Google Meet adoption during COVID-19. Similarly, Koh et al. (2023) found that TTF is substantially affecting innovative technologies in commercial settings. Lin et al. (2020) found that TTF positively affects social media use for tourism and hospitality marketing, and Nugroho et al. (2018) pointed out that TTF predicted the usage of online booking of trip packages. Hence, we hypothesised that when tourists perceive smart technology as fit for their task, they will use it frequently.

H3. Technology-task fit determines the usage of smart technologies by tourists.

2.2 Smart technology use, memorable experience, and revisit intention

Goodhue and Thompson (1995) linked the technology use and technology-task fit to performance. They concluded that the use of technologies with attributes that fit the tasks leads to efficient user performance. Andersone et al. (2021) referred to performance impact as the task's effective accomplishment because of technology fit with the task. This may include better performance of jobs, easiness of achieving tasks, and effectiveness and productivity increase (El-Gayar et al., 2010). According to previous research, performance is referred to as the target outcome of using smart technologies. Jeong and Shin (2020) measured the performance of ST on tourist experience and revisitation intent. Nugroho et al. (2018) measured the performance of TTF in terms of increasing trip booking. Lin et al. (2020) divided the impact of social media on marketing performance into two categories. The first includes individual performance and it includes tourists' attitude toward the destination and travel decision-making, visibility and trust. The second is organisational performance which includes destination image and competitiveness, customer satisfaction and loyalty, and value creation. Pai et al. (2021) defined the target performance of using smart technologies as the tourist experience, satisfaction, happiness, and revisit intention. In this study, the operational definition of performance is the effect of smart technologies use on forming visitors' memorable experiences and revisit intention increases. The key goal of any tourism destination is to deliver a memorable experience (Pizam, 2010) that contributes to developing a competitive advantage (Ayazlar & Ayazlar, 2017; J.-H. Kim & Ritchie, 2014). A memorable tourism experience is a past personal travel-related event that has made a lasting impression in one's long-term memory (Larsen, 2007). It is a positive facet and essence that is selectively formed from the tourism

experience remembered after it because of its distinctiveness and evocativeness (Kim & So, 2022; Kim, 2018; Kim et al., 2012). Since the memorable experience is a subjective evaluation, the extent to which someone remembers their tourism experiences can differ based on their past experiences and personal standards, even when receiving the same services (Ayazlar & Ayazlar, 2017; Hosany et al., 2022).

It is difficult to decouple technology from tourism experiences. Tourists use their smartphones and devices before and during their trips, making it challenging to separate the two concepts. As a result, tourism destinations strive to offer advanced technology that can assist tourists in interacting with their surroundings, finding information, navigating, and understanding cultural attractions. This is done to increase their competitiveness and provide a better experience for visitors (Lee, Lee, Chung, & Koo, 2018; Liberato, Alen, & Liberato, 2018). Extant studies have shown that using smart technology in tourism destinations affects tourists' experience and increases the visitation intention. H. Kim, Koo, and Chung (2021) have demonstrated that utilising mobility apps enhances the tourist experience by reducing the stress associated with travelling. Likewise, engaging in social activities on social networking sites indirectly impacts tourists' experiences positively (Kim & Tussyadiah, 2013). Additionally, based on a study conducted by Azis et al. (2020), tourists who utilised ST reported that they had a more enjoyable and memorable tourism experience. These apps were preferred due to their interactive, personalised, and informative features, rather than just being easily accessible (Jeong & Shin, 2020) which has a positive effect on memorable tourism (Chen et al., 2020). Additionally, Torabi et al. (2022) emphasised that utilising smart tourism technologies, whether for exploration or exploitation, has a positive impact on creating memorable tourism experiences and increasing behavioural intention. Smart tourism technologies directly advance creating memorable tourism experience (Elshaer & Marzouk, 2022). Thus, the fourth hypothesis is:

H4. Smart technology use contributes to forming tourists' memorable experiences of destinations.

As for revisit intention, literature studies examined the effect of using ST on revisitation intent. Perez-Aranda, González Robles, and Alarcón Urbistondo (2023) found that the intensive usage of sports apps increases the revisit intention of users to sports activities. Y. Zhang et al. (2022) highlighted the effect of smart technology value on tourist satisfaction and revisit intention, and Zheng et al. (2022) found that using smart technologies increases the revisit intention to tourist destinations and improves their satisfaction level. Punpairoj, Namahoot, Wattana, and Rattanawiboonsom (2023) found that using smart technologies (i.e., augmented reality) helped explore tourist destinations and motivate travellers' revisit intention to Thailand, meanwhile, Kusumah et al., (2022) found that virtual reality improves destination image and enhances revisit intention of Indonesian tourists. Furthermore, Suksutdhi (2022) revealed that using self-service technologies increases the revisit intention of guests in small hotels, and Pai et al. (2021) revealed an effect of ST on revisit intention. Thus, the fifth hypothesis is developed.

H5. Smart technology use increases tourist revisit intention.

2.3 Visitor memorable experience and revisit intention

Previous research have investigated what kind of experience could be described as memorable. A scale with seven dimensions to measure memorable experience was created by Kim et al. (2012) including hedonism, novelty, refreshment, meaningfulness, local culture, knowledge, and involvement. This scale has been confirmed by various studies in tourism destinations (Ayazlar & Ayazlar, 2017; Bigne et al., 2020; H. Chen & Rahman, 2018; Coudounaris & Sthapit, 2017; Zhang et al., 2018). Hedonism refers to the pleasurable sensations that stimulate oneself, and it represents the emotional worth of customer consumption of any service/ product (Kim & Ritchie, 2014; Kim et al., 2012; Sthapit & Coudounaris, 2018). The pleasurable experiences are a crucial factor in an individual's evaluation of a destination and their behavioural intention (Coudounaris & Sthapit, 2017). Novelty denotes something new or unique (Bigne et al., 2020). It expresses the willingness to take physical, psychological, and social

risks to explore unknown places and try something exciting and adventurous (Coudounaris & Sthapit, 2017).

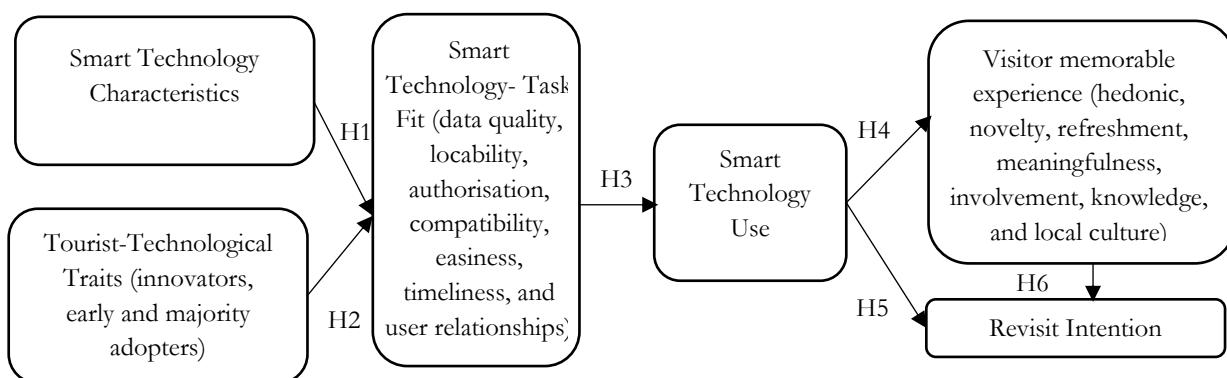
People seek refreshment to break free from their daily routine and find a sense of liberation (Bigne et al., 2020). Refreshment is all about the state of mind and how deeply one engages with one's experiences. Travellers view refreshment as a valuable psychological benefit and a crucial aspect of a positive tourist experience. It helps individuals maintain a stable mood by accumulating enjoyable experiences and relieving psychological stressors they encounter. Meaningfulness pertains to the sense of accomplishing something valuable and gaining self-knowledge, which could lead to personal development and changes in one's lifestyle (Kim et al., 2012). When tourists experience an increased sense of meaningfulness, their overall experience becomes more memorable (Coudounaris & Sthapit, 2017). Involvement refers to the extent of interest that tourists show towards an activity and the emotions it triggers within them. According to Kim et al. (2010), high involvement with travel experiences increases the ability to remember and recall past experiences. Acquiring new knowledge and exploring new cultures is an important part of the tourism experience. This is known as the cognitive aspect of tourism (Bigne et al., 2020). When tourists engage with local culture, it creates a unique and memorable holiday experience (Coudounaris & Sthapit, 2017).

A memorable visitor experience significantly impacts tourists' behavioural intentions (Kim, 2018), and contributes to destination attachment (Cifci, 2021), and recommendation (Chen & Rahman, 2018; Kim, 2018; Kim & Ritchie, 2014). When it comes to deciding whether to revisit a destination or not, the visitor's memories of their previous travel experience play a crucial role (Hosseini et al., 2023). Literature research has unequivocally confirmed the correlation between visitors' memorable experiences and the intention to revisit. Barnes et al., (2016) found that a long-term remembered experience leads to revisiting intention, while Chen and Rahman (2018) found that cultural contact promotes memorable experiences and fosters revisit intention. Both Kim et al. (2012) and Coudounaris and Sthapit (2017) researched the dimensions of memorable experience on revisit intention and found that hedonism, involvement, and knowledge significantly impact revisit intention. Thus, the sixth hypothesis is:

H6. A memorable visitor experience enhances tourist revisit intention.

2.4 Research Framework

Figure 1. **Proposed research framework**



Source: developed by authors

Despite the impact of smart technology adoption on tourists' experience and revisit intention (i.e., Chang et al., 2022; Foroudi et al., 2018; Kim et al., 2021; Nugroho et al., 2018), tourists' adoption of these technologies is influenced by the technology-task fit, tourist technological abilities, and technology characteristics. These relationships can be conceptualised by the TPC (Goodhue & Thompson, 1995).

TPC has been used in various disciplines, including tourism (i.e., Kim et al., 2015; Lin et al., 2020; Nugroho et al., 2018).

As the TPC has been criticized due to over emphasis on task technology fit as the main factor leads to performance, the current study adapts and extends TPC to measure the relationships between six constructs (Figure 1) of which some are antecedents of technology adoption (i.e., technology characteristics, and tourist technological traits) while others are consequences of adoption (i.e., memorable experience and revisit intention). The extended TPC model measures the causal relationship between technology characteristics adopted by Huang et al. (2017), tourist technological traits (Rogers, 2003), and smart technology-task fit (H1 and H2, respectively). The study tests the effect of smart technologies-task fit on tourist's usage of such technologies (H3), and how this usage influences performance (H4-H6). The present study divided the construct of performance into two main subsets: visitor memorable experience and revisit intention. Therefore, the suggested research model tests six hypotheses (Figure 1).

3. Methods

The present study uses the quantitative method to compare the perceptions of a convenience sample of tourists visiting the United Arab Emirates and Egypt on the smart technologies used within tourism facilities and attractions, and how this use would affect their memorable experience and motivate their revisit intention. The UAE and Egypt are selected because these two settings are ranked among the top recipients of leisure tourists in the Arab world. In addition, the UAE is ranked as a top performer and top scorer in ICT readiness in the Arab world, while Egypt is ranked as the top performer and top ICT readiness in the Northern Africa region (World Economic Forum, 2024).

It uses an e-survey to collect data from tourists visiting the two countries to measure six main constructs. The first construct is smart technology characteristics and is measured by five items adapted from extant research (i.e., Jeong & Shin, 2020; Koh et al., 2023; Lin et al., 2020; Pai et al., 2021; Zhang et al., 2022). The second construct is three tourist technological traits and is adapted from Rogers' categories of technology adopters (Abou-Shouk et al., 2021; Rogers, 2003). Technology-task fit (20 indicators), and technology usage (3 indicators) are based on extant studies (i.e., El-Gayar et al., 2010; Goodhue & Thompson, 1995; Howard & Hair, 2023; Huang et al., 2017). Technology-task fit is measured through eight subsets: data quality (3 items), locability (3), authorisation (2), compatibility (2), ease-of-use (3), timeliness (2), reliability (2), and relationship with users (3 items). Memorable tourist experience (17 indicators) and revisit intention (3 indicators) are adapted from extant studies (i.e., Ayazlar & Ayazlar, 2023; Bigne et al., 2020; Chen & Rahman, 2018; Coudounaris & Sthapit, 2017; Huang et al., 2017; Kim & Ritchie, 2014). Memorable experience is measured through seven subsets: hedonic (3 items), novelty (3), refreshment (2), meaningless (2), involvement (3), knowledge (2), and local culture awareness (2 items) (i.e., Ayazlar & Ayazlar, 2023; Bigne et al., 2020; Chen & Rahman, 2018; Coudounaris & Sthapit, 2017; Kim & Ritchie, 2014; Zhang et al., 2018). Structural equation modelling is common in tourism research (i.e., Abou-Shouk et al., 2025a; Abou-Shouk, Elbaz, & Maher, 2021; Abou-Shouk et al., 2025b; Abou-Shouk & Eraqi, 2015; Abou-Shouk et al., 2022a; Abou-Shouk et al., 2022b; Abou-Shouk et al., 2018; Aburumman et al., 2023; Salah & Abou-Shouk, 2019). WarpPLS software is used for analysis, 272 and 254 responses were collected from tourists who visited the UAE and Egypt, respectively, during May-July 2024. Tourists were conveniently approached in hotels and tourist sites. The multi-group analysis will be used to compare the perceptions of UAE and Egyptian tourists included in the study's sampling.

4. Results

4.1 Sample Profile

Table 1 depicts that the majority of respondents in the UAE sample are Asian (30.4%), Europeans (22.3%), and Americans (19.1%), while Europeans constitute 46.1% of the Egyptian sample, followed by Asians (19%), and Americans (14.2%). The male respondents are dominant in both samples (UAE: 51.2%, and 54.4% for Egypt). While most UAE respondents are aged between 26 and 35 years old (35.3%), 29.6% of Egypt's sample are aged between 36 and 45 years. The majority of respondents have a university education (73% for the UAE, and 51.5% for Egypt).

Table 1. **Demographic statistics**

Country		UAE (%)	Egypt (%)
Nationality	Asians	30.4	19.0
	Europeans	22.3	46.1
	Americans	19.1	14.2
	African	17.0	11.5
	Others	11.2	9.2
Gender	Male	51.2	54.4
	Female	48.8	45.6
Age	18-25	26.9	11.8
	26-35	35.3	19.5
	36-45	23.5	29.6
	46-55	10.2	26.6
	More than 55	4.1	12.4
Education	High school	24.7	30.2
	University	73.0	51.5
	Postgraduates	2.3	18.3

Source: developed by authors

Table 2 depicts the technologies used by tourists during their visits. For the UAE, booking technologies are used by 85.2% of respondents versus 96.4% for Egypt, airport technologies (73.5% versus 75.7%), hotel technologies (76.2% versus 71%), attraction technologies (55.6% versus 47.3%), transport technologies (69.8% and 57.4%), shopping technologies (50.3% versus 44.4%), public service technologies (59.3% versus 46.2%), social media (72% versus 69.2%), and mobile apps (70.9% versus 55%) for UAE and Egypt respondents respectively.

Table 2. **Technologies used by tourists**

Country	UAE (%)	Egypt (%)
Booking technologies (websites, information search, bookings, e-payment).	85.2	96.4
Airport smart technologies (check-in, check-out, controlling, checks).	73.5	75.7
Hotels smart technologies (service booking, energy, food and beverage orders....etc.).	76.2	71.0
Attractions smart technologies (VR, AR, platforms, ticketing, entry....)	55.6	47.3
Transport technologies (mobile apps, ticketing, e-maps).	69.8	57.4
Shopping technologies (information search, offers and discounts ..etc.).	50.3	44.4
Public services technologies (smart cards, health systems, weather, exchange rates..etc.)	59.3	46.2
Social media and content-sharing	72.0	69.2
Mobile apps	70.9	55.0

Source: developed by authors

4.2 Scale statistics

Table 3 indicates that the scale is reliable, where internal consistency and composite reliability values exceed 0.7. AVEs values reflect the convergent validity of the scale, exceeding the value of 0.5.

Discriminant validity is also evident as the inter-construct correlations are less than the square root of AVEs (Table 4), and HTMT values are less than 0.9 (Table 5). Furthermore, the average full collinearity VIF is 3.14, ensuring the absence of common method bias (Abou-Shouk et al., 2024).

Table 3. Scale statistics

Construct	Indicators	UAE				Egypt			
		Value	ComR.	CroA.	AVE	Value	ComR.	CroA.	AVE
Technology characteristics (TCH)	TCH1	0.920	0.955	0.942	0.811	0.828	0.911	0.877	0.671
	TCH2	0.888				0.802			
	TCH3	0.904				0.787			
	TCH4	0.877				0.837			
	TCH5	0.912				0.839			
Tourist technology traits (TTT)	TTT1	0.883	0.936	0.897	0.830	0.864	0.900	0.833	0.750
	TTT2	0.939				0.871			
	TTT3	0.911				0.863			
Task-technology fit (TTF) (Second-order construct)	Quality	0.883	0.967	0.965	0.787	0.777	0.935	0.920	
	Locability	0.899				0.845			
	Authorisation	0.872				0.802			
	Compatibility	0.906				0.765			
	Ease of use	0.922				0.795			
	Timeliness	0.936				0.787			
	Reliability	0.809				0.832			
	Relationship with users	0.862				0.805			
Technology usage (TEU)	TEU1	0.925	0.949	0.915	0.861	0.866	0.891	0.816	0.731
	TEU2	0.943				0.843			
	TEU3	0.915				0.856			
Memorable Experience (MEX) (Second-order construct)	Hedonic	0.860	0.964	0.954	0.794	0.845	0.921	0.897	0.624
	Novelty	0.907				0.811			
	Refreshment	0.896				0.746			
	Meaningfulness	0.930				0.767			
	Involvement	0.915				0.814			
	Knowledge	0.883				0.761			
	Local culture	0.845				0.782			
Revisit Intention (RIN)	RIN1	0.931	0.961	0.923	0.891	0.913	0.917	0.864	0.786
	RIN2	0.942				0.885			
	RIN3	0.958				0.862			

Note: ComR: composite reliability, CroA: Cronbach's alpha

Source: developed by authors

Table 4. Validity statistics

Constructs	Country: U: UAE, E: Egypt	TCH	TTT	TTF	TEU	MEX	RIN
TCH	U	(0.901)					
	E	(0.819)					
TTT	U	0.758	(0.911)				
	E	0.446	(0.866)				
TTF	U	0.843	0.783	(0.887)			
	E	0.688	0.566	(0.801)			
TEU	U	0.760	0.678	0.853	(0.928)		
	E	0.548	0.493	0.573	(0.855)		
MEX	U	0.820	0.812	0.841	0.730	(0.891)	
	E	0.720	0.640	0.728	0.637	(0.790)	
RIN	U	0.782	0.686	0.872	0.747	0.750	(0.944)
	E	0.612	0.490	0.702	0.546	0.709	(0.887)

Source: developed by authors

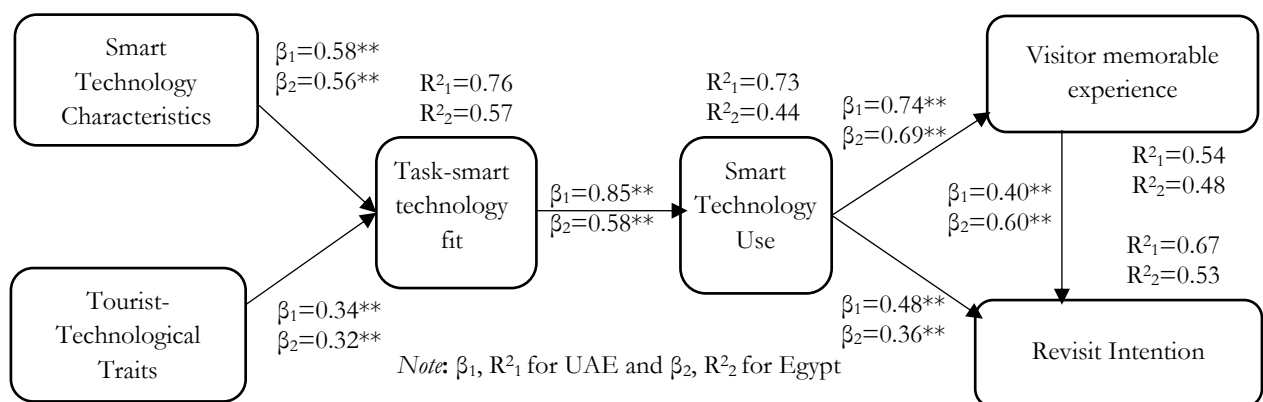
Table 5. HTMT ratios

Constructs	Country: U: UAE, E: Egypt	TCH	TTT	TTF	TEU	MEX
TTT	U	0.825				
	E	0.522				
TTF	U	0.884	0.842			
	E	0.765	0.647			
TEU	U	0.819	0.749	0.809		
	E	0.647	0.598	0.661		
MEX	U	0.868	0.848	0.876	0.780	
	E	0.812	0.739	0.811	0.740	
RIN	U	0.838	0.754	0.814	0.813	0.799
	E	0.704	0.647	0.787	0.652	0.805

Source: developed by authors

4.3 Testing hypotheses and multi-group analysis

Figure 2. Structural model of predictors and consequences of smart technology usage



Source: developed by authors

The structural model shown in Figure 2 illustrates that smart technology task fit is influenced by smart technology characteristics ($\beta = 0.58$, $P < 0.01$ for UAE, $\beta = 0.56$, $P < 0.01$ for Egypt) and tourist technological traits ($\beta = 0.34$, $P < 0.01$ for UAE, $\beta = 0.32$, $P < 0.01$ for Egypt), and the first and second hypotheses are supported. Both constructs explain 76% and 57% of the variance of smart technology task fit for the UAE and Egypt respondents, respectively. This result means that the quality, speed, accuracy, and interactivity of smart technologies, in addition to the users' willingness, interest, and desire to use smart technology, contribute to the users' perception of the capability of smart technologies to achieve their travel tasks. Figure 2 also illustrates that the smart technology task fit perceptions affect the positive perception of using smart technologies before and during their travels ($\beta = 0.85$, $P < 0.01$ for UAE, $\beta = 0.58$, $P < 0.01$ for Egypt) and that the task fit perceptions explain 73% and 44% of the variance in smart technology usage by UAE and Egyptian respondents, and H3 is accepted. Furthermore, the usage of smart technologies is influencing the memorable experiences of tourists ($\beta = 0.74$, $P < 0.01$ for UAE, $\beta = 0.69$, $P < 0.01$ for Egypt), explaining 54% and 48% of the variance in UAE and Egypt tourists' memorable experiences, and H4 is supported. Revisit intention was also found to be affected by smart technology usage ($\beta = 0.48$, $P < 0.01$ for UAE, $\beta = 0.36$, $P < 0.01$ for Egypt, and H5 is supported), and memorable experiences of tourists ($\beta = 0.40$, $P < 0.01$ for UAE, $\beta = 0.60$, $P < 0.01$ for Egypt, and H6 is accepted). 67% and 53% of the variance in tourists' revisit intention is explained by smart technology

usage and memorable experiences. Simply, smart technology usage contributes to creating memorable experiences for tourists and fostering their revisit intention to tourist destinations.

Running the multi-group analysis to measure the path difference between the UAE and Egypt, the p-value for standard errors revealed insignificant differences in the effect of technology characteristics and user technological traits on technology task fit ($p=0.318$ and 0.417 , respectively), and technology use on memorable experience ($p=0.300$). However, a significant difference was observed in the effect of technology task fit on smart technology use ($p=0.001$), smart technology use effect on revisit intention ($p<0.001$), and memorable experience effect on revisit intention ($p=0.018$).

5. Discussion

The present examination aims to investigate how technology characteristics and tourists' technological traits affect the smart technology task fit, and how the task fit contributes to tourists' use of these technologies, creating memorable experiences and subsiding their visit intentions. Findings revealed that technology task-fit perceptions are influenced by technology and tourist characteristics and lead to the use of smart technologies, enriching their experiences, and increasing their visit intentions. This paper employs the TPC model to explain these associations.

According to the results, smart technology characteristics affect tourists' perceptions of achieving the task they want to accomplish before and during their travel (Task fit concept). The technology characteristics include the capabilities of smart technologies to deliver the requested information in real-time, their accessibility (anytime, anywhere), their interactive abilities, and various devices that can be used to access this information (phones, tablets...). Based on the responses of the UAE and Egypt tourists, having smart technologies with such characteristics will result in task fit and achievement. Smart technology task fit denotes that the obtained information requested by tourists is: 1) of high quality (correct, up-to-date, and sufficient), 2) locable (the exact requested information, easy to find and locate), 3) authorised (smart technologies authorisation to access relevant information), 4) compatible (can be accessed from different and various sources), 5) easy-to-use (easiness to become skilful using these technologies), timely (information is retrieved with the required time frame or on time), 6) reliable (information is available and tourists can count on that information to make their decisions), and 7) good relationship with users (supervisors and helpers of smart technologies are skilful, helpful, and cooperated). Hence, when tourists perceive that smart technologies are of high quality, accessible, and interactive, they will perceive it as the best-fit technologies for their travel tasks (searching for information on booking, transport, attractions, shopping, hotels, public services, etc). This result is comparable to that of No and Kim (2015), who found that having smart technologies with these attributes will result in a good fit for the tasks requested by tourists.

The second result found that the traits of technology adopter contribute to perceiving the technologies as a good fit for their tasks. These traits encompass how willing the tourist is to use these technologies, their level of interest in using technologies, and their desire to use these technologies to achieve travel-related tasks. When tourists are interested and enthusiastic about using these technologies, they will have positive perceptions toward their output quality, reliability, accessibility, etc. (task fit perception). This outcome is correlated with Abou-Shouk et al. (2021b), who found that adopter technological traits contribute to positive perceptions of usage.

The third result of this study reveals that when tourist perceives smart technology as task-fit technology that achieves their tasks in time, with high-quality reliable information, easy to access and locate the requested authorised information to make their decisions, they will have positive intentions to frequently and regularly use it to facilitate their travel tasks and search and obtain the necessary information for planning their trips. This finding is relevant to Goodhue and Thompson (1995), who conceptualised the Technology-to-Performance Chain model.

The interesting result is the role of smart technology usage in enhancing tourists' memorable experiences. It is revealed that using smart technologies by tourists visiting the UAE and Egypt has increased their memorable experiences. When describing the experience as memorable, that means that tourists have hedonic feelings (they enjoyed their visit, were excited and had fun), novelty perceptions (unique experience, and new experiences), refreshment feelings (experience free of stress), meaningfulness feelings (meaningful experience), involvement (interesting experience and enjoying what to do), and tourists' perceptions that their knowledge about destination and local culture has increased. Results showed that tourists perceive their usage of smart technology in the destination as a substantive tool that helps them create, increase, or enhance their memorable experiences with the destination and have an emotional link with it. This outcome is also consistent with Wang et al. (2020), Chang et al. (2022), Shin et al. (2023), Tulung et al. (2025), and Pérez et al. (2025), who found that smart technology usage enhances the memorable experience of tourists.

Another result is that using smart technology and enhancing memorable experiences motivates tourists to revisit the destination. Feeling attached to a place and feeling emotional to visit leads to a repeat visit to this place. Both the UAE and Egypt tourist respondents assured that feeling linked to a place and having a memorable experience will result in a repeat visit to that destination. This result is concurrent with Shin et al. (2023), Pai et al. (2021), Torabi et al. (2022), and Pérez et al. (2025), who found that memorable experience and smart technology adoption are predictors of revisit intention.

6. Conclusion

The concept of smart technology has been increasingly examined for its impact on the tourism industry; however, limited research has examined the relationships between the adoption of smart technologies and various aspects of the tourist experience and revisit behaviour. This study developed an integrative model encompassing the antecedents of smart tourism technology adoption—namely, technology characteristics, tourist characteristics, and task-technology fit—as well as their consequences, including memorable experiences and intentions to revisit. The findings indicate that the characteristics of smart technology and tourists' technological traits significantly influence the task fit of these technologies. Task-technology fit serves as a precursor to the adoption of smart technology. Utilising smart technologies enhances tourists' memorable experiences and fosters repeat visitation. Tourists typically choose technologies related to their journey both before and during travel, including booking platforms, hotel services, transportation, shopping, public service technologies, social media, and mobile applications. The study's results support the six proposed hypotheses and highlight the role of smart technology in facilitating tourist tasks, enriching their memorable experiences, and motivating repeat visits.

6.1 Implications

This study constructively examines how tourists perceive smart technologies as valuable tools that enhance their experiences both before and during their travels. Utilising the Technology-to-Performance Chain model, the research effectively illustrates how technology can be harnessed to optimize task performance. Moreover, it examines the positive effects of adopting smart technology, particularly in relation to tourists' intentions to revisit destinations and the creation of memorable experiences. This integrative model significantly contributes to our understanding of the factors influencing task fit and reveals how this relationship encourages the frequent adoption of technology, ultimately enriching tourists' experiences and fostering repeat visits. By comparing tourist perceptions in the UAE and Egypt, the study identifies key predictors and outcomes of smart technology adoption that align with findings from other countries such as the US, Indonesia, and Peru (Pérez et al., 2025; Shin et

al., 2023; Tulung et al., 2025). Additionally, it thoroughly examines eight latent variables related to task fit, alongside seven variables associated with memorable experiences, thereby enhancing the existing body of knowledge on the antecedents of technology adoption. The study also tests a second-order structural model to robustly validate the proposed hypotheses, providing valuable insights for researchers in the field.

Practically, this study provides valuable insights into how smart technologies can significantly enhance the travel experience and foster a strong intention for tourists to return. It highlights key characteristics of smart technologies, such as interactivity, ease of access, and real-time responsiveness, which facilitate their regular and frequent use by travellers. The findings offer constructive guidance for technology developers, travel service providers, and marketers, enabling them to refine the smart technologies available to support tourists effectively throughout their travel journeys. Moreover, the study clearly defines the conditions under which tourists view smart technology as a task-technology fit. It emphasizes that smart technology can deliver superior task-technology fit outcomes when it provides high-quality information that is not only easily accessible but also accurately sourced, empowering tourists to make well-informed decisions within an appropriate timeframe.

The study provides valuable insights into the concept of a memorable experience, testing seven key dimensions that contribute to this idea: hedonic enjoyment, novelty, refreshment, tourist involvement, meaningfulness, knowledge enhancement, and awareness of local culture. These dimensions can be effectively supported by smart technologies, which encourage travel service providers and marketers to explore how their technological capabilities can enhance memorable experiences across these dimensions. Importantly, achieving memorable experiences is likely to foster repeat visitation, an essential strategic outcome for destination marketers. The findings yield robust, valid outcomes from two different countries, illustrating that the integration of smart technology effectively meets the criteria for task fit. A comprehensive understanding of both task fit and memorable experiences equips managers and destination marketers with the knowledge they need to identify key components and provide relevant information through their smart technology platforms. This, in turn, can strengthen the connection between destinations and travellers' intentions to revisit while facilitating memorable experiences. Moreover, this study identifies several practical opportunities for travel managers and marketers to utilise smart technology when promoting their destinations and designing tour packages. These opportunities include offering customised and personalised trip experiences, facilitating seamless navigation within destinations, providing smart accommodation options, creating virtual and augmented reality experiences to visualise tourist attractions, delivering real-time translation services, ensuring secure e-transactions, and fostering greater engagement in the overall travel experience. By capitalising on these advancements, travel professionals can enhance the overall visitor experience and drive sustainable growth in tourism.

6.2 Limitations

This study utilises a second-order structural model to examine the effects of smart technologies and memorable experience concepts, as this approach offers clearer insights for managers and marketers compared to a first-order model, which may yield overly complex findings. The concept of smart technologies is broad and encompasses a diverse array of technologies adopted in the tourism sector, such as booking systems, hotels, transportation, attractions, shopping, public services, and social media platforms. Future research could benefit from narrowing its focus to a specific type of technology, allowing for a deeper exploration of its impacts on repeat visits, memorable experiences and other behavioural intentions.

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