

Antecedents of Smart Tourism Destination Perceived Attractiveness and Behavioral Intention for Digital Natives

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Abstract

Digital natives, consisting of Millennials and Zillennials, have become a very relevant market in describing the future and direction of developing the attractiveness of smart tourism destinations (STD). In order to measure the perception of STD attractiveness for digital natives, this study applies the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach to identify antecedent factors that influence their perception of STD attractiveness and how that perception impacts intentional behaviour. The participation of 318 digital native respondents in the study has provided valuable insights. In data analysis, two main antecedents, digital security, and interactivity, were identified as strong influences in shaping the perceived attractiveness of STDs for digital natives. With the sense of security in digital technology and the ability to actively interact with tourism destinations, digital natives are becoming more likely to perceive STDs as attractive destinations. The perceived attractiveness of STDs turned out to have a significant impact on the intentional behaviour of digital natives. The more positive their perception of STDs, the more likely they are to act actively to visit those destinations. These results suggest that understanding the factors influencing the perceived attractiveness of STDs can be key to attracting young travelers.

Keywords: digital natives; perceived attractiveness; smart tourism destination; tourist intentional behaviour

Introduction

Tourism has grown as a major global industry, implementing Industry 4.0 principles by leveraging ICT to change the interactions between tourist destinations and tourists (Bilotta et al., 2021; Novianti et al., 2022). This experience-based industry has contributed to transforming from an analog to a digital society, providing an important impetus for adopting travelers' technology (M. F. A. Prawira et al., 2022). The tourism industry is witnessing significant changes in how host communities, service providers, and travelers interact within the digital

ecosystem. This shift brings a new dynamic that has never been seen before. As a result, the digitalization of tourism has brought this industry into a competition between service providers and destinations to present unique and creative digital technology (Kusdibyoy et al., 2023). Technological developments have provided endless opportunities for tourism destinations to improve service quality and operational efficiency and create a more engaging experience for visitors (Ferreira et al., 2019; Xia Wang et al., 2016). Destinations' competitive landscape has shifted from tangible to intangible destination attractiveness and is closely related to digital norms. Competition on hygiene standards and physical and aesthetic uniqueness has been enhanced into competition for marketing through social media, information quality, provision of transaction security, integration of ordering systems, digital interaction, and co-creation models of destination services. Social media interactions are important in building positive relationships between DMOs and tourists (Syafganti & Walrave, 2020). The concept of the visitor journey has now been empirically found to be more in digital reality (Shen et al., 2020; Suryana et al., 2023), where smart tourism became the umbrella of this kind of research.

The trend of studies in smart tourism continued to emerge in the last decade, with the understanding of industrial concepts that combine artificial intelligence (A.I.), Internet of Things (IoT), augmented reality (A.R.), and virtual reality (V.R.) technologies to improve interactions between tourism destinations, tourists, and the surrounding environment (Kusdibyoy et al., 2023; Shen et al., 2020; Susanto et al., 2020; Xia Wang et al., 2016). Smart tourism provides a more personalized, easy, and interactive visiting experience for tourists (Susanto et al., 2020), especially for the segment of tourists with a lifestyle closely related to digital technology. The existing studies pay attention to smart tourism destinations, focusing on changing conventional traveler behavior towards smart travelers driven by the existence of smart business (Ballina, 2020; Kadam & Sen, 2023), DMO decision-making model (Femenia-Serra et al., 2019), on-site provision of smart technology (Shen et al., 2020), and visual design (U Gretzel & Mendonça, 2019; Prawira et al., 2023). The study specifically postulates the effect of smart tourism destination (STD) marketing management on market behavior. However, there has been no deepening of STD marketing features on the perception of destination attractiveness in a more specific demographic market, the digital natives.

Considering the gap, this study argues that the development of STDs in the future will be more aimed at and enjoyed by millennials and Generation Z, who are digital natives. Data from the Indonesia Central Statistics Agency show that the number of millennials and Generation Z in 2020 is 53.27% of Indonesia's 270.2 million population (Antara, 2023). It is predicted that in the next two decades, these two generations will become tourist travelers who dominate visits to tourist destinations with a model of needs closely related to smartness. STD marketing patterns for digital natives need to pay attention to social media channels and presence, information quality, interactivity, and transaction security.

The digital native generation (Prensky, 2001), also known as millennials and Generation Z, is a group that grew up in the digitally connected age online. They have intense access to smart devices and the internet and interact with technology as a natural part of everyday life (Selwyn, 2009). This market segment has different assessment models for building the attractiveness construction of a tourist destination. In order to achieve high levels of satisfaction from this generation, tourism destinations must adapt to how they interact and present content that matches their technological preferences. This study examines the factors that contribute to perceptions of the attractiveness of PMS among digital natives and their influence on intentional behaviour. By considering various digital attributes such as marketing norms for digital purposes, social media presence, information quality, interactivity, and digital security related to the perceived attractiveness of PMS, this research seeks to make theoretical and practical contributions to improve PMS reinforcement models. In addition, this research

also explores how actual visits impact intentional behavior. This study is presented in four parts, namely 1) introduction as presented in this section; 2) literature review by presenting a review of previous theories and research; 3) methods; and 4) results and conclusions.

Literature review

Digital natives

Individuals who grew up during the surge and widespread adoption of digital technology and social media are commonly known as Digital Natives. This group of individuals regularly engages with Web 2.0 platforms, actively seeking, accessing, consuming, purchasing, and producing large amounts of information, products, and services (Gon et al., 2016). For their fluent skills in utilizing ICT (Line et al., 2011) term digital natives as informal experts in this field. Digital natives are characterized by their natural aptitude and proficiency in navigating digital mobile devices, such as smartphones and tablets, used to receive information fast (Prensky, 2001). They actively engage with social media platforms and deeply understand Web 2.0 technologies, frequently participating in online communities and social networks and creating user-generated content (Akçay, 2017; Farsi, 2021).

Digital natives, the generation of individuals born in the digital age, have recently greatly impacted the tourism industry (Camprubí & Gassiot-Melian, 2023; Elziny & Mohamed, 2022). With their expertise in technology and digital platforms, Digital Native has changed the way they discover and experience tourism destinations. Their characteristics and special needs in tourism destinations where this type of tourist prioritizes comfort and efficiency in their tourism experience. They expect seamless digital, experiential processes, such as online booking platforms and mobile apps, that allow them to plan and navigate their trips (Mzoughi et al., 2012; Pranita, 2018). Digital Natives value authenticity and personalization in their tourism experience. They seek unique, personalized experiences that match their interests and preferences (Mzoughi et al., 2012). This tourist segment relies heavily on online reviews, recommendations, and user-generated content to make travel decisions. They trust the opinions and experiences of fellow travelers shared through platforms such as TripAdvisor and social media (Prem* et al., 2019).

Social media presence

Changes in people's consumption behavior in the digital ecosystem have motivated organizations to transform their business activities in cyberspace (Shin et al., 2023). Internet inclusion expands access to social media, which now functions as a secondary identity for citizens. Social media platforms act as alter-egos for netizens, enabling them to share impressions of daily activities and make persuasive purchase decisions by exchanging information. This condition causes a massive migration of business organizations to be able to attend and interact with netizens as part of dynamic capabilities to maintain their existence (Weritz et al., 2020). Empirical studies recognize this concept as social media presence, which refers to the entire effort of business organizations to provide evidence of the existence of brands that are actively present and relevant to social media (Chung et al., 2017; Karampela et al., 2020). Social presence theory (Garrison et al., 2010) Postulates that media can be distinguished based on sound, visual, and physical contact levels in establishing communication. In the context of social media, this grouping can be used to determine the degree of complexity of social media based on the interaction model and the richness of its features, which aligns with social richness theory (Daft & Lengel, 1986). Interestingly, Chung et al. (2017) state that the typology of extroverted business organizations is characterized by their presence on social media in an active and relevant way.

Similarly, for STD, a social media presence is necessary to build its image and always strive to be a relevant choice for its target market (Turktarhan & Cicek, 2022). Various destination management organizations have practically tried to manage their presence on various social media platforms. Their presence is used as a medium to build strong relationships with consumers, reach a wider audience, STD value co-creation efforts, build credibility, and provide customer support as a perception of the attractiveness of smart tourism destination (Brandt et al., 2017; Turktarhan & Cicek, 2022; Viñan-Ludeña, 2019). So that: H1: social media presence has a significant influence on the perception of the attractiveness of STDs

STD information quality

As understood in the Leiper Tourism System (Leiper, 1979), Tourism destinations are geographically different from their target markets, so with this immobility nature, the transaction persuasion process is always represented by information in the form of images, sounds, or a combination of both. Confidence in the credibility of the destination's content, context, and information media will be instrumental in the success of destination marketing efforts. Quality information has become a critical part of tourism destination marketing activities. The provision of quality information has become a challenge in transforming tourism destinations. Many DMOs, especially in the early adoption stage of smart technologies, limit the context of information quality to changing forms, from print-based to electronic-based. This has rashly simplified the measurement of information quality, thus creating bias in its implementation. Study (Wang & Strong, 1996) It has solidly provided an information quality framework in the form of intrinsic quality, contextual quality, representational quality, and accessibility quality. The framework is then supplemented (Kim et al., 2017) with an interesting aspect. In the context of STD, the information quality framework is presented to support the growth of the perception of STD attractiveness and encourage intentional behaviour of the target market. In STD, information is presented in various objectives, as adopted from the concept of the brand equity pyramid, namely, building awareness to bind market loyalty to STD. Studies (Kim et al., 2017; Rodríguez et al., 2020; Xueyi Wang et al., 2023) divide the process of I.Q. interaction and destination image formation into content and non-content models, both of which were found to be capable of building cognitive, affective and conative images. The quality of the information provided by tourism destinations encourages the formation of intentional behavior in tourists (Wang & Yan, 2022). So that: H1: Information quality significantly influences the perception of the attractiveness of STDs.

Interactivity

Organism Response Stimulus Theory (Mehrabian & Russell, 1974) provides a fundamental understanding of the existence of the influence of the social environment on individuals. In the context of STD, a stimulus is provided by tourist destination service providers to tourists long before the actual trip is carried out through sense and information quality (An et al., 2021). Ideally, STDs with predictive capabilities over their market needs models will be able to bring innovation in early interaction through their various channels (Li et al., 2021; Rafdinal et al., 2021). Studies (Suryana et al., 2023) found that travelers carry out the travel planning process for at least three months to two weeks. In his study, most of this travel planning process is carried out in the digital ecosystem, including efforts to find accurate information that can be determined by the interactivity of communication between the two parties.

Interactivity in the context of technology can be understood as the potential ability of technology to communicate efficiently through the provision of media that bridges the parties to dialogue (Sádaba-Chalezquer, 2000). Interactivity in the context of online communication is a dialogue between several individuals through online communication channels aimed at

building understanding and intimacy (Thorbjørnsen et al., 2002). Interactivity improves value synchronization between providers and customers (Quinton & Wilson, 2016). In the context of this study, it improves the perception of the attractiveness of STDs given by travelers.

Practically, destination service providers have opened up social interaction spaces through communication models that they build creatively and variedly (Ferreira et al., 2019; Trinchini et al., 2019). In pre-social media times, the internet functioned as a storefront and passive communication with few opportunities for interaction. Entering the era of social media, tourism service providers are increasingly opening up to providing direct communication services through a funneling model planned to be connected to live chat channels, telephone lines, or other interaction media. This is in harmony with studies (Xu & Wang, 2020), which found that constructing destination service provider interactions with bidirectionality (reciprocal communication), participation, and joint problem-solving models can increase customer engagement. Interactivity provides a bonding relationship between STD information providers and their travelers (Míguez-González & Fernández-Cavia, 2015) and telepresence (Willems et al., 2019). So, H3: interactivity significantly influences the perception of STD attractiveness.

Digital security

STDs have become increasingly popular as technology has influenced how people travel and experience a place (Boes et al., 2016; Ulrike Gretzel et al., 2015). However, with the rapid growth of technology, digital security challenges are becoming increasingly complex and significant. The canalization of digital interaction activities has led tourists to increasingly rely on digital platforms for the majority of their travel (Rafdinal et al., 2021; Turktarhan & Cicek, 2022), including the process of bookings, sales, and transactions have opened security gaps that can harm STD and its tourists (Susanto et al., 2022). Theft of personal data and financial and overall digital security has become a major concern, with both parties; STDs and travelers need to strengthen against preventing unauthorized access and data breaches.

Digital security ontologically reviews digital incident prevention efforts, while digital forensics departs from the focus of digital incident investigation (Ellison & Venter, 2016). From this understanding, in the context of STD, digital security needs to be developed as an instrument invested by STD managers to provide confidence in digital security to ensure the adoption process of STD services for tourists (Singhal et al., 2020; Susanto et al., 2022). Holistic security and safety are important in building the attractive value of tourist destinations (Shrestha et al., 2020). The stronger the perception of digital security, the higher the perception of STD attractiveness in the minds of tourists (Novianti et al., 2022; Susanto et al., 2022). So that: H4: Digital security has a significant influence on the perception of STD attractiveness

STD perceived attractiveness and behavioral intention

According to Yangzhou and Ritchie (1993) destination attractiveness reflects travelers' feelings, opinions, and beliefs about a destination's ability to meet the specific needs of its visit. Destination attractiveness is a comprehensive assessment of a destination from a cognitive and emotional perspective based on the attributes of a particular destination (Yin et al., 2020) that drive actual traffic (Ćulić et al., 2021). This conception is inspired by the statement (Mayo & Jarvis, 1982) that tourism destinations must be able to benefit their visitors.

In its development, destination attractiveness relies more on physical aspects and destination services in the form of food consumption value (Thio et al., 2022), human and physical crowding (Yin et al., 2020), activities, infrastructure, accessibility, hospitality and local people (Ćulić et al., 2021; Raimkulov et al., 2021). In the development of STD, aspects of digital communication can add value to perceived attractiveness, as studies (Andreyeva et

al., 2020) show that the involvement of digital features of tourism destinations, including digital security, can increase destination attractiveness. Perceived attractiveness as an actionable assessment of digital travelers as a basis for their intentional behaviour in the feedback stage. This behavior is indicated by the intention of future visits (Ćulić et al., 2021; Thio et al., 2022; Yin et al., 2020). So that: H5: Perceived attractiveness of STDs has a significant effect on visiting intention

Based on the construction of the hypothesis, the framework model offered is:

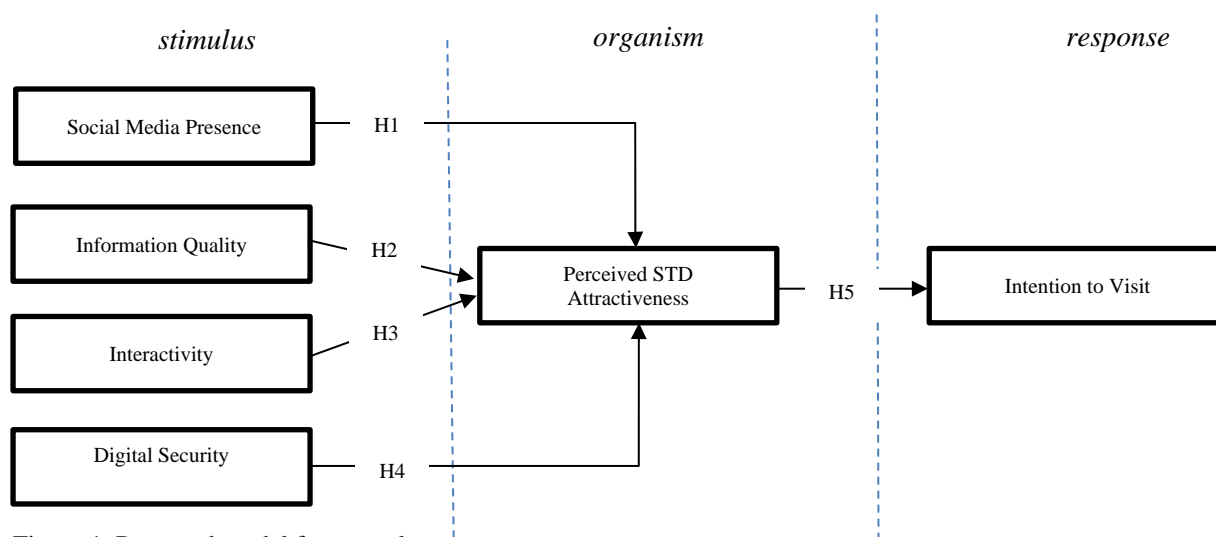


Figure 1. Proposed model framework

Research methods

In order to achieve its goal, this study uses a quantitative approach (Creswell & Creswell, 2018) to measure the influence between variables of social media presence, information quality, interactivity, and digital security on perceived STD attractiveness and its effect on the intention to visit. The construction of this model adopts Stimulus-Organism-Response (Mehrabian & Russell, 1974), social presence theory (Garrison et al., 2010), social richness theory (Daft & Lengel, 1986), and destination attractiveness concept (Yangzhou & Ritchie, 1993). The data was collected by distributing online questionnaires in May-June 2023 in Indonesia with a sample frame of tourists aged 18 to 41 years who have traveled by involving the process of transactions, bookings, and/or searching for information digitally in the last year. From these activities, 318 responses were collected that were considered adequate for further processing in the analysis process, as per opinion (J. Hair et al., 2017), where the sample size can be met at least ten times the number of paths found in a variable. This study model has four directional patches on the perceived STD attractiveness variable, so the collected data has exceeded these provisions.

This study examines the constructed model using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach, as described by (Hair et al., 2019), to assess the performance of our model. This method is an analytical technique widely known for its ability to perform predictive measurements of a model with high variable complexity with a limited number of samples. To evaluate the model, we use SmartPLS as proposed by (Ringle et al., 2015). The study chose the PLS-SEM approach because our main interest is understanding the relationships between various variables rather than just focusing on model fit, according to the views expressed by (Hair et al., 2019). In addition, this method avoids making assumptions

about the distribution of individual items. As a result, assessing the model's overall fit is impossible. Instead, we use a two-step evaluation strategy as proposed by (Hair et al., 2019). The stages of analysis are divided into 2, namely, the measurement model stage and the structural model stage.

At the testing phase of the measurement model, PLS-SEM with only reflective indicators is evaluated based on four criteria: 1) Reliability of indicators - verified by checking that item loadings on their latent >0.6 (Chin & Newsted, 1998); 2) Construct reliability is verified using the two index, where Cronbach Alfa each construct >0.7 and Composite Reliability (C.R.) index each construct >0.7 (Sarstedt et al., 2017); 3) The convergent validity assessment verified that the average of the extracted variances (AVE) of each block >0.50 (Joseph F. Hair et al., 2019); and 4) The assessment of discriminant validity is verified that for each item, the load on the associated latent is higher than on the other constructs. Specifically, because the study model is fully reflective, loadings are covariance measured on the same scale (Rigdon, 2012), so there is no need to check for multicollinearity.

During the second stage of assessing the model's validity, the structural model is analyzed by examining the construct's R^2 value to gain insight into its ability to anticipate its behavior. R^2 values range between 0 and 1, with a higher value indicating a stronger prediction precision level. In the field of social sciences, there is no universally agreed value limit for evaluating the quality of R^2 . Although some researchers oppose the definition of certain values (Chin & Newsted, 1998), a number of experts have proposed benchmarks that are commonly used to show substantial, moderate, and weak predictive power of 0.75, 0.5, and 0.25, respectively (Henseler et al., 2009). This stage is continued by testing the hypothesis with a standard error measurement of $p=0.05-0.10$.

Results and discussion

Respondent profile

Based on the data that has been processed, it is known that 60% of respondents involved in this study are women, and 40% are men. Of these, respondents aged 28-41 years were 33.2%, and the remaining 63.8% were aged <28 years. Regarding the educational background of respondents, as many as 76.8% stated that they had a Diploma / Bachelor's education, 11.6% were postgraduate, and 11.6% were postgraduate. Respondents stated that 65.2% had an income of $<Rp. 5$ million per month, 20.3% earned Rp. 5-10 million per month, 8.7% > 20 million, and 5.8% earned Rp. 10-20 million per month. The respondents' work backgrounds are 63.8% students, 21.7% professionals, 8.7% self-employed, 4.3% government employees, and 1.4% freelancers.

Measurement model

A convergent and discriminant validity test was carried out to evaluate the measurement model, which refers to opinions (Chin & Newsted, 1998). Each construct's composite reliability and Cronbach's α values should be > 0.7 in testing convergent validity. At the same time, the AVE value is required to be > 0.5 (Sarstedt et al., 2017). From this condition, it is known that the antecedent construct of perceived attractiveness of STD consisting of social media presence, information quality, interactivity, and digital security meets the requirements. Such is the case with perceived attractiveness STD and intention to visit. These data are shown in Table 1.

This study measures discriminant validity by evaluating the AVE ratio of each construct against all constructs included in the study. Conditions (Fornell & Larcker, 1981) imply that each construct's AVE root must be higher than the correlation with other latent variables. In addition, cross-loading must show a higher item loading value than the cross-loading construct on other items (Chin & Newsted, 1998).



Table 1. Reflective measurement model

Construct	Loadings	Cronbach α	CR	AVE
Social Media Presence (SMP)		0.945	0.958	0.820
1. Choose a destination that has content on social media	0.866			
2. Choose destinations based on their presence on several social media platforms	0.906			
3. Plan itinerary based on destination content on social media	0.916			
4. Interested in visiting destinations that are viral on social media	0.941			
5. Follow the destination's social media accounts and affiliates	0.895			
Information Quality (I.Q.)		0.897	0.924	0.708
1. Like the destination information content with good visual quality	0.797			
2. Like the complete destination information	0.855			
3. Choose a destination that has complete information	0.863			
4. Compared destination information from several digital sources	0.877			
5. Store informational content that is useful during actual visits to destinations	0.810			
Interactivity (INT)		0.924	0.952	0.868
1. Love to interact with destination content providers	0.915			
2. Provide feedback on the content presented by the destination content manager	0.955			
3. Choose a destination that actively interacts on social media	0.924			
Digital Security (DIS)		0.946	0.965	0.902
1. Choose a destination that has an official digital channel	0.965			
2. Choose a destination capable of providing personal data protection	0.956			
3. The quality of destination services is determined by the protection of personal data	0.927			
Perceived Attractiveness (ATT)		0.837	0.902	0.755
1. Destinations with smart technology features are better able to reflect the value of the price I pay	0.871			
2. Destinations with smart technology features reflect the personality of a digital traveler.	0.904			
3. Destinations with smart technology features provide better value experiences.	0.830			
Visiting Intention (VIT)		0.891	0.932	0.822
1. Plan to visit a destination with smart technology features	0.928			
2. Make destinations with smart technology features top-choice	0.927			
3. Destinations with smart technology are one of favorite choices in mind	0.863			

Source: Research data, 2023

The measurement model in this study has met the discriminant validity requirements, as presented in Table 2.

Table 2. Discriminant validity

	ATT	DIS	IQ	INT	SMP	VIT
ATT	0.869					
DIS	0.818	0.950				
IQ	0.783	0.786	0.841			
INT	0.847	0.800	0.829	0.932		
SMP	0.793	0.828	0.841	0.824	0.905	
VIT	0.823	0.771	0.801	0.865	0.804	0.906

Source: Research data, 2023

Structural model

Based on the inner model analysis (J. Hair et al., 2017), To assess the strength of structural models, coefficients of determination (R^2), cross-validated redundancy (Q^2), as well as path coefficients are used. Sequentially, R^2 is valued substantially if it is valued at >0.75 , moderate if it is worth >0.50 , and weak if it is >0.25 . Based on calculations, it is known that the R^2 value for the perceived STD attractiveness construct is 0.775 (strong), and the visiting intention construct is 0.676 (moderate). Furthermore, the Q^2 value in the STD attractiveness construct is

0.583, and the visiting intention construct is 0.552. This shows that the phenomenon of STD attractiveness in this study can be explained by 58.3% by the constructs of social media presence, information quality, interactivity, and digital security, While the combination of all constructs can explain the phenomenon of visiting intention by 55.2%. Furthermore, from testing the path coefficient value, it is known that there is a weak type of influence (>0.02), namely on information quality (0.092) on STD perceived attractiveness and the influence of social media presence on STD perceived attractiveness (0.081). The moderate effect (>0.15) is known to be found in the influence of digital security on STD perceived attractiveness (0.320). Strong influence (>0.35) is known to be found in the effect of interactivity on STD perceived attractiveness (0.449) and the effect of STD perceived attractiveness on visiting intention (0.832).

Table 3. The Summary of Hypothesis Testing

Hypothesis	β	t-value	p	Decision
H1: Social media presence \rightarrow Perceived STD Attractiveness	0.081	1.585	0.114	Rejected
H2: Information Quality \rightarrow Attractiveness	0.092	1.607	0.109	Rejected
H3: Interactivity \rightarrow Attractiveness	0.449	8.509	0.000	Accepted
H4: Digital Security \rightarrow Attractiveness	0.320	6.874	0.000	Accepted
H5: Attractiveness \rightarrow Visiting Intention	0.823	41.448	0.000	Accepted

Notes: *Significance at ($p=0.05$); **Significance at ($p=0.01$).

Source: Research data, 2023

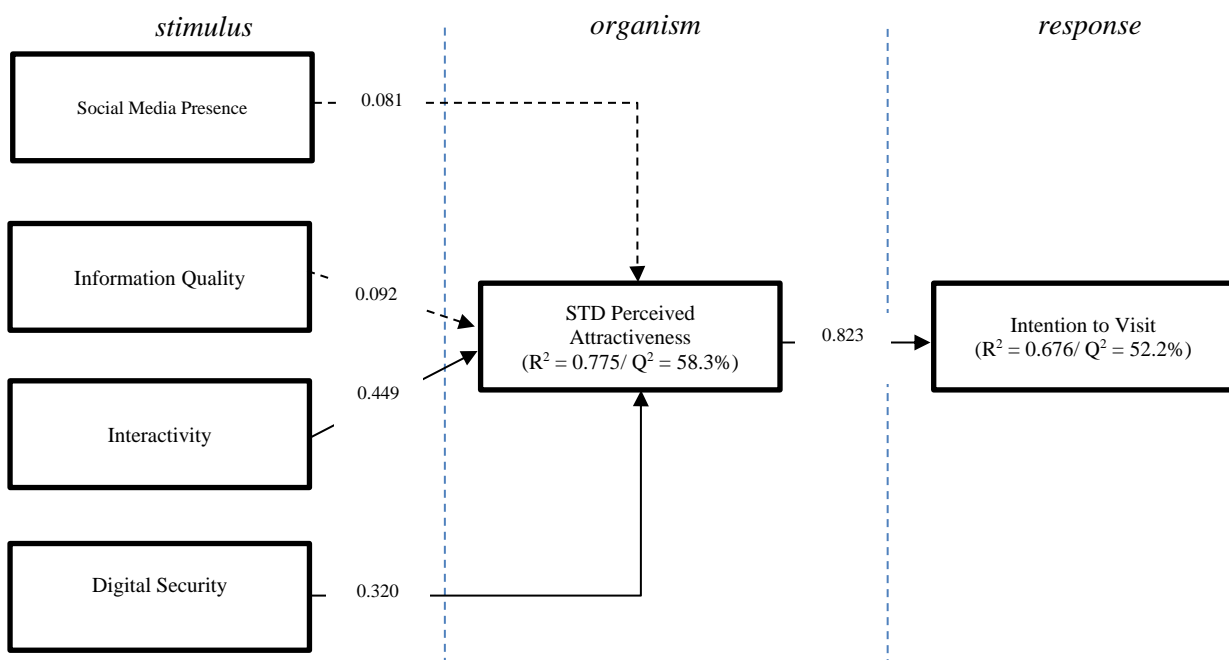


Figure 2. The result of the integrated model

In structural model testing, an approach to measuring the influence of latent variables on other latent variables has been offered in research hypotheses. The measurement results show that social media presence ($\beta=0.081$, $t=1.578$, $p=0.114$) and information quality ($\beta=0.092$, $t=1.607$, $p=0.109$) were found to have no significant effect on STD perceived attractiveness. This means that H1 and H2 are rejected. At the same time, digital security ($\beta=0.320$, $t=6.874$, $p=0.000$) and interactivity ($\beta=0.449$, $t=8.509$, $p=0.000$) were found to have a significant effect on STD perceived attractiveness, so that H3 and H4 were declared acceptable. Similarly, H5 was declared accepted after the effect of STD perceived attractiveness ($\beta=0.823$, $t=41.448$,

$p=0.000$) was found to have a significant effect on visiting intention. The calculation of this hypothesis test is presented in Table 3 and Figure 2.

Discussion

These studies have confirmed the stimulus-organism-response model (Mehrabian & Russell, 1974) in the context of STD antecedents, perceived attractiveness in the form of social media presence, information quality, and interactivity digital security can influence the response in the form of intentional visits. By using the perspective of digital native travelers, this study found that social media presence and information quality did not have a significant effect on STD perceived attractiveness. This can be interpreted that digital natives, even though they are native citizens of the internet, in terms of assessment of smart tourist destinations, do not consider the existence of destinations on social media. Similarly, regarding information quality, this segment has not yet made this factor the main assessment of the attractiveness of STDs. Interestingly, the study supports the findings (Matikiti-Manyevere et al., 2020), where stimulus interactivity becomes important in building the perception of STD attractiveness. Young travelers are eager to interact with smart destination managers in their trip-planning process. If connected with the rejected hypothesis about social media presence, it can be assumed that interactions made by young travelers can be carried out on a wider platform than social media, namely web-based or conversational applications. This, in different contexts, supports the findings (Upadhyay, 2020), where the interaction of tourists with internal parties of tourist destinations can build positive assessments and influence their visit experience.

Digital security is an antecedent factor that influences STD perceived attractiveness. This provides an understanding that for digital natives, security precautions for personal data, finance, and privacy are their main concerns in assessing STDs. As per a study (Ellison & Venter, 2016), Internet users have high demands on the belief that their counterpart in the digital ecosystem has the ability and capacity to prevent the risk of data breaches. Similarly, in the relationship between STD and its tourists, the higher the STD's efforts and investment in building digital security, the higher the perceived attractiveness towards STD. This study also found that STD-perceived attractiveness can encourage intentional behavior in the form of interest in visiting destinations in the future as the study (Ćulić et al., 2021; Thio et al., 2022). This study confirms that an organization's success in building a positive perception will lead to a linear response in the form of a call to action and the choice of products and services.

Conclusion

Smart tourism destinations have become an issue of future tourism development, so the study seeks to align studies in this setting with the behavior of its key market segments. The study has found that digital natives' view of interactivity and digital security can influence their assessment of STD attractiveness. This study model partially explains some factors that make STD values and their relationship to intentional behaviour. Theoretically, this study can consider strategies for strengthening digital interaction and security in the context of STDs for DMOs to build the attractiveness of destinations to attract tourist visits. This study provides a more specialized perspective by assessing digital natives as the main opinion. The limitation of this study is that it has not involved the physical aspects of STD in the measurement model, so it appears that the model built has not been able to explain the phenomenon optimally. The research agenda to follow up this research can be expanded by combining tangible STD features and other intangible STD attributes in building attractiveness. Likewise, it can be expanded into a study of interaction models or DMO efforts in building STD attributes in the digital ecosystem.

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