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Smart Tourism Technology and Communication on Rural Destination: Analyze Memorable Experiences, Tourist Satisfaction, and Revisit Intention

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Abstract

The COVID-19 pandemic has caused the tourism and creative economy (Parekraf) sector to experience a significant negative impact. Destinations have an opportunity to build infrastructure for information and communication technology because of the COVID-19 pandemic. The smart tourism communication technology dimensions in this study refer to accessibility communication, informativeness communication, interactivity communication, and personalization communication. Quantitative methods were used with data collected through online questionnaires from 150 respondents and processed using the Partial Least Square programmed. The findings indicate that the four attributes of smart communication tourism technologies – informativeness, accessibility, interactivity, and personalization of communication – contribute to the creation of a pleasant and memorable experience for tourists. This research aids in the creation of a theoretical framework that integrates ME with the idea of smart tourism and mega-events. The results can assist the rural tourism sector in comprehending how smart tourism communication technologies affect travelers' pleasure, experience, and desire to return.

Keywords: memorable experience; smart tourism communication technology; user competence; revisit intention; communication tourism

Introduction

The tourism and creative economy industry is one of the sectors most negatively impacted by the COVID-19 pandemic. Despite the recovery since the end of 2021, the pandemic has caused changes in people's behavior towards a new normal. The pandemic has reduced the number of international and domestic tourist arrivals, causing the tourism sector's contribution to GDP and foreign exchange to fall sharply. This requires the tourism and creative economy sector to adapt quickly to overcome the challenges that arise.

The development of Information and communication technology (ICT) in these destinations facilitates travelers to have unique experiences (Mahdiloo et al. 2023). This suggests that smart tourism technology (STT) atribute in emerging rural destinations can provide flexible mobility options for travelers, allowing them to change routes, accommodation or type of travel when faced with unexpected situations (Buhalis and Amaranggana 2022). Travelers who have been to Yogyakarta rarely return (Sugandini et al. 2019). One of the regions in Yogyakarta known as a leading tourist destination is Kulon Progo, which offers various types of tourist experiences, ranging from the beauty of the beach, the charm of authentic tourist villages, the beauty of natural tourism, to the richness of alluring cultural tourism. The

development of information and communication technology (ICT) in various tourist destinations in Kulon Progo has opened new opportunities for travellers to get a more memorable and unique experience. This phenomenon became more prominent post-pandemic, when technology became more integral in supporting tourism activities, allowing travellers to explore and enjoy the beauty and uniqueness of these destinations in ways that were previously unimaginable.

This demonstrates how the features of smart tourism technology in emerging and rural areas may give visitors various transportation alternatives. To interact with smart technologies and meet their needs, users need to possess certain abilities (Bassellier and Benbasat 2004; Koo, Chung, and Kim 2015; Munro et al. 1997). Stated differently, tourists who possess the necessary knowledge and abilities to utilize smart tourism technologies can fully benefit from them during their trip preparation or while they are there (Marcolin et al. 2000; Munro et al. 1997). In fact, the use of smart tourism technology requires a knowledge base to facilitate travelers in using such technologies and meeting their needs (Marcolin et al. 2000; Munro et al. 1997; Yoo et al. 2017).

Gaining knowledge is essential for boosting visitor pleasure and encouraging constructive conduct (Yu et al. 2023). There is ample evidence to support the idea that having a memorable experience increases traveler satisfaction and increases revisit intentions (Choi, Ryu, and Kim 2021). In the current tourism landscape, travelers must navigate a range of digital tools and strategies to gather information before deciding to visit a destination or attraction. This includes the internet, various devices, new search tools, and other approaches to researching and planning their trips. As a result, the information available online has become a key reference point that tourists use to inform their decision-making process. The findings from this study emphasize the importance of investigating the role of communication, awareness and behavior in the context of sustainable tourism (Khoo-Lattimore and Prideaux 2013). In the tourism industry, communication is crucial because it is the bridge between tourists and tourist destinations, as well as various stakeholders in the tourism industry. The use of technology such as social media applications can improve communication with tourists it provides easy access to information and services in utilizing smart technology. For instance, in regards to climate change issues, "tourists expressed the need for more information" (Becken 2007).

Travelers who have a memorable experience will use it to revisit the destination. (Yu et al. 2023) The connection between travelers and smart technology in different locations is thought to have fundamentally changed because of the pandemic's acceleration of technological, economic, and social changes. A positive traveller experience encompasses encounters and moments that bring happiness, satisfaction and pleasure during their trip. These can be pleasant interactions with locals,

amazing destination discoveries, or activities that leave a lasting impression. These experiences include aspects such as the friendliness of the service, the uniqueness of the culture encountered, the comfort of the accommodation, and the quality of the attractions. COVID-19 has changed the outlook of numerous players in the tourist industry regarding the use of smart technology both before and during their travels. (Ndou et al. 2022) Kulon Progo, is a tourist destination that offers various types of experiences, from beaches, tourist villages, nature tourism, to cultural tourism. Kulon Progo, a region in Yogyakarta, is a tourist destination rich in diverse experiences for visitors. Here, travellers can enjoy the beauty of beaches with charming white sand and alluring waves. In addition, Kulon Progo also offers unique experiences in tourist villages that present authentic rural life and distinctive local culture. Visitors can also explore natural wonders that include mountains, waterfalls, and lush forests, as well as take part in a variety of fun outdoor activities. For those interested in cultural tourism, Kulon Progo offers a variety of historical sites, traditional art performances, and meaningful rituals and ceremonies. With a combination of beach, nature, culture, and village tourism, Kulon Progo is an attractive and ideal destination for anyone who wants to experience the charm of Yogyakarta from all sides. Kulon Progo is known as a tourist destination that offers a variety of experiences, ranging from the beauty of beaches, the attractiveness communication of tourist villages, enchanting natural attractions, to the richness of cultural tourism. Since the inauguration of Yogyakarta International Airport (YIA) in Kulon Progo in 2020, the area has experienced rapid development, especially in the infrastructure sector. From year to year, development around the airport continues, marked by the emergence of various supporting facilities such as hotels, cafes, and new tourist attractions that attract tourists to visit.

Many studies have shown that travelers' reliance on smart technology has increased after the pandemic. As a result, managers and policymakers in such destinations must adapt their activities to consider the new needs and expectations of stakeholders by increasing using smart technology (Enescu, Bizon, and Ionescu 2021; Goo et al. 2022) This research aims to analyze in depth the impact of smart tourism implementation on visitors' intention to return, with an emphasis on the memorable experiences felt by tourism visitors in Kulon Progo. In this context, this research also seeks to answer the important question of the extent to which rural tourism that integrates smart technologies-such as digital applications and online platforms-can become the first choice for visitors in seeking information related to tourist destinations. This research explores whether the use of smart technologies, which offer easy access to communication information, communication personalized experiences and direct interaction, influences tourists' preferences for rural destinations. In addition, it also examines whether these technologies

can enhance the attractiveness of tourism villages, expand their market reach, and provide a richer and more satisfying experience for visitors. Therefore, it is anticipated that the results of the investigation will offer more profound understandings of how smart technology contributes to the growth of rural tourism and how it affects travelers' destination selection. This research is expected to provide insights into the effectiveness of smart technology implementation in attracting and increasing visitor satisfaction, as well as encouraging them to return to visit in the future. This research was conducted in the context of the impact of the novel Coronavirus (SARS-CoV-2), which has resulted in a shift in tourist behavior and expectations of technology. Conventional wisdom may have overlooked the ramifications of the pandemic on tourist behavior, and this study offers a novel theoretical framework for unravelling the nexus between smart tourism technologies and the traveler experience. This framework will assist the rural tourism sector in comprehending the potential of these technologies to enhance traveler satisfaction.

Smart Tourism Communication Technology

Individuals (creativity, variety, and training), institutions, and a diverse array of technology (hardware and software infrastructure) define smart destinations (Boes, Buhalis, and Inversini 2016; Buhalis and Amaranggana 2022). All types of online travel databases and applications, including travel businesses, personal blogs, public websites, social media websites, and smartphone applications, are considered smart tourism technology, which can be used at any stage of their journey (Torabi et al. 2022). These atributtes enhance the use and practicality of smart tourism communication technology. Accessibility is a critical component in enhancing visitors' memorable experiences, according to numerous research (Balakrishnan et al. 2023; Mitala et al. 2022). The dependability of digital tourist resources is linked to how informative STTs are (Balakrishnan et al. 2023; Orden-Mejía and Huertas 2022; Pai et al. 2020). This attribute not only enhances tourists' knowledge of the destination (Shin, Jeong, and Cho 2021) but it makes it quicker for them to obtain general information communication throughout their trip, which ultimately improves the caliber of their stay (Jeong and Shin 2019; Ng et al. 2023). Interactivity communication in smart communication tourism technology results in several relationships at the destination that are mutually advantageous, where smart technology supports more efficient, responsive and adaptive communication. This allows tourists and locals to interact more dynamically, thereby strengthening collaboration, enhancing the tourism experience, and maximizing the economic and social potential of the destination. Interactivity communication within and outside of rural areas has consistently been a significant obstacle in developing nations (Kim, Lee, and Hiemstra 2004). As such, this attribute tends to appeal to travelers and can

positively influence their experience (Lamsfus et al. 2015; Lee et al. 2018). Finally, personalization communication refers to travelers' capacity to access information according to their itinerary needs.

User Competence

User competence in utilizing smart tourism technology can be defined as the ability of travelers to use smart tourism technology in original and imaginative ways, enabling them to take part in special activities in certain circumstances. The increased consciousness and quest for user proficiency in using smart tourism communication technology The COVID-19 pandemic highlights how crucial digital competency and flexibility are to the travel industry (Cheng et al. 2022). This demonstrates how technology helps tourists get over obstacles, stay safe, and have a better overall experience (Aoun, Quaglietta, and Goverde 2023; Torabi et al. 2022, 2023). All things considered, it is clear that user proficiency with communication technology for smart tourism is crucial in influencing travelers' ME (Gravill, Compeau, and Marcolin 2006; Yoo et al. 2017).

Memorable Experience, Satisfaction, and Revisit Intention

A memorable experience refers to an unforgettable experience for consumers, which is remembered and recalled positively by consumers (Oh, Fiore, and Jeoung 2007). In particular, experiences are particularly important in the context of tourism as travelers seek something new during their trip (Cetin 2020). The researchers confirmed the importance of memory in consumer experiences as a surrogate for the significant impact of memorable consumer experiences on their future behaviour (Sugathan and Ranjan 2019; Wirtz et al. 2003). Because tourists frequently recall prior experiences while choosing destinations, memorable experiences are especially significant in the tourism context (Rahman 2018). In addition, satisfaction plays an important role in the development of sustainable tourism (Asmelash and Kumar 2020; Jin and Park 2019; Long and Nguyen 2018). The primary goal of marketing activities is to achieve consumer satisfaction, which connects the purchasing and consumption process with post-sale phenomena. The fundamental argument for satisfying consumers is to improve profitability by expanding the business, increasing market share, and generating repeat business and referrals.

(Tse and Wilton 1988) the consumer's reaction to the perceived difference or nonconformity between their prior expectations (or other performance norms) and the product's actual performance as seen after consumption is known as consumer satisfaction.

Satisfaction holds a central position in business practice due to the benefits it generates for the company. There are numerous consequences or benefits that a company can obtain from achieving consumer satisfaction. Specifically, some academics note that the happiness and loyalty of tourists can support social inclusion and economic

growth in rural areas, which in turn can improve the population's well-being (An and Alarcón 2020; Kumar and Shekhar 2020).

Research Methods

Based on the research objectives, this research is research for testing Based on the research objectives, this research is research for hypothesis testing. According to (Sekaran, U. and Bougie 2013), Research that explains the relationship between independent and dependent variables, or other factors that have a reciprocal influence on one another, is known as hypothesis testing. Quantitative data were used in this study. To explain different elements of the population, the survey approach involves gathering information from a sample by asking questions through questionnaires or interviews. The population in this study were all visitors to rural tourism in Kulon Progo. The sampling strategy combined the purposive sampling approach with a non-probability technique, namely a total of 150 visitors as respondents. The screening questions asked included "Have you ever visited rural tourism in Kulon Progo (such as mudal river, blue river, sermo reservoir and others)" and "Is the place of residence close to the Kulon Progo area?". This stage of questioning aims to weed out respondents who are not eligible to complete this questionnaire to ensure respondent eligibility.

Online data collection was conducted using Google Forms and there were three sections on the questionnaire. The first section was used to provide respondents with information about the study as well as screening statements, while the second section contained instructions for completion. The third section contained the main components of the questionnaire relevant to the variables. There were 157 data collected with 150 respondents passing the screening questions. The Partial Least Square (PLS) analysis method was employed in this study. According to (Hair et al. 2017), One method of structural equation modeling (SEM) that can to directly evaluate latent variables, indicator variables, and measurement errors. Partial Least Square (PLS) can be used with a small sample size and can be applied to all data scales. A Lickert scale with five points was used to measure the constructs, as this method provides several possible alternative responses to help reduce reliability error.

Results of Research and Discussion

Furthermore, based on the online questionnaire distributed, the researchers summarized the respondents' characteristics, as presented in Table 1. Table 1 shows that most of the respondents in this study are female, aged between 21-30 years, work as students, have an income between Rp. 1,000,001-Rp. 2,500,000, and have visited Kulon Progo City twice in the last two years. Overall, it can be concluded that many respondents visited Kulon Progo more than once due to the appeal of a pleasant cultural atmosphere as well as the existence of various tourist

attractions within an affordable budget. These tourist attractions are in high demand by tourists, especially by women who like to visit locations with many interesting photo spots, such as Sermo Reservoir, Tumpeng Menoreh, Kali Mudal, Pulepayung, Glagah Beach, and others. The results of the respondents' characteristics can be seen in Table 1:

Table 1 Respondent Profile

	Respondent Profile	Total	Percentage
Gender			
	Men	77	51%
	Women	73	49%
Age			
	18-20 years old	34	23%
	21-30 years old	89	59%
	31-40 years old	15	10%
	>40 years old	12	8%
Income			
	<1.000.000	32	21%
	1.000.001 - 2.500.000	47	31%
	2.500.001 - 5.000.000	36	24%
	5.000.001 - 7.500.000	19	13%
	>7.500.000	16	11%
Occupation			
	Student/College Student	98	65%
	Entrepreneur	21	14%
	Lecturer	8	5%
	General Employees	12	8%
	Other	11	7%

Source: Data processed (2024)

This study conducted a validity test on SEM-PLS, to assess the ability of the variable constructs being measured (Usman and Sobari 2013). In addition, convergent validity was also analyzed and measured using AVE for each construct. AVE is calculated as the average squared loading of each indicator associated with the construct and serves to indicate how well the variables represent the latent construct (Hair et al. 2017). Initially, we examined the reliability and convergent validity of reflective constructs through factor loadings, Cronbach's alpha values, and composite reliability (Hair et al. 2019). All items demonstrated loadings above the threshold of 0.5, indicating their suitability.

Table 2 Validity and Reliability

	Indicator	Outer Loading	AVE	CA
Memorable Experience	ME1	0,935		
	ME2	0,936	0.842	0.906
	ME3	0,881		
Revisit Intention	RI1	0,935		
	RI2	0,863	0.767	0.850
	RI3	0,825		
Smart Tourism	STTA1	0.929		
Communication Technology	STTA2	0.928	0.838	0.903
	STTA3	0.888		
	STTI1	0,877		
	STTI2	0,839	0.761	0.896
	STTI3	0,908		
	STTI4	0,864		
	STTIT1	0,879	0.816	0.887
	STTIT2	0,917		
	STTIT3	0,914		
	STTP1	0,881	0.756	0892
	STTP3	0,778		
	STTP4	0,919		
Satisfaction	S1	0,887		
	S2	0,832	0.773	0.853
	S3	0,917		
User Competence	UC1	0,780		
	UC2	0,867		
	CU6	0,770	0.717	0.844
	UC7	0,824		
	UC8	0,732		
	UC9	0,720		

Source: Data processed (2024)

Moreover, Cronbach's alpha values exceeding 0.70 and composite reliability values above 0.5 confirmed the reliability of all variables, ensuring satisfactory internal consistency in the measurement model.

Hypothesis testing is done by looking at the probability value and the t-statistic. When the T statistic is more than 1.96 and the P values are less than 0.05, the study hypothesis is considered accepted. A bootstrapping procedure is used to test hypotheses using the Smart PLS approach, for Table 4.3 to show the relationship between the influence of exogenous variables on endogenous variables. Table 4.3 displays the following findings from hypothesis testing using the Partial Least Square (PLS) method:

Table 3 Hypothesis Testing

Hypothesis	Original Sample	p-value	T-Statistic
H1: The accessibility communication of smart tourism communication technology positively influences tourists' memorable experience	0,394	0.002	2,084
H2: The interactivity communication of smart tourism communication technology positively influences tourists' memorable experience	0,351	0.000	5,413
H3: The informativeness communication of smart tourism communication technology positively influences tourists' memorable experience	0,414	0.004	3,037
H4: The personalization communication of smart tourism communication technology positively influences tourists' memorable experience	0,410	0,000	3,779
H5: The influence between travelers' memorable experiences and the accessibility of smart tourism communication technologies is moderated by user competence.	0.334	0.457	0.745
H6: The influence between travelers' memorable experiences and the interactivity of smart tourism communication technologies is moderated by user competence.	0.621	0.389	0.455
H7: The influence between travelers' memorable experiences and the informativeness of smart tourism communication technologies is moderated by user competence.	0.323	0.039	2.069
H8: The influence between travelers' memorable experiences and personalized smart tourism communication technologies is moderated by user competence.	0.448	0.001	3.298
H9: Memorable experience of tourists positively and significantly affects satisfaction with rural tourist destinations	0.770	0.000	20.525
H10: Satisfaction of tourists positively influences their intention to revisit intention of rural tourist destinations	0.286	0.000	3.957

Source: Data processed (2024)

The bootstrapping method was adopted for hypothesis testing, using the one-tailed method, with a 5% significance level for error. In addition, the t-statistic value > 1.645 and p-value < 0.05 (Hair et al. 2017) indicate the accepted significance value. Hypothesis testing is shown in table 3. The first hypothesis, smart tourism communication technology's accessibility has a favorable impact on travelers' valuable and unforgettable experiences of (β = 0.394, p-value =

0.002 and t-statistic = 2.084) was supported.

The second hypothesis, the interactivity communication of smart tourism communication technology enhances visitors' unforgettable experiences with a value of (β = 0.351, p-value = 0.000 and t-statistic = 5.413) is supported. Testing the third hypothesis the informativeness communication smart tourism communication technology positively influences tourists' memorable experience with a value of (β = 0.414, p-value = 0.004 and t-statistic = 3.037) is supported. IMC underscores the significance of consistency and coherent communication across diverse channels, a principle that aligns with STT's mandate of furnishing pertinent and accurate information to tourists. The fourth hypothesis the personalization communication of smart tourism communication technology positively influences tourists' memorable experience with a value of (β = 0.410, p-value = 0.000 and t-statistic = 3.779) is supported.

Furthermore, moderation testing with user competence from the results of table 3 obtained shows that, the fifth hypothesis of user competence moderate the connection between accessibility and smart tourism communication technologies and tourists' memorable experience. Therefore, H5 is not supported moderates with (β = 0.334, p-value = 0.457 and t-statistic = 0.745) due to the test statistic < 1.96 and p-value > 0.05, H5 is not supported moderates. As for the sixth hypothesis, user competence moderates the relationship between smart tourism communication technology interactivity and tourist memorable experience with a value of (β = 0.621, p-value = 0.389 and t-statistic = 0.455) not supported. In addition, regarding the seventh hypothesis, user competence moderates the relationship between smart tourism communication technology informativeness and travelers' memorable experience, thus H7 is supported (β = 0.323, p-value = 0.039 and t-statistic = 2.069). The eighth hypothesis that user competence moderates the relationship between smart tourism communication technology personalization and travelers' memorable experience with a value of (β = 0.448, p-value = 0.001 and t-statistic = 3.298) is supported. The results of testing the ninth hypothesis show the value (β = 0.770, p-value = 0.000 and t-statistic = 20.525) meaning that tourists' memorable experience has a favorable and noteworthy impact on contentment with rural tourist destinations, hypothesis nine is supported. Finally, the results of testing hypothesis 10 tourist satisfaction have a positive effect on the intention to revisit rural tourist destinations, supported by the value of hypothesis 6 (β = 0.286, p-value = 0.000 and t-statistic = 3.957).

The administration of smart tourism sites will profit from the findings of this study. First, smart tourism communication technology (accessibility communication, informativeness communication, interactivity communication, and personalization communication) has a significant and favorable impact on memorable experiences, which is supported (H1, H2, H3, H4). The results

of this study are in line with research conducted by (Shin et al. 2021; Torabi et al. 2023). It is proposed that tourists' experiences are more memorable when they receive more personalized data, confirming that travelers' unforgettable experiences are carefully crafted based on their own evaluations (Coelho, Gosling, and Almeida 2018). Smart tourism communication technology plays an important role in the traveler experience. Smart tourism communication technology that optimizes the tour will facilitate tourists' access to information from the tour. The smart tourism technology (STT) attribute Huang's hypothesis was accepted and expanded to include a security component (Huang et al. 2017). Thanks to advances in smart tourism technology, travelers can now enjoy easier and more efficient access to smarter and innovative travel information. These technologies not only provide up-to-date data on destinations, weather, transport and accommodation, but also offer better protection during travel. In addition, it also improves the quality of communication between travelers, service providers and relevant authorities. With features such as live chat apps, chatbot-based customer service and real-time notifications, communication is faster, more responsive and targeted. This allows travelers to get the help and information they need instantly, so they can better plan their trips, feel safer, and enjoy a more fulfilling experience in every destination they visit. In addition, smart tourism technology can provide an unforgettable experience during travelling. Results are in line with earlier research. Given the significance of smart tourism technology (STT), travel places ought to incorporate a variety of information resource systems in order to promptly address the unique requirements of visitors. (Chang 2022). The current study's findings demonstrated that the association between three smart tourism technologies was somewhat mediated by visitors' proficiency with smart tourism technology (STT) in a developing rural location with attributes (i.e., informativeness, interactivity, and accessibility) and memorable tourist experiences (Torabi et al. 2023).

The results of the second moderation test on H5 from the structural model analysis show that the path coefficient (β) of 0.334 indicates that the direction of the moderating effect of user competence is not supported. Furthermore, the significance test shown by the statistical t value of 0.745 < t table 1.96 or the p-value shows 0.457 > 0.05. Therefore, statistically it can be said that user competence is not supported moderation between smart tourism technology (STT) accessibility and memorable experience of tourists in Kulon Progo. This result is not in line with research (Torabi et al. 2023) which states that user competence moderates the relationship between accessibility and memorable experience. Like the previous test, H6 is also not supported with the direction of the moderating effect of user competence is positive (+). Furthermore, the significance test shown by the t-statistic value of 0.455 < t table

1.96 or p-value 0.389 > 0.05. Therefore, statistically it can be said that user competence is supported moderate between smart tourism communication technology interactivity and memorable experience of tourists in Kulon Progo.

However, user competence moderates smart tourism communication technology features (informativeness) on memorable experiences with a t-value of 1.069 > t table 1.96 or a p-value of 0.039 <0.05 so that hypothesis 7 is supported. These results are in line with research (Torabi et al. 2023). In addition to attribute smart tourism communication technology, the informative quality of smart tourism information systems also plays an important role in enhancing memorable experiences for tourists. It appears that this feature aids travelers in learning important details about rural locations, such as weather and tourist attractions (Torabi et al. 2023). Smart systems that transmit travel information cut down on decision-making time, improving the traveler experience (Lee et al. 2018).

Furthermore, H8 has a moderating influence direction where user competence strengthens the ME of tourists in Kulon Progo with t-statistic value of 3.298> t table 1.96 or p-value 0.001 <0.05. However, this research is not in line with the results of research (Torabi et al. 2023) which states that Due to the lack of sufficient smart tourism communication technology sophistication, personalization is not as important in rural places. In contrast to the findings of Huang et al. (Del Vecchio and Passiante 2017) shown that a key factor in registering ME is customization. Travelers with high digital competence are likely to make optimal use of personalization features. Smart tourism technology (STT) provides Travelers can identify goods and services that meet their needs with the help of tailored suggestions, assessments, and reviews from people who have used the same or comparable goods and services (Chen and Chiou-Wei 2009).

The nine hypotheses that a favorable impact on the intention to return to smart tourism locations is derived from memorable experiences with smart tourism technologies are supported. The study's findings are consistent with previous research (Shin et al. 2021). (Zhang, Wu, and Buhalis 2018) suggest that creating a memorable experience will increase the likelihood of a tourist's return visit to a destination. In tourism research, tourists' behavioral decisions are commonly examined through word-of-mouth referrals, customer inclination to come and return, purchase or repurchase, and their feedback to service providers (Sugandini et al. 2024). Rural tourism in Kulon Progo offers a variety of experiences, ranging from road access to get there, internet devices that contain Kulon Progo tourism information, and the natural beauty that is presented. When a tourist has fond memories of a particular travel experience in a destination, they tend to show stronger revisit intentions and recommendations (Ali, Ryu, and Hussain 2016). The last hypothesis, according to which visitors' contentment has a favorable impact on their propensity to return to rural tourism

sites, was supported. Individuals who gained memorable experience by utilizing the potential of smart tourism technologies were more pleased with their trip and are hence more inclined to return to the location (Lee et al. 2018; Wang et al. 2022). Satisfaction is one of the keys that must be held by rural tourism managers in Kulon Progo. If tourists get an extraordinary experience that is meaningful and memorable, it will increase satisfaction in tourists, so that there is an intention to revisit the rural tourism. Consumer behaviour plays an important role in visitors' decision to visit rural tourism in Kulon Progo, especially in terms of satisfaction. Visitors who use Smart Tourism Technology (STT) to search for information and reviews before visiting will be more confident in their decision. If the experience they get during the visit meets or exceeds expectations, this will increase their level of satisfaction. High satisfaction can encourage visitors to recommend the destination to others and plan to return. By understanding this relationship, tourism managers can utilize technology to create a more satisfying experience for visitors.

Satisfaction serves as a mediating variable between memorable experience and tourists' revisit intention in rural tourism. Memorable experiences, such as interaction with local culture and natural beauty, can increase visitor satisfaction. Visitor satisfaction increases the likelihood that they will plan to return to the location. This suggests that positive experiences have a strong influence on traveler loyalty. Therefore, destination managers should focus on creating memorable experiences to drive satisfaction and return visit intentions.

In the context of the rapidly evolving digital era, effective communication has emerged as a pivotal factor in fostering robust relationships between brands and consumers Integrated Marketing Communication (IMC) is crucial in optimising smart tourism technology by ensuring message consistency across multiple communication channels. Through the collection of data on travellers' preferences, IMC facilitates the personalisation of campaigns, thereby enhancing engagement and satisfaction. The advent of technology, exemplified by chatbots, has fostered two-way interactions, thereby reinforcing the bond between service providers and travellers. The integration of all aspects of travel within a unified platform, facilitated by IMC and smart tourism technology, results in a more comprehensive and gratifying travel experience.

By emphasising consistency and cohesion in messaging across multiple channels, IMC helps build a strong positive perception of the brand. The integration of contemporary technological frameworks empowers service providers to deliver interactions that are more personalised and pertinent, thereby enhancing consumer engagement. When the experience offered feels holistic and integrated, travellers are more likely to feel satisfied and remember the experience, which in turn drives future satisfaction and recommendations.

Conclusion

The study's conclusions have important ramifications for the creation and application of smart tourism communication technologies., as well as for increasing tourists' intention to visit again. It is important for managers to priorities meeting the attributes of smart tourism communication technology. Given that the Kulon Progo area is very potential to be visited, especially many tourists from abroad who like to explore rural tourism areas. The ease of obtaining and accessing information is one of the things that makes people will have the intention of visiting the tour. Using new technologies can significantly improve smart tourism communication technology attributes in rural areas, increasing visitor happiness and the allure of the place overall (Torabi et al., 2023). These findings highlight that tourists with better skills and knowledge in using tourism technologies and services smart tourism communication technology tend to achieve more satisfying tourism experiences (ME) compared to tourists who are less skilled in using these technologies. Memorable tourist experiences refer to the impressions and feelings experienced by tourists after visiting Kulon Progo. This experience is assessed from various aspects, including the comparison between the costs incurred and the value received, which includes the selling price offered and the reference price they have before, as well as their perception of the value of the tour packages provided by destinations in Kulon Progo. In other words, the value perceived by tourists is the result of their assessment of the price paid compared to the experience gained while travelling in Kulon Progo. The ease of access in smart technology gives a simple impression to travelers. Additionally, interactions between visitors and local service providers enhance the caliber of services provided and the participation of visitors (Torabi, 2023).

The findings suggest that communication informative and communication personalized smart tourism communication technology moderated by user competence offers more meaningful tourism services to each rural traveler in Kulon Progo, thus creating memorable experiences. However, the results also reveal that some attributes of smart tourism communication technology (i.e. accessibility communication and interactivity communication) moderated by user competence may not have a significant impact on the memorable experience for tourists. Basically, personalization communication in smart tourism is designed to provide experiences tailored fit each visitor's unique requirements and interests. Artificial intelligence and the Internet of Things are two examples of technologies that are intended to offer suggestions and amenities to travelers. However, the user's level of competence or ability to use such technologies is not always the deciding factor in determining how well they can enjoy a personalized experience. This is because current smart tourism technologies have been designed with intuitive and easy-to-use interfaces.

The second finding is that memorable experiences provide high

satisfaction to tourists. When our desires and comfort while in Kulon Progo rural tourism give a good and positive impression, we will remember it and feel satisfied with the fulfilment of desires. If this satisfaction is fulfilled, there will be a desire to revisit the tour. Therefore, it is imperative for tourist destination managers to pay careful attention to the surrounding environment to ensure comfort and fulfil the expectations and desires of tourists. One way to achieve this is to utilize smart tourism communication technology, which not only provides deeper and broader access to relevant tourism information but also improves communication channels between destination managers and travelers. With smart tourism communication technology, communication becomes more efficient and responsive, allowing managers to deliver important information, updates and recommendations in real-time, as well as receive direct feedback from travelers. This can improve the overall tourism experience and ensure that all travelers' needs and expectations are better met. This technology gives travelers the ability to obtain up-to-date and detailed information according to their specific needs. By doing so, travelers can plan their trip more optimally, ensure every aspect of the trip is carefully considered, and maximize their experience at their destination. This allows them to make better decisions about destinations, activities and accommodation, ultimately increasing their satisfaction and comfort during their trip.

These technologies allow travelers to access information more quickly and efficiently about destinations, activities to do, and useful travel tips. Information obtained through smart tourism communication technology is invaluable as it not only helps travelers get inspired to plan their trip but also provides clear guidance to make informed decisions regarding the destinations they wish to visit. With easy and quick access to up-to-date information, travelers can better tailor their travel plans, optimize their time on-site, and explore different options that suit their interests and preferences. As a result, intelligent tourism communication technology is a crucial instrument for raising the standard of tourists' journeys, making them more fulfilling, educational, and purposeful.

As a rural tourism manager in Kulon Progo, it is important to actively monitor trending social media. By understanding the latest trends and popular platforms, managers can utilize technology to effectively disseminate information and reach a wider audience. Knowledge of the latest developments in technology allows managers to adapt their communication strategies, increase destination visibility, and attract travellers in a more relevant and engaging way. In addition, proper utilization of social media can help in building a destination brand, interacting with visitors, and gathering valuable feedback for further improvement and development. Thus, integrating social media trends into marketing strategies can not only strengthen the appeal and success of rural tourism in Kulon Progo,

but also improve the way of communication between managers and visitors. The use of social media as a communication tool allows managers to interact directly with audiences, convey important information, manage destination reputation, and receive feedback that can be used to improve the tourism experience. By integrating smart tourism communication technology in the communication strategy, managers can leverage data and analytics to understand trends in traveler behavior, present more relevant and personalized information, and facilitate more effective communication. These technologies enable managers to deliver real-time updates, provide personalized recommendations, and monitor and respond to feedback more quickly. With an integrated and up-to-date communication strategy, supported by smart tourism communication technology, managers can create stronger and more satisfying relationships with travelers, and ensure the continued success and appeal of rural tourism.

This study has several limitations that need to be considered, including: (1) The survey used in this study was conducted exclusively through the Google Forms platform, which may limit the diversity of respondents and potentially cause bias in the data obtained. Due to these limitations, the results of the study may not be fully representative of the wider population or reflect diverse views. To increase the validity and generalizability of the findings, future follow-up studies should consider expanding the data collection methods by using various platforms and techniques, such as in-depth face-to-face interviews, telephone surveys, or data collection through social media. In addition, the geographic and demographic coverage also needs to be expanded to ensure that the data obtained is more representative, covering different regions and different generational groups, thus providing a more comprehensive picture of the topic under study. (2) Future research endeavors must adopt a more comprehensive approach, with a focus on large urban centers that have high millennial populations and tourism appeal. This broader coverage will facilitate a more profound understanding of the diverse perspectives and unique trends that characterize these dense areas. Additionally, it is imperative to explore the emotional dimension of tourism service providers, including their responses to the discrepancy between travelers' expectations and their actual needs. This research can provide insights into the stresses, motivations, and adaptive strategies that service providers employ when confronted with challenging situations. This approach will provide a more comprehensive understanding of interactions between service providers and tourists, particularly in the context of smart technology-based tourism. It will also shed light on how technology influences these dynamics, including how digital tools and platforms can either alleviate or exacerbate the emotional challenges faced by service providers. Understanding these aspects is crucial for developing more effective training,

support systems, and technological solutions that enhance service quality and foster a more satisfying experience for both tourists and providers. Smart Tourism Technology (STT) is a transformative force in the realm of tourism, redefining the way travelers engage with destinations and services. The paradigm of communication in smart tourism technology (STT) encompasses the efficient exchange of information between tourists and service providers, thereby facilitating real-time interaction and personalization of experiences. The reception of information is influenced by factors such as technology accessibility, the quality of information, and the digital competencies of users. Key communication channels include mobile applications, social media, and websites, which serve to convey information effectively. User behavior in the context of smart tourism technology (STT) exhibits variability, being influenced by factors such as age and technology preferences. Responses to received information also differ, with some travelers acting immediately and others reserving judgment understanding these aspects, service providers can create a more satisfying and relevant experience for travelers.

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