

How Smart Tourism Technology Shapes Life Satisfaction and Revisit Intention

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Abstract

Smart tourism technologies are reshaping destination experiences, yet their contribution to tourists' broader well-being remains underexplored, particularly in community-based tourism where digital tools coexist with participatory and recreational experiences. This study examines how Recreation Motivation, Co-creation Experience, and Smart Tourism Technology influence Overall Life Satisfaction, and how Life Satisfaction and Novelty Seeking shape Revisit Intention. We conducted a quantitative cross-sectional survey of 250 tourists visiting community-based tourism destinations in the Special Region of Yogyakarta, Indonesia. We selected respondents using purposive and convenience sampling, and analyzed the data using PLS-SEM in SmartPLS 4. The results show that Recreation Motivation, Co-creation Experience, and Smart Tourism Technology significantly increase Overall Life Satisfaction. Life Satisfaction is the strongest predictor of Revisit Intention, while Novelty Seeking also has a significant positive effect. The study contributes by positioning life satisfaction, rather than destination-specific satisfaction, as the central psychological mechanism linking motivational, experiential, and technological tourism resources to repeat visitation. It identifies two complementary routes to revisit intention: a well-being pathway and a novelty pathway. Community-based destinations should therefore combine useful digital technology, participatory experiences, recreational value, and continuously renewed attractions to strengthen repeat visitation.

Keywords: *Smart Tourism Technology, Co-creation Experience, Life Satisfaction, Novelty Seeking, Revisit Intention*

INTRODUCTION

Tourism is increasingly evaluated not only by service quality or destination satisfaction but also by its contribution to tourists' broader well-being. Travel offers a temporary break from routine and can foster relaxation, social connection, learning, personal enrichment, and psychological restoration. These benefits can persist beyond the trip and influence how individuals evaluate their lives.

Recent tourism research therefore treats life satisfaction as an important outcome rather than restricting assessment to satisfaction with a specific destination or service (Sie et al., 2021; Gupta et al., 2026). This perspective matters especially in community-based tourism, where visitors interact directly with local communities, participate in activities, and increasingly rely on digital tools to organize and enrich their travel experiences.

Three resources may be particularly important in producing these benefits. Recreation Motivation reflects the desire to travel for enjoyment, escape, relaxation, social interaction, and psychological renewal. Recreation-motivated tourists expect travel to provide restorative and meaningful outcomes, and prior studies show that travel motivations can contribute to memorable experiences and post-trip life satisfaction (Sie et al., 2021; Nicolau et al., 2025).

Co-creation experience recognizes tourists as active participants rather than passive recipients. Through interaction, learning, personalization, and participation with residents and service providers, tourists help construct personally meaningful experiences. Such experiences

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have been associated with satisfaction and life satisfaction in community-based and home-based tourism settings (Cui & Meng, 2021; Liang, 2022).

Smart Tourism Technology (STT) also shapes how visitors search for information, navigate destinations, make reservations and payments, communicate, and discover activities. Mobile applications, digital platforms, interactive maps, social media, and recommendation systems can reduce uncertainty and increase tourists' control over travel. Although prior studies often link STT to usefulness, convenience, satisfaction, and technology acceptance, recent evidence indicates that smart technologies may also improve psychological well-being by enabling easier, more personalized, and more autonomous experiences (Zheng & Wu, 2023; Gani et al., 2024).

Life satisfaction may further explain why tourists return. Revisit Intention is commonly treated as an expression of destination loyalty. However, tourists may revisit because a destination is associated with restoration, positive memories, social connection, or a sense that the trip improved their lives. At the same time, Novelty Seeking may offer a complementary route: tourists who desire new and stimulating experiences can still return when a familiar destination provides new activities, seasonal attractions, cultural encounters, or unexplored experiences (Thipsingh et al., 2022; Tiwari et al., 2024).

Existing research has generally examined these relationships separately. This study integrates them by positioning Overall Life Satisfaction as the central mechanism linking Recreation Motivation, Co-creation Experience, and Smart Tourism Technology to Revisit Intention, while modeling Novelty Seeking as a direct predictor of Revisit Intention. Accordingly, the study examines two pathways: a well-being pathway, in which tourism resources enhance life satisfaction and encourage return, and a novelty pathway, in which expectations of new experiences directly stimulate revisit intention.

LITERATURE REVIEW

Theoretical Foundation

The model combines the bottom-up spillover perspective with Service-Dominant Logic. The bottom-up spillover perspective proposes that satisfaction within specific life domains can accumulate and contribute to overall life satisfaction. Tourism and leisure are meaningful life domains because they allow individuals to recover from routines, pursue intrinsically valued activities, build relationships, and learn or develop themselves. Positive tourism experiences may therefore affect not only trip evaluations but also broader quality-of-life assessments (Xia et al., 2024; Saari et al., 2023). Service-Dominant Logic complements this view by explaining that tourists, communities, technologies, and service providers co-create value through interaction and resource integration. Tourist participation can consequently generate emotional, cognitive, and relational value that supports well-being (Uslu & Tosun, 2024; Cui et al., 2024).

Hypothesis Development

Recreation Motivation should enhance life satisfaction because travel undertaken for relaxation, enjoyment, escape, and social interaction can restore psychological resources and increase positive affect. Studies in wellness, senior, and nature tourism indicate that motivational benefits may extend beyond immediate satisfaction to broader well-being and life satisfaction (Sie et al., 2021; Xia et al., 2024; Gupta et al., 2026). Therefore, H1 proposes that Recreation Motivation positively affects Overall Life Satisfaction.

Co-creation Experience should also contribute to life satisfaction. Active participation, interaction with residents, learning, customization, and shared value creation can make tourism more personally meaningful. Co-creation may produce achievement, belonging, authenticity, and emotional connection that spill over into broader well-being. Empirical studies support positive

links between co-creation, emotional or subjective well-being, and life satisfaction (Liang, 2022; Cui et al., 2024; Uslu & Tosun, 2024). Thus, H2 proposes that Co-creation Experience positively affects Overall Life Satisfaction.

Smart Tourism Technology can reduce uncertainty, improve access to information, facilitate navigation and transactions, and support personalized decision-making. When these functions make travel easier and more enjoyable, technology may strengthen tourists' sense of control and psychological comfort. Recent studies demonstrate that technological attributes can support tourist well-being and happiness, not merely convenience (Zheng & Wu, 2023; Gani et al., 2024; Yuksel et al., 2025). H3 therefore proposes that Smart Tourism Technology positively affects Overall Life Satisfaction.

Overall Life Satisfaction is expected to encourage Revisit Intention because destinations associated with improved well-being can acquire strong psychological value. Returning offers an opportunity to reproduce restorative, enjoyable, or meaningful outcomes. Studies increasingly show that subjective well-being and life-related satisfaction contribute to loyalty and revisit intention (Karagöz & Ramkissoon, 2023; Dat et al., 2024). H4 therefore proposes that Overall Life Satisfaction positively affects Revisit Intention.

Novelty Seeking refers to the desire for unfamiliar, varied, and stimulating experiences. Although novelty may appear inconsistent with revisiting, repeat travel does not require repeating identical activities. Destinations can provide novelty through new cultural events, routes, culinary products, community activities, and personalized digital recommendations. Novelty has been linked with memorable tourism experiences and revisit intention (Blomstervik & Olsen, 2022; Tiwari et al., 2024). H5 therefore proposes that Novelty Seeking positively affects Revisit Intention.

RESEARCH METHOD

This study used a quantitative explanatory design with a cross-sectional survey. Data were collected from 250 tourists visiting community-based tourism destinations in the Special Region of Yogyakarta, Indonesia. The study used purposive and convenience sampling because respondents had to have visited the selected destinations, used destination facilities, and been familiar with smartphones or digital tourism services.

A structured self-administered questionnaire measured Recreation Motivation, Co-creation Experience, Smart Tourism Technology, Overall Life Satisfaction, Novelty Seeking, and Revisit Intention using a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). We adapted measurement items from established tourism research, including Xia et al. (2024), Liang (2022), Cui et al. (2024), Zheng and Wu (2023), and Tiwari et al. (2024). We analyzed the data using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4. The assessment covered measurement quality, collinearity, explanatory power, predictive relevance, model fit, and the significance of structural paths through bootstrapping.

FINDINGS AND DISCUSSION

Respondent Profile and Model Assessment

The 250 respondents were predominantly female (59.2%). Most had senior high school education (90.4%) and were undergraduate students (96.0%), while 79.6% reported a monthly income of IDR 3,000,000 or less. All respondents had visited the destinations more than once: 39.6% had visited twice, 43.2% three times, and 17.2% four times. Their repeated visits enabled them to evaluate both past tourism experiences and their intention to return.

The measurement model met the required quality criteria. Outer loadings ranged from 0.852 to 0.928, Cronbach's alpha from 0.851 to 0.885, composite reliability from 0.910 to 0.927, and AVE from 0.771 to 0.810. HTMT values ranged from 0.034 to 0.754 and remained below

0.85, while VIF values ranged from 1.909 to 2.659. These results indicate satisfactory indicator reliability, internal consistency, convergent validity, discriminant validity, and no serious collinearity. We omitted detailed validity and reliability tables to keep the paper concise.

The structural model explained 14.9% of the variance in Overall Life Satisfaction and 44.1% of the variance in Revisit Intention. The modest R^2 for life satisfaction is reasonable because many domains beyond tourism influence overall life satisfaction, whereas the model explains a meaningful share of revisit intention.

Effect-size analysis showed that Co-creation Experience had the largest individual effect on Overall Life Satisfaction ($f^2 = 0.052$), followed by Recreation Motivation ($f^2 = 0.048$) and Smart Tourism Technology ($f^2 = 0.029$). Overall Life Satisfaction had a large effect on Revisit Intention ($f^2 = 0.706$), whereas Novelty Seeking had a small incremental effect ($f^2 = 0.021$). All Q^2 predict values were positive, indicating predictive relevance. Model fit was acceptable, with SRMR = 0.066 and NFI = 0.924.

Hypothesis Testing

Bootstrapping supported all five hypotheses. Co-creation Experience positively affected Overall Life Satisfaction ($\beta = 0.215$, $t = 4.106$, $p < 0.001$), Recreation Motivation positively affected Overall Life Satisfaction ($\beta = 0.206$, $t = 3.805$, $p < 0.001$), and Smart Tourism Technology also had a positive effect ($\beta = 0.159$, $t = 2.855$, $p = 0.004$). Overall Life Satisfaction was the strongest predictor of Revisit Intention ($\beta = 0.637$, $t = 15.981$, $p < 0.001$), while Novelty Seeking had a smaller but significant positive effect ($\beta = 0.110$, $t = 2.389$, $p = 0.017$).

Table 1. Hypothesis Testing Results

Relationship	β	t-value	p-value	Decision
H1: Recreation Motivation → Overall Life Satisfaction	0.206	3.805	0.001	Supported
H2: Co-creation Experience → Overall Life Satisfaction	0.215	4.106	0.001	Supported
H3: Smart Tourism Technology → Overall Life Satisfaction	0.159	2.855	0.004	Supported
H4: Overall Life Satisfaction → Revisit Intention	0.637	15.981	0.001	Supported
H5: Novelty Seeking → Revisit Intention	0.110	2.389	0.017	Supported

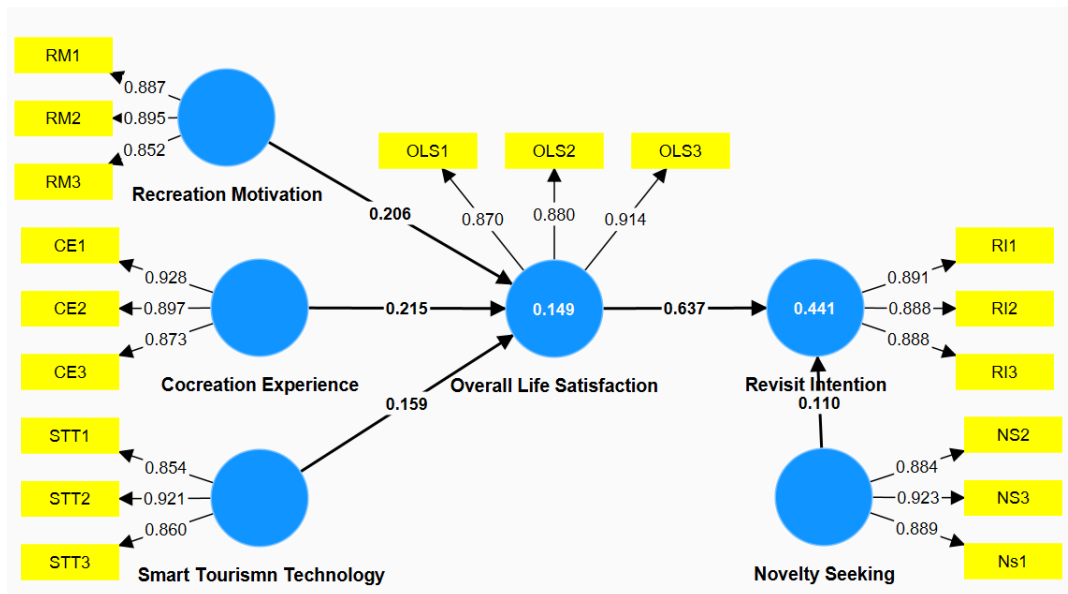


Figure 1. PLS-SEM Structural Model

Discussion

The findings support a two-pathway explanation of revisit intention. The first pathway is well-being-based: recreation, co-creation, and smart technology improve Overall Life Satisfaction, which then strongly encourages tourists to return. The second pathway is exploration-based: Novelty Seeking directly increases Revisit Intention. This interpretation shifts attention from a narrow transaction-based view of tourism satisfaction toward the broader question of whether tourism improves tourists' lives.

Recreation Motivation significantly improved Overall Life Satisfaction. Tourists who travel for enjoyment, relaxation, escape, and recreation appear to gain benefits beyond momentary pleasure. Recreational travel can create psychological distance from everyday demands, restore depleted resources, and generate positive emotions and social interaction.

This finding is consistent with [Nicolau et al. \(2025\)](#) and [Gupta et al. \(2026\)](#), who show that tourism motivations can influence post-trip life satisfaction. Community-based destinations should therefore design recreational products that create opportunities for restoration, interaction, and meaningful escape from routine.

Co-creation Experience also positively affected life satisfaction and produced the largest effect among the three antecedents. The result reinforces Service-Dominant Logic: tourists gain value when they combine their knowledge, effort, emotions, and preferences with destination resources. Participation in local activities, interaction with residents, learning, and personalization can create psychological ownership and personal relevance.

This interpretation aligns with [Cui et al. \(2024\)](#) and [Uslu and Tosun \(2024\)](#), who link co-creation to affective, cognitive, and well-being outcomes. The stronger contribution of co-creation than STT also suggests that technology should facilitate, rather than replace, human participation and community interaction.

Smart Tourism Technology had a positive but comparatively smaller effect on Overall Life Satisfaction. Digital tools can contribute to well-being by reducing uncertainty, improving access to information, supporting navigation, enabling cashless transactions, and providing relevant recommendations.

The result extends conventional smart tourism research by showing that technological

value can reach beyond convenience and travel-specific satisfaction. Technology appears to function mainly as an enabling resource whose value increases when it helps tourists access richer experiences, interact with local actors, and travel more autonomously and comfortably. This interpretation is consistent with [Yuksel et al. \(2025\)](#).

The strongest relationship in the model was between Overall Life Satisfaction and Revisit Intention. Tourists may therefore return not simply because a destination performed well, but because the experience became associated with happiness, restoration, or fulfillment. From a bottom-up spillover perspective, tourism is one life domain whose positive outcomes can contribute to overall life satisfaction.

Once a destination is linked with those outcomes, revisiting offers an opportunity to reproduce them. This result is consistent with evidence that subjective well-being predicts loyalty and revisit intention ([Karagöz & Ramkissoon, 2023](#); [Dat et al., 2024](#)). It also strengthens the distinction between destination satisfaction and life satisfaction, because the latter captures a broader psychological consequence of tourism.

Novelty Seeking also increased Revisit Intention, although its effect was smaller. This finding resolves the apparent tension between novelty and repeat visitation. Tourists can return to the same destination while pursuing different experiences. Community-based destinations can provide variety through seasonal activities, local events, new community interactions, culinary innovation, alternative routes, and changing cultural programs. Smart technologies can reinforce this mechanism by exposing repeat visitors to attractions or activities they have not encountered before. The result supports [Blomstervik and Olsen \(2022\)](#) and [Tiwari et al. \(2024\)](#).

Taken together, the findings provide theoretical and managerial implications. Theoretically, the study links smart tourism, value co-creation, motivation, and tourist well-being in one model and positions life satisfaction as the main psychological bridge to revisit intention.

Managerially, community-based destinations should combine restorative recreation, active visitor participation, useful digital facilitation, and a continuing supply of new experiences. Technology investment alone is unlikely to generate strong loyalty if it does not improve interaction and experience quality. Digital platforms should make community activities visible, personalize recommendations, simplify access and payment, and expose repeat visitors to less familiar attractions while preserving authentic host–guest encounters.

CONCLUSIONS

This study shows that two complementary mechanisms shape revisit intention in community-based tourism. Recreation Motivation, Co-creation Experience, and Smart Tourism Technology positively influence Overall Life Satisfaction, and Overall Life Satisfaction is the dominant predictor of Revisit Intention.

Novelty Seeking adds a direct route by encouraging tourists to return when they expect further discovery and stimulation. The findings extend smart tourism research beyond functional technology outcomes and demonstrate that technology is most valuable when it supports meaningful, participatory, and restorative experiences.

LIMITATIONS & FURTHER RESEARCH

The study is limited by its cross-sectional design, non-probability sampling, focus on community-based tourism destinations in Yogyakarta, and a respondent profile dominated by undergraduate students. These characteristics limit the study's generalizability beyond its context.

Future research should use longitudinal or multi-destination designs, include more diverse demographic groups, and examine mechanisms such as memorable tourism experience, restorative experience, social connectedness, destination attachment, authenticity, and meaning in life. Comparative research across regions or countries may also determine whether the proposed well-being and novelty pathways remain stable in different tourism environments.

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