How to Increase Destination Loyalty in Smart Tourism of Southeast Asia?

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Abstract

Smart tourism established by technology-driven innovation. Smart tourism destination is an innovation tourism destination which designed by advance technology that potentially creates sustainable tourist destination. The aim of this research is to examining the correlation from smart tourism experience, perceived value, memorable tourism experience, and destination loyalty variables. The methodology is by observing 200 tourists who visited smart tourism destinations. The observed data was composed in Singapore, Bandar Seri Begawan (Brunei Darussalam), Kuala Lumpur (Malaysia), and Surabaya (Indonesia). The research applies 52 question items. The data were examined by using Structural Equation Modelling (SEM). The result evidences the correlation among smart tourism experience, perceived value; memorable tourism experience; and destination loyalty variables. This research contributes to the researchers and the tourism manager to more totally acknowledge what tourists need before, during, and after made the trip.

Keywords
Smart Tourism Experience, Perceived Value, Memorable Tourism Experience, Destination Loyalty.

1. Introduction
The technology has brought some local government to create smart. Smart city improves outcomes that connect among stakeholders. Smart city creates smart tourism concept which potentially meets what the tourist needs in the destination (Khan et al., 2017). The smart tourism is an important program from the government in implementing smart city strategy because smart tourism is an evolutionary advancement from conventional tourism to digital tourism concept (Gretzel et al., 2015; Guo et al., 2014).

The tourists consider that smart tourism destinations are able support them in gathering and integrating the data in one place (Koo et al., 2016). Smart tourism destination implements intelligent technology in supporting tourist's need (Li, 2017). Smart tourism destination is featured by digital services. The tourists are able gather and spread the tourism information precisely and accessibly (Li et al., 2017). Sustainable smart tourism provides solutions to social, economic, environmental and cultural problems (Gretzel et al., 2015).

Several countries in Asia have been serious in implementing smart tourism (Koo et al., 2016). The governments in Southeast Asia such as in Singapore, Bandar Seri Begawan (Brunei Darussalam), Kuala Lumpur (Malaysia), and Surabaya (Indonesia) have implemented smart tourism program in increasing the number of tourist (Hayati et al., 2017; Lopes et al., 2019; Niculescu & Wadhwa, 2015; Straker & Wrigley, 2018; Yau et al., 2016).

1.1 Objectives
Based on the above background, the objective of this research is to discovering and analyzing the relationship between smart tourism experience, perceived value, memorable tourism experience, and destination loyalty.

2. Literature Review
2.1. Smart Tourism Experience
Smart tourism destination is a destination, which is developed by information and communication technology (ICT) integration. The aim is to meet the needs of tourists and intensifying tourist experience (Guo et al., 2014). Smart

tourism destinations are innovative destinations based upon an advanced technology. It supports sustainable tourist destination that increases tourism experiences (Gretzel et al., 2015). Smart tourism technology collaborates with tourists to create valuable travel experiences for the tourist (Buonincontri & Micera, 2016). Smart tourism encourages information and getting the information right. All information is highly valuable to the business and will be available to travelers looking to enhance their travel experience (Wetzel & Barten, 2016; Zhang et al., 2017).

Smart tourism experience is an experience in innovative tourism destinations, with the presence of infrastructure, technology that guarantees sustainable tourism, accessible to tourist, facilitating visitor interaction, integrated around it, enhancing the quality of travel experience, and improving the quality of life of nearby residents. Smart tourism experience consists of three dimensions: smart destination, smart experience, and smart business ecosystem. Tourists who visit smart tourism destinations, potentially affect the perceived value of tourists (Gretzel et al., 2015). Smart tourism experience is an experience in smart tourism-based tourist destinations that create tourist conditions more easily, safely, attractively, and provide sustainable living for local people and tourists, more emphasis on the individual, hence more focused on the tourist experience. Smart tourism experience can add value to the memorable tourist experience of tourists (Wetzel & Barten, 2016; Yu & Zhang, 2017).

2.2 Perceived Value
Tourism companies must create a unique feeling and engage the tourist experiences with the destination (Kim et al., 2010). Perceived value is what is gained during the travel experience. Perceived value has three dimensions, namely the emotional dimension, functional dimension, and overall perceived value dimension (Cheng & Lu, 2013). Perceived value is what tourists gain from the overall experience when traveling (Ramseook-Munhurrun et al., 2015). Perceived value is the overall evaluation of consumers about what is felt and what is sacrificed. What is felt can be in the form of size, quality, comfort and so on. What is sacrificed can be money, time, and effort (Campón-Cerro et al., 2017). Perceived value in the tourism context is a dynamic and subjective attitude. Tourists assess the benefits and the harm of traveling. Perceived value is the overall value of what is perceived before, during, and after traveling (Al-Ansi & Han, 2019).

2.3 Memorable Tourism Experience
Memorable tourism experience is a selective construct of traveler regarding how the tourist assesses their experience. Specifically, memorable tourism experience is the personal and mental perception of tourists towards tourist destinations (Otto & Ritchie, 1996). To fulfil the needs of tourists, smart tourism destinations must formulate the experiences. It involves memorable experiences (Leong et al., 2015). The concept of memorable tourism experience is defined as a tourist experience that involves pleasant memories after traveling (Lee et al., 2010). The tourists' experience is a central issue in the tourism and hospitality sector. To win the competition, all the stakeholders of tourism company need produce and bring memorable tourism experience to enhance competitiveness. When prospective travelers decide to travel and find information about destinations, they always remember the previous travel experience (Neuhofer et al., 2015). Tourists obtain different experiences although they are involved in the similar action in the similar place because individual tempers and spirits at exact moment may impact individual understandings of a tourism experience. Although every tourist adores an experience at the moment, equal memorable experiences cannot be definite for all tourists (Tsang, 2016). Several researchers find the most important element of memorable tourism experience. The result is that there are four dimensions of memorable tourism experience, namely educational, esthetics, entertainment, and escapist (Quadri & Fiore, 2013; Zhou et al., 2018).

2.4 Destination Loyalty
Tourists' engagement to a destination is recognized as destination loyalty. It is allowed as the vital of tourism destination decision (Krishna & Schwarz, 2014). Loyalty encourages a sustainable revenue for destinations (Chew & Jahari, 2014). Destination loyalty is firmer to gain than common customer loyalty. It requires more efforts in term of marketing (Lv et al., 2020). Destination loyalty has an impact on long-term benefits because the cost of maintaining a destination loyalty is much more efficient than attracting new travelers. Destination loyalty is also a symbol of the great success for tourism stakeholders (Chang et al., 2014). The dimensions of destination loyalty are: 1) future visits in the future; 2) the intention in recommending the destination; 3) the intention in promotion from tourists to the general public; 4) the main choice for tourists (Yoon & Uysal, 2005). One of the measures generally used to create the condition of destinations loyalty is the quantity of overnight stays (Cossío-Silva et al., 2019). Destination loyalty is often sized by the revisit intention indicator and the effort to give recommendation to the others (Chi & Qu, 2008). Previous research explains that tourist experience affects the intention of returning tourists to a tourist destination.

Tourists who are satisfied with tourist destinations have the potential to invite their relatives to visit together in the future (H. Chen & Rahman, 2018).

2.5 Correlations among Smart Tourism Experience, Perceived Value, Memorable Tourism Experience, and Destination Loyalty

The smart tourism experience views technology as infrastructure, not as an individual information system, and directs smart and varied computerized technology integrates hardware, software, and network technology to provide an actual picture and advanced analysis to help tourists make decisions. Smart tourism experience can affect the perceived value of tourists when visiting tourist destinations (Benedetto et al., 2016; Gretzel et al., 2015; Macke et al., 2018; Palomo & Navio, 2017). Databases on smart tourism can not only store large amounts of data, but can also accumulation, cultivate, unite, and analyze and employ large data to report business innovations, processes, and facilities to stakeholders. Smart tourism raises several issues regarding information management and getting information correctly. All information is very valuable for business and will be freely available to tourists who want to add to the traveling experience. The main areas of research that are important regarding smart tourism are information management and privacy. Smart tourism experience is an experience in tourism destinations based on smart tourism that creates easier, safer, more attractive tourism conditions and provides a sustainable life for the local community and tourists, places more emphasis on individuals, then is more focused on the tourist experience. Smart tourism experience can add value to a memorable tourism experience from tourists (Gretzel et al., 2015). Smart tourism experience can affect the revisit intention of tourists visiting tourist destinations based on smart tourism. When tourists plan to revisit intention, tourists will remember back to the tourist destinations that have been visited before rather than looking for information about new tourist destinations. Internal data search is the initial stage for tourists in the finding of information (Yu & Zhang, 2017). Perceived value that is well perceived by tourists has the potential for tourists to revisit in the future (Cheng & Lu, 2013). It is simple way to make the conclusion by employing perceived value to estimate tourists' revisit intention and it can bring to improved comprehension about tourists' next-decision-making performances (Chang et al., 2014). Several studies have shown that there is a direct relationship of perceived value to word of mouth communication and return visits. There is also positive association found between consumer-perceived value and customer loyalty (Ishaqa, 2012).

The relationship of the memorable tourism experience with the intention of revisiting which will be discussed first. An impressive tourist experience shows positive intention to re-visit. An unforgettable tourism experience has an important role in determining the intention to visit again (Horng et al., 2012). If tourists have a positive perception of a memorable tourism experience, tourists will return to the same destination (Hosany & Prayag, 2013). Designing tourist destinations by providing memorable experiences is important for supported tourism because this can create an intention to revisit tourists. Tourism managers try to realize this as the main mission and benchmarks to achieve tourist destinations (Chang et al., 2014). Most tourists want to experience a memorable tourism experience in a tourist destination because if tourists get a good memorable tourist experience, they will decide to make an intention to re-visit (Omar et al., 2015). Relating to the experience of tourists carried out by tourists in the past with the intention to review what is done in the future (Park et al., 2016; Wu, 2016). An unforgettable tourist experience has attracted the attention of both researchers and tourist managers. The researchers acknowledge that an impressive tourism experience is the best connecting variable for tourists to decide whether to revisit their intentions (Zhang et al., 2017). Smart tourism experience attributes affect tourists' memorable experience in smart tourism destinations (Jeong & Shin, 2019).

The advantage of tourism managers by paying attention to perceived value is that tourism managers can understand tourist behavior in revisit intention and become an effective tool for predicting tourists in revisit intention (Horng et al., 2012). Some studies explain that perceived value can be a better connecting variable to revisit intention than satisfaction or quality (C. Chen & Chen, 2010; Cheng & Lu, 2013; Ramseook-Munhurrun et al., 2015). Several studies explain that perceived value can affect revisit intention (Campón-Cerro et al., 2017; Kwenye & Freimund, 2016; Meleddu et al., 2015; Stylos et al., 2016; Williams & Soutar, 2009). Perceived value can affect the memorable tourism experience (Kim, 2014). Several studies conducted by (Cheng & Lu, 2013; Chen & Chen, 2010) explain that perceived value can affect destination loyalty through memorable tourism experiences. In contrast to research conducted by Chang et al., (2014), in his research it was found that the perceived value and memorable tourism experience together can influence destination loyalty.

The destination loyalty variable can be measured using dimensions: 1) future visits; 2) intensity of recommending destinations; 3) intensity of promotion from tourists to the general public; 4) destination is the main choice for tourists

(Cheng & Lu, 2013; Frangos et al., 2015; Tasci, 2017; Tosun et al., 2015). The variable of memorable tourism experience can be measured using dimensions: 1) educational; 2) esthetics; 3) entertainment; 4) escapist (Zhang et al., 2017). The variable of perceived value, can be measured using dimensions: 1) functional value; 2) emotional value; and 3) overall grades (Kwenye & Freimund, 2016). Smart tourism experience variable can be measured using dimensions: 1) smart destination; 2) smart experience; and 3) smart business ecosystem (Gretzel et al., 2015) (Figure 1).
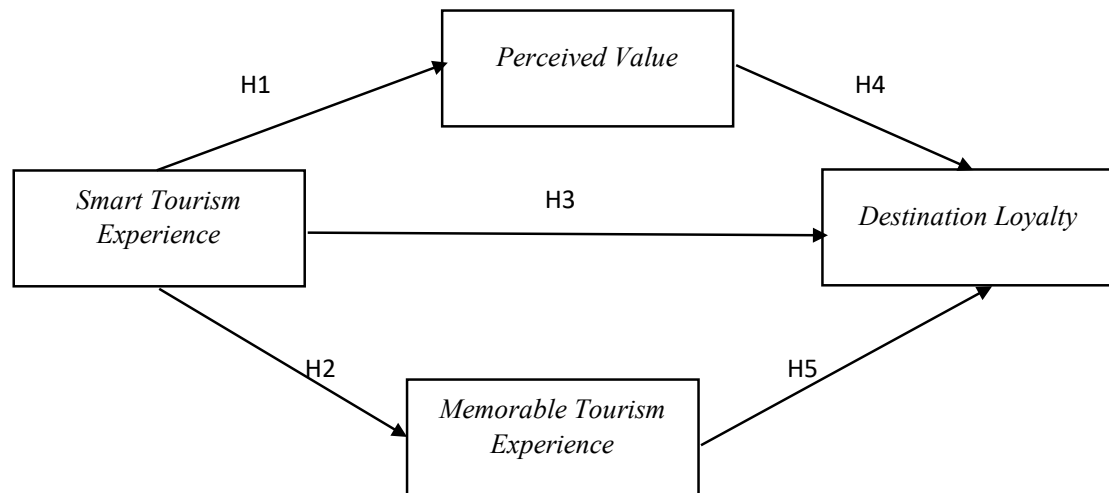

Figure 1. Paradigm of Research (Source: Author's research)

Based on the existing theory, this research proposes the following research hypothesis:
H1. Smart Tourism Experience positively affects to Perceived Value.
H2. Smart Tourism Experience positively affects to Memorable Tourism Experience.
H3. Smart Tourism Experience positively affects to Destination Loyalty.
H4. Smart Tourism Experience positively affects to Destination Loyalty with Perceived Value mediation.
H5. Smart Tourism Experience positively affects to Destination Loyalty with Memorable Tourism Experience mediation.

Originality and novelty in this research are the research observes the correlation of smart tourism experience, perceived value, memorable tourism experience, and destination loyalty in Southeast Asia which has not discussed yet in any research.

3. Methods
The research is quantitative research. The research method used is descriptive and verification method. The investigation's cateogory in this research is causality. Unit of analysis in this research are tourists who visit smart tourism destinations in Singapore, Bandar Seri Begawan (Brunei Darussalam), Kuala Lumpur (Malaysia), and Surabaya (Indonesia).

4. Data Collection
The number of samples used in this study is 200 samples. Data collection techniques were conducted with questionnaires. This research uses structural equation model (SEM).

5. Results and Discussion
5.1 Confirmatory Factors Analysis
The research applied confirmatory factors analysis test before structural test. It measures smart tourism experience, perceived value, memorable tourism experience, and destination loyalty indicators (table 1).

Table 1. Initial validity and reliability test of smart tourism experience

Indicator	λ	λ^2	$e = 1 - \lambda^2$	$CR \geq 0,7$	$VE \geq 0,5$	Valid/Reliable
STE1	0,571	0,326	0,673			Valid
STE2	0,661	0,436	0,563			Valid
STE3	0,667	0,444	0,556			Valid
STE4	0,186	0,034	0,966			-
STE5	0,723	0,522	0,478			Valid
STE6	0,640	0,409	0,591			Valid
STE7	0,564	0,318	0,682			Valid
STE8	0,655	0,429	0,570			Valid
STE9	0,182	0,033	0,966			-
STE10	0,477	0,227	0,772			-
STE11	0,468	0,219	0,780			-
STE12	0,457	0,208	0,791			-
STE13	0,823	0,677	0,323			Valid
STE14	0,721	0,519	0,481			Valid
Total	**7,795**	**4,801**	**9,192**	**0,837**	**0,305**	-

Table 1 shows that 5 indicators are not valid and the test is not reliable. Therefore the 5 indicators must be eliminated from validity and reliability test.

Table 2. Final validity and reliability test of smart tourism experience

Indicator	λ	λ^2	$e = 1 - \lambda^2$	$CR \geq 0,7$	$VE \geq 0,5$	Valid/Reliable
STE1	0,562	0,315	0,684			Valid
STE2	0,686	0,470	0,529			Valid
STE3	0,676	0,456	0,543			Valid
STE5	0,806	0,649	0,350			Valid
STE6	0,806	0,649	0,350			Valid
STE7	0,710	0,504	0,495			Valid
STE8	0,680	0,462	0,537			Valid
STE13	0,664	0,440	0,559			Valid
STE14	0,575	0,330	0,669			Valid
Total	**5,889**	**3,911**	**5,088**	**0,872**	**0,500**	**Reliable**

Table 2 demonstrates that all indicators are valid and reliable. All of the indicators are able to apply in the structural test.

Table 3. Initial validity and reliability test of perceived value

Indicator	λ	λ²	e = 1- λ²	CR ≥ 0,7	VE ≥ 0,5	Valid/ Reliable
PV1	0,564	0,318	0,681			**Valid**
PV2	0,582	0,338	0,661			**Valid**
PV3	0,636	0,404	0,595			**Valid**
PV4	0,403	0,162	0,837			-
PV5	0,380	0,144	0,855			-
PV6	0,333	0,110	0,889			-
PV7	0,306	0,093	0,906			-
PV8	0,380	0,144	0,855			-
PV9	0,415	0,172	0,827			-
PV10	0,646	0,417	0,582			**Valid**
PV11	0,385	0,148	0,851			-
PV12	0,442	0,195	0,804			-
PV13	0,468	0,219	0,780			-
PV14	0,412	0,169	0,830			-
PV15	0,666	0,443	0,556			**Valid**
PV16	0,352	0,123	0,876			-
PV17	0,477	0,227	0,772			-
PV18	0,480	0,230	0,769			-
PV19	0,655	0,429	0,570			**Valid**
PV20	0,457	0,208	0,791			-
PV21	0,536	0,287	0,712			**Valid**
PV22	0,619	0,383	0,616			**Valid**
Total	**10,594**	**5,372**	**16,627**	**0,870**	**0,244**	-

Table 3 presents that 13 indicators are not valid and reliable. Consequently, the 13 indicators must be deleted from the test.

Table 4. Final validity and reliability test of perceived value

Indicator	λ	λ²	e = 1- λ²	CR ≥ 0,7	VE ≥ 0,5	Valid/ Reliable
PV1	0,640	0,409	0,591			Valid
PV2	0,639	0,408	0,592			Valid
PV3	0,620	0,384	0,615			Valid
PV10	0,620	0,384	0,615			Valid
PV15	0,764	0,583	0,416			Valid
PV19	0,764	0,583	0,416			Valid

PV21	0,823	0,677	0,323			Valid
PV22	0,693	0,480	0,519			Valid
Total	**5,563**	**3,908**	**4,087**	**0,744**	**0,504**	**Reliable**

Table 4 shows that four indicators indicate are valid and reliable. In consequence, the four indicators are potentially applied in the structural test.

Table 5. Validity and reliability test of memorable tourism experience

Indicator	λ	λ^2	$e = 1 - \lambda^2$	$CR \geq 0,7$	$VE \geq 0,5$	Valid/ Reliable
MTE1	0,518	0,268	0,731			Valid
MTE2	0,623	0,388	0,612			Valid
MTE3	0,875	0,765	0,234			Valid
MTE4	0,823	0,677	0,323			Valid
Total	**2,839**	**2,098**	**1,900**	**0,793**	**0,678**	**Reliable**

Table 5 demonstrates that all of the indicators from memorable tourism experience variable are valid and reliable. Thereof the indicators are able to applied in the structural test.

Table 6. Initial validity and reliability test of destination loyalty

Indicator	λ	$\lambda 2$	$e = 1 - \lambda^2$	$CR \geq 0,7$	$VE \geq 0,5$	Valid/ Reliable
DL1	0,377	0,142	0,858			-
DL2	0,495	0,245	0,754			-
DL3	0,788	0,620	0,380			**Valid**
DL4	0,386	0,148	0,851			-
DL5	0,710	0,504	0,495			**Valid**
DL6	0,806	0,649	0,350			**Valid**
DL7	0,759	0,576	0,423			**Valid**
DL8	0,248	0,061	0,938			-
DL9	0,377	0,142	0,858			-
DL10	0,745	0,555	0,444			**Valid**
DL11	0,442	0,195	0,804			-
DL12	0,638	0,407	0,592			**Valid**
Total	**6,771**	**4,244**	**7,747**	**0,873**	**0,344**	-

Table 6 presents six indicators that are not valid and reliable. Therefore, the six indicators that are not valid and reliable must be removed from the test.

Table 7. Final validity and reliability test of destination loyalty

Indicator	λ	λ2	$e = 1 - \lambda^2$	CR ≥ 0,7	VE ≥ 0,5	Valid/ Reliable
DL3	0,543	0,294	0,705			Valid
DL5	0,759	0,576	0,423			Valid
DL6	0,769	0,591	0,408			Valid
DL7	0,723	0,522	0,478			Valid
DL10	0,812	0,659	0,340			Valid
DL12	0,672	0,451	0,549			Valid
Total	**4,278**	**3,093**	**2,903**	**0,877**	**0,673**	**Reliable**

Table 7 proves that all of the indicators are valid and reliable after six indicators are deleted from the test. Thereof the indicators in Table 7 are able to apply in the structural test.

5.2 Structural Test

Removing the STE → DL path from the model resulted in the chi-square value increasing by 636,234. But the increase was not significant (P = 0,000). That is, seen according to its suitability with the data, the conclusion obtained from the results of the data analysis above is, the Model is the best-fit model in explaining the phenomenon of STE, PV, MTE, and DL. Therefore, the above model will be used as the empirical fundamentals to answer the research problems proposed. The following are the values of direct and indirect influence.

Table 8. The Value of Correlation among Variables

	Direct Effect	Indirect Effect	
		Memorable Tourism Experience	*Perceived Value*
STE – PV	0,38	-	-
STE – MTE	0,21	-	-
STE – DL	0,02	0,38	0,11

5.2.1 The Influence of Smart Tourism Experience to Perceived Value

The value of influence of smart tourism experience on perceived value is 0.387. Tourists who visited smart tourism destinations expect a good perceived value when traveling. Tourists who visit smart tourism destinations expect a good quality relationship between smart tourism experience with perceived value. Smart tourism experience includes smart destinations, smart experience, and smart business ecosystems. Perceived value includes functional value, emotional values, and overall value. All of these components can meet the expectations of tourists if properly observed by stakeholders. The results of this study are in accordance with the results of Gretzel et al. (2015), in their research found that when tourists visit smart tourism destinations and gain proper smart tourism facilities, this can affect perceived value. The first hypotheses that states smart tourism experience positive effect on perceived value is accepted.

5.2.2 The Influence of Smart Tourism Experience to Memorable Tourism Experience

The value of influence of smart tourism experience on memorable tourism experience that is equal to 0.218. Tourists who visit smart tourism destinations expect a good quality relationship between smart tourism experience with memorable tourism experience. Smart tourism experience includes smart destinations, smart experience, and smart

business ecosystems. Memorable tourism experience includes educational, esthetics, entertainment, and escapist. All of these components can meet the expectations of tourists if properly observed by stakeholders. The results of this study are consistent with the results of Gretzel et al. (2015). In the research, found that the influence between smart tourism experience with memorable tourism experience. It means the second hypothesis that states smart tourism experience has a positive effect on memorable tourism experience otherwise accepted.

5.2.3 The Influence of Smart Tourism Experience to Destination Loyalty
The value of influence of smart tourism experience on destination loyalty is 0.02. The finding of this observation is different with the findings of Gretzel et al. (2015), in their research found that when tourists visit smart tourism destinations and gain proper smart tourism facilities, this can influence destination loyalty. The third hypotheses that states smart tourism experience positive effect on destination loyalty is rejected because the value is less than 0,05.

5.2.4 The Influence of Smart Tourism Experience to Destination Loyalty with Perceived Value mediation
The amount of influence of smart tourism experience on destination loyalty is 0,112. Tourists visiting smart tourism destinations expect a good quality relationship between smart tourism experience and destination loyalty. Smart tourism experience includes smart destinations, smart experience, and smart business ecosystems. While the destination loyalty includes plans for return visits, the intensity of recommending destinations, the intensity of promotion from tourists against, the main choice for tourists. All of these components can meet the expectations of tourists if properly observed by stakeholders. The findings of this study are similar to those of previous studies by Zhang et al. (2017) which suggest that smart tourism experience has attracted the attention of both researchers and practitioners. The researchers acknowledge that perceived value is the best predictor in deciding the return of tourists to destinations. There is a correlation between the experience of traveling that has been done by tourists in the past with the behavior of future visits conducted in the future. In the research (Wu, 2015), it was found that perceived value had an impact on the behavior of future visits. If tourists have a positive perception of perceived value, travelers will plan a return visit to the same destination (Hosany & Prayag, 2013). Tsai (2016) explains that perceived value has a positive effect on destination loyalty. Then the fourth hypothesis that states that memorable tourism experience positive effect on destination loyalty is accepted.

5.2.5 The Influence of Smart Tourism Experience to Destination Loyalty with Memorable Tourism Experience mediation
The amount of influence of smart tourism experience towards destination loyalty through memorable tourism experience that is equal to 0,385. Tourists who visit smart tourism experience travel destinations expect a good quality relationship between smart tourism experience, memorable tourism experience, and destination loyalty. Smart tourism experience includes smart destinations, smart experience, and smart business ecosystem. Memorable tourism experience includes educational, esthetics, entertainment, and escapist. While the destination loyalty includes plans for return visits, the intensity of recommending destinations, the intensity of promotion from tourists against, the main choice for tourists. All of these components can meet the expectations of tourists if properly observed by stakeholders. The research findings are in common with research findings conducted by Chang et al. (2015) which states that designing tourist destinations by providing memorable experience is important for sustainable tourism as this can make a destination loyalty for tourists. Tourism managers should make this the ultimate mission and benchmark for the success of tourist destinations. So, the fifth hypothesis that states smart tourism experience has a positive effect on destination loyalty with mediation memorable tourism experience otherwise accepted.

6. Conclusion
The popularity of smart tourism has increased in the 21st century. What is needed now, therefore, is to understand the concepts and implement sustainable tourism development program. The tourism manager or the government are able to apply smart tourism program in the destination because smart tourism is the right solution in providing different experiences in traveling. Smart tourism experience, perceived value, memorable tourism experience, and destination loyalty are the variables that can be found in smart tourism destination.

The findings in this research that smart tourism experience affects to perceived value; smart tourism experience affects to memorable tourism experience; smart tourism experience affects to destination loyalty with perceived value as the mediation; and smart tourism experience affects to destination loyalty with memorable tourism experience as the mediation.

The research limitation for further study can be used by a larger study population to cater for a variety of perspectives from tourists and tourist destination managers. This paper highlights the implications of smart tourism program towards destination loyalty. It also reports empirical evidence that destination manager should aware in highlighting the importance of smart tourism experience, perceived value, memorable tourism experience, and destination loyalty.

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