



Exploring the Impact of Smart Tourism Initiatives on Digital Native's Travel Behavior: A Review

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ABSTRACT

Digital technology has revolutionized the tourism sector, leading to the emergence of digital-native tourists who prefer tech-savvy experiences. Smart tourism initiatives leverage information and communication technologies to offer personalized and interactive experiences, aligning with the preferences of digital natives. This study employs a literature review approach to explore the influence of smart tourism on the travel behavior of digital native tourists. Findings reveal a significant research gap in understanding how smart tourism initiatives specifically resonate with digital native behaviors. Digital natives, characterized by their digital fluency, exhibit distinct preferences influenced by their immersion in technology. Smart tourism technologies are crucial in predicting digital natives' destination choices and visit intentions. Understanding this dynamic is crucial for the tourism industry to meet the evolving needs of digital native tourists. Leveraging innovative technologies and tailored strategies can enhance visitor satisfaction, operational efficiency, and sustainability in the tourism sector, ultimately shaping the future of smart tourism experiences.

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1. INTRODUCTION

Digital technology has significantly altered various aspects of life, notably impacting the tourism sector. This transformation is evident in how individuals plan, coordinate, and partake in travel experiences. Referred to as Tourism 4.0, this paradigm shift signifies the conversion of conventional travelers into digital and savvy travelers (Goeltom et al., 2023; Pencarelli, 2020). Central to this evolution are digital innovations and global distribution systems, revolutionizing booking processes, transportation logistics, accommodation arrangements, and promotional endeavors within the tourism industry (Alkhaliel, 2022). Consequently, the integration of digital technologies has disrupted traditional business models in tourism, fostering novel methods of connectivity and communication within the field (Pranita, 2018). Notably, the influence of digitalization extends to social media platforms, which now serve as pivotal mediums for accessing travel-related information online (Xiang & Gretzel, 2010).

Moreover, the tourism sector has emerged as a frontrunner in embracing digital transformations, with smart destinations, cities, airports, seaports, and hotels readily adopting digitalization (Cynthia et al., 2021). The ramifications of digitalization on tourism activities, market dynamics, and entrepreneurial endeavors have been profound, underscoring the imperative of implementing effective digital strategies within the industry (Shmarkov et al., 2019). Indeed, the digital revolution has emerged as a catalyst for tourism growth, fundamentally reshaping travel behaviors and service delivery mechanisms. By fostering improved customer relations and service quality enhancements, digital technologies have empowered tourism enterprises to adapt to evolving consumer preferences and market trends (Živković et al., 2016).

Digital natives, individuals raised in the digital era, are defined by their preference for rapid information delivery, adeptness at processing data swiftly, inclination towards multitasking, and reliance on communication technologies for social and professional interactions (Kennedy et al., 2008; Prensky, 2001). In contrast, digital immigrants from older generations are adapting to these new technologies. These digital natives have become primary technology users in various facets of life, including travel and tourism. Their technological proficiency enables them to effectively utilize digital tools for planning, organizing, and experiencing travel (Tóth et al., 2022; Zhao & Zhao, 2021). They prioritize interactive and engaging travel experiences, leveraging technology for trip planning, booking accommodations, accessing real-time destination information, and sharing their experiences on social media platforms (Kennedy et al., 2008; Yu & Zhao, 2021).

Their comfort with technology and preference for efficient information retrieval shape their interactions with travel-related digital platforms and services (Kennedy et al., 2008). Additionally, traits like reliance on graphics for communication and positive attitudes toward technology influence their engagement with travel-related digital interfaces and applications (Rosli et al., 2016). Digital natives' characteristics significantly influence their interactions with technology in travel and tourism. Their digital fluency, preference for interactive experiences, and reliance on technology for information and communication make them key users of digital tools in every stage of travel, from planning to enjoyment.

Smart tourism initiatives are strategic approaches to enhance the tourist experience, improve operational efficiency, and promote sustainability within the tourism industry. Leveraging information and communication technologies (ICT), these initiatives transform traditional tourism practices into innovative and digitally-driven experiences (Gretzel et al., 2015), offering personalized and interactive experiences to tourists, thus enhancing overall satisfaction and engagement. However, privacy concerns regarding using big data in smart

tourism destinations pose critical challenges that could impact such initiatives' sustainability and economic benefits (Afolabi et al., 2021). Addressing these concerns through transparent data practices and robust privacy measures is crucial to building trust among tourists and ensuring the long-term success of smart tourism projects. Furthermore, smart tourism initiatives are essential to promoting sustainable development, preserving cultural heritage, and enhancing destination competitiveness (Berjozkina & Kuruvilla, 2023), aligning smart tourism plans with sustainable practices to drive long-term positive impacts.

A significant research gap lies in understanding the impact of smart tourism initiatives on shaping the behaviors of digital native tourists. While existing literature explores the integration of digital technologies in the tourism industry and its effects on overall tourist experiences, there is a lack of comprehensive research specifically focusing on how smart tourism initiatives influence the behaviors of native digital travelers. With the increasing prevalence of digital natives in the tourism market, characterized by their adeptness at utilizing technology for travel planning, engagement, and sharing experiences, it becomes imperative to delve deeper into how smart tourism initiatives resonate with their preferences, habits, and decision-making processes. By exploring this intersection, this research aims to uncover insights into the effectiveness of smart tourism strategies in catering to the needs and expectations of digital native tourists, ultimately guiding destination management organizations and tourism stakeholders in developing tailored approaches to enhance the digital native tourist experience. Understanding the dynamics between smart tourism initiatives and digital native behavior will contribute to academic knowledge and inform practical strategies to optimize destination competitiveness, operational efficiency, and sustainability in the ever-evolving landscape of the tourism industry.

2. LITERATURE REVIEW

The seamless integration of smart technology within smart tourism ecosystems aims to create intelligent touristic services and fosters an environment centered on information sharing and collaborative value creation (Gretzel et al., 2015). This emphasis on collaboration and innovation is further reinforced by exploring smart tourism governance, which recognizes the pivotal role of social and technological elements in propelling smart tourism initiatives forward (Law et al., 2022). Furthermore, as smart destinations continue to evolve by incorporating Information and Communication Technologies (ICTs), traditional approaches to destination management are undergoing a profound transformation (Ivars-Baidal et al., 2019). This transformative shift not only presents new opportunities for marketing strategies and resource management but also underscores the dynamic nature of the smart tourism landscape.

In tandem with these advancements, smart tourism initiatives have experienced a surge in momentum, driven largely by innovations originating from smart city projects (Gretzel et al., 2015). The infusion of technology into tourism has given rise to smart tourism destinations that significantly enhance the overall travel experience for visitors (Afolabi et al., 2021). This evolution of smart tourism not only transcends urban boundaries, extending its reach into rural settings and highlighting the symbiotic relationship between rural and smart tourism (Auzina et al., 2023) but also manifests in various innovative solutions, such as sophisticated smart visitor counting systems and sensor-based noise monitoring systems, aimed at addressing contemporary challenges like overtourism (Gretzel, 2021). Moreover, exploring cutting-edge technologies like blockchain underscores a collective effort to elevate service quality and management within smart tourism destinations (Tyan et al., 2020). However, the successful implementation of these initiatives hinges upon a comprehensive framework

encompassing robust physical and information technology infrastructure, well-trained human resources, and proactive stakeholder engagement while remaining cognizant of environmental concerns (Arbidane et al., 2023).

In smart tourism, initiatives encompass urban settings and extend to smart cities, where various technologies like smart municipal supervision, transportation, environment monitoring, and tourism converge to enhance efficiency and sustainability (LI et al., 2013). Within these contexts, the influence of Governments is paramount, shaping the direction of smart tourism destinations and impacting initiatives through their influence on Destination Management Organizations (DMOs) (Mariani et al., 2021). Moreover, the evolving governance of smart tourism destinations emphasizes the integration of Information and Communication Technologies (ICTs) to enrich tourist experiences and bolster destination competitiveness (Errichiello & Micera, 2021). Furthermore, the adoption of gamified smart tourism applications and the development of smart tourism ecosystems contribute significantly to the overall competitiveness of tourism destinations (Boes et al., 2016; Yoo et al., 2017). This interconnectedness between smart tourism initiatives, government influence, and technological advancements underscores a dynamic landscape wherein collaboration and innovation converge to redefine the tourism industry.

However, amidst the growing interest in smart tourism, empirical evidence reveals a critical gap in understanding the real impact of these initiatives on urban sustainability (González-Reverté, 2019). Despite the importance of smart tourism technologies in enhancing tourist satisfaction and destination loyalty through memorable experiences (Azis et al., 2020), the absence of detailed case studies inhibits a comprehensive understanding of their true impact on a local scale, particularly from the tourist perspective (Femenia-Serra & Ivars-Baidal, 2021). While the body of research on smart tourism continues to expand, there remains a pressing need for more empirical studies to thoroughly evaluate the sustainability, competitiveness, and tourist satisfaction resulting from these initiatives. Thus, bridging this gap through rigorous empirical research is essential to inform future policy-making and decision-making processes in smart tourism.

3. METHODS

This study employs a literature review approach to inform the development of a white paper addressing smart tourism and digital native travelers. The literature review is a foundational component, facilitating a comprehensive understanding of existing research, trends, and insights pertinent to the subject matter. This methodological approach synthesizes diverse perspectives and empirical findings by systematically examining a wide range of scholarly articles, reports, and relevant publications, laying the groundwork for informed analysis and recommendations within the white paper.

The literature review's initial phase involves identifying key themes, concepts, and emerging trends related to smart tourism and digital native travelers. Through systematic keyword searches and citation analysis, prominent themes and recurring patterns are delineated, providing insights into the prevailing discourse within the field. This process allows for the classification and organization of literature according to thematic clusters, facilitating a structured analysis of the overarching issues and debates shaping the landscape of smart tourism and digital native travelers.

Subsequently, the literature review synthesizes empirical evidence and theoretical frameworks pertinent to the subject matter. By critically analyzing and comparing various studies, the synthesis aims to distill essential findings, methodologies, and theoretical constructs relevant to understanding smart tourism and digital native travelers. This

integrative approach not only elucidates the current state of knowledge but also identifies gaps, inconsistencies, and areas requiring further investigation, thus informing the development of targeted recommendations and policy interventions within the white paper.

Furthermore, the literature review entails validating and critiquing existing perspectives, theories, and methodologies within the field. By interrogating the robustness and applicability of different theoretical frameworks and research methodologies, this critical appraisal seeks to discern the strengths and limitations of prior studies and potential biases or gaps in the literature. Through a rigorous evaluation of the quality and reliability of evidence, the literature review ensures the integrity and rigor of the analytical framework underpinning the subsequent analysis and recommendations presented in the white paper.

4. RESULTS AND DISCUSSION

Study on Digital Natives on Smart Tourism

Based on a search of the Google Scholar database using the PublishPerish software, employing the search framework with the syntax "digital natives smart tourism" within the publication period of 2014-2023, a total of 148 papers were obtained. This data reveals an average annual publication rate of 9.8 papers. The impact of these publications is evidenced by 1072 citations with an h-index of 28, as depicted in Figure 1. Geographically, these publications span across major continents, particularly in developed and developing nations that have embraced smart tourism and exhibit a robust diffusion of digital technology.

The research landscape surrounding "digital natives smart tourism" has witnessed significant scholarly engagement over the past decade, with an average of nearly ten papers published yearly. These publications have contributed to the theoretical understanding of the phenomenon and garnered substantial attention within the academic community, as evidenced by over a thousand citations. Geographically, the reach of this research extends globally, reflecting the universal relevance of digital natives' impact on tourism practices.

Furthermore, the concentration of these publications in technologically advanced nations underscores the pivotal role of digital innovation in shaping modern tourism landscapes. From established hubs of innovation to emerging markets, the discourse on digital natives and tourism indicates a broader socio-cultural shift towards technology-driven travel experiences. This analysis highlights the dynamic interplay between technology, culture, and tourism, offering valuable insights for policymakers, industry stakeholders, and researchers. As the digital natives generation continues to exert its influence on global tourism patterns, understanding the implications of this phenomenon becomes increasingly pertinent for sustainable and inclusive tourism development.

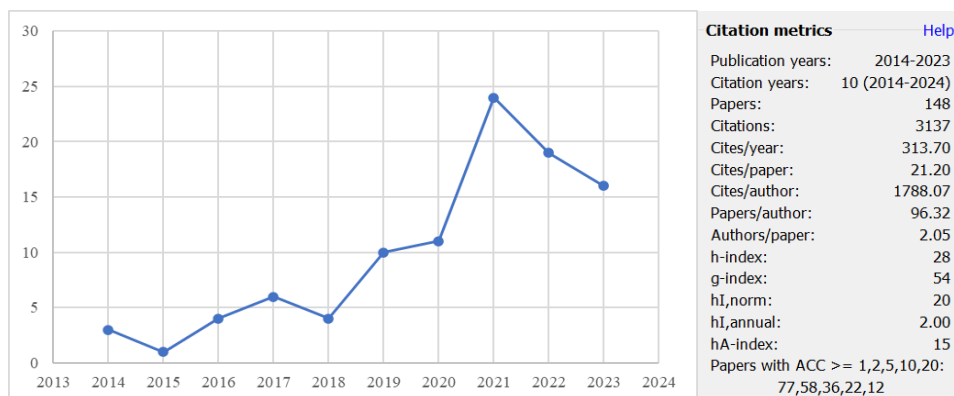


Figure 1. Metrix of Publications

Source: research data, 2024

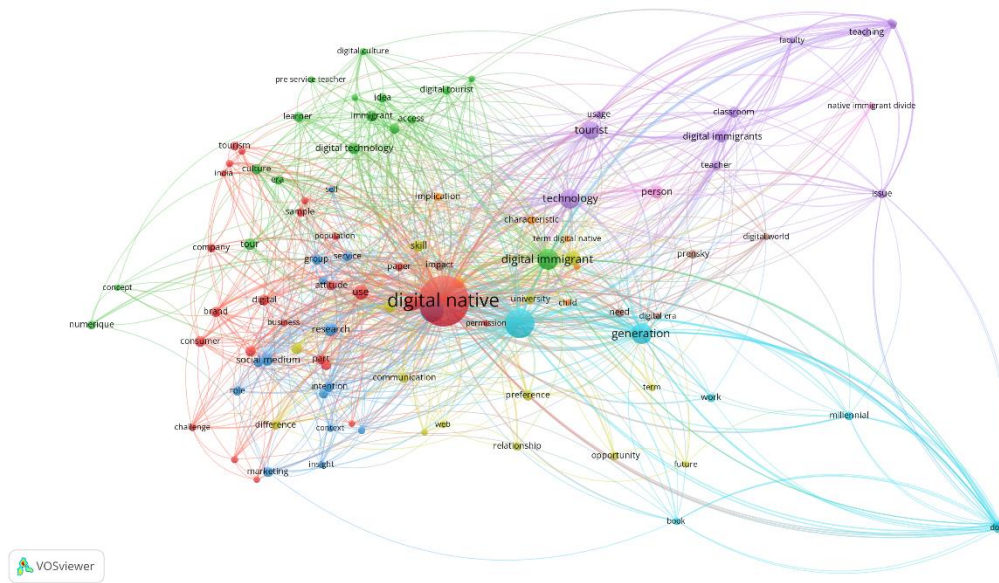


Figure 2. Relationships Between Articles

Source: research data, 2024

This study conducted a thematic analysis of the results of metadata processing using VosViewer, as presented in Figure 2, and a qualitative analysis of the abstracts and titles of publications to obtain a thematic understanding of publications per year, as presented in Table 1.

Table 1. Focus of Study Per Year

Year	Focus
2014	The thematic analysis of academic articles within the framework of smart tourism reveals key insights. Firstly, it explores the distinction between digital natives and immigrants, highlighting their unique characteristics and behaviors. Secondly, there's an emphasis on integrating digital technology into education, including innovative methods like QR Code Technology. Moreover, the impact of social media on employment and ethical considerations in professional settings are addressed. Lastly, the potential benefits of serious games in education for smart tourism are discussed. Collectively, these insights deepen our understanding of the interplay between digital natives, technology, and smart tourism.
2015	The analysis of academic research on digital natives in the context of smart tourism highlights several key themes. Firstly, there's a focus on understanding generational differences in technology adoption and usage, as evidenced by studies on platforms like Twitter and challenges within technology acceptance models. Secondly, the research delves into the unique behaviors and preferences of digital natives, particularly in areas such as online shopping and social media engagement, offering insights for businesses in the smart tourism sector. Education is crucial, emphasizing the need to tailor methodologies to digital literacy competencies. Lastly, there's recognition of how digital natives' preferences can reshape industries, emphasizing adaptability in smart tourism. These findings underscore the interplay between technology, generational dynamics, and societal transformations in smart tourism.
2016	The analysis of academic research on digital natives within the context of smart tourism reveals several significant themes. Firstly, there's a focus on leveraging digital natives' adeptness with web 2.0 tools in destination management organizations, suggesting opportunities to enhance online engagement strategies. Secondly, challenges in digital natives' social interaction patterns are emphasized, highlighting the need for effective engagement strategies. Cross-cultural validation studies underscore the importance of cultural nuances in understanding digital natives' behaviors, especially in diverse tourism contexts. Additionally, research explores innovative approaches to engage digital natives in higher education settings, aligning with their learning preferences. Insights into the correlation between digital skills and social media usage inform smarter tourism practices. Furthermore, investigations into internet literacy, civic engagement, and gender disparities in online health information-seeking behaviors provide nuanced perspectives. These findings underscore the intricate nature of digital natives' relationships with technology and highlight the importance of addressing their unique needs in smart tourism.
2017	The analysis of academic articles within the context of smart tourism sheds light on the diverse behaviors and engagement patterns of digital natives. These titles reveal that digital natives play a significant role in shaping various aspects of smart tourism, from urban public space design to the doctor-patient relationship through online health information seeking. Their engagement encompasses activities such as online protection, ICT proficiency, and interactions with brands on social media platforms like Facebook, which are vital components of smart tourism. Moreover, digital natives utilize visual storytelling methods like selfies and influence e-commerce trends, showcasing their multifaceted interaction with technology in contemporary smart tourism landscapes.
2018	Analyzing academic articles on smart tourism underscores various dimensions of digital natives' engagement with technology and its implications. Educators are adapting accounting curricula to cater to digital natives, emphasizing personalized

Year	Focus
	approaches. Geographical mapping studies highlight the importance of understanding generational interactions in digital spaces for effective smart tourism strategies. Family dynamics reveal tensions as digital natives navigate media use with digital immigrants, reflecting differing technological proficiencies. Explorations into gender and value systems shed light on digital natives' social media behaviors, challenging assumptions of inherent technological prowess. Revisiting the relationship between digital natives and immigrants in language learning contexts offers nuanced insights into technology adoption across generations. Additionally, insights into leisure and smartphone usage patterns among digital natives and their readiness for entrepreneurial learning deepen our understanding of their multifaceted interactions with technology and society, highlighting the importance of addressing their diverse needs within the context of smart tourism.
2019	Analyzing academic articles provides valuable insights into digital natives' engagement with technology in the context of smart tourism. Educators are customizing accounting curricula to meet the preferences of digital natives, emphasizing personalized learning approaches. Geographical mapping studies underscore the importance of understanding generational digital interactions, especially in smart tourism destinations. Family dynamics highlight conflicts arising from differing technological proficiencies as digital natives guide digital immigrants in media usage. Gender and value systems influence digital natives' social media engagement, challenging assumptions about their technological adeptness. The relationship between digital natives and immigrants is reassessed within language learning contexts, shedding light on technology adoption across generations. Insights into leisure activities and smartphone usage among digital natives enhance our understanding while exploring their readiness for entrepreneurial learning in transitioning economies and offer valuable perspectives. These findings deepen our understanding of the intricate interplay between digital natives, technology, and society in smart tourism, emphasizing the necessity to cater to their diverse needs and challenges.
2020	The analysis of the academic article provides succinct insights into the role of digital natives within smart tourism. As smart tourism initiatives gain traction globally, understanding digital natives' interaction with technology becomes crucial. Education for sustainable development emphasizes equipping digital natives with competencies aligned with smart tourism principles to promote responsible travel practices. Studies from emerging economies like India highlight digital natives' adaptation to the digital age, showcasing their potential as active participants in smart tourism. Investigations into their adoption of online shopping apps and technology in field education offer valuable insights for developing tailored smart tourism platforms and services. Leveraging digital natives' technological proficiency and innovative mindset can enhance visitor experiences, promote sustainable tourism practices, and drive economic growth in the digital era.
2021	The analysis of academic articles sheds light on the role of digital natives in smart tourism. As smart tourism gains traction globally, understanding digital natives' engagement with technology becomes crucial. These titles underscore digital natives' transformative potential in shaping tourism experiences and services. From setting paragons for Generation Z to influencing the hospitality workforce, digital natives drive innovation in the industry. Their reliance on mobile technology highlights the need for technology-driven solutions to enhance visitor experiences and promote sustainability. Their preferences for eco-friendly practices and active engagement in co-creation processes emphasize the importance of tailoring offerings to meet their expectations. Adapting educational and communication strategies further underscores the significance of leveraging technology for immersive experiences. Overall, digital natives play a pivotal role in driving the evolution of smart tourism, emphasizing the need to incorporate their perspectives into destination management strategies.
2022	Analyzing academic articles provides insights into digital natives' role in smart tourism, where technology enhances visitor experiences and sustainability while driving innovation. Studies on social media influencers highlight online platforms' impact on destination choices, while comparisons of mobile payment usage emphasize digital natives' preference for mobile-friendly solutions. Research on mobile social media marketing suggests engaging digital natives in promoting destinations, and digital literacy assessments stress the importance of equipping them with the necessary skills. Studies on artificial intelligence and cyberbullying underscore the need for ethical technology use and safe digital environments. These insights emphasize digital natives' pivotal role in shaping sustainable and innovative tourism experiences.
2023	Analyzing academic articles provides insights into digital natives' role in smart tourism, where technology enhances experiences, promotes sustainability, and drives innovation. Digital natives navigate tourism advertisements using internal defense mechanisms in the digital realm. Their adoption of emerging technologies like augmented reality, blockchain, and QR code payments shapes smart tourism experiences. Discrepancies in privacy literacy highlight the need for secure digital platforms. Understanding factors influencing mobile banking can inform mobile-friendly payment solutions. Addressing socioeconomic disparities in internet access ensures inclusive smart tourism participation. Digital natives drive innovation in Asian businesses, motivating content creation and community engagement. Insights into pre-service teachers' digital nativeness inform educational programs. Establishing trust in financial technologies facilitates seamless transactions. Understanding spatial thinking aids user-friendly navigation in smart tourism apps. Sentiment analysis of gaming experiences tailors personalized recommendations. Digital natives are pivotal in shaping smart tourism through technological fluency and preferences.

Source: research data, 2024

Table 1 data indicates a growing discourse on digital natives within smart tourism. From 2014 to 2023, significant evolution occurred in the smart tourism landscape, intricately linked with the involvement of digital natives and their interactions with technology. Between 2014 and 2015, foundational insights emerge regarding the unique characteristics and behaviors of digital natives in smart tourism contexts. Efforts are focused on integrating digital technology into education and acknowledging its impact on professional ethics and employment, with serious games in education emerging as a promising avenue. Subsequently, from 2016 to 2017, researchers delved deeper into understanding the nuances of digital natives' engagement with technology in smart tourism, exploring cross-cultural

differences, social interaction patterns, and innovative educational methodologies tailored to digital literacy competencies. As understanding deepens, emphasis is placed on comprehending generational dynamics and familial influences, paving the way for more nuanced investigations.

Further advancements in 2018 and 2019 refine insights, focusing on gender disparities, value systems, and digital natives' readiness for entrepreneurial learning. Educational strategies evolve towards personalized approaches, prioritizing inclusive participation to meet the diverse needs of digital natives. Moving into 2020 and 2021, technological proficiency and innovation take center stage, with digital natives recognized for their transformative role in shaping tourism experiences and services. The emphasis shifts towards eco-friendly practices, co-creation processes, and technology-driven solutions to enhance visitor experiences and promote sustainability. Finally, in 2022 and 2023, smart tourism will experience significant advancements with emerging technologies like augmented reality, blockchain, and QR code payments. Efforts are intensified to address privacy concerns and socioeconomic disparities and foster trust in financial technologies, ensuring a seamless and inclusive smart tourism experience. Throughout this journey, digital natives remain pivotal, driving innovation, shaping consumer preferences, and influencing industry practices in the dynamic landscape of smart tourism.

The Influence of Technology on the Travel Behavior of Digital Natives

Digital natives, who have grown up in the digital age, exhibit distinct characteristics influenced by the digital culture they have been immersed in. The concept of digital natives, as proposed, suggests that this generation's preferences and skills have been shaped by their exposure to technology from an early age (Kennedy et al., 2008). In the context of travel behavior, digital natives are known for their tech-savviness, preference for quick information delivery, and reliance on communication technologies. Smart tourism initiatives have capitalized on these traits by offering personalized and interactive experiences that cater to the digital natives' preferences (Jeong & Shin, 2020). The digital footprint of smart tourists is vast, providing opportunities to analyze the digital traces they leave while traveling, which can enhance the overall travel experience (Pencarelli, 2020).

The influence of technology on digital natives' travel behavior is further emphasized by their digital nativity, computer self-efficacy, and technology adoption. Research has shown that digital natives are comfortable with technology, strive for instant rewards, and rely on graphics for communication (Zhao & Zhao, 2021). These traits significantly influence their technology-using intentions, shaping their interaction with smart tourism technologies during their travels (Novianti et al., 2022; Rafdinal et al., 2021; Susanto et al., 2020). Smart tourism technology plays a crucial role in predicting tourists' destination choices and visits intentions, highlighting the importance of technological advancements in shaping travel behavior (Kusdibyo et al., 2023; Prawira et al., 2022; Susanto et al., 2022).

Research indicates that digital natives are comfortable with technology, prefer multitasking and non-linear access to information, and heavily depend on communication technologies for social and professional interactions. These traits significantly influence their intentions and behaviors related to technology use, affecting how they engage with smart tourism technologies during their travels. The digital nativity of this generation is a key factor in predicting their destination choices, visit intentions, and overall travel behavior, underscoring the role of technological advancements in shaping contemporary travel experiences.

Understanding the impact of technology on the travel behavior of digital natives is crucial for the tourism industry to meet the changing needs and preferences of this tech-savvy demographic. By utilizing smart tourism initiatives and innovative technologies, destinations can develop immersive and efficient travel experiences that align with the digital inclinations of modern travelers, ultimately improving visitor satisfaction, operational efficiency, and sustainability in the tourism sector. The interplay between technology and the travel behavior of digital natives underscores the transformative impact of digitalization on the tourism industry. By understanding the characteristics and preferences of digital natives and leveraging smart tourism initiatives, destinations can create engaging and efficient travel experiences that resonate with the tech-savvy nature of modern travelers.

5. CONCLUSION

In this study, we have explored the impact of smart tourism initiatives on the travel behavior of digital natives, shedding light on their distinctive characteristics and preferences within the evolving landscape of smart tourism. Several key insights have emerged through a comprehensive analysis of academic literature and empirical findings. Firstly, digital natives, characterized by their digital nativity and proficiency, exhibit unique behaviors influenced by their immersion in digital culture. Their preference for quick information delivery, reliance on communication technologies, and comfort with digital platforms significantly shape their interaction with smart tourism initiatives. These traits underscore the importance of understanding digital natives' preferences and adapting tourism strategies to meet their evolving needs.

Secondly, smart tourism initiatives capitalize on digital natives' tech-savviness by offering personalized and interactive experiences that resonate with their preferences. By integrating innovative technologies such as augmented reality, blockchain, and QR code payments, destinations can create immersive and efficient travel experiences tailored to digital natives' expectations. Moreover, the analysis highlights the role of digital natives' digital footprint in enhancing the overall travel experience, providing opportunities for data-driven insights and personalized recommendations.

Thirdly, the study underscores the transformative impact of technology on digital natives' travel behavior, as evidenced by their digital nativity, computer self-efficacy, and technology adoption. Smart tourism technologies play a crucial role in predicting digital natives' destination choices and visit intentions, emphasizing the importance of technological advancements in shaping contemporary travel experiences.

In conclusion, understanding the impact of smart tourism initiatives on digital natives' travel behavior is essential for the tourism industry to meet the changing needs and preferences of this tech-savvy demographic. By leveraging innovative technologies and tailored strategies, destinations can create engaging and efficient travel experiences that resonate with digital natives' preferences, ultimately enhancing visitor satisfaction, operational efficiency, and sustainability in the tourism sector. Moving forward, continued research and collaboration between academia, industry stakeholders, and policymakers are needed to explore the dynamics of smart tourism and its implications for digital natives' travel behavior.

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