

The Impact of Smart Tourism on Business Performance: Empirical Evidence

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Abstract: - The development of information and communication technology is really changing things in the twenty century. The tourism industry is one area that has been greatly affected by technology. This technology has had an impact on our society. As new digital ideas keep coming out, tourism has become a part of the economy around the world. It is becoming more and more connected to technology. These changes have led to something called Smart Tourism, which's a new version of the old way of doing tourism. Smart technologies like sensors and big data are changing things in a way. They are changing technology, the economy, and our society. People are starting to call these changes "smart". As smart tourism gets bigger, information technology is becoming a part of developing tourism. This is all part of a change that is happening in many industries. So now smart tourism technologies are a part of the way tourism works today. This study reviews research on tourism to identify the most common approaches and key themes. The research is trying to figure out how smart tourism technologies and memorable tourism experiences affect how happy visitors are and how loyal they are to a destination. It examines tourism and how it affects visitor satisfaction and destination loyalty. The study is focused on tourism and what it means for the tourism industry.

Key-Words: - Smart Tourism, Information and Communication Technology, Smart Destination Strategy, Destination Loyalty, Memorable Tourism Experiences, Data-Driven Decision Making, Visitor Satisfaction, Digital Transformation, Tourism Innovation.

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1 Introduction

Digital transformation has changed the travel industry around the world in a big way, and it has become a major source of competitive advantage for businesses in this field. For a long time, the attractiveness of a destination depended on its natural and cultural resources. However, success is increasingly influenced by other factors, especially strong communication channels and new technologies.

In the past few decades, the industry has moved toward a digital environment where online networks and interactive platforms have a big impact on how travelers plan and make choices. Modern travelers are always connected. They use digital apps, real-time information tools, transportation and accommodation platforms, and online reservation systems to plan and organize their trips. In particular, online communities serve as essential

venues for information retrieval, experience exchange, and interaction with service providers. It increases operational effectiveness, promotes innovation, and enables more customized and seamless travel experiences through the use of linked platforms, data analytics, and creative digital solutions.

More broadly, the term *smart* is associated with intelligence, implying the capacity to learn, adapt, and make informed decisions efficiently, which reflects the core principles underpinning smart tourism development, [1]. This study of the literature synthesizes important theoretical and empirical contributions to investigate the development and prospects of smart tourism. It seeks to highlight the key potential, limitations, and new directions influencing the development of smart tourism systems by critically analyzing previous research. The rapid advancement of digital

technology, which has enabled companies to boost their capacity for innovation, productivity, and market reaction, has altered the tourism sector. Innovations in connection and data-driven solutions have improved customer relationship management, operational processes, service delivery, and strategic planning. Smart tourism, sometimes referred to as intelligent or e-tourism, is the use of state-of-the-art digital technology in tourism environments to promote efficient communication, real-time information flows, and enhanced value creation for stakeholders. These days, digital technology helps a lot with social and commercial activities, which affects tourism in a big way. The growing use of technology shows that we need to keep investing in tech skills.

These tools are really important for making guests happier, improving service, and staying ahead in a changing global market. Also, as mentioned in [2], information and communication technologies or ICTs include different electronic tools. They help with day-to-day operations and long-term plans in organizations. ICTs are really important for businesses. They help organizations work better and plan for the future. Digital technology and ICTs are changing how we do things.

In addition to improving communication and interaction with important stakeholders, these technologies enable efficient information and knowledge management. Unquestionably, the continuous digital revolution has changed how tourism is organized, run and provided, [3].

The tourism industry is really big all over the world, [4]. It helps countries in many ways. The tourism industry creates jobs for people. Brings in money. This makes it very important for the economy and for people's lives. The tourism industry is a part of making countries richer and making people happier, [5]. It also helps new businesses start up and grow, which is good for the tourism industry and for the country.

The tourism industry has been growing for a long time, and it is very important for the global economy. The tourism industry has really taken off over the past few decades. The number of tourists has gone up a lot from about 528 million in 2005 to almost 1.19 billion in 2015. The tourism industry is expected to keep growing. The number of international tourists is expected to surpass 1.8 billion by 2030.

The tourism industry has created a lot of value. For example, the tourism industry contributed a lot of money to the world economy in 2017: 2.57 trillion U.S. Dollars. The tourism industry also

supported millions of jobs in parts of the world, [6]. The tourism industry is really good for the economy and for people who work in the tourism industry.

Over the past six years, people have been looking into smart tourism. They have been thinking about ideas, different ways of doing things, and the problems that come up with smart tourism. This study is based on what people have learned so far about smart tourism. It examines how smart tourism is used and how it affects travelers and the businesses that serve them.

The study wants to figure out how smart tourism actually works. It looks at travelers. How they use smart things. It also looks at how tourism businesses use smart things to communicate with travelers. By doing this, the study hopes to show how digital smart things are changing the tourism industry in places that are just starting to get into tourism. This will help us understand how smart technologies can improve experiences for travelers and people who work in the tourism industry. Smart tourism is really important because it can help make tourism better for everyone involved in tourism.

2 Literature Review

Tourism is improving because of technology. Digital technologies are helping create services and solutions that improve tourism. Smart tourism is using things like phones and computers to make tourism more efficient.

It is also using cloud-based platforms, artificial intelligence, and virtual reality. This makes tourism more efficient. At the places where people go for tourism, this approach is helping different people work together. People who work in tourism are analyzing data from things like roads and social media. They are also looking at how people interact with each other. Tourism places are using this data to improve services for tourists. The people in charge of tourism places can use these technologies to make things run smoothly and be kind to the environment. They can also give tourists experiences that're just right for them. Tourism is really getting better with the help of technologies and smart tourism. The tourism industry is really changing because of technology, with more and more people doing business online. This is something that tourism organizations need to think about and make a priority. The internet has been around for a while. It has already had a big impact on the tourism industry. Now, with new technologies like Web 2.0 and social networking, everything is different. The way people talk to each other, the way businesses market themselves, and

the way people make decisions about where to go on vacation. All of these things are changing because of the internet and social media, [7]. Core digital infrastructures, like sensing technologies and cloud systems, are really important for tourism. They also include devices, RFID solutions, and wireless connectivity. These core digital infrastructures help people share information all the time. They make it easy for travelers, businesses, and destination managers to talk to each other. This helps them work together closely. They make things run smoothly and let destination managers deliver visitor experiences that are just what they want. Core digital infrastructures are the key to making this happen. They are essential for smart tourism to work well, [8]. Information and communication technologies are really important for tourism organizations and destinations. They help these places come up with ideas and improve. Information and communication technologies also help ensure the quality of the services they offer.

Information and communication technologies are also helpful to people who are traveling. They can use information and communication technologies to find out more about the places they want to visit. People can also use information and communication technologies to make their trips special and buy what they need easily. Information and communication technologies also help tourism become an industry. This means information and communication technologies help people from around the world get to know about the services and things that tourism organizations and destinations have to offer, [9]. A smart tourism destination is a place that uses ideas to make sure all visitors can get around and have a great time. It is designed to give people a good experience when they travel. This kind of destination uses technology and services that work well together to make visitors happy and to take care of the place in a sustainable way.

When people are making a tourism destination, they have to deal with some big problems. These problems include figuring out how to give people the information, finding good sources of information, and deciding how to get that information from visitors. A smart tourism destination has to think about how to make the experience personal for each visitor so that each person gets what they want from their trip to the tourism destination.

In addition, data governance, privacy protection, and ethical use of information are major concerns. These need to be handled with care. This will help build trust and ensure transparency. It also supports the implementation of data governance.

Data governance is key here. Privacy protection is also crucial. The ethical use of information is vital. All these must be managed properly.

This will ensure that people trust the system. It also ensures the system is transparent.

So we need to focus on data governance. We must protect privacy. We have to use information ethically.

This will make our implementation sustainable, [10]. Albania is a great place to visit in Europe. It has a lot of beauty, a rich history, and the people are very friendly. You can easily get to Albania from big cities, which makes it a good spot for tourists. This is good for the country because it can help Albania develop its tourism in a way that's gentle on the environment and respectful of its history and culture. Even with all these good things, the tourism business in Albania has had some big problems. For example, the people in charge have not always planned well, and the government has not always worked together with local communities. Sometimes the service is not very good, and the roads and buildings are not in good shape. Albania tourism has a lot to offer. It needs to get some of these basic things sorted out. The tourism sector in Albania needs to work on these issues so that Albania can reach its potential as a tourist destination. The tourism industry in Albania is not doing as well as it could be. This is because private companies are investing money in ways that are not working together. There are also problems with the government implementing plans. The National Tourism Strategy 2014–2020 from the Ministry of Tourism and Urban Development talks about these issues. It says that Albania's tourism industry needs better management and planning. The tourism industry in Albania also needs companies to work together and invest their money more coordinatedly. This will help the tourism industry in Albania be more successful and last longer. The tourism industry in Albania needs to be stronger and more competitive, [11]. Tourism is really important for Albania's economy. This is especially true in the past few years because more people from other countries are visiting Albania. Tourism brings a lot of money and benefits to the people of Albania. You can see this from the numbers, which just keep getting better.

It has not been easy for tourism in Albania. The country faced some problems. There was an earthquake on November 26 2019. Then the COVID-19 pandemic happened around the world. These two things made it hard for people to travel to Albania. As a result, the country got less money from tourism, and people did not invest as much.

These problems showed that countries that rely on tourism can be hurt badly when something big happens outside of their control. Tourism in Albania is still getting back on its feet after these shocks. Tourism in Albania is very important. People are working hard to make it strong again.

Albania still has a lot to offer when it comes to tourism. This is because Albania has different natural and cultural things to see and do. Technology is really helping Albania. It is helping to show people from other countries how great Albania is. This is happening through the internet and social media. Albania is getting better at providing tourism services. People in Albania are starting to see the benefits of tourism. They are looking at what other countries are doing and trying to do the same things. Albania is using technology to help with this. Tourism is a deal for Albania, and technology is playing a big role in making it better. Albania has a lot of potential, for tourism and technology is helping to make that happen. The use of information and communication technologies in areas of the Albanian economy has really picked up speed in the last few years. This has helped Albania's economy and finances improve. This has allowed companies to offer more services to people. Information and communication technologies have been especially important for the tourism sector in Albania. Tourism is a part of Albania's economy. Even though things have gotten better, the tourism sector in Albania still does not use information and communication technologies as much as many other European countries and nearby competitors do. The use of information and communication technologies in tourism is still not as high as it could be. This gap highlights the need for further investment in digital infrastructure and technological capabilities to enhance sectoral competitiveness. The Internet and computers are changing the tourism business around the world, including in Albania. This is happening because the Internet and computers are letting people share information quickly with many people. The tourism business is using the Internet and computers to find new ways to sell things and get things to people. The Internet and computers are also helping people who sell tourism and people who buy tourism talk to each other easily. The Internet and computers are really good for the tourism business in Albania. The tourism industry has changed a lot because of these developments. They have really changed the way the tourism industry works. The tourism industry now sees that using computers and the internet is very important for coming up with ideas and getting bigger. Digitalization is a part of this. It is helping the

tourism industry grow and develop new ideas. The tourism industry really needs digitalization to keep moving, [12]. Building on research, smart tourism technologies are expected to improve tourists' experiences and help tourism organizations work more efficiently. This, in turn, should shape how tourists behave and affect how well tourism businesses perform.

The study suggests a model that looks at how people's characteristics, like age and background, influence their use of smart tourism technologies. It then checks how this use affects the tourism industry's performance. The model aims to understand how smart tourism technologies can benefit both tourists and the tourism sector as a whole.

This framework helps us understand how digital transformation affects the tourism industry. It shows us how digital transformation can help create value in tourism systems. The framework gives us ideas about how smart technologies can make the tourism industry more competitive and help it grow in a way. Digital transformation is really important for the tourism industry because it can help create value and make the industry more competitive. The framework is useful for understanding how smart technologies contribute to the growth of the tourism industry. This framework is what we use to figure out the basics of our Smart Tourism research. We looked at what other people have written about Smart Tourism. Came up with a plan. Our plan says that Smart Tourism is the idea, and it is affected by things like who people are and where they come from. Smart Tourism is also really important for how tourism businesses do. We want to see how Smart Tourism works with things like reservation systems and social media.

We are looking at Smart Tourism. How it uses digital engagement mechanisms. These mechanisms include reservation systems and social media interaction. We think Smart Tourism is going to be a part of how tourism businesses perform. So we need to understand Smart Tourism and how it works. The framework is based on the idea that digital transformation makes services work better, helps tourism organizations do better than others, and, in the end, makes their financial situation better. The framework is really about how digital transformation can help tourism organizations. Digital transformation is key to making tourism organizations more efficient and better at what they do. It helps them compete with other organizations and improves their financial performance. The framework is all about transformation and how it helps tourism organizations. The conceptual model

that guides the empirical analysis is presented in Figure 1.

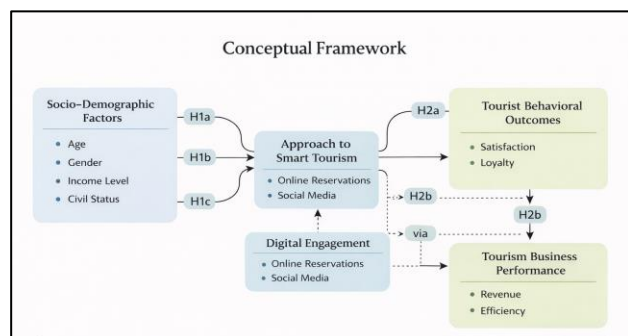


Fig. 1: Conceptual Framework

Source: Created by the authors, 2025

3 Materials and Methods

The way we did this research is by using a method that looks at things from different angles. We used existing information, such as numbers and reports on tourism in Albania. This information came from organizations like the World Bank, INSTAT, and EUROSTAT. We also looked at what other smart people have said about this topic in their studies. The tourism sector in Albania is what we are really interested in. We got this information from national institutions. The tourism sector in Albania has been studied before. We looked at those studies too. These sources give a picture view of trends and background information in the sector. We gathered data by doing field research, which included surveys and interviews with important people like tourists, rural tourism providers, experts in the sector, and local government representatives in the study area. The survey had a questionnaire that mainly aimed to understand what tourists think they need and plan to do, so we can understand what they want. The questionnaire had two types of questions: open-ended questions let people share their detailed thoughts and opinions, and closed-ended questions helped us analyze and compare answers easily. The way we designed this study lets us look at how smart tourism is being used and what it means for tourism to grow. We worked with tourist agencies in Albania, tour operators, and local tourism businesses to conduct the survey. We focused on the areas of Tirana and Shkodra because they have seen a lot of growth in rural and agrotourism in the past few years. We picked these areas because they are becoming tourism spots and they are using digital tools more and more. We used a method to choose the people to ask; we just asked tourists and agritourism administrators in these areas. The study is really about tourism adoption and what it means

for tourism development in these areas, especially in Tirana and Shkodra. Data were collected from January to April 2025 using a questionnaire. We used both face-to-face and online formats to collect responses and make participation easier. The sample size we obtained was sufficient for the methods we used. It had variation and power for regression analysis and other statistical procedures in the study. The study focuses on tourists and agrotourism businesses in regions. These are our target groups.

When we look at these groups, we can see things from the point of view of tourists. Also from the people who run agrobusinesses. This gives us a picture of how smart tourism is being used and what effects it has. The way we analyze the data depends on what kind of data we have. If we have numbers from questionnaires, we use statistics to find connections, patterns, and what makes smart tourism work well or not. If we have words from interviews and open questions, we look for themes to understand what people think and how they feel about tourism. This helps us understand the people involved and what they think about tourism. We use this approach to look at tourism and its effects. The groups we chose help us do this. We can see what tourists want and what people who run agrobusinesses think. This gives us an idea of what is going on with smart tourism. This combination of ways to analyze things helps us understand the results better and makes the research stronger. The questionnaire had questions that people could answer in ways like from one to five. Yes-or-no questions were also included to see how much people use Smart Tourism and how they behave. We wanted to make sure the questions were good, so we did some tests to see if people were answering them in a certain way. We did these tests to make sure our results are reliable. To make sure our analysis is good, we did some checks. For one of the tests, we used a test to see if our model was working well, and we looked at how well it could predict things and how strong the effects were, so it is easier to understand what the results mean for Smart Tourism. We looked at the linear regression model to see if there was a problem with multicollinearity. We used Variance Inflation Factors to do this. We also checked if the data were normal, homoscedastic, and if there was autocorrelation. We did this by looking at the residuals and using the Durbin-Watson statistic. For the linear regression model, we used multiple quantitative data analysis methods. These methods include statistics, cross-tabulation, and inferential statistics. We used these methods to analyze the data. For data analysis, we used tools. We used Excel for analysis, cross-

tabulation, and creating charts. We also used SPSS for statistics, inferential tests, and multiple linear regression analysis.

4 Results of the Study

4.1 Descriptive Analysis of Tirana Tourists

To look at the kind of people who visited the two cities we studied, we first gathered information about the tourists. This section shows how tourists in Tirana are divided by gender, giving us an idea of what the group is like. We are talking about tourists in Tirana. We want to know more about the tourists in Tirana. The tourists in Tirana are the focus here.

Table 1. Gender of Tirana Tourists

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Female	126	46.7	46.7	46.7
Male	144	53.3	53.3	100.0
Total	270	100.0	100.0	

Source: Authors based on a survey

The results in Table 1 show that out of 270 people, 53.3% were men and 46.7% were women. The number of men and women is almost equal. This is good because it represents a mix of both genders in the survey. The survey had a total of 270 respondents. The gender distribution in the survey is relatively balanced.

Table 2. Gender and Age of Tirana Tourists

	Age					Total
	18-25	26-36	37-47	48-58	58+	
F	6	33	46	36	5	126
M	8	43	56	29	8	144
Total	14	76	102	65	13	270

Source: Authors based on a survey

Table 2 shows how the tourists who visit Tirana are divided by gender and age. We found that most tourists are between 37 and 47 years old; there are 102 tourists in this age group. The next biggest group is tourists who are between 26 and 36 years old; there are 76 tourists in this group. If we look at the gender of the tourists, we see that there are a little more men than women: 144 men and 126 women. Men and women are much the same when it comes to their age; most of them are between 37 and 47 years old: 56 men and 46 women. Not many tourists are 58 years old or more; 13 tourists are in this age group. So what we learned is that most of the tourists in Tirana are middle-aged tourists who

make up a part of our sample. This means that middle-aged tourists might be very important for the tourism business in Tirana.

Table 3. Age and Income of Tirana Tourists

Table 1: Age and Income of Family Members						
Description		Income €				Total
		250-400	400-650	650-800	800+	
Age	18-25	0	1	7	6	14
	26-36	1	12	34	29	76
	37-47	5	14	37	46	102
	48-58	4	4	37	20	65
	58+	0	3	3	7	13
Total		10	34	118	108	270

Source: Authors based on a survey

Table 3 shows the age of tourists and how much money they make each month. We found out that 46 tourists, who are between 37 and 47 years old, out of 270 tourists, make more than €800 each month. A lot of tourists in this age group have an income. This will probably affect what they like to do when they travel and how much they spend. The middle-aged tourists, like those who are 37 to 47 years old, seem to have more money to spend. This will influence their travel preferences and spending behavior. Tourists who are 37 to 47 years old are likely to choose activities and make purchases that fit their interests and budget. Tourists who are 37 to 47 years old have travel preferences and spending habits. They tend to prioritize comfort and experience when traveling. Their income plays a role in shaping their travel choices. Tourists in this age group who earn income are likely to spend more on travel. They may choose to stay in hotels, try new foods, and participate in activities that they enjoy. Their travel preferences and spending behavior are closely tied to their income.

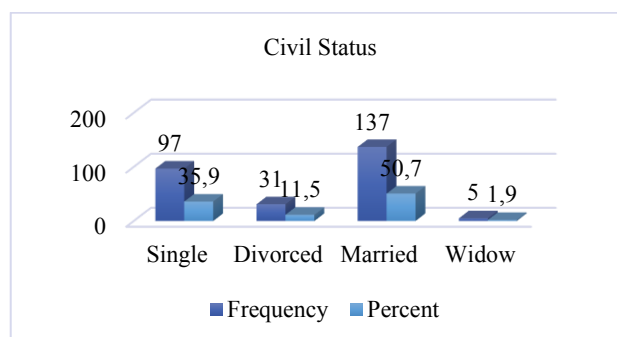


Fig. 2: Civil Status of Tirana tourists

Source: Authors based on a survey

Figure 2 shows the status of tourists who visit Tirana. This is what 270 tourists said. Most of the

tourists who visit Tirana are married. Of the tourists who visit Tirana, 137 are married. That is 50.7 percent of the tourists who visit Tirana. Then there are the tourists who visit Tirana who're single. Single tourists make up 35.9 percent of tourists who visit Tirana. The tourists who visit Tirana are mostly married tourists. It seems that many married people like to visit Tirana. This means that Tirana is a place for couples and people with families to go on vacation. When we think about tourism in Tirana, we should think about what these tourists want and need. We can use this information to plan for tourists who visit Tirana and develop ideas to market Tirana to couples and families. Tourism in Tirana is important for tourists who visit Tirana. Tourism service design for couples and family-oriented travelers in Tirana should be a focus. We should design tourism services for tourists who visit Tirana with their families. Marketing strategies for Tirana should also target couples and family-oriented travelers who visit Tirana.

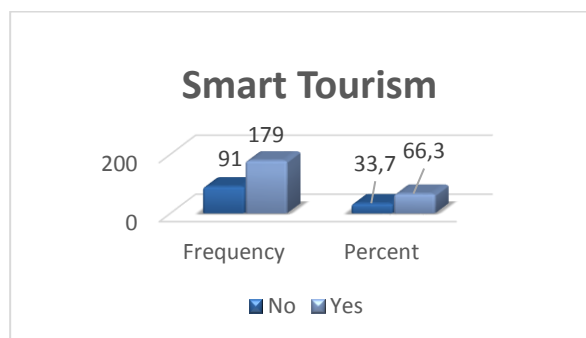


Fig. 3: Tirana tourist attractions of Smart Tourism
Source: Authors based on a survey

Figure 3 shows what tourists think about Smart Tourism when they visit Tirana. We asked 270 people. Most of them, 66.3%, liked the idea of Smart Tourism. 33.7% of the people we asked did not like it. This tells us that people generally like the idea of Smart Tourism. It seems that using services and technology can make a place more fun to visit and make people want to stay longer. Smart Tourism is a thing because it can help people have a better time when they visit a new place, like Tirana.

4.2 Descriptive Analysis of Shkodra Tourists

Table 4. Gender of Shkodra Tourists

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Female	152	46.1	46.1	46.1
Male	178	53.9	53.9	100.0
Total	330	100.0	100.0	

Source: Authors based on a survey

Table 4 shows the gender distribution of the people we interviewed. We had 270 people answer our questions. The gender split of the interviewees is worth noting. 53.9 Percent of them were male, and 46.1 percent were female. This means male and female interviewees were evenly split, with male interviewees making up a slightly larger share. The number of female interviewees was close to that of males at 53.9 percent and females at 46.1 percent.

Table 5. Gender and Attraction of ST from Shkodra Tourists

Description		Attraction of ST		Total
		No	Yes	
Gender	Female	48	104	152
	Male	58	120	178
Total		106	224	330

Source: Authors based on a survey

Table 5 shows the relationship between the gender of the people interviewed and how much they like Smart Tourism. The results show that both women and men are very interested in Smart Tourism. Out of 330 people interviewed, 224 said they have a feeling towards Smart Tourism. This means that most people, whether male or female, have an opinion about Smart Tourism. This also means that men and women are equally interested in Smart Tourism initiatives. So digital tourism plans can be made for everyone without leaving anyone out.

Table 6. Travel with agency

Description	Travel with agency			
	Frequency	Percent	Valid Percent	Cumulative Percent
No	203	61.5	61.5	61.5
Yes	127	38.5	38.5	100.0
Total	330	100.0	100.0	

Source: Authors based on a survey

Table 6 shows how people book travel. It says that 61.5% of the people we talked to do not use travel agencies. On the other hand, 38.5% of the people we talked to do use travel agencies to book their trips.

This tells us that more and more people like to plan their trips. This is probably because of the internet and social media. These things make it easy for people to find information and book things online. They can also see what other people think of places they want to visit. This is part of a change in the travel business. More people are booking things

directly without using travel agencies because of the internet and digital technology. Travel agencies are not used as much as they used to be.

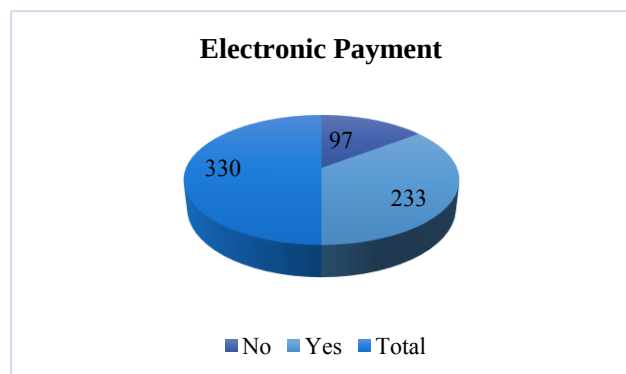


Fig. 4: Electronic Payment

Source: Authors based on a survey

Figure 4 shows how tourists use payments. We asked 330 people, and 233 of them, which is 70.6 percent, said they use electronic payments. The other 97 people said they do not use electronic payments.

This tells us that tourists really like using tools to pay for things. It seems that tourists are using technology more and more when they travel. This is why electronic payment systems are becoming very important for the tourism business. The tourism sector needs to have electronic payment systems in place. Electronic payments are now part of the tourism sector.

4.3 Descriptive Analysis for Agritourism Administrators

Table 7. Gender and Age

Description	Age			Total	
	26-35	36-45	46-55		
Gender	Male	26	8	6	40
	Female	8	6	1	15
Total		34	14	7	55

Source: Authors based on a survey

Table 7 shows the breakdown of agritourism administrators by gender and age categories. When we look at Table 7, we can see that most agritourism administrators are female or male. Agritourism administrators are mostly between 26 and 55 years old. The age group of agritourism administrators is 26 to 35 years old. This means that younger adults are really involved in managing agritourism businesses. This profile of agritourism

administrators is important because it describes the people who work in the agritourism sector. Table 7 shows that the people in charge of agritourism businesses are relatively young. This is interesting because younger agritourism administrators might be more open to ideas and to using digital tools in agritourism businesses. Younger agritourism administrators might be more open to new ideas.

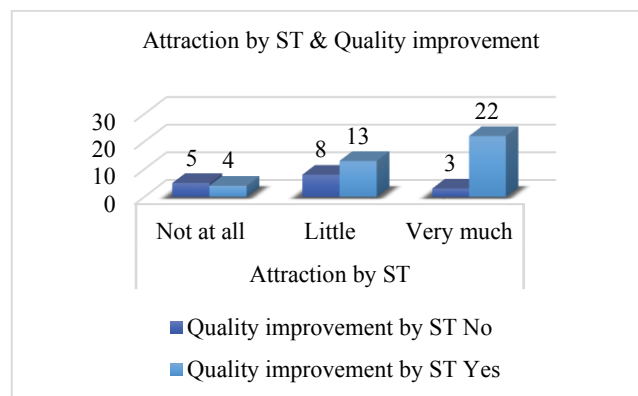


Fig. 5: Attraction by ST & Quality improvement

Source: Authors based on a survey

The results in Figure 5 show that people who think Smart Tourism improves service quality like it. They are more likely to be attracted to it. This means that when people think Smart Tourism improves service quality, they are more interested in it. The findings also suggest that tourists like Smart Tourism initiatives when they see improvements in service quality. Overall, the results say that better service quality makes people interested in Smart Tourism solutions, and they accept them. Smart Tourism seems to work when it improves service quality. This improvement in service quality is a reason why tourists like and accept Smart Tourism. This study looked at two hypotheses to see how tourists with different backgrounds react to smart tourism. We also wanted to know how using smart tourism affects businesses in the tourism industry. The next part of this study will take a look at the ideas we tested and what we found out about smart tourism and its impact on businesses in the tourism sector. We will be talking about tourism a lot, so we want to make sure we understand how it works and how it affects the tourism sector, specifically the businesses that are part of the tourism sector and rely on smart tourism.

Hypothesis 1: Tourists with different socio-economic characteristics exhibit different levels of engagement with Smart Tourism (ST).

To test this hypothesis, the dependent variable "Approach to Smart Tourism" is

operationalized as a dummy variable, indicating whether a respondent shows a positive or negative orientation toward ST. The independent variables include key socio-economic characteristics: family income level (quantitative), age (quantitative), civil status (categorical), and level of education (categorical). Given the binary nature of the dependent variable, a binary logistic regression model is employed to estimate the probability that tourists demonstrate a positive approach toward Smart Tourism as a function of their socio-economic attributes.

		B	SE	Wald	Sig.
Step 1	Age	0.061	0.005	145.7	0.000*
	Income	0.149	0.178	0.699	0.403
	Civil status	-0.318	0.123	6.723	0.022*
	Gender	1.214	0.167	103.1	0.000*
	Level of Education	1.314	0.267	131.1	0.001*

The results of the estimated model show that family income does not really affect how tourists think about Smart Tourism. Things like gender and age, whether someone is married or not, and how much education they have are important. These things influence what tourists think about Smart Tourism. This means that who someone is and their background is more important than how much money they make when it comes to what they think about Smart Tourism. So it is an idea to make Smart Tourism initiatives that are tailored to specific tourists. This way, Smart Tourism can be more effective for different kinds of people.

Hypothesis 2/a: Smart Tourism adoption has a positive effect on the performance of the tourism sector.

For Hypothesis 2a, we did a study using a linear regression model. The main thing we looked at was financial performance, which is a number that shows how well tourism businesses do financially. We also looked at things like the use of Application of Smart Tourism, making reservations online, and using media. This study helps us see how much the use of tourism practices and digital tools affects the financial performance of these businesses. We want to know if using tools really makes a difference in how well tourism businesses do, which is the main question we are trying to answer about digital

transformation and business outcomes in the tourism sector.

Regression Statistics

Multiple R	0.886231
R Square	0.785406
Adjusted R Square	0.74964
Standard Error	6.634991

ANOVA

	F	Significance F
Regression	21.95975	0.003374

Dependent variable: Financial Performance

	Coefficients	t Stat	P-value
Intercept	-1.31467	-0.1437	0.890445
Application of ST	4.541333	4.686123	0.003374*
Online reservations	0.023433	9.434098	0.002311*
Social media	0.304321	21.00732	0.000*

The results of the multiple linear regression analysis show that financial performance is really helped by Smart Tourism and the use of reservation systems and social media.

Each of these things is very important in the model, which means that using tools and getting people engaged really helps tourism businesses make more money. The tests we did also show that the model is robust and works well with results and no data issues. These results make us think that the numbers we found are accurate and can be trusted. We are confident that they are right. The results of the multiple linear regression analysis also tell us that Smart Tourism, online reservation systems, and social media are important for performance.

5 Conclusion and Discussion

Digital technologies are really changing the way tourism works. They are affecting how many people want to travel and how well tourism businesses operate. The good news is that when tourism businesses use Smart Tourism, they tend to do better financially. This is especially true in places like Albania where tourism is still growing. Other studies have also found that using technologies helps businesses provide better services, reach more people, and do better overall.

This study looked at what 600 tourists thought about Smart Tourism in two places, Tirana and Shkodra. The results showed that tourists really like Smart Tourism. Tourists are using payment methods a lot. They like Smart Tourism because it saves tourists time and money. Smart Tourism is part of a trend where tourism businesses are using digital technologies to provide better experiences for tourists. Smart Tourism is becoming more and more important in the tourism industry. The use of Smart Tourism is helping to make tourism better and more fun for tourists.

Digital technologies are really changing the way tourism works. They are affecting how many people want to travel and how well tourism businesses operate. The good news is that when tourism businesses use Smart Tourism, they tend to do better financially. This is especially true in places like Albania where tourism is still growing. Other studies have also found that using technologies helps tourism businesses provide services, reach more people, and do better overall. For example, tourism businesses that use Smart Tourism can provide services to people. The results showed that people really like Smart Tourism. People are using payment methods a lot. Tourists like Smart Tourism because it saves them time and money. This is part of a trend where tourism businesses are using digital technologies to provide better experiences for people. Smart Tourism is becoming increasingly important in the tourism industry. The use of technologies like Smart Tourism is helping to make tourism better and more fun for people. Tourism businesses that use Smart Tourism are doing well. People are happy with the services they provide. Smart Tourism is really making a difference in the tourism industry.

The results show that digitalization is becoming more important for people when they travel. Most tourists, 72.2 percent, said they were happy with the tourism services they used. Also, 70.6 percent of tourists said they often use payment methods. In the Shkodra sample, which had 330 people, the number of men and women was the same. There were 53.9 percent men and 46.1 percent women who answered the questions. The tourists in the Shkodra sample liked digitalization and tourism services. Digitalization is really changing the way people travel and use tourism services. Most tourists are between 25 and 45 years old. This shows that younger and middle-aged people like to travel. When it comes to technology, 224 people liked the idea of smart tourism. 106 People were not interested. Also, 233 tourists said they like to pay with cards or phones because it's easy and fast. Most

tourists, 61.5%, do not want to use travel agencies to book their trips. 38.5% of tourists still use them. This means that people like to plan their trips using the internet. The study found that personality traits affect whether people like tourism. So smart tourism services are used by people in different ways. Tourists like tourism for many reasons. Smart tourism services are liked by tourists who like things. Tourists who like technology will use tourism services.

The results show that gender really matters in our model. This is because the test results show a low probability value ($p < 0.001$). This means that men and women give different answers, and this affects our results. Age is also very important. The test results again show a low probability value ($p < 0.001$). This tells us that people of different ages give different answers, and this helps explain what we are trying to find out.

The analysis shows that some factors really matter in our model. Civil status makes a difference with a p-value of 0.022, which means that people with different marital statuses behave differently. We see that education level is very important, with a p-value of 0.001; it actually shapes how respondents behave. On the other hand, income does not seem to matter, with a p-value of 0.403, which suggests that it does not affect tourists' decisions to buy tourism packages. The status and education level are key; civil status and education level play a crucial role. The income does not have an impact; income is not a significant factor.

Regarding digitalization factors, Smart Tourism plays a role with a significant finding of $p = 0.003$.

Online reservations are also very important, with a p-value of 0.002.

Additionally, using media has a strong impact, with a p-value less than 0.001. These results show that digital tools and platforms like Smart Tourism, online reservations, and social media are key to understanding how people behave when traveling and how tourism businesses perform.

The use of tools and platforms such as Smart Tourism, online reservations, and social media is really important for tourism.

The results show that the kind of person a tourist is and how they use Smart Tourism, online reservations, and social media really matters for how tourism works. This includes things like a tourist's education and whether a tourist is married or not. Tourism works better when tourists use Smart Tourism, online reservations, and social media in a way. Tourists should use tools and platforms, like Smart Tourism and online reservations and social media, to make tourism work

well. Tourism is changing with the use of technology. This is called tourism, and it is getting more important everywhere. It is not just good for the government and people who work in tourism. Also for everyone who travels. We use computers and phones to get information and talk to each other. This helps make tourism better. It makes things easier for visitors. It also helps the people in charge of tourism do their jobs. Smart tourism uses the internet and other digital things to make everything work together. This makes tourism more fun for visitors and easier to manage.

The thing is, making tourism work outside of cities is really tough. Rural areas and places that are not near cities often have problems because they do not have digital infrastructure, they are not ready for new technology, and they do not have a lot of resources. These things make it hard for them to use solutions effectively. This shows that we need to come up with plans and invest money in the right places so that smart tourism can work well and be good for everyone, no matter where they are. Smart tourism development needs to be inclusive and sustainable for all areas, including peripheral areas, and that is why we need to think about smart tourism development in these areas, [13]. The improvement of services and facilities for tourists is helping smart tourism grow in rural areas. Tourism businesses are using tools to improve services, make visitors' experiences better, and reach more customers. They are not just limited to cities anymore.

Tourism businesses are getting better at what they offer to both international tourists. They use technology to improve their services and reach more people. This growth of tourism is happening because of the use of digital tools. It is not just for cities but also for rural areas. Tourism businesses now offer services and facilities. They use technology to improve visitors' experiences. They can now reach customers, not just from cities but also from other areas.

Despite these contributions, the study is subject to several limitations. First, the use of a convenience sampling technique may reduce the generalizability of the findings to the broader population. Second, the cross-sectional design of the data limits the ability to draw causal inferences regarding the relationships identified. Future research should address these limitations. Future research on the topic should follow people over time and include more people from different groups. This will help us understand things better and make sure the things we found out are really true. We want to learn more

about the relationships we saw, and the research on the topic will help us do that.

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