

## The Influence of Smart Tourism Applications on Memorable Tourism Experience in Bangkok, Thailand

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**Abstract :** Smart tourism applications (STAs) play an important role in tourism to enhance the quality tourism experience and add value to tourists with accurate information, better decision support, greater time-saving, and providing more personalized information to meet tourists' expectations. This paper intends to develop and investigate the effect of smart tourism applications on memorable tourism experiences in enhancing tourist satisfaction and destination loyalty. Questionnaires were distributed to tourists who are traveling in Bangkok, Thailand. A structural equation method was used to find the relationship among smart tourism technology attributes, the perceived value of the STAs, memorable tourism experience, tourist satisfaction, and destination loyalty. The findings of this study provide insight into the critical role of smart tourism applications, which create chances for smart tourism development. Additionally, some theoretical and managerial implications were derived from the findings.

**Keywords :** smart tourism applications, memorable tourism experience, tourist satisfaction, destination loyalty

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