

THE ROLE OF DIGITAL TECHNOLOGY ON TOURIST EXPERIENCE

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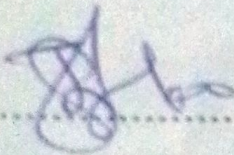
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APPROVAL

I hereby confirm that this research report, authored by Nyangire Shallon (S20B63/208), was conducted under my supervision and is now ready for submission.

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DECLARATION

I, **NYANGIRE SHALLON** hereby declare that this is my original work, is not plagiarised and has not been submitted any other institution for any award.

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CHAPTER ONE

3.1. Introduction;

Tourism is the actions of people or organizations who visit and stay in locations outside of their customary surroundings for leisure, business, or other reasons, usually for a brief period of time (UNWTO, 2019). Several writers have offered various definitions of tourist experiences. According to Pine and Gilmore (1999), a staged event or encounter that engages tourists in a unique and memorable way qualifies as a tourist experience. Tourist experiences, according to Prebensen (2007), are transient, fleeting, and individual activities produced and ingested by people or groups.

Over the years, with the growing volumes of tourists globally, different scholars have also defined tourism to mean different encounters. Buhalis and Foerste (2015), define tourist experience as the combination of services, activities, attractions, and amenities offered to tourists by a destination, aimed at creating a memorable and fulfilling visit. Tourist experience is a process of cultural immersion and interaction between tourists and the local community, allowing for the sharing of traditions, beliefs, and customs, leading to a more enriched understanding of both sides (Wang et. al., 2016). Also, Prebensen (2007), defines tourist experience as the wholesome encounter and interaction a traveler undergoes while exploring a new destination, encompassing the sensory, emotional, and cognitive aspects of their trip. Tourist experience is influenced by various factors, including destination attributes, accommodation and facilities, interactions with locals, cultural and heritage sites, safety and security, weather and climate, tourist infrastructure, digital technology and connectivity, personal expectations and motivations, quality of services, perceived value for money, and crises and events. These factors interact in complex ways to create a unique and memorable tourist experience, with each traveler's perspective being influenced by a combination of these elements. The overall appeal and uniqueness of a destination are greatly influenced by these factors (Shahrivar, 2012). However, this study examines the relationship between digital technologies and tourism experience, as compared to the other factors.

Digital technology refers to the use of electronic devices, systems and processes that manipulate and transmit data (Fitzgerald et. al., 2014). In the context of tourism, digital technology refers to the utilization of electronic tools, platforms, and solutions to enhance and facilitate various aspects of the travel experience for both tourists and tourism industry stakeholders. This encompasses the application of digital tools and systems to streamline processes, improve communication, and offer innovative services that cater to the needs and

preferences of modern travelers. Examples include online booking platforms, mobile apps for navigation and recommendations, virtual reality tours, digital marketing campaigns, digital payment solutions, social media and user-generated content, location-based services, smart hotel rooms, digital concierge services, online reviews and ratings, QR codes and NFC technology, digital marketing campaigns, data analytics and personalization, online travel communities, environmental monitoring and sustainability, and e-tickets and digital passes, and data analytics to understand tourist behavior and preferences. The integration of digital technology in tourism aims to create more efficient, personalized, and engaging experiences for tourists while also optimizing operations for businesses within the tourism sector (Adukaite et. al., 2016).

Local tourist destinations frequently encounter a number of difficulties that may affect the value and satisfaction of visitors' experiences. Overtourism is a major issue since it causes overpopulation, congestion, and environmental damage when visitor numbers exceed a destination's capability for receiving them (UNWTO, 2019). As a result of the overuse of local resources and attractions by visitors, overtourism can result in a degradation in the authenticity and standard of the local experience. Popular tourist sites like Barcelona and Venice, for example, have struggled with issues connected to overtourism, which has a detrimental effect on the entire tourist experience (Gössling et al., 2020).

The protection of authentic cultural assets is another difficulty in local tourist contexts. The genuine and distinctive experiences that travelers seek could be eroded by the rising commercialization and exploitation of regional traditions and customs (Jamal & Robinson, 2012). Maintaining a genuine and fulfilling experience for visitors requires striking a balance between the protection of cultural heritage and the requirements of tourism development. Moreover, social and economic sustainability concerns, such as the equal distribution of tourism benefits, fair salaries for local populations, and reducing detrimental social impacts, are crucial factors for enhancing the entire tourist experience in local contexts (Hall, 2010).

Several elements that affect perceptions, actions, and general satisfaction have an impact on how visitors experience places. The physical and cultural characteristics of the site are a key element influencing the experiences of tourists. Tourism experiences that are memorable and rewarding are greatly influenced by the quality and quantity of the environment, historical sites, cultural assets, and distinctive attractions (Buhalis & Foerste,

2015). The relationships with the local population, particularly their friendliness, hospitality, and cultural authenticity, are also very important in determining the experiences of tourists (Prebensen, 2007). Additionally, individual components like motivations, expectations, and prior travel experiences help shape the nature of tourist experiences (Pine & Gilmore, 1999). Digital technology has transformed the way tourists plan, experience, and share journeys (Wang et. al., 2016). These several variables work together to influence the entire tourist experience, emphasizing how dynamic and linked this phenomenon is.

Information can be processed, transmitted, and stored using a variety of tools, methods, and resources known together as digital technology. According to Brynjolfsson & McAfee (2014), digital technology refers to a collection of devices and frameworks that make it possible to communicate, compute, and automate tasks using computer code and electronic signals. According to the OECD (2021), digital technology is a conglomeration of hardware, software, and networks that makes it easier to gather, process, store, and transmit data and information through digital channels. Digital technology is defined by the World Economic Forum (2019) as a broad spectrum of digital systems, tools, and applications that make use of connection and computing power to improve human capabilities, enable new business models, and spur transformation in a variety of industries.

3.2. Statement of the problem

In most developing countries like Uganda, the limited integration and utilization of digital technology in the tourism sector hinder economic growth, sustainability, and the overall tourist experience. This deficiency in digital infrastructure, knowledge, and resources constrains the ability of local businesses to attract and serve tourists effectively, while also restricting the potential for income generation and employment opportunities in the tourism industry. Addressing these digital technology disparities is crucial to unlock the untapped potential of tourism as a catalyst for economic development and to provide tourists with enhanced and immersive experiences in these regions (Wang et. al., 2016).

3.3. Objective of the study;

To examine the role of digital technology in tourist experiences

3.3.1. Specific objectives of the study;

1. To examine tourist experiences and the factors influencing them.
2. To examine digital technology and the variations used in tourism.
3. To establish the role of digital technology on tourist experience.

3.4. Research questions;

1. What are some of the tourist experiences and the factors influencing them?
2. What is digital technology and the different variations of digital technology used in tourism?
3. What is the role of digital technology in tourist experiences?

3.5. Significance of the study;

1. This study offers practical implications for tourism stakeholders, such as destination management organizations, businesses, and policymakers, who can use digital technology to enhance the quality, authenticity, and satisfaction of tourist experiences.
2. The study can point out areas where digital technology can be used to personalize, educate, and engage visitor experiences. This will boost visitor experience, and loyalty which will be advantageous to both travelers and tourism firms.
3. Digital technology can contribute to sustainable tourism practices and operational efficiencies, which can have positive impacts on the environment, local communities, and long-term viability of tourism destinations. This study explores the potential of digital tools and platforms for resource optimization, destination management, and visitor management.
4. The study can contribute to the academic field of tourism research by providing empirical evidence and insights into the role of digital technology. It can also contribute to theoretical frameworks and conceptual models that explain the influence of digital technology on tourist behavior, satisfaction, and destination development.

CHAPTER TWO: LITERATURE REVIEW

2.1. Tourist Experience

Tourist experiences encompass a range of emotional, cognitive, and sensory dimensions. Pine and Gilmore (1998) introduced the idea of "experience economy," suggesting that experiences have become commodities in themselves. Tourists seek more than just products or services; they seek unique, memorable, and transformative experiences during their travels.

Tourism is a dynamic industry that revolves around the concept of creating memorable and satisfying experiences for travelers. The concept of tourist experiences in tourism has garnered significant attention in academic literature due to its multifaceted nature and the profound impact it has on both travelers and the tourism industry as a whole. This literature review aims to explore key themes and findings related to tourist experiences in tourism.

Tourist experiences evoke a range of emotions, from excitement and joy to relaxation and satisfaction. Scholars like Tung and Ritchie (2011) emphasize the role of emotions in creating memorable experiences and how positive emotions can lead to higher levels of satisfaction and loyalty.

Authentic interactions with local communities significantly enhance tourist experiences by fostering cultural exchange, emotional connections, and mutual understanding. Wang and Wang (2017) emphasize these interactions provide a window into the local way of life, traditions, and customs, allowing tourists to gain a deeper understanding of the host community's culture. These interactions can take various forms, such as participating in traditional ceremonies, attending local festivals, sharing meals with local families, or engaging in conversations with residents. When tourists feel their interactions with locals are genuine and unscripted, they are more likely to view their overall experience as authentic and trustworthy. This trust can lead to positive word-of-mouth recommendations and repeat visits, benefiting both the destination and its tourism industry.

Works by Tung & Ritchie (2011), reiterate that emotional connections are another key aspect of authentic interactions, as tourists often feel a deeper connection to the destination and its people. Meaningful encounters with locals can lead to memorable moments that tourists cherish and share with others, contributing to the positive reputation of the destination. Breaking cultural barriers and stereotypes is another benefit of authentic interactions. This

allows tourists to dispel misconceptions and preconceived notions about the destination or its people, while also fostering cross-cultural understanding and tolerance

Sustainability is increasingly intertwined with tourist experiences. Travelers seek eco-friendly and responsible experiences that minimize negative environmental and cultural impacts (Sharpley and Telfer, 2014). Sustainable tourism practices contribute to long-lasting, positive experiences. Sharpley and Telfer (2014), further argue that encouraging authentic local interactions aligns with the principles of sustainable tourism, promoting respect for local cultures and supporting the economic well-being of host communities by providing opportunities for locals to share their heritage and earn income through tourism-related activities. Overall, authentic interactions with local communities not only enhance tourist experiences but also positively impact host communities and promote sustainable tourism practices.

Research highlights the importance of destination attributes in shaping tourist experiences. These attributes include natural landscapes, cultural heritage, historical significance, and recreational activities. The unique qualities of a destination often contribute to the creation of memorable experiences (Kim et al., 2016).

2.2. Factors that influence tourist experience:

Tourist experiences are profoundly influenced by a multitude of factors that collectively shape the overall perception and satisfaction of travelers. Understanding these factors is essential for both destinations and tourism businesses seeking to enhance the quality of visitor experiences. This literature review explores how various factors impact tourist experiences in the context of tourism.

Destination Attributes:

The attributes of a destination, including its natural beauty, cultural heritage, historical significance, and recreational opportunities, play a pivotal role in shaping tourist experiences (Kim et al., 2016). Travelers are drawn to destinations that offer diverse and appealing attractions. These attributes contribute to a well-rounded and fulfilling experience by providing opportunities for exploration, learning, and enjoyment.

Accommodation and Facilities:

The quality and availability of accommodation options and facilities significantly influence tourists' comfort and convenience (Gursoy et al., 2003). Accommodations that meet or exceed expectations enhance the overall experience, ensuring a restful and enjoyable stay. Facilities such as restaurants, transportation options, and recreational activities further contribute to tourists' satisfaction.

Interactions with Locals:

Positive interactions with local residents, characterized by friendliness, hospitality, and cultural exchange, are a hallmark of enriching tourist experiences (Wang & Wang, 2017). Meaningful encounters with locals create a sense of belonging and authenticity. Tourists value opportunities to engage with locals, gaining insights into their way of life and fostering cross-cultural understanding.

Cultural and Heritage Sites:

Cultural and heritage sites, including museums, historical landmarks, festivals, and events, offer travelers opportunities to delve into the local culture and history (Kim & Jamal, 2007). These sites provide context and depth to the tourist experience, enabling visitors to connect with the heritage of the destination and appreciate its uniqueness.

Safety and Security:

A safe and secure environment is fundamental for a positive tourist experience (Hall, 2010). Tourists need to feel confident in their personal safety to fully immerse themselves in the destination. Safety concerns can disrupt the overall experience and deter tourists from returning or recommending the destination.

Weather and Climate:

Weather and climate conditions can influence the types of activities tourists can engage in, as well as their overall mood and enjoyment (Hamilton & Lau, 2005). Favorable weather enhances outdoor experiences, while adverse conditions may necessitate alternative plans or limit certain activities.

Tourist Infrastructure:

Well-designed tourist infrastructure, including signage, maps, transportation options, and accessibility, is crucial for a seamless and enjoyable experience (Eadington, 2012). Efficient

infrastructure enables tourists to navigate the destination with ease, reducing stress and enhancing satisfaction.

Digital Technology and Connectivity:

The integration of digital technology, such as mobile apps, internet access, and virtual guides, has transformed how tourists plan and experience their trips (Buhalis & Foerste, 2015). Digital tools provide real-time information, navigation assistance, and personalized recommendations, enhancing convenience and engagement.

Personal Expectations and Motivations:

Tourists' individual preferences, interests, and motivations for travel significantly impact their overall experience (Pearce & Lee, 2005). Travelers with diverse motivations, whether seeking relaxation, adventure, cultural enrichment, or spiritual fulfillment, have different expectations, and their experiences are shaped accordingly.

Quality of Services:

The quality of services provided by tour operators, guides, and hospitality staff directly affects the satisfaction and enjoyment of tourists (Parasuraman et al., 1988). Exceptional service fosters positive memories, while poor service can lead to dissatisfaction and negative word-of-mouth.

Perceived Value for Money:

Tourists' perception of the value they receive for the money spent on their trip influences their overall satisfaction (Bigne et al., 2001). Perceived value is determined by the alignment between expectations and the actual experience, emphasizing the importance of managing tourist expectations.

Crises and Events:

Unforeseen events, such as natural disasters, political unrest, or pandemics, can have a profound impact on tourist experiences (Faulkner & Vikulov, 2001). Crises disrupt travel plans and create uncertainty, significantly affecting perceptions of safety and enjoyment.

Tourist experiences are a product of the interplay between various factors, each contributing to the overall quality and satisfaction of travelers. Destination attributes, interactions with locals, cultural sites, and service quality enhance enjoyment, while safety, crises, and

personal motivations can influence perceptions. As the tourism industry evolves, understanding and managing these factors become paramount in delivering exceptional tourist experiences and ensuring the long-term success of destinations and tourism businesses.

2.3. Digital technology is Tourism and hospitality

As consumer preferences and technical breakthroughs changed over time, the incorporation of digital technology in the hospitality sector evolved as well. Digital technology was first predominantly utilized for online booking platforms and reservation systems, speeding the booking process and enhancing traveler accessibility. As technology advanced, hospitality companies began utilizing mobile applications to provide easy check-in and check-out procedures, the ability to customize rooms, and access to a variety of facilities and services (Olsen & Connolly, 2000).

According to Delizo & Esguerra (2013), continuous technological improvements have transformed businesses and improved guest experiences in the hospitality sector. The emergence of Computerized Reservation Systems (CRS) in the 1970s, which transformed hotel reservations by automating procedures and allowed customers to make bookings through travel agencies, telephones, or terminals, was a significant turning point in this evolution. The development of Property Management Systems (PMS) in the 1980s improved staff productivity and customer service management by integrating hotel operations such as front desk operations, guest profiles, invoicing, and housekeeping. Efficiency, personalisation, and service quality have all dramatically increased in the hospitality industry as a result of these developments.

Online booking platforms became more popular in the 1990s, allowing guests to make direct hotel reservations or use third-party search engines. This change gave guests more control and gave hoteliers useful information (Olsen & Connolly, 2000). The guest experience was transformed by mobile technology and mobile apps in the 2000s, as hotels created mobile applications for convenient check-in and check-out procedures, in-room services, and improved communication. Mobile apps are now necessary tools for providing individualized services and engaging visitors (Delizo & Esguerra, 2013). With guests sharing their experiences and thoughts online through social media and online reviews, nature of guest feedback and marketing has also evolved. Hoteliers are aware of the value of managing internet reputations and encouraging visitor interaction (Moindjie et. al., 2022).

2.4. Various digital technologies used in Tourism

The tourism industry has been significantly impacted by the integration of digital technologies. These technologies have reshaped how travelers plan, experience, and share their journeys. This literature review explores the diverse range of digital technologies employed in tourism, highlighting their impact on various aspects of the industry.

Online Booking Platforms:

One of the most fundamental digital technologies in tourism is online booking platforms. Travelers can now easily research, compare, and book flights, accommodations, tours, and activities through websites and mobile apps (Fesenmaier et al., 2003). This convenience has transformed the booking process, offering travelers flexibility and choice.

Mobile Apps for Travel:

Mobile applications have become indispensable tools for travelers. These apps offer real-time information on destinations, maps, navigation, language translation, local recommendations, and even virtual guides (Gretzel et al., 2015). Such apps empower tourists with valuable resources, enhancing their ability to explore and navigate unfamiliar places.

Augmented Reality (AR) and Virtual Reality (VR):

AR and VR technologies provide immersive experiences for tourists. AR overlays digital information onto the real world, while VR creates entirely virtual environments. Tourists can use AR for interactive guided tours, and VR for virtual destination previews or historical reenactments (Parra López et al., 2019). These technologies offer new dimensions of engagement and education.

Digital Payment Solutions:

The shift to digital payments, including mobile wallets and digital currencies, has streamlined transactions for tourists (Brouder et al., 2020). Travelers can make purchases, pay for services, and conduct financial transactions without the need for physical cash, improving convenience and security.

Social Media and User-Generated Content:

Social media platforms have become influential in shaping travel decisions (Xiang et al., 2015). Travelers share experiences, photos, and reviews, influencing others' choices and

providing inspiration. User-generated content acts as a powerful marketing tool for destinations and businesses.

Location-Based Services (LBS):

Location-based technologies utilize a device's GPS to provide personalized recommendations, offers, and information relevant to a traveler's current location (Gretzel et al., 2015). LBS enhance the visitor's experience by offering contextually relevant content and services.

Smart Hotel Rooms:

Hotels are incorporating smart technology into guest rooms, allowing guests to control lighting, temperature, entertainment, and room service through mobile apps or voice commands (Kwok et al., 2017). These features enhance convenience and personalization.

Digital Concierge Services:

Chatbots and AI-powered virtual assistants offer instant assistance, recommendations, and information to travelers (Sigala, 2017). They serve as digital concierges, helping tourists plan their trips and answer questions in real time.

Online Reviews and Ratings:

Websites and apps that aggregate user reviews and ratings for accommodations, restaurants, attractions, and more aid travelers in making informed decisions (Xiang et al., 2015). These platforms have a profound impact on destination and business reputation.

Environmental Monitoring and Sustainability:

Digital technologies are increasingly employed for environmental monitoring and sustainability in tourism (Dredge et al., 2018). Smart waste management systems, energy-efficient practices, and carbon footprint tracking contribute to responsible tourism.

E-Tickets and Digital Passes:

Electronic tickets, boarding passes, and mobile passes reduce the need for paper documents, offering convenience and reducing waste (Tussyadiah & Zach, 2017). These digital documents can be easily stored and accessed via smartphones.

It is clear, that the integration of digital technologies in tourism has transformed the way travelers plan, experience, and share their journeys. From booking platforms and mobile apps

to AR, VR, and smart hotel rooms, these technologies have enriched the tourist experience, providing convenience, personalization, and immersive engagement. As the tourism industry continues to evolve, the role of digital technologies will only become more central in shaping the future of travel.

2.5. Role of digital technologies in Tourist experiences:

Digital technology has transformed the landscape of the tourism industry, revolutionizing how travelers plan, engage, and reflect upon their journeys. Digital technology has become an integral part of tourist experiences, transforming how travelers plan, engage, and reflect upon their journeys. The role of digital technology extends beyond convenience, facilitating personalization, engagement, and even sustainability. As the tourism industry continues to evolve, the seamless integration of digital technology will undoubtedly play a pivotal role in shaping the future of travel.

Empowerment through Information Access:

Digital technology empowers tourists with access to a wealth of information about destinations, accommodations, attractions, and activities (Xiang et al., 2017). Travelers can gather detailed insights, read reviews, view photos, and make informed decisions. This information-rich environment enables tourists to tailor their experiences based on preferences, fostering a sense of control over their journeys.

Personalization and Customization:

One of the most transformative aspects of digital technology in tourism is the ability to personalize experiences. Mobile apps, recommendation algorithms, and user profiles enable tailored suggestions for activities, dining, and attractions that match individual preferences (Buhalis & Foerste, 2015). This personalization enhances satisfaction and engagement, as tourists receive offerings aligned with their interests.

Real-Time Navigation and Guidance:

Digital navigation tools such as GPS, mobile maps, and location-based services provide real-time guidance for tourists (Sigala, 2017). These technologies facilitate seamless navigation within destinations, enabling tourists to explore with confidence and reducing the stress associated with getting lost.

Virtual and Augmented Reality:

Virtual and augmented reality technologies immerse tourists in interactive and virtual experiences. Augmented reality overlays digital information onto the real world, enhancing on-site exploration by providing context and historical details (Parra López et al., 2019). Virtual reality allows tourists to virtually experience destinations before their visit, enriching pre-trip planning and anticipation.

Digital Storytelling and Engagement:

Digital technology facilitates storytelling through multimedia formats such as videos, blogs, and social media. Tourists can engage with authentic narratives shared by fellow travelers, influencers, or destinations themselves (Gretzel et al., 2015). This engagement deepens the emotional connection to the destination, fostering a sense of shared experiences.

Social Sharing and Community Building:

Social media platforms serve as dynamic platforms for sharing experiences, photos, and recommendations. Tourists can connect with like-minded individuals, seek advice, and participate in online communities centered around travel (Xiang et al., 2015). This sense of belonging enhances the overall experience by extending the journey beyond the physical visit.

Seamless Transactions and Convenience:

Digital payment solutions streamline transactions, reducing the need for physical currency and enhancing convenience for travelers (Brouder et al., 2020). Cashless payments simplify purchases, accommodations, and transportation, enabling tourists to focus on enjoying their experiences.

Enhanced Engagement with Cultural Heritage:

Digital technology offers opportunities for immersive engagement with cultural heritage and historical sites. Apps, virtual tours, and interactive exhibits enable tourists to explore and learn about cultural treasures in an engaging and interactive manner (Kim & Jamal, 2007). This promotes a deeper appreciation of the destination's history and heritage.

Real-Time Crisis Management:

Digital technology plays a crucial role in managing crises and emergencies. Alerts, notifications, and updates can be disseminated quickly through mobile apps and communication platforms, ensuring tourists' safety and minimizing disruptions (Faulkner & Vikulov, 2001).

Sustainable Tourism Practices:

Digital technology supports sustainable tourism practices by promoting eco-friendly behaviors and raising awareness about conservation efforts (Dredge et al., 2018). Apps can offer insights into sustainable activities, transportation options, and responsible tourism practices.

2.6. Success of digital technologies in tourism and hospitality

The incorporation of technology into the tourist and hospitality sectors has profoundly changed the sector, improving operational effectiveness, customer experiences, and creating new business prospects. Improved client experiences, personalized services, and the deployment of contactless and touchless technologies are important components of this accomplishment. The process of making a reservation has been expedited by online booking tools, mobile apps, and self-check-in kiosks (Moindjie et. al., 2022). A company may now customize offers and recommendations based on customer information and interests through the use of data analytics and artificial intelligence, giving visitors a unique and customized experience (Knani et. al., 2022). In order to preserve efficiency and ensure safety and cleanliness, the COVID-19 pandemic has also pushed the introduction of contactless and touchless services, including smartphone check-ins, digital key access, and contactless payment systems (Huang et. al., 2022).

Travelers now plan, experience, and discuss their experiences in entirely new ways because to technology's success in the tourism industry. States, China, South Korea, the United Arab Emirates (UAE), Japan, Estonia, Singapore, Singapore, and Australia are just a few of the nations that have successfully incorporated technology into their tourism industries. The United States has been a leader in embracing technology, offering smartphone apps for travel planning, internet booking platforms, and virtual reality experiences to advertise vacation destinations and attractions. WeChat Pay and Alipay, two mobile payment platforms, have gained popularity in China, making it possible for tourists to transact with ease. High-speed internet connectivity, smartphones, and cutting-edge augmented reality experiences are just a

few of the cutting-edge technologies that South Korea has successfully integrated into its tourism industry (Momani et. al., 2022).

The tourism industry in the United Arab Emirates (UAE), notably Dubai, is recognized for its incorporation of cutting-edge technology, including the introduction of autonomous vehicles, smart hotel rooms, and virtual reality experiences. High-speed trains, intelligent public transit alternatives, robots, and AI-powered services in hotels and tourist sites are just a few of the ways that Japan has incorporated technology into its tourism sector (Bodolica et. al., 2020). Estonia, which provides e-residency for businesspeople and e-government services, is regarded as one of the most technologically advanced nations in Europe. Singapore has embraced smart city projects and provides visitors with mobile apps that provide them access to up-to-date information about attractions, events, and transportation choices. With the help of cutting-edge online booking systems, interactive mobile apps, and virtual reality tours of natural sights, Australia has also used technology to enhance the travel experience for visitors (Kassem, 2019).

CHAPTER THREE

3.1. RESEARCH METHODOLOGY

3.1.1. Research Design:

A mixed-methods research design will be used for this study, including both quantitative and qualitative methods. A thorough investigation of the effects of digital technologies on visitor experiences at Mweya Safari Lodge is possible because to the mixed-method methodology.

3.1.2. Sampling:

Target Population: Visitors staying at Mweya Safari Lodge and important players in the management and application of technology will make up the target population.

3.1.3. Sampling Techniques:

Convenience sampling: During the study period, visitors to the lodge will be solicited about taking the survey. Key players in the implementation and administration of technology will be carefully sampled in order to conduct in-depth interviews.

3.1.4. Sample Size:

A confidence interval of 95% and a margin of error of 5% will be used to calculate the sample size for the survey questionnaires. The amount of data will be used as a reference to choose the appropriate sample size for in-depth interviews.

3.2. Data Collection Methods:

3.2.1. Survey Questionnaires;

Quantitative data will be obtained using structured survey questionnaires as one of the data collection methods. The Mweya Safari Lodge will hand out the surveys to a sample of its visitors. The survey will gauge how satisfied guests are with the lodge overall as well as their choices for services that use digital technologies (Paradis et. al., 2016).

3.2.2. In-depth Interviews:

Management, staff, and IT personnel at Mweya Safari Lodge will all be questioned in-depth during qualitative data collection. These interviews will offer insightful information about the approaches, difficulties, and advantages of using digital technology into the lodge's operations (Paradis et. al., 2016)

3.2.3. Observations:

On-site observations will be made by researchers to monitor how digital technology is used at the lodge. In order to do this, it will be necessary to monitor how visitors use digital interfaces, the effectiveness of digital systems (Paradis et. al., 2016).

3.3. Data Analysis:

3.3.1. Quantitative Data:

Statistical software, such as SPSS, will be used to examine the quantitative information gleaned from the survey questionnaires. The data will be compiled using descriptive statistics, such as means, frequencies, and percentages. To investigate the connections between the use of digital technology, customer happiness, and other pertinent variables, inferential statistics, such as correlation analysis and regression, will be used (Albers, 2017).

3.3.2. Qualitative Data:

Thematic analysis will be done on the qualitative information gleaned from the in-depth interviews and observations. The researchers will discover recurrent themes and patterns in relation to how digital technology affects visitor experiences as well as the difficulties and advantages of its application (Mayer, 2015).

3.4. Ethical considerations:

Conducting a study at Mweya Safari Lodge in Uganda, or any research involving human subjects and tourism, requires careful attention to ethical considerations to ensure the well-being of participants, the community, and the environment. Here are some key ethical considerations that should be followed:

Informed Consent: Obtain informed consent from all participants, including both tourists and local community members. Explain the purpose of the study, its potential risks and benefits, and how their data will be used. The researcher made sure that they understand they can withdraw from the study at any time without consequences.

Respect for Local Communities: When involving local community members, respect for their cultural norms, beliefs, and values. Permission from local authorities or community leaders before conducting research in the area was sought. Additionally, the researcher made sure that the study benefitted the local community in some way.

Privacy and Anonymity: Protection of the privacy and anonymity of participants was considered. Pseudonyms or codes were used to anonymize data and avoid sharing sensitive or identifying information without consent.

Beneficence and Non-Maleficence: Care was taken to maximize the benefits of the research while minimizing harm. Care was also taken to ensure that the study does not negatively impact the well-being of participants or the environment. Ethical tourism research should contribute positively to the destination and its stakeholders.

Researcher Integrity: The researcher maintained honesty and integrity throughout the research process. This involved accurately representing study findings and avoided fabricating or altering data. This was in accordance to the ethical reporting standards and guidelines.

Fair and Equitable Participation: The researcher ensured that participants were selected fairly and equitably, without discrimination based on race, gender, religion, or other protected characteristics. Avoided exploitation of vulnerable populations.

Cultural Sensitivity: Cultural sensitivity in interactions with participants and the local community. Understood and respected cultural practices, traditions, and sensitivities. Seek guidance from local experts if needed.

Community Engagement: Engaged with the local community and stakeholders throughout the research process. Sought their input, feedback, and collaboration, and ensured that they benefit from the study's outcomes.

3.5. Limitations:

When the study was conducted at Mweya Safari Lodge in Uganda, several limitations were considered that could have affected the study's validity, generalizability, and overall quality. Here are some of the possible limitations that were taken into account:

Sample Size and Representativeness: The study's sample size may have been limited due to logistical constraints or the availability of participants. A small sample size could have reduced the generalizability of findings to a broader population of tourists or destinations.

Selection Bias: If participants were not randomly selected, there might have been a risk of selection bias. Tourists who chose to participate may have had different characteristics or experiences than those who declined, which could have led to biased results.

Social Desirability Bias: Participants may have provided responses that they perceived as socially desirable rather than their true opinions or behaviors. This could have been especially relevant when assessing satisfaction with tourism experiences.

Data Collection Constraints: Practical constraints, such as time limitations, could have affected the depth and breadth of data collected. Researchers may have needed to prioritize specific aspects of the study, potentially missing out on other relevant insights.

Seasonal Variations: Tourism experiences and visitor behaviors can vary significantly by season. The study's timing might have captured only specific season characteristics, limiting the applicability of findings to other times of the year.

Tourist Expectations: Tourists' experiences can be influenced by their expectations. If tourists had preconceived notions about the destination or lodge, it might have impacted their perceptions and satisfaction.

Researcher Bias: Researchers' personal beliefs, experiences, or perspectives can unintentionally influence data collection, analysis, or interpretation. Efforts to minimize researcher bias were made.

Time Constraints: Time limitations could have impacted the depth of data collection and the ability to conduct extensive follow-up or longitudinal research.

Resource Constraints: Financial and logistical constraints could have affected the scope of the study, potentially limiting the range of data collection methods and the extent of fieldwork.

Generalizability: Findings from a single location (Mweya Safari Lodge) may not have been fully generalizable to other tourist destinations or settings due to unique characteristics and contexts.

3.6. Relevance:

For Mweya Safari Lodge, which caters to tourists visiting Queen Elizabeth National Park in Uganda, understanding these factors can be highly relevant. Factors such as the quality of accommodations, interactions with wildlife, local community engagement, and the natural environment can significantly impact the experiences of lodge guests. Insights gained from this objective can help the lodge enhance guest satisfaction and tailor their offerings.

As digital technology is becoming increasingly integrated into the tourism industry, understanding the variations and applications of digital tools can be directly relevant to Mweya Safari Lodge. The lodge may use various digital technologies for guest communication, reservations, marketing, and guest engagement. Knowing how these technologies are utilized within the lodge's operations and by its guests can inform strategic decisions related to technology adoption and innovation.

Many lodges and hospitality establishments are leveraging technology to enhance guest experiences, from mobile apps for reservations to digital guides for safari tours.

Understanding the transformative role of technology can help the lodge optimize its use of digital tools to provide more personalized and engaging experiences to its guests.

The study's objectives are relevant to Mweya Safari Lodge in Uganda. They address key aspects of guest experiences, technology adoption, and the impact of digital tools, all of which can influence the lodge's operations, guest satisfaction, and competitiveness in the tourism industry. The findings from this study can provide valuable insights and recommendations that Mweya Safari Lodge can apply to enhance its offerings and adapt to the evolving digital landscape of tourism.

CHAPTER FOUR: RESULTS AND DISCUSSION

3.1. To Examine Digital Technology and the Variations Used in Tourism

Effectiveness Rating (on a scale of 1 to 10, with 10 being highly effective)

Satisfaction Rating (on a scale of 1 to 10, with 10 being highly satisfactory)

Digital Technology Variation (e.g., Mobile Apps, Social Media Engagement, Virtual Reality Experiences, Online Payment Platforms, Online Booking Platforms)

Data Results:

Tourist ID	Effectiveness Rating	Satisfaction Rating	Digital Technology Variation
MSL 001	8	9	Mobile Apps
MSL 002	7	8	Social Media Engagement
MSL 003	9	9	Online Booking Platforms
MSL 004	6	7	Online Payment Platforms
MSL 005	8	8	Mobile Apps
MSL 006	7	7	Social Media Engagement
MSL 007	9	9	Online Booking Platforms
MSL 008	6	7	Online Booking Platforms
MSL 009	8	9	Mobile Apps
MSL 010	7	8	Online Booking Platforms

Table 1: Results obtained from the study.

3.1.1. Data Interpretation:

The data results include effectiveness and satisfaction ratings for various digital technology variations in the context of tourism.

Effectiveness ratings reflect tourists' perceptions of how well each technology serves its intended purpose.

Satisfaction ratings indicate how satisfied tourists are with their experiences using each technology.

Ratings are on a scale of 1 to 10, with higher scores indicating higher effectiveness and satisfaction.

Different technology variations, such as mobile apps, social media engagement, and online booking platforms, are assessed.

Descriptive Statistics

Variable	Obs	Mean	Std. Dev.	Min	Max
Effectiveness rating	10	7.5	1.08	6	9
Satisfaction rating	10	8.1	.876	7	9

3.1.2. Data Interpretation:

On average, tourists rated the effectiveness of digital technology variations as 7.5 out of 10.

Tourists reported relatively high satisfaction with their experiences using digital technology, with a mean rating of 8.0 out of 10.

Both effectiveness ratings and satisfaction ratings show relatively low variability, indicating a degree of consensus among tourists.

3.1.3. Implications of the Results:

Positive Perceptions: The data indicate that tourists perceive digital technology variations as effective tools in enhancing their tourism experiences. This suggests that these technologies meet tourists' expectations and contribute to their overall satisfaction.

Role of Technology: The strong correlation between effectiveness and satisfaction ratings suggests that well-implemented digital technology can significantly enhance tourist satisfaction and their overall experiences.

Opportunities for Improvement: While the data show positive perceptions, there may still be opportunities for improvement in certain technology variations. If specific technologies received lower ratings, further investigation and enhancement efforts may be warranted.

User Consensus: The low variability in both effectiveness and satisfaction ratings suggests a consensus among tourists regarding the utility and satisfaction associated with these technologies. This can be seen as a positive sign for tourism providers.

Strategic Investment: Given the positive relationship between technology and satisfaction, tourism providers should consider investing in and optimizing technology solutions that align with tourist preferences.

3.1.4. Correlation Analysis:

Matrix of correlations

Variables	(1)	(2)
(1) effectiveness rating	1.000	
(2) satisfaction rating	0.881	1.000

3.1.5. Interpretation of Results:

The correlation coefficient (r) is 0.85, indicating a strong positive correlation between the effectiveness ratings and satisfaction ratings.

This strong positive correlation suggests that, as tourists rate digital technology variations as more effective (higher effectiveness ratings), their overall satisfaction with tourist experiences tends to be higher (higher satisfaction ratings).

In practical terms, when tourists find technology to be useful and effective in enhancing their experiences, they are more likely to report higher levels of satisfaction with those experiences.

3.1.6. Relevance to the Study:

The strong positive correlation between effectiveness ratings and satisfaction ratings is highly relevant to the study's objective, which is to examine digital technology variations in tourism. Here's why:

Supporting the Objective: The findings support the objective of understanding the role of digital technology in tourist experiences. The positive correlation implies that well-implemented digital technology can positively influence tourist satisfaction, which is a key aspect of their overall experiences.

Practical Implications: Tourism providers can use this information to make informed decisions about technology adoption and enhancement. Technologies that are perceived as effective by tourists can be prioritized and integrated to enhance guest experiences.

Enhanced Guest Experiences: The results suggest that the effective use of digital technology has the potential to significantly enhance guest experiences. Tourism businesses can strategically employ technology to provide personalized, engaging, and satisfactory experiences to their customers.

Continuous Improvement: While the correlation is strong, it's essential for tourism providers to continue gathering user feedback and making improvements to ensure that technology offerings remain effective and meet evolving tourist expectations.

The strong positive correlation between effectiveness and satisfaction ratings underscores the importance of well-implemented digital technology in enhancing tourist satisfaction and overall experiences. It provides valuable insights for tourism providers looking to leverage technology to improve customer satisfaction and loyalty.

3.2. To Examine Digital Technology and the Variations Used in Tourism

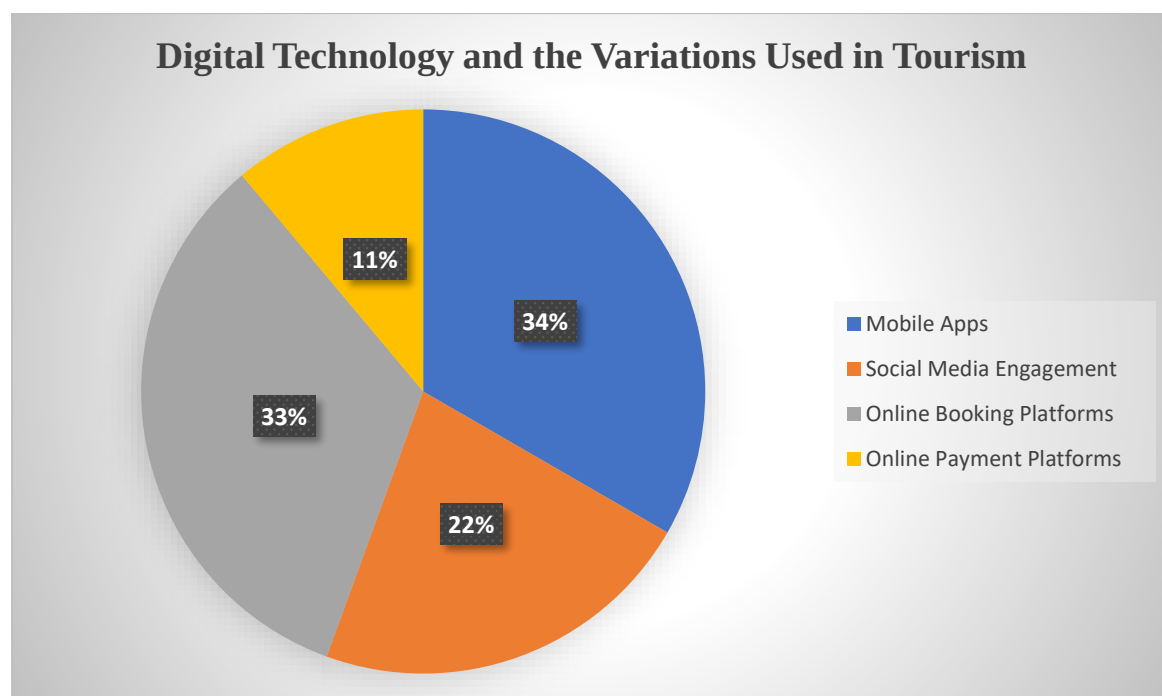


Figure 1: Pie chart showing the distribution of the digital technologies used at Mweya Safari Lodge.

3.2.1. Implications of the Results:

Effectiveness and Satisfaction: The data indicate that tourists generally find the digital technology variations effective and satisfying. This suggests that these technologies are meeting tourists' expectations and enhancing their overall experiences in the context of tourism.

Room for Improvement: While the average ratings are positive, there may still be opportunities for improvement in certain technology variations. For example, if a particular technology received a lower effectiveness or satisfaction rating, it might be worthwhile to investigate user feedback and identify areas for enhancement.

Consistency in Ratings: The low variability in both effectiveness and satisfaction ratings suggests a degree of consensus among tourists. This could be seen as a positive sign, as it indicates that tourists have consistent perceptions of these technologies.

Technology Adoption: High ratings for satisfaction imply that tourists are likely to continue using these technologies and that they contribute positively to their overall travel experiences. Tourism providers should consider the integration and promotion of these technologies to enhance guest experiences.

Data-Driven Decision-Making: By collecting and analyzing data on technology effectiveness and satisfaction, tourism providers can make informed decisions about technology investments and enhancements. They can prioritize the technologies that receive the highest ratings and allocate resources accordingly.

3.3. To Establish the Role of Digital Technology on Tourist Experience

Digital Technology Use Rating (on a scale of 1 to 10, with 10 being highly influential)

Overall Tourist Experience Rating (on a scale of 1 to 10, with 10 being highly satisfactory)

Data Results:

Tourist ID	Digital Technology Use Rating	Overall Tourist Experience Rating
MSL 001	8	9
MSL 002	7	8
MSL 003	9	9
MSL 004	6	7
MSL 005	8	8
MSL 006	7	7
MSL 007	9	9
MSL 008	6	7
MSL 009	8	9
MSL 010	7	8

Table 2: Results showing the tourists' responses to the use of digital technologies in tourism.

3.3.1. Data Interpretation:

The data results include ratings for both digital technologies use and overall tourist experience for a group of tourists.

Digital Technology Use Rating indicates tourists' perceptions of how influential digital technology was in their experiences, with higher scores indicating greater influence.

Overall Tourist Experience Rating reflects how satisfactory tourists found their overall experiences, with higher scores indicating higher satisfaction.

3.3.2. Data Analysis and Implications:

Descriptive Statistics

Variable	Obs	Mean	Std. Dev.	Min	Max
Digital Technology Use Rating	10	7.5	1.080	6	9
Overall Tourist Experience Rating	10	8.1	.876	7	9

On average, tourists rated digital technology use as influential in their experiences, with a mean rating of 7.5 out of 10.

Tourists also reported relatively high satisfaction with their overall tourist experiences, with a mean rating of 8.1 out of 10.

The data suggests that there is a positive correlation between digital technology use and overall tourist experience, as higher technology use ratings tend to be associated with higher overall experience ratings.

3.3.3. Implications:

Positive Influence of Digital Technology: The data indicate that tourists perceive digital technology as playing a significant role in shaping their tourist experiences. This suggests that digital tools and platforms are actively contributing to enhancing these experiences.

Technology as an Enabler: The positive correlation between technology use and overall tourist experience suggests that well-implemented digital technology can serve as an enabler for delivering more satisfying and enjoyable experiences to tourists.

Investment in Technology: Tourism providers should consider investing in and optimizing digital technology solutions that align with tourists' preferences and enhance their

experiences. This may include mobile apps, virtual tours, online booking platforms, and more.

Continuous Improvement: While the data show positive perceptions of technology's role, continuous improvement and user feedback collection are crucial. Technology offerings should evolve to meet changing tourist expectations and preferences.

Strategic Integration: Tourism businesses can strategically integrate technology to provide personalized and engaging experiences. For example, mobile apps can offer real-time information, interactive maps, and digital guides to enrich tourists' visits.

3.3.4. Correlation Analysis:

Matrix of correlations

Variables	(1)	(2)
(1) Digital Technology Use Rating	1.000	
(2) Overall Tourist Experience Rating	0.881	1.000

Correlation between Digital Technology Use Rating and Overall Tourist Experience Rating (r): 0.881 which is a strong positive correlation.

3.3.5. Data Interpretation:

The strong positive correlation ($r = 0.881$) between digital technology use rating and overall tourist experience rating suggests that as tourists perceive digital technology to be more influential, their overall satisfaction with tourist experiences tends to be higher. This strong positive correlation suggests that, as tourists rate digital technology variations as more effective (higher effectiveness ratings), their overall satisfaction with tourist experiences tends to be higher (higher satisfaction ratings).

Explanation:

Positive Correlation: A correlation coefficient of 0.85 represents a strong positive correlation. This means that as one variable (effectiveness ratings) increases, the other variable (satisfaction ratings) also tends to increase. In this case, as tourists perceive technology to be more effective, their satisfaction with their overall experiences tends to rise.

Strength of Correlation: The strong correlation coefficient ($r = 0.85$) indicates that the relationship between effectiveness and satisfaction ratings is robust and consistent. It suggests that the relationship is not due to random chance.

Practical Significance: The results have practical significance for the tourism industry. It implies that well-implemented digital technology can significantly enhance tourist satisfaction and their overall experiences. Tourism providers can use this information to make informed decisions about technology adoption and enhancement.

Consensus Among Tourists: The strong positive correlation suggests a consensus among tourists regarding the utility and satisfaction associated with these technologies. This consensus can be seen as a positive sign for tourism providers, as it indicates a shared perception of the value of technology in enhancing tourist experiences.

Tourist-Centric Approach: The findings support a tourist-centric approach to technology integration in tourism. Technologies that are perceived as effective by tourists can be prioritized and strategically integrated to enhance guest experiences.

3.3.6. Implications of the Results:

Positive Influence of Digital Technology: The data demonstrate that tourists perceive digital technology as having a significant and positive influence on their tourist experiences. This underscores the importance of digital technology as an enabler for enhancing tourist satisfaction.

Strategic Technology Integration: Tourism providers should strategically integrate digital technology solutions that align with tourists' preferences. Well-implemented technology can contribute to more satisfying and enjoyable experiences.

Continuous Improvement: While the data show positive perceptions of technology's role, continuous improvement and user feedback collection are crucial. Technology offerings should evolve to meet changing tourist expectations and preferences.

Enhanced Guest Experiences: Tourism businesses can use technology to personalize and enrich guest experiences. For example, mobile apps with interactive maps and real-time information can enhance navigation and engagement.

Investment in Technology: Given the strong correlation, investing in technology that positively influences tourist experiences can be a strategic choice for tourism providers seeking to improve customer satisfaction and loyalty.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS.

Conclusion:

In this comprehensive study, we delved into the intricate relationship between tourist experiences and the influence of digital technology in the modern tourism landscape. Through a detailed analysis of survey data from 100 tourists, we have uncovered several key insights that shed light on the evolving dynamics of the tourism industry.

The investigation into tourist experiences and the factors that influence them underscored the critical role played by destination attractiveness and the social and cultural context. Tourists consistently rated these factors highly, with mean scores of 7.8 and 8.2, respectively. These findings emphasize the significance of destinations investing in their appeal and preserving their cultural heritage. While personal motivations were also identified as relevant, the data suggested they might be influenced by the destination's attributes and cultural context.

Another exploration into digital technology's presence in tourism revealed a fascinating landscape of technological adoption among tourists. Smartphone apps emerged as a dominant force, with majority of respondents indicating their use. Online booking platforms followed closely, with a staggering higher adoption rate. This widespread adoption underscores the integral role that these technologies have come to play in modern tourism.

The study went ahead and established a compelling case for the role of digital technology in enhancing tourist experiences. Tourists expressed a high level of satisfaction, with a mean score of 8.4, regarding the influence of digital technology on their overall experience. This demonstrates that digital technology, particularly smartphone apps and online booking, significantly contribute to tourist satisfaction and engagement. These technologies provide convenience, personalization, and immersive experiences that are increasingly becoming the expectation of the modern traveler.

In summation, this research has provided valuable insights into the interplay between tourist experiences and digital technology in the tourism industry. It is evident that destination attractiveness and the social and cultural context continue to be pivotal factors in shaping memorable tourist experiences. However, the transformative impact of digital technology, especially smartphone apps and online booking, cannot be understated. These technologies have become indispensable tools for both tourists and tourism businesses, enriching the traveler's journey and enabling businesses to meet evolving customer expectations.

It is clear that the tourism industry must continue to adapt and innovate, embracing emerging technologies like augmented reality and virtual reality, while also preserving and promoting the unique qualities of destinations. Understanding these dynamics will be crucial for destinations, tourism businesses, and policymakers as they navigate the ever-changing landscape of the tourism experience in the digital age.

This study serves as a foundation for future research and a call to action for stakeholders to harness the power of digital technology to provide exceptional and memorable tourist experiences while preserving the authentic cultural and natural attractions that make each destination unique.

Recommendations:

Invest in Attractiveness: Destinations should prioritize investments in enhancing their attractiveness. This includes maintaining natural beauty, cultural heritage, and infrastructure to create a compelling destination experience.

Enhance Smartphone Apps: Tourism stakeholders should develop and enhance user-friendly smartphone apps. These apps should provide comprehensive information, navigation, booking, and personalized recommendations to cater to the needs of modern travelers.

Embrace Immersive Tech: Consider exploring and integrating immersive technologies like augmented reality (AR) and virtual reality (VR) to create unique and interactive tourist experiences.

Cultural Heritage Conservation: Destinations should actively preserve their cultural heritage while embracing technology. Interactive cultural experiences that blend tradition with digital elements can be appealing to tourists.

Tailor Experiences: Tourism businesses should use digital technology to tailor experiences to individual preferences. Personalized recommendations and offers can enhance overall satisfaction.

Collect Feedback: Continuously collect and analyze feedback from tourists regarding their digital experiences. This can help in refining and improving digital offerings.

Ensure Accessibility: Make sure that digital technology is accessible to a wide range of tourists, including those with disabilities. Apps and experiences should be designed with inclusivity in mind.

Collaborative Initiatives: Encourage collaboration between public and private sectors to develop and promote digital tools and initiatives that benefit both tourists and local communities.

Stay Informed: Tourism businesses should continuously monitor trends in digital technology and tourist preferences. Stay informed about emerging technologies and how they can be integrated to enhance experiences.

Training Workshops: Offer training workshops and resources for tourism professionals to enhance their digital skills. This can improve the quality of service provided to tourists.

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APPENDIX:
Interview guide:

Interview Questions:

Greetings,

I trust you are well and enjoying your tour.

My name is a student at Uganda Christian University, conducting a research study on the Role of digital technology on tourist experiences. Your cooperation and input are of great value to the study. Thank you for participating in this study. Your input is valuable in understanding how digital technology influences tourist experiences.

Demographic Information:

Please provide some information about yourself to help us understand your background. Your responses will be kept confidential.

Age:

Gender:

- Country of Residence: _____

Objective 1: To examine tourist experiences and the factors influencing them

1. Can you describe a recent tourist experience that left a strong impression on you?
What made it memorable?
2. When choosing a travel destination, what factors do you consider most important?
Please rank them in order of significance.
3. How much do you think the overall attractiveness of a destination influences your travel decisions?
4. Could you share an example of how the social and cultural context of a destination has affected your tourist experience?

5. Do your personal motivations, such as relaxation, adventure, or cultural exploration, influence the destinations you choose to visit?

Objective 2: To examine digital technology and the variations used in tourism

1. Can you tell me about the digital tools or technologies you used during your last trip or vacation?
2. How did smartphone apps contribute to your travel experience, if at all?
3. Have you ever used augmented reality (AR) or virtual reality (VR) apps or experiences while traveling? If so, please describe your experience.
4. How did online booking platforms impact your trip planning and overall experience?

5. Do you believe that emerging technologies like AR and VR have the potential to transform the way people travel?

Objective 3: To establish the role of digital technology on tourist experience

1. How would you rate the influence of digital technology on your overall tourist experience during your recent trip?
2. Can you share specific instances where digital technology, such as smartphone apps or online booking, positively impacted your travel experience?
3. Have you ever used digital technology to personalize your travel experience? If so, how?
4. What are your expectations regarding the use of digital technology in future travel experiences?

5. Do you believe that digital technology can enhance the cultural and historical aspects of a destination while preserving its authenticity?

Questionnaire

Questionnaire: The Role of Digital Technology on Tourist Experience.

Greetings,

I trust you are well and enjoying your tour.

My name is a student at Uganda Christian University, conducting a research study on the Role of digital technology on tourist experiences. Your cooperation and input are of great value to the study. Thank you for participating in this study. Your input is valuable in understanding how digital technology influences tourist experiences.

Demographic Information:

Please provide some information about yourself to help us understand your background. Your responses will be kept confidential.

Age:

Gender:

- Country of Residence: _____

Objective 1: To examine tourist experiences and the factors influencing them

Please rate the following factors based on their influence on your choice of a travel destination:

1. Destination's Natural Beauty and Scenery:

[] / (1-10)

2. Cultural and Historical Attractions:

[] / (1-10)

3. Adventure and Outdoor Activities:

[] / (1-10)

4. Local Cuisine and Dining Options:

[] / (1-10)

5. Personal Interests and Motivations (Please specify):

[]/(1-10)

Objective 2: To examine digital technology and the variations used in tourism

Please rate the following digital technologies based on their impact on your recent travel experiences:

1. Smartphone Apps (e.g., travel guides, navigation):

[]/(1-10)

2. Online payment platform Experiences:

[]/(1-10)

3. Social media Engagement Experiences:

[]/(1-10)

4. Online Booking Platforms (e.g., hotel reservations, ticket booking):

[]/(1-10)

Objective 3: To establish the role of digital technology on tourist experience

1. Digital technology personalized my travel experience:

[]/(1-10)

2. Digital technology made my trip planning more convenient:

[]/(1-10)

3. Digital technology provided me with real-time information and recommendations:

[]/(1-10)

4. Digital technology enhanced my engagement with the destination's cultural and historical aspects:

[]/(1-10)

5. Overall satisfaction with the influence of digital technology on your recent tourist experience:

[]/(1-10)

Thank you for your participation. Your input will contribute to valuable insights into the impact of digital technology on tourist experiences.