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TOURIST ENHANCEMENT USING PLATFORM FEATURES OF MY TRIPS AND RECOMMENDATION ROUTES

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Abstract: This study aimed to (1) evaluate the levels of the satisfied features in 'My Trips' and 'Recommendation Routes', and level of tourist enhancement; (2) compare the tourist' satisfaction in terms of tour website 'My Trips,' 'Recommendation Routes' and tourist enhancement between experience and non-experience groups; (3) investigate the impact of the 'My Trips' and 'Recommendation Routes' features on tourist enhancement; and (4) investigate the moderating role of tour-website experiences on the relationships between 'My Trips' and tourist enhancement, and 'Recommendation Routes' and tourist enhancement. Data were collected from 151 tourists using convenient sampling techniques. The research instrument was a survey questionnaire with 5 Likert-scale items. This study used SPSS and SmartPLS as the analyzed tools. The satisfied results show no significant differences between experienced and non-experienced users as all p-values exceed 0.05 in terms of tourist enhancement, 'My Trips' and 'Recommendation Routes.' Path analysis results confirm that 'My Trips' and 'Recommendation Routes' significantly contribute to tourist enhancement. However, the moderating effects of tour-website experience were not significant in both relationships between 'My Trips' and tourist enhancement and 'Recommendation Routes' and tourist enhancement at the significant level of 0.05. These findings underscore the importance of personalized travel features in digital tourism and provide insights for improving user engagement in travel platforms. From a theoretical perspective, it advances digital tourism studies by illustrating the role of route recommendations in enhancing tourist engagement. On the practical side, travel platforms are encouraged to focus on improving usability to better serve all users. Future research should explore additional factors influencing tourist engagement with digital travel tools.

Keywords: digital tourism, my trips, recommendation routes, tourist enhancement, tour-website experience

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INTRODUCTION

Tourism plays a vital role in the global economy, contributing significantly to cultural exchange, economic growth, and local development (Apriyanti, 2024; Hossain et al., 2024; Son et al., 2023). However, tourists often face challenges in planning their trips, navigating unfamiliar destinations, and optimizing their travel experiences. The integration of digital technology in tourism has revolutionized the way travelers explore new places, with mobile websites and recommendation systems becoming essential tools for enhancing tourist engagement (Angkananon et al., 2024; Shatnawi et al., 2024; Xiong & Zhang, 2024). Moliner-Tena et al. (2024) and Chia et al. (2024) highlighted in their studies that the destination image can directly affect tourist engagement. Furthermore, the awareness of attractions can increase tourist satisfaction (Goeltom & Hurriyati, 2024; Sugiama et al., 2024; Tarmizi et al., 2025).

Therefore, this study bridges the gap between technology and tourism, offering a seamless, user-friendly platform that improves travel planning and exploration. To do this, the study focuses on tourist enhancement using 'My Trips' and 'Recommendation Routes'", leveraging a mobile website to provide personalized travel experiences. The mobile website enhances accessibility and convenience, allowing users to interact with the platform on the go without the need for additional app installations. By integrating 'My Trips' into a functionality, tourists can customize their travel plans, save destinations of interest, and receive dynamic recommendations based on their interactions.

In addition, 'Recommended Routes' provide optimized travel paths, considering factors such as location preferences, time constraints, new attractions, and popular attractions. This not only enriches the travel experience but also benefits local businesses by guiding tourists to recommended attractions, restaurants, and cultural sites.

However, while previous studies have explored the role of recommendation systems and itinerary management tools in tourism (Matyusupov et al., 2024; Soltani Nejad et al., 2024; Trakulmaykee et al., 2024), limited research has examined

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their impact on tourist enhancement. Moreover, little attention has been given to the moderating role of website experience in this context. Therefore, this study addresses these gaps by analyzing the effectiveness of 'My Trips' and 'Recommendation Routes' on tourist enhancement and investigating how website experience for travel influences their impact. Research objectives of this study are:

- To assess satisfaction levels with the 'My Trips' and 'Recommendation Routes' functionalities, as well as tourist enhancement.
- To examine differences in tourist satisfaction regarding the 'My Trips' and 'Recommendation Routes' features and tourist enhancement between experienced and non-experienced website users.
- To analyze the influence of 'My Trips' and 'Recommendation Routes' on tourist enhancement.
- To explore how prior tour-website experience moderates the relationships between these platform features ('My Trips' and 'Recommendation Routes') and tourist enhancement.

LITERATURE REVIEWS

The digital transformation of the tourism industry has revolutionized the way travelers plan and experience their trips. Mobile applications, web-based platforms, and recommendation systems have become essential tools in enhancing tourist experiences (Akpinar & Atak, 2025; Najlaoui & Ammari, 2024; Shi & Sun, 2024). Studies suggested that integrating smart technologies such as geolocation and interactive services can significantly improve the efficiency and personalization of travel services (Duan, 2025; Liang & Wei, 2024; Nitu et al., 2021). Mobile-friendly platforms provide real-time assistance, reducing travel-related stress and ensuring a seamless experience for tourists (Amaro et al., 2025; Hien & Trang, 2024; Yudhistira et al., 2025). Literature underscored the significance of tourist enhancement through technological advancements, tourist behaviors, and mobile accessibility. By leveraging smart tourism solutions such as 'Recommendation Routes' and 'My Trips,' can provide an enriched and seamless experience for travelers.

Previous studies have found that if travel technology included features of navigation, trip planning, and route recommendations; then most tourists will be satisfied and intend to use the technology (Jung et al., 2021; Ruko et al., 2024; Zeng et al., 2022). However, most studies often focus on one feature or technology in isolation. They did not combine 'My Trips,' 'Recommendation Routes' and tourist enhancements as this study. Therefore, H1, H2, H3 are provided a holistic evaluation as the following hypotheses:

H1: The tourists' satisfaction level of 'My Trips' is high.

H2: The tourists' satisfaction level of 'Recommendation Routes' is high.

H3: The level of tourist enhancement is high.

Personalization played a crucial role in tourist enhancement, and previouse researchers found the technological experience of tourists related to their satisfaction and intention to use technology (Jung et al., 2021; Yang & Huang, 2025; Yudhistira et al., 2025). However, most studies do not distinguish between experienced and non-experienced users of tour-websites, though user familiarity may significantly alter satisfaction and usability perceptions. To address this gap, this study assumes the following hypotheses to proof and confirm the previous studies in the context of our website:

H4: Tourist satisfaction in 'My Trips' between two groups of tour-website experiences is different.

H5: Tourist satisfaction in 'Recommendation Routes' between two groups of tour-website experiences is different.

H6: Tourist enhancement between two groups of tour-website experiences is different.

Providing route based on Google Map and user behavior analysis helped in suggesting travel routes, activities, and attractions, improving overall tourist satisfaction (Al Beruni et al., 2025; Inmor et al., 2025; Niu, 2023; Yudhistira et al., 2025). Studies have shown that 'Recommendation Routes' not only enhance tourists to travel but also optimize time management and resource utilization, benefiting both tourists and local businesses (Lee et al., 2024; Makhdomi & Gillani, 2023; Zhao et al., 2025). Unlike standalone applications, mobile websites provide seamless access to travel planning tools without requiring downloads, making them more accessible to a broader audience. Features such as 'My Trips' allowed tourists to create, save, and modify itineraries, while 'Recommendation Routes' assisted in real-time navigation and exploration. These technologies helped tourists make informed decisions by offering real-time information, location-based services, and interactive content (Beruni et al., 2025; Tavichaiyuth et al., 2022; Yachulawetkunakorn et al., 2025). In addition, previous studies highlighted that 'My Trips' and 'Recommendation Routes' related to tourist enhancements (Chia et al., 2024; Moliner-Tena et al., 2024; Xiong & Zhang, 2024). Consequently, this study provides H7 and H8 to prove the influences of 'My Trips' and 'Recommendation Routes' on tourist enhancement in the context of our mobile website.

H7: 'My Trips' positively influence on tourist enhancement.

H8: 'Recommendation Routes' positively influence on tourist enhancement.

Yang & Huang (2025), Jung et al. (2021) and Yuksel et al. (2024) stated that tourist experiences can impact their satisfaction and enhancement. With the increasing reliance on digital devices, mobile websites have become a vital tool for enhancing tourism experiences. Modern travelers seek customized experiences that align with their interests, preferences, and real-time needs (Aarabe et al., 2025; Iswanto et al., 2024; Lee et al., 2024).

However, tourist experience at technological features may be different between experience and non-experience groups. The prior work does not differentiate between first-time and experienced users in the context of tour-website which focused on 'Recommendation Routes' and 'My Trips.' Additionally, these studies rarely examined the effect of tour-website as moderator variable. To address this gap, the study proposes in H9 and H10 as follows:

H9: Tour-website experiences impact on the relationship between 'Recommendation Routes' and tourist enhancement as a moderator.

H10: Tour-website experiences impact on the relationship between 'My Trips' and tourist enhancement as a moderator.

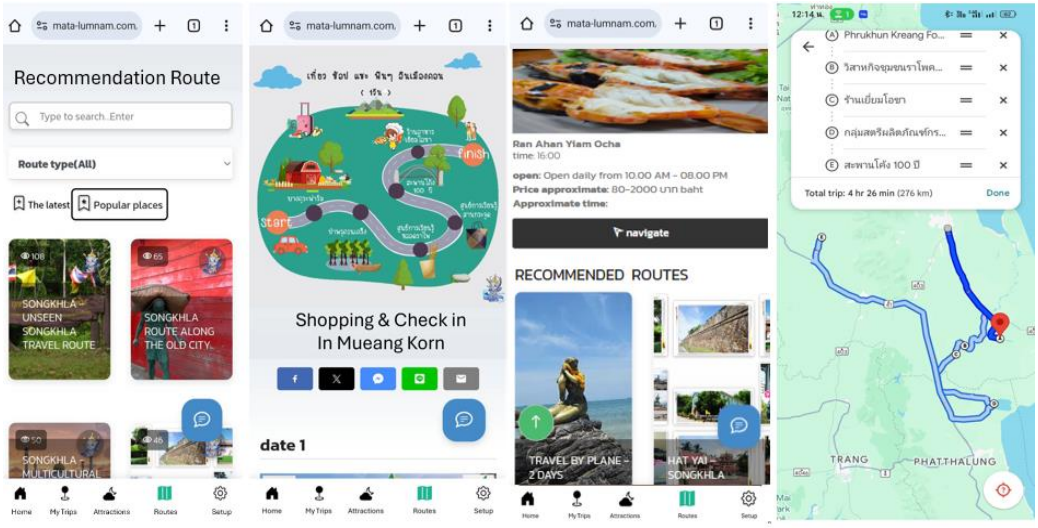
RESEARCH METHODOLOGY

1. Recommended Routes and 'My Trips'

The website is a technology to evaluate the tourist enhancement, namely "Mata- LumNam.com." This study focuses on 'Recommendattion Routes' and 'My Trips' which are the advantages of trip planning and travel. 'Recommendation Routes' can enhance travel convenience by providing smart, flexible, and well-organized route suggestions, ensuring an optimal tourist experience. Figure 1 (a) shows the 'Recommendation Routes' that tourists can browse to match their interests.

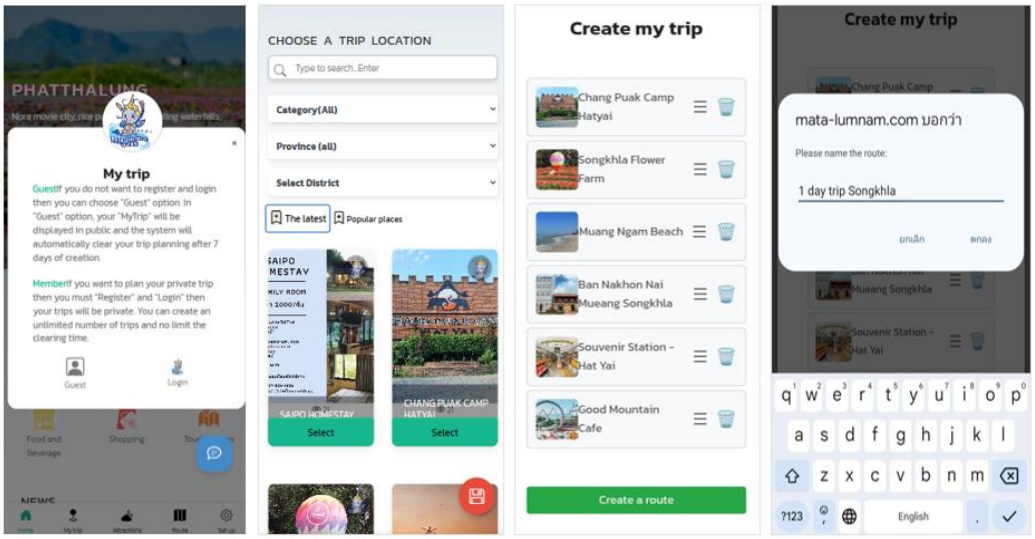
Furthermore, the system allows tourists to choose from different categories of 'Recommendation Routes' based on their preferences such as 1 day trip, 2 days trip, 3 days trip. In addition, they can choose to display routes in two ways such as newest or most popular routes. After selecting a preferred route, the website displays a list of tourist attractions included in that route. If the route spans multiple days, attractions will be categorized by date (e.g., date 1, date 2, …) for better organization as presents in Figure 1 (b). In this screen, tourists can share selected routes with friends or family members via various social media platforms such as Facebook, Twitter, Facebook Messenger, Line, and Email, allowing for collaborative trip planning. For more information or images of a specific attraction, they can click the "Detail" button next to that attraction to access comprehensive information. At the bottom of the list, after the last attraction in the route, there is a "Navigate" button that links directly to Google Maps as presents in Figure 1 (c). In Google Maps as presents in Figure 1 (d), the selected recommendation route will be displayed on Google Maps with attractions labeled in alphabetical order (A, B, C, ...). Tourists can rearrange the order of the destinations, and remove the unwanted attractions from the route for customization.

'My Trips' allow tourists to personalize their travel plans by selecting destinations, arranging their itinerary, and saving the trip for future reference. They can either register for a private trip plan or use the guest mode for temporary trip planning as presents in Figure 2 (a). If they use guest mode to create their trips, then the trips will auto-delete after seven days. In Figure 2 (b), tourists can browse and choose attractions for their trip from categorized recommendations, such as natural sites, foods and drinks, accommodations, and shopping sites.



(a) (b) (c) (d)

Figure 1. Example screenshots of 'Recommendation Routes' (Source: personal original data)



(a) (b) (c) (d)

Figure 2. Example screenshots of creating 'My Trips' (Source: personal original data)

Furthermore, they can filter cities and districts. Additionally, the attractions can order by the latest and popular places. For trip creating, tourists mark the selected destinations for inclusion in the itinerary. After creating a trip itinerary, the selected destinations will appear in a sortable list as presents in Figure 2 (c). Tourists can arrange the order of visits by pressing the three-line icon and dragging them to the other positioning. Moreover, they can remove places by selecting basket icons after unwanted attractions. After pressing the "Create a route" button, the tourists must input the name of their trip route as presents in Figure 2 (d), and the trip will be saved for reference, future modifications and sharing.

For travel, tourists can use their 'My Trips' by searching and selecting route image as presents in Figure 3 (a), then the trip details will be presents as Figure 3 (b). They can see more details in each place. If the selected place is accommodation, then they can book accommodation by links of third party such as Agoda.com, Booking.com, Traveloka.com, Trip.com. The number of links depends on the relationship between accommodation and the third party as presents in Figure 3 (c). In Google Maps as presents in Figure 3 (d), the points of attractions in 'My Trips' will display in alphabetical order (A, B, C, ...) and tourists can rearrange the order of the destinations, or remove the unwanted attractions from the route for customization.

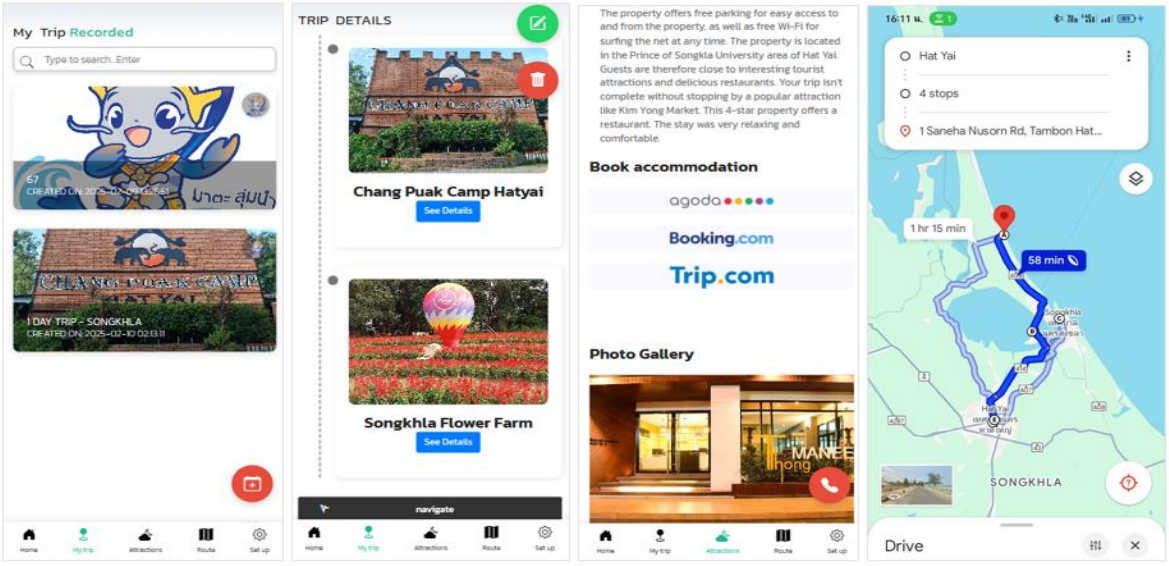


Figure 3. Example screenshot of using 'My Trips' for travel (Source: personal original data)

2. Research Design

This study used a survey questionnaire, it includes three parts; (1) Personal profiles including gender, age, married status, website experiences for tour management; (2) A 5-point Likert scale was used to evaluate tourist satisfaction in terms of 'Recommendation Routes' and 'My Trips'. All questionnaire items were adapted from various contextual studies and refined to better fit the tourism context. A pilot test involving 30 tourists was conducted to assess content reliability and validity before proceeding with full-scale data collection. For content reliability, Cronbach's Alpha scores (>0.7) were utilized to evaluate reliability statistics (Hair et al., 2014). In Table 1, all variables exceeded the established thresholds, confirming their reliability. Regarding content validity, some items were further revised and refined based on feedback from pilot test participants to improve clarity. Ultimately, the full-scale data collection was carried out using convenient sampling with 151 tourists at the Lagoonal Travel Fair in Thailand between 31/02/2025 and 03/03/2025. Based on Tabachnick & Fidell (2019), the recommended sample size for a model with two predictors is 66, following the rule of thumb: 50 + 8m (where m represents the number of independent variables). Therefore, the sample size in this study was sufficient for analyzing the predictors.

Table 1. Survey Measurement and Pivot Testing

Variable	Items	Pivot Alpha
My Trips (MT)	MT1: 'My Trips' are easy and convenient to create my route planning. MT2: 'My Trips' are beneficial for travel planning. MT3: 'My Trips' help me to estimate the travel expenses such as fuel costs. MT4: 'My Trips' help me to estimate the travel time.	0.872
Recommendation Routes (RR)	RR1: I like the suggestion of nearby 'Recommendation Routes'. RR2: 'Recommendation Routes' can reduce the time required for travel planning. RR3: Navigation between destinations in the Recommended Routes helps me save travel time. RR4: 'Recommendation Routes' are convenient to use. RR5: The five-nearby attractions in 'Recommendation Routes' can reduce my expenses during travel. RR6: 'Recommendation Routes' are easy to use.	0.913
Tourist enhancement (TE)	TE1: Information about tourist attractions is interesting and encourages travel. TE2: It makes searching for information more convenient. TE3: It can reduce the time needed to search for tourist attraction information. TE4: It provides a variety of tourist attractions supporting my needs. TE5: The categorization of tourist attractions is appropriate and interesting.	0.825

RESULTS

1. Demographic Analysis

For demographic analysis, the survey data from 151 tourists analyzed the descriptive analysis by SPSS and illustrated in Figure 4; such as gender, age, marital status, and website experiences in travel. Most respondents identified as male (46.36%), followed by female (52.98%) and gender diversity (0.66%). Respondents were classified into six age groups and their proportions were a little different excluding the other group. Among respondents, 44.37% were single, while 47.68% were married. A small fraction of 7.95% belonged to other marital status categories. Most respondents, 54.30%, reported having used the tour websites before, while 45.70% had never used any tour website.

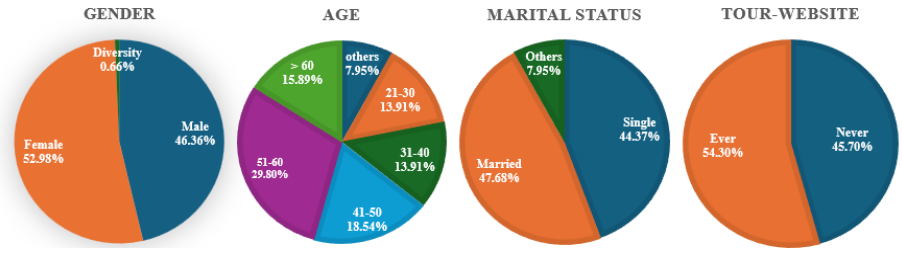


Figure 4. Results of demographics analysis

2. Reliability and Validity Analysis

The results in Table 2 demonstrate good reliability and validity. Notably, all variables exhibited high factor loadings exceeding 0.70, indicating robust relationships between items and constructs. Additionally, the reliability across all constructs was strong, as reflected by Cronbach's Alpha and Composite Reliability (CR) values exceeding 0.70. Furthermore, the Average Variance Explained (AVE) values surpassed the 0.50 threshold, indicating that each construct effectively explains a substantial portion of variance in its respective items. Finally, Variance Inflation Factor (VIF) values were below 5, suggesting that the predictors in the model do not exhibit significant overlaps or multicollinearity issues (Hair et al., 2014).

Table 2. Results of reliability and validity analysis

Variables	Item	Loading	VIF	Cronbach's Alpha	CR	AVE
'My Trips' (MTs)	MTs1 MTs2 MTs3 MTs4	.785 .893 .818 .912	1.739 3.119 2.046 3.624	.874	.882	.729
'Recommendation Routes' (RR)	RR1 RR2 RR3 RR4 RR5 RR6	.805 .720 .881 .894 .902 .892	2.199 1.679 3.606 3.806 4.042 3.801	.923	.930	.725
Tourist enhancement (TE)	TE1 TE2 TE3 TE4 TE5	.866 .897 .751 .778 .818	2.616 3.047 1.774 1.872 2.029	.880	.885	.679

Hypothesis Testing

For the 1st hypothesis testing, the independent sample T-test was conducted to compare tourist satisfaction regarding the 'My Trips' feature between two groups: those who had used 'My Trips' ("Ever", n=82) and those who had never used it ("Never", n=69). Across all items, no statistically significant differences are found between the two groups ($p>0.05$) as presented in Table 3, indicating that both experienced and non-experienced users satisfied 'My Trips' similarly in terms of convenience, benefits, and estimation of expenses and travel time. Therefore, H4 is not supported. Additionally, all items of 'My Trips' are higher than 4.36, indicating the level of tourist satisfaction on 'My Trips' is high, thus H1 is supported.

Table 3. Results of T-test analysis in part of 'My Trips' (n=151)

Items	Group	Mean	SD.	T-test
MT1: 'My Trips' are easy and convenient to create my route planning.	Ever	4.37	0.66	- 0.877
	Never	4.47	0.62	
MT2: 'My Trips' are beneficial for travel planning.	Ever	4.48	0.59	- 0.826
	Never	4.57	0.62	
MT3: 'My Trips' help me to estimate the travel expenses such as fuel costs.	Ever	4.36	0.71	- 1.232
	Never	4.50	0.62	
MT4: 'My Trips' help me to estimate the travel time.	Ever	4.51	0.59	- 0.249
	Never	4.53	0.70	

Table 4 shows no statistically significant differences were found between the two groups across all six measured aspects ($p>0.05$), indicating that both experienced and non-experienced users perceived 'Recommendation Routes'

similarly in terms of valuable tools for route planning, navigation, and travel cost reduction. This suggests that prior experience with 'Recommendation Routes' does not significantly affect tourist satisfaction, thus H5 is not supported.

In addition, the mean satisfaction scores for 'Recommendation Routes' range from 4.33 to 4.58, indicating a generally high level of satisfaction among tourists. Therefore, H2 is supported.

Table 4. Results of T-test analysis in part of 'Recommendation Routes' (n=151)

Items	Group	Mean	SD.	T-test
RR1: I like the suggestion of nearby 'Recommendation Routes'.	Ever	4.33	0.67	- 1.718
	Never	4.53	0.70	
RR2: 'Recommendation Routes' can reduce the time required for travel planning.	Ever	4.53	0.63	- 0.491
	Never	4.58	0.62	
RR3: Navigation between destinations in the Recommended Routes helps me save travel time.	Ever	4.51	0.59	- 0.416
	Never	4.55	0.65	
RR4: 'Recommendation Routes' are convenient to use.	Ever	4.49	0.63	- 0.693
	Never	4.57	0.59	
RR5: The five-nearby attractions in 'Recommendation Routes' can reduce my expenses during travel.	Ever	4.47	0.59	- 0.928
	Never	4.57	0.65	
RR6: 'Recommendation Routes' are easy to use.	Ever	4.42	0.65	- 1.220
	Never	4.55	0.59	

In Table 5, the T-test results show no significant differences in tourist enhancement between the "Ever" and "Never" groups, as all p-values exceed 0.05, indicating that both experienced and non-experienced users perceived tourist enhancement similarly in terms of information accessibility, time efficiency, and attraction variety. Therefore, H6 is not supported. Furthermore, the mean satisfaction scores for all tourist enhancement attributes range from 4.31 to 4.58, indicating a generally high level of perceived tourist enhancement among respondents, H3 is supported.

Table 5. Results of t-test analysis in part of tourist enhancement (n=151)

Items	Group	Mean	SD.	T-test
TE1: Information about tourist attractions is interesting and encourages travel.	Ever	4.31	0.65	- 0.447
	Never	4.36	0.67	
TE2: It makes searching for information more convenient.	Ever	4.47	0.61	- 0.288
	Never	4.50	0.65	
TE3: It can reduce the time needed to search for tourist attraction information.	Ever	4.46	0.61	- 1.255
	Never	4.58	0.56	
TE4: It provides a variety of tourist attractions supporting my needs.	Ever	4.45	0.65	0.496
	Never	4.39	0.66	
TE5: The categorization of tourist attractions is appropriate and interesting.	Ever	4.31	0.68	- 0.506
	Never	4.37	0.72	

For path analysis, the data was analyzed by SmartPLS as presented in Figure 5. The R-square is 0.818, indicating the model provides a strong explanatory power, and the factors 'Recommendation Routes' and 'My Trips' significantly contribute to explain the changes in tourist enhancement. In addition, the path analysis results illustrate the relationships between 'Recommendation Routes' or 'My Trips', and tourist enhancement. The path coefficient of *'My* Trips' is 0.232 with a p-value of 0.044, showing a weaker but still statistically significant positive effect, thus H7 is supported. The results also reveal the strong and significant positive relationship between 'Recommendation Routes' and tourist enhancement (H8: $\beta = 0.689$, $p < 0.001$), hence H8 is supported. These results suggest that both 'Recommendation Routes' and 'My Trips' positively impact tourist enhancement, with 'Recommendation Routes' having a stronger effect than 'My Trips'.

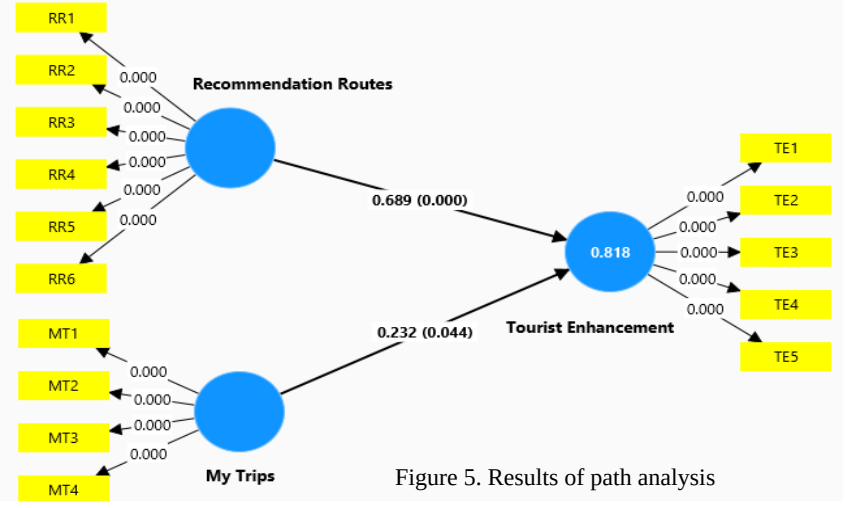


Figure 5. Results of path analysis

In Figure 6, the path analysis results incorporate website experience as a moderator in the relationships between 'Recommendation Routes' or 'My Trips', and tourist enhancement. The key findings show interesting results.

First, the path coefficient (RR→TE) is 0.552 with a p-value of 0.005, indicating a statistically significant positive effect, though weaker compared to Figure 5. Second, the path coefficient (MM→TE) is 0.391 with a p-value of 0.035, showing a statistically significant positive impact. Third, the interaction effect (WE×RR→TE) has a path coefficient of 0.258 with a p-value of 0.141, which is not statistically significant. This suggests that website experience does not significantly moderate the effect of RR on TE, indicating H9 is not supported.

Finally, the interaction (WE×MT→TE) effect has a path coefficient of -0.305 with a p-value of 0.098, which is also not statistically significant. This suggests that website experience does not significantly moderate the effect of MT on TE, indicating H10 is not supported. These findings suggest that while 'Recommendation Routes' and 'My Trips' significantly contribute to tourist enhancement, their effects are not moderated by prior website experience.

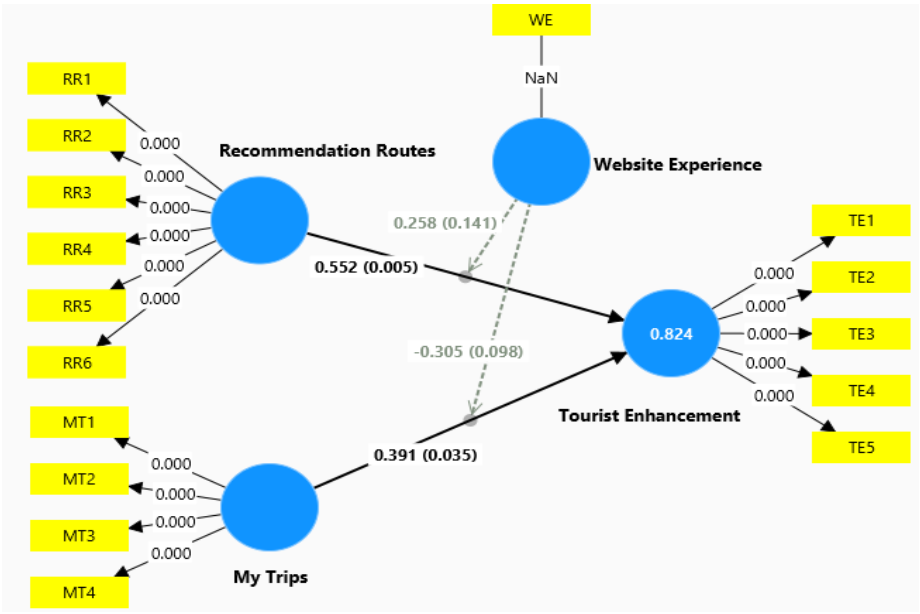


Figure 6. Path analysis of research model including website experience as moderator

DISCUSSION

This study aimed to investigate the impact of the 'My Trips' and 'Recommendation Routes' features on tourist enhancement while considering the moderating role of website experiences for travel. The findings provide insightful contributions to tourism technology research and user experience enhancement. First, the results indicate that both 'My Trips' and 'Recommendation Routes' significantly enhance tourist engagement (H7 and H8).

The significant path coefficients in the structural model suggest that these features contribute to a more seamless and enriched tourist enhancement. This finding is consistent with prior research indicating that interactive route recommendations improve the efficiency of trip planning and enhance travel satisfaction (Xiong & Zhang, 2024). The findings reinforce the notion that recommendation systems and personalized itinerary management are crucial components in digital tourism platforms. Second, the T-test analysis confirms that tourist satisfaction levels with 'My Trips' (H1) and 'Recommendation Routes' (H2) are significantly high, further validating the effectiveness of these features (Jung et al., 2021). However, no significant differences were found between the two groups of website experience for travel in terms of satisfaction (H4 and H5). These findings are contrast from the study of Jung et al. (2021) that highlight the influences of tourist experience on tourist satisfaction.

Additionally, our findings are contrasting to the study of Any et al. (2024) which found a significant difference in the level of satisfaction between users who have experience and no-experience to use technology. Third, the moderation analysis reveals that website experiences for travel did not significantly moderate the relationship between 'My Trips' and tourist enhancement (H10), as well as between 'Recommendation Routes' and tourist enhancement (H9). In contrast, the previous studies (Jung et al., 2021; Yuksel et al., 2024) demonstrate the relationship between tourist experience and interactive navigation, and the impact of tourist experience on tourist satisfaction. Possibly, is that the navigation flow and interactive features based on minimum viable product (MVP) and good user experience (UX) design can increase tourist enhancement as the mention of Tavichaiyuth et al. (2022).

Therefore, the tourist experience is not a moderator variable in this context. These finding highlights that the good user-interface design in platform can easily support among familiar tourists in both website experience groups. Lastly, the findings indicate that the level of tourist enhancement is high (H3), supporting the effectiveness of these platform features in enriching the overall tourist travel (Ruko et al., 2024; Zeng et al., 2021).

However, there is no significant difference in tourist enhancement between different experience levels (H6), suggesting in our website context that the value of these features is consistent across different user backgrounds.

CONCLUSION

This study provides several theoretical and practical implications. Theoretically, it contributes to digital tourism research by demonstrating how interactive itinerary management and recommendation routes improve tourist engagement. Practically, the study highlights that travel platforms should prioritize feature optimization and usability improvements to enhance their effectiveness for all users, especially the developers should focus on 'My Trips' and 'Recommendation Routes' for enhancing tourist's experiences. Despite offering valuable theoretical and practical insights, this study is subject to several limitations that should be acknowledged.

First, the dataset is limited to Thai tourists, which may restrict the generalizability of the findings to other cultural or demographic contexts. Future research should consider broader and more diverse populations to enhance cross-cultural applicability. Second, the study primarily employs quantitative methods, which, while robust in statistical analysis, may not fully capture the underlying motivations and perceptions of tourists. Incorporating qualitative approaches, such as in-depth interviews or focus groups, could provide richer insights into user experiences.

Third, although the model highlights the effectiveness of interactive itinerary management and recommendation routes, it does not account for other potentially influential variables such as travel purpose, digital literacy, or platform familiarity. Exploring these moderating or mediating factors in future studies may yield a more comprehensive understanding of user engagement in digital tourism platforms. Addressing these limitations can pave the way for more nuanced and globally relevant research in the field of smart tourism.

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