Digital Storytelling and its Impact on Cultural Tourism: A Study on Visitor Purchase Intentions

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Abstract

This study examines how digital storytelling affects cultural tourism and how visitor purchasing intentions are affected. This study considers how tourist behavior and digital storytelling have to do with each other in the context of cultural tourism. The study aims to explore the potential of digital storytelling to enhance cultural tourism experiences by looking at visitors' purchasing intentions. In recent times, there has been a significant increase in the field of cultural tourism due to the growing demand of those looking for real and immersive experiences. The tourism industry has found digital storytelling a promising source of engagement and communication. It provides an opportunity to use immersive and interactive digital information to highlight cultural heritage, customs and attractions. The context of the study is established from this background, which emphasizes the importance of digital storytelling and its potential influence on cultural tourism. The study aims to investigate the relationship between visitor purchase intentions and digital storytelling, within the framework of cultural tourism. The particular purpose of the study is to find out how much tourist decision-making about the purchase of cultural tourism experiences is influenced by digital storytelling. The aim of the research is to get information about this relationship to use the best way to tell a digital story to improve tourist experiences and promote tourism Recommendations can be made about. To gain full insight, the study used a mixed-method strategy that combines surveys, interviews, and digital analytics. The aim of the results is to advance knowledge about how digital storytelling can improve cultural tourism competitions, passenger behavior can be affected, and the digital age is to guide destination management and marketing initiatives.

Keywords: Visitor purchase intentions, Digital storytelling platforms, Visitor engagement, Perceived cultural value, Cultural sensitivity, Travel motivations.

W The ease with which consumers may use smartphones to access the internet from anyplace and the speed at which technology is developing have both raised consumer interest in digital content. Customers behave suspiciously when it comes to information found in digital materials, compare and investigate information from many sources (Mohammad J. Khan, Chelliah, & Ahmed, 2019). People endeavor to get the attention of customers, especially on the highly

competitive digital marketplace where they need to stand out. Building a good relationship with the customer has become essential in this situation. It is believed that people will supply crucial information in this study, which uses a persuasion knowledge model to handle digital contents, particularly when using digital contents

Choosing what goods or services to purchase and where to do so is a decision that consumers must make all the time. In the meantime, customers sense some level of risk when making a purchasing decision because the results (or ramifications) of such actions are frequently unpredictable (Huang & Hsu, 2009b). Repurchase intentions are a specific kind of purchase intents that indicate if we plan to repurchase the same brand or product. Where we intend to buy products is indicated by our shopping intentions (Merwe, Slabbert, & Saayman, 2009). Our spending intentions show how much money we anticipate spending. Our plans to do external search are indicated by our search intentions. Our intents to partake in a specific activity are represented by our consumption intentions (L. Lin & Chen, 2009). During their trip, tourists can also buy non-souvenir products like clothing and durable goods. Given how much time and effort travelers spend shopping, it's critical that tourism marketers learn more about how visitors choose to purchase souvenirs (Mohammad Jamal Khan, Chelliah, Khan, & Amin, 2019). Tourism plays a significant role in the economy of many developing nations. Travel-specific qualities (tourism styles) were predicted to be influenced by general consumer traits including personal values and attitude toward other cultures. It was expected that they would then impact the appraisal of mementos, including attitude toward them (a blend of beliefs and evaluative criteria) and intention to buy them (Kim & Littrell, 1999).

New forms of interactive communication are being introduced by technological advancement in the field of multimedia cultural heritage applications. Ease of use and efficacy are used to evaluate the quality of the user experience (Van Tran & Woodside, 2009). This has a direct bearing on both education and entertainment, respectively. As a result, presentation techniques are also evolving. The information is broken up into hyperlinked structures so that users may quickly see an overview of what's inside (Yousaf, Amin, & Jose Antonio, 2018). Digital storytelling employs this approach. These days, content is presented through internet applications as a series of short stories, giving the user the option to select how in-depth they want to get with the information. Even so, there isn't a single answer that works for all scenario involving presentations (Rizvic, Boskovic, Okanovic, Sljivo, & Zukic, 2019). Building collections have significance for Indigenous people in terms of memory, tradition, and evidence, as acknowledged by the archival profession. Indigenous people can now organize and characterize their own collections thanks to these new archival forms that challenge Western intellectual property regimes, the exclusivity of traditional archiving procedures, and the free access and sharing of all digital information (Donohoe, 2011). A number of these studies have concentrated on Indigenous digital collections, Indigenous digital libraries' content development, Indigenous knowledge preservation and dissemination, Indigenous digital libraries' role in the preservation of Indigenous cultural heritage, and Indigenous communities' involvement in the creation of digital libraries (Müller, De Bernardi, koulutusinstituutti, & Institute, 2020). Others have focused on the challenges associated with digitizing Indigenous heritage, the significance of involvement and infrastructure, and Indigenous digital oral history. The consideration of digital material and cultural heritage preservation in these works is helpful, however they deal with the creation of digital libraries and digital storytelling systems as two different fields of study and inquiry (O. Kugapi, Höckert, Lüthje, & Mazzul, 2020). In order to further the notion of developing integrated and seamless digital systems, we adopt a novel

method in this study by tackling Indigenous digital storytelling systems and Indigenous digital libraries simultaneously (Shiri, Howard, & Farnel, 2022).

Literature Review:

It explores how digital storytelling is developing in the travel industry and highlights how artificial intelligence (AI) can be used to improve content creation. The review examines the relationship between cultural tourism experiences and tourists' intents to make purchases, paying particular attention to elements including immersion encounters, authenticity, and heritage preservation.

2.1 Digital storytelling platforms on visitors purchase intentions:

Although a substantial body of research has been written about tourists' shopping, most of it either focuses exclusively on buying souvenirs or fails to distinguish between souvenir shopping and buying things that are typically used on a daily basis (Outi Kugapi, Hockert, Luthje, Mazzullo, & Saari, 2020). Customers and business owners benefit from the presence of branded franchised retail stores. Due to potential customers' high degree of store awareness, they lower the risks connected with starting a retail business for entrepreneurs (Mohsin, 2014). Second, consumers typically view these branded stores as providing value since they offer standard services, more options, and frequently better products than those offered in many tiny, independently owned stores run by families (Brattland et al., 2020). Third, branded franchises might benefit from purchasing locations, and additional locations give a wider range of consumers the chance to try the product and determine their preferences (Y. H. Lin, Lin, & Ryan, 2014). One of the main industry marketing events is trade exhibitions. There is no doubting their significance in business. Some argue that in B2B marketplaces, they are among the top three variables affecting a customer's choice to buy (Jeon, Kang, & Desmarais, 2016).

According to other surveys, the significance of trade exhibitions in the marketing mix is surpassed only by direct sales. Nonetheless, relatively little scholarly research has been done on trade exhibitions despite their widespread appeal (Sánchez, Callarisa, Rodríguez, & Moliner, 2006). Researchers recommend that more studies of this kind be conducted in the future, either overtly or covertly. Some even contend that the significance of trade exhibitions has been disregarded because there hasn't been much research done on their function in marketing (Gottlieb, Brown, & Drennan, 2011).

The tremendous growth of Open Data over the past ten years has given rise to data storytelling, also known as data-driven storytelling. In theory, data-driven storytelling may be defined as the process of converting data analysis into clear, intelligible narratives for a non-technical audience (Wang & Leou, 2015). According to Google research, meaningful tales are more memorable and comprehensible than statistics. The next logical step after data analysis and visualization is data-driven narrative, which is also essential to successful data exploration (Sabiote-Ortiz, Frías-Jamilena, & Castañeda-García, 2016). One of the cornerstones of data-driven storytelling has been open data. This crucial function of open data in allowing the public access to information held by institutions and governments appears to revive the notion of the Internet's original intended purpose at its inception (Brolcháin et al., 2017). Even though it has been fifty years since the invention of this ground-breaking concept, chatbot technologies have just lately advanced to the point where they may be extensively utilized in real-world situations (Sun, Su, & Huang, 2013). These days, computer programs that can communicate with people through natural language processing or AI markup languages which rely on knowledge bases that contain dialogue management rules and methodologies for handling user input are referred to as chatbots (Li, Yin, Qiu, & Bai, 2021). These chatbots, which are mostly built on state machines, offer simple and easy-to-design

interactions but are only capable of having basic discussions with human users (Said, 2023).

The chatbot is a computer software designed to simulate voice or natural language text conversations with humans (Said, 2023). "Chatbot is an acronym for chat robot and it establishes communication with humans utilizing AI technology and underlying computer program inbuilt in it," is the definition of an AI-based chatbot" A specific kind of chatbot called an AI-based chatbot is made to have turn-by-turn conversations with human users using textual input" (Sarkar, Sarkar, & Yadav, 2019). An AI-based chatbot, sometimes referred to as "chatbots," combines intelligent backend technologies with an interface (Pillai & Sivathanu, 2020). Guest customization in the hospitality business refers to the practice of personalizing services, experiences, and interactions to fit the distinct tastes and demands of individual visitors (Rehman Khan, Kim Lim, Ahmed, Tan, & Mokhtar, 2021). In order to provide personalized offerings that increase customer happiness and loyalty, it entails the gathering and analysis of guest data (Borràs, Moreno, & Valls, 2014). The environmental, economic, and sociocultural components of visitors development are all included in the sustainability principles (Hassannia, Barenji, Li, & Alipour, 2019). To ensure the long-term sustainability of tourism, an appropriate balance between these three dimensions must be established (Koronios, Travlos, Douvis, & Papadopoulos, 2020).

2.2 Visitors engagement and perceived cultural values as mediators:

When expectations are met or surpassed, customers are content; conversely, they become unsatisfied when the actual performance falls short of their expectations (Armbrecht, 2014). When there is a disconnect, customers experience psychological conflict; as a result, they dynamically modify their expectations and perceptions to reduce this tension (del Bosque & San Martín, 2008). The contrast psychological hypothesis, which contends that a disgruntled client will amplify the discrepancy between the performance and the expectations, is another theory that can also account for this strategy (Chi & Qu, 2008).

Visitor satisfaction and service quality are intricate, multifaceted, dynamic concepts that are influenced by a variety of situational and market factors in addition to the unique characteristics of individual customers, such as age and gender (Da Costa Mendes, Do Valle, Guerreiro, & Silva, 2010). The authors arrive to the conclusion that measuring tourists' pleasure actually becomes a challenging theoretical and empirical undertaking (Wan et al., 2007). The customer's or tourist's evaluation of the overall excellence or superiority of the service is the definition of service quality (Carlos Martin, Saayman, & du Plessis, 2019). In spite of wellness tourism's growing prominence as a segment of international travel, there is a dearth of empirical research on how to effectively guide and emotionally engage travelers in wellness tourism locations (Podara, Giomelakis, Nicolaou, Matsiola, & Kotsakis, 2021). In light of the significance of a new dimension in customer relationship management one in which consumers are free to create and mold their own consumption experiences through individualized interaction and engagement this question is relevant (Sumaryadi, Hurriyati, Wibowo, & Gaffar, 2021). In particular, the importance of visitor engagement is growing because happy, devoted tourists will make it possible for business professionals to survive and prosper in increasingly dynamic and engaging tourism marketing environments (Floch, 2015).

In spite of these psychological and financial ramifications, academic study on wellness tourism has tended to focus on specific topics, primarily from the perspective of therapeutic engagement and the improvement of individual well-being (Ramesh & Jaunky, 2020). Wellness destinations, which differ significantly from popular visitors spots, are primarily defined by various landscapes with therapeutic or spiritual appeal (such as hot spring resorts, forests, and

holy sites providing spiritual restoration), with an emphasis on achieving therapeutic or restoration effect (M. He, Liu, & Li, 2023). Numerous studies have looked into the effects of tourism, such as visitor pleasure and loyalty. The current study analyzes the influence of visitors engagement modeled as a second-order composite on satisfaction and loyalty (Max Tavares, Neves, & Sawant, 2018). Additionally, in order to evaluate the significance of the direct effect of visitor engagement on loyalty with the indirect effect through satisfaction, this study looks at the mediating role of visitor satisfaction between visitor engagement and loyalty. Numerous scholarly investigations have examined the notion of consumer/visitors involvement with a tourism location as a crucial determinant of visitor loyalty and inclinations to revisit (Do Valle, Silva, Mendes, & Guerreiro, 2011). Five dimensions identification, enthusiasm, attention, absorption, and interactions measure consumer involvement as a second-order reflective concept from both behavioral and psychological angles.

Numerous research have looked into the positive impact of visitor satisfaction on loyalty in the context of tourism and destination marketing, using the relationship marketing theory as their foundation (Carlos Martin et al., 2019). Numerous earlier research showed that visitors are more likely to revisit and return to a destination if they are happy with it and its visitor attractions. Travelers who are happy with a place are devoted to it, and they are more likely to tell others about it, share their pleasant experiences, and suggest it to others (Rasoolimanesh, Md Noor, Schuberth, & Jaafar, 2019). Being conscious of existence, its history, and the fact that it is a holistic value is what is meant to be considered well-being. Every person's well-being is enhanced by the literature of their countries and the ideals instilled in intellectuals growing up in those societies (Wu & Chen, 2020). Cultural heritage will therefore acquire a sustainable structure as a result of the sharing of cultural values and heritage, their transmission

from generation to generation, and—most importantly—their incorporation into educational programs via the educational system (Zort, Karabacak, Öznur, & Dağlı, 2023). Information technologies are gaining ground and will be useful in every industry once the pandemic phase is over, thus it is crucial that there are technological platforms where communication and exchange may occur that are properly managed (Wilhelmsson & Backlund, 2020). Digital books and online gatherings both facilitate quick sharing and make these shares public. Thus, the dissemination of cultural values and legacy through technology-supported means is essential for education as well as for a nation's recognition and survival in a variety of spheres, including tourism and the economy (Zort et al., 2023).

2.3 Cultural sensitivity and travel motivation as moderators:

Inner urges known as motivations push people to act in order to meet their requirements. As a result of the fact that many tourist destinations have comparable features, which makes them easier to substitute on the tourist market, these destinations are creating new marketing strategies to find and seize opportunities that are alluring, profitable, and sustainable (Spurgeon et al., 2009). Concentrating on particular types of special interest tourism can be a great way to gain a competitive edge and create the right marketing plan. This is because special interest tourism is a type of travel that involves customers whose travel decisions are motivated by particular reasons. A type of tourism known as wellness tourism is centered on a visitor's area of interest (Johnson, 2018). Because it is exclusively sought after by "healthy" individuals whose main goal is maintaining or improving their health, it is recognized as a subtype of health tourism. Given that it is a relatively new type of tourism, more research is required to better understand the wellness traits and travel motivations of tourists (Damijanić & Šergo, 2013). Academics studying tourism have been focused on the detrimental

effects of tourism for many years, and they have looked for new approaches and perspectives on how to grow the industry (Vert et al., 2021). The degree to which people who implement, support, and engage in ecotourism minimize their negative effects on the natural and cultural environments, promote intercultural understanding and respect, aid in the preservation of living and constructed cultural heritage, encourage the informed participation and empowerment of local and indigenous peoples, and honor the sociocultural value systems of the host community is known as cultural sensitivity (Rubino, Barberis, & Malnati, 2018).

In addition, literature on tourism has often seen cultural sensitivity as either a vulnerability or a skill. In the former case, the term "sensitive" is used to describe anything as vulnerable and in need of protection that is, as something that is threatened or at risk (Göbel, Salvatore, & Konrad, 2008). Cultural sensitivity is therefore similar to the concept of vulnerability, which is widely used in social-ecological systems and resilience research to represent social institutions, environments, and communities that are under threat from a variety of change-related forces. This definition of sensitivity is applied to the growth of tourism under the pretense of sustainability (Z. He, Wu, & Li, 2018). With a "high degree of vulnerability to change, particularly irreversible change, which may be reflected in permanent loss of elements of biodiversity because of the varying impacts of tourism," the language surrounding sustainable tourism poses a specific threat to "sensitive environments" (Viken, Höckert, & Grimwood, 2021). There have been recent advancements in cultural awareness, especially in the travel and tourist industry. This is partially because of the increasing mobility that has revealed the tensions. Furthermore, discussions about (socio-cultural) sustainability have brought attention to how people travel (Huang & Hsu, 2009a).

The most recent advances in cultural sensitivity have also had an impact on the policy-

making, academics, bottom-up or citizen initiatives, governance frameworks, and travel and tourism-related disciplines. The idea of cultural sensitivity has drawn increased attention in this context and is becoming important to consider and apply more courteous (Marques & Engberg, 2022). Although travelers' intentions are a major influence and driving force behind their conduct, tourism academics are still unable to fully comprehend these reasons. Though just a few theoretical issues are emerging, research on travel motivation is moving along with the broader aim of tourism studies (Damijanić & Šergo, 2013). Industry practitioners report that a better understanding of travel motivation leads to more memorable client experiences, more awareness of consumer demands, and increased repeat business. Many travel managers are not well-prepared to put fundamental theories of travel motivation into practice (Huang & Hsu, 2009a).

According to figure 1 hypothetical relationships are developed.

H1: Digital storytelling platforms has an impact on visitors purchase intentions.

H2: Digital storytelling platforms has an impact on visitors' engagement.

H3: Digital storytelling platforms has an impact on perceived cultural values.

H4: Visitors engagement mediates the relationship between digital storytelling platforms and visitors purchase intentions.

H5: Perceived cultural values mediates the relationship between digital storytelling platforms and visitors purchase intentions.

H6: Cultural sensitivity moderates the relationship between visitors' engagement visitors' engagement

H7: Cultural sensitivity moderates the relationship between perceived cultural values and visitors purchase intentions.

H8: Travel motivation moderates the relationship between perceived cultural values and visitors purchase intentions.

H9: Travel motivation moderates the relationship between visitors' engagement visitors' engagement.
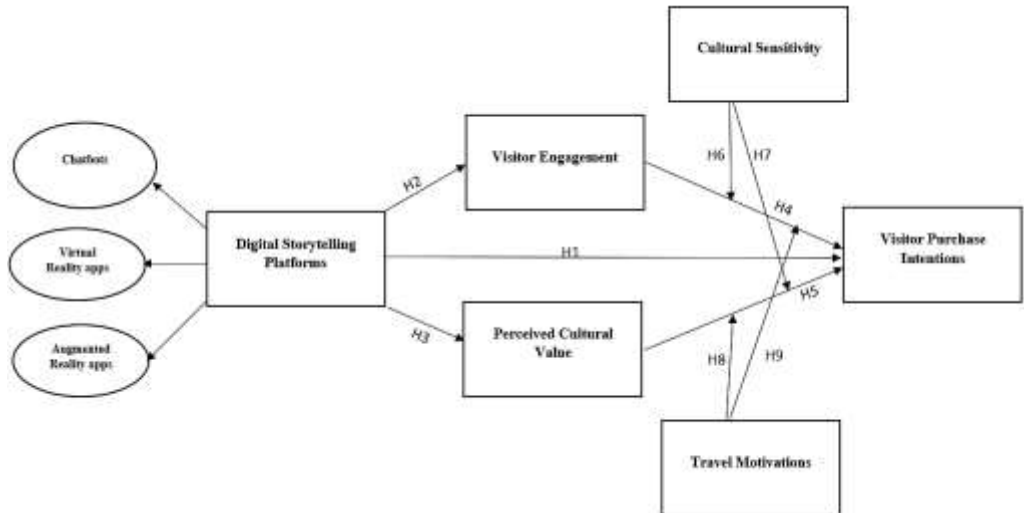

Figure 1: Conceptual framework

Research

3.1 Population:

In the quantitative phase, structured surveys are used to collect stakeholder perceptions using a cross-sectional design and stratified random sampling. Ethical considerations are addressed throughout the research process. Statistical analysis of survey data, including regression and correlation, complements thematic analysis of qualitative findings. Triangulation enhances the validity of the study, ensuring a comprehensive interpretation of the research questions. The data was collected from the different visitors places of China targeting the visitorsand visitors who have frequently visited on destination ranging in age from 18 to 65 years and who are familiar with digital storytelling platforms The study examines data from 320 tourists and visitors from Chinese visitors places using quantitative research methodologies and a thorough review of the literature. To examine the data, structural equation modeling is employed. This study was

conducted using convenience sampling, a non-probability sample technique. An assessment of the perceived efficacy of these activities inside AI-enhanced tourism will be guided by quantitative insights into visitorsand visitors perspectives that will be provided by statistical analyses of the collected data.

3.2 Sample Size Determination Technique:

Sizing up the sample requires a thorough examination of the subject or object of the investigation (Krejcie & Morgan, 1970) created with limited populations in mind, was used to balance statistical significance with practical viability:

$$n = \frac{N}{1 + \frac{N}{Population\ Size}}$$

Here, n' denotes the desired number to select from a set. 'N' represents the number of individuals we believe to be in that category.

Using this calculation, the required sample size for the study was determined to be 320 participants. This ensured that the fields selected had an adequate number of visitorsand visitors.

3.3 Sampling Technique:

Random sampling was employed to ensure that equal portions from every area of the visitors' places were covered. In this way, we select the visitors and visitors who have frequently visited on destination and who are familiar with digital storytelling platforms of the population. As a result, it gained more credibility outside of this study.

3.4 Data Collection Method:

A meticulously altered questionnaire from past studies was used to get the data for physically interview. There were forty three items on the questionnaire. The Likert scale with five points was employed to gather data. In order to lower respondents' "frustration level" and boost response rate and quality, a 5-point Likert-type scale was employed (Babakus & Mangold, 1985). The researchers most strongly advised using a 5-point Likert scale, which goes from "strongly agree" to "strongly disagree," in order to decrease patient respondents' levels of annoyance and improve response rates and quality (Verma, 2004).

Data Analysis Technique:

The study made use of Smart PLS 4.0, a powerful structural equation modeling (SEM) software program. SEM is helpful in analyzing the connections between different things. It's perfect for understanding the complex interrelationships between numerous components. There were two phases to the analysis: First, we confirmed that the measuring model was valid and reliable. We then looked at the structure model to confirm our hypotheses regarding the connections between the different parts. Exploratory and confirmatory research was made simpler by Smart PLS 4.0, an intuitive software with robust analytical capabilities. This involved employing factor loadings, composite

reliability and Cronbach's alpha to assess the measuring model's efficacy and accuracy. Next, the structural model was put to the test in order to determine path coefficients, significance levels and the system's overall fit.

4.1 Cronbach's Alpha:

The table shows that Cronbach's Alpha was high, meaning the tool used in this study is reliable and consistent. Table 1 has those details. The study shows Cronbach's Alpha score cultural sensitivity 0.836, digital storytelling platforms 0.905, perceived cultural value 0.853, travel motivation 0.867, visitor engagement 0.814 and visitors purchase intentions 0.856 are good scales. It's perfect an okay for deciding how much help you feel for helpful for visitors and tourists with the help of digital storytelling platforms. These results show that these scales are good for checking what policies for assessing the effectiveness of digital platforms in enhancing customer experiences.

Table 1. Cronbach Alpha

	Cronbach's Alpha
Cultural Sensitivity	0.836
Digital Storytelling Platforms	0.905
Perceived Cultural Value	0.853
Travel Motivations	0.867
Visitor Engagement	0.814
Visitor Purchase Intentions	0.856

4.2 Validity and Reliability confirmation:

Table 2 shows the results of a special test called Validity and Reliability confirmation for these ideas, proving they are reliable and work well together. The composite reliability (CR) values are notably high for all constructs: cultural sensitivity (CR = 0.870), digital storytelling platforms (CR = 0.925), perceived cultural value (CR = 0.886), travel motivations (CR= 0.892), visitor engagement (CR= 0.872) and visitor purchase intentions (CR= 0.893). These numbers are way past the recommended limit of 0.70, showing strong agreement and trustworthiness in measuring tools. The average amount that was pulled out (AVE) values also show the matching strength of these parts.

Cultural sensitivity shows an AVE of 0.458. This means that 45.8% of the changes in what we see comes from the real idea behind it. Platforms of digital storytelling shows AVE of 0.611, which means that about 61.1% of the changes are linked to the main thing being measured. Perceived cultural value is also included with an average of 0.0.529 which shows that 52.9% affect it, travel motivations shows an average of 0.479 which means it affects 47.9%. Visitor engagement shows value of AVE 0.578 which means it affects 57.8% and visitor purchase intentions shows AVE 0.585, which means 58.5%. These AVE values are higher than the suggested limit of 0.50, showing that the scales used to measure are reliable and match well. The strong CR values, paired with high AVE scores, help make sure the internal consistency and reliability of these constructs are good.

Table 2. Validity and Reliability confirmation

	CR	AVE
Cultural Sensitivity	0.870	0.458
Digital Storytelling Platforms	0.925	0.611
Perceived Cultural Value	0.886	0.529
Travel Motivations	0.892	0.479
Visitor Engagement	0.872	0.578
Visitor Purchase Intentions	0.893	0.585

4.3 Confirmatory Factor Analysis (CFA)

Table 3 gives the results of Confirmatory Factor Analysis (CFA) for the measured items. It shows how much each thing relates to their different builds by looking at factor loadings. The cultural sensitivity measure is shown by 8 parts and has values ranging from 0.570 to 0.801. These values show a close link between the items and the hidden concept. The digital storytelling platform includes 8 parts. Its factor scores are between 0.489 and 0.852. The perceived cultural values is shown with 7 things, and the connection between them vary from 0.604 to 0.815. The travel motivation includes 9 things, with factor ratings from 0.628 to 0.745. The visitor engagement has 5 parts which have factors 0.632 to 0.818. The visitor purchase intentions have 6 parts which have 0.592 to 0.843. These calculations show that the model is reliable, meaning observed items accurately measure what they were meant to. The results of the Confirmatory Factor Analysis show that the tests used in this study are trustworthy and accurate. This will help with future studies.

Table 3: Confirmatory Factor Analysis

Variables	Items	Outer loading	VIF
Cultural Sensitivity	CS1	0.671	1.876
	CS2	0.570	1.649
	CS3	0.621	1.845
	CS4	0.640	1.752
	CS5	0.591	1.797
	CS6	0.738	1.883
	CS7	0.801	2.105
	CS8	0.749	1.996
Digital Storytelling Platforms	DSP1	0.489	1.296
	DSP2	0.818	21.897
	DSP3	0.778	9.241
	DSP4	0.850	50.521
	DSP5	0.779	2.002
	DSP6	0.829	22.626
	DSP7	0.796	9.795
	DSP8	0.852	51.511
Perceived Cultural Value	PCV1	0.604	1.694
	PCV2	0.815	2.006

PCV3	0.748	1.853
PCV4	0.812	2.113
PCV5	0.784	2.117
PCV6	0.624	1.772
PCV7	0.670	2.006
Travel Motivations **TM1**	0.718	1.950
TM2	0.745	2.663
TM3	0.742	2.143
TM4	0.637	2.004
TM5	0.679	1.915
TM6	0.665	1.914
TM7	0.628	1.828
TM8	0.672	1.708
TM9	0.734	1.776
Visitor Engagement **VE1**	0.632	1.341
VE2	0.803	1.868
VE3	0.818	2.241
VE4	0.806	1.894
VE5	0.726	1.836
Visitor Purchase Intentions **VPI1**	0.776	1.714
VPI2	0.761	1.831
VPI3	0.843	2.250
VPI4	0.825	2.100
VPI5	0.592	1.422
VPI6	0.766	1.824

4.4 Discriminant Validity:

4.4.1 Fornell-Lacker:

Table 4 shows the results for checking if one factor is different from another. It has the average amount of stuff a thing does (AVE) on the main lines and how much one thing connects to another off-main lines. The big numbers (in bold) show the square root of average connection for each part. They prove that the square root of these connections is higher than their links with other parts. This result helps show that each idea is better connected with its own checked things than with the ideas of others. This means they are different from one another in a positive way. The Fornell-Larcker criterion provides evidence that the measurement model has adequate discriminant validity, bolstering confidence in the distinctiveness of the latent constructs.

Table 4. Discriminant Validity (Fornell-Larcker)

	Cultural Sensitivity	Digital Storytelling Platforms	Perceived Cultural Value	Travel Motivations	Visitor Engagement	Visitor Purchase Intentions
Cultural Sensitivity	0.677					
Digital Storytelling Platforms	0.894	0.782				
Perceived Cultural Value	0.945	0.949	0.727			
Travel Motivations	0.960	0.810	0.910	0.692		
Visitor Engagement	0.800	0.571	0.742	0.916	0.760	
Visitor Purchase Intentions	0.889	0.951	0.926	0.805	0.588	0.765

4.4.2 Heterotrait-Monotrait Ratio (HTMT):

Table 5 shows the results of the HTMT ratio for checking if different traits are truly separate. This gives a full look at how constructs relate to each other. The table shows that the HTMT values are lower than the suggested limit of 0.85 for all combinations of constructs, further confirming their differentiation. The HTMT values for the visitor purchase intentions, digital storytelling platforms, visitor engagement, perceived cultural values, cultural sensitivity and travel motivation are what we need to focus on. Likewise, the connections between variables pairs have found to be 0.954, 1.023, 1.057, 1.133 and 0.723 which shows that they're unique with only a little bit of shared variation rather than their own measured properties. These results strongly support that the hidden factors in the research are clearly separate. This makes it more reliable to use the measurement model and the valid connections among all of these important parts.

Table 5: Discriminant Validity (HTMT)

	Cultural Sensitivity	Digital Storytelling Platforms	Perceived Cultural Value	Travel Motivations	Visitor Engagement	Visitor Purchase Intentions
Cultural Sensitivity						
Digital Storytelling Platforms	0.954					
Perceived Cultural Value	1.088	1.023				
Travel Motivations	1.138	0.843	1.057			
Visitor Engagement	1.056	0.669	0.961	1.133		
Visitor Purchase Intentions	0.991	1.059	1.039	0.887	0.723	

4.5 R square:

Table 6 and figure 2 shows the R-square value for digital storytelling platforms. It tells us how much difference we can find in the outcome variable thanks to our input variables used in the building model of relationships. This means that the model explains 26.4% of how destination loyalty changes by using AI-Enhanced tourism marketing, tourism engagement and tourism satisfaction. The strong R-square value means that the model fits well. It shows that all factors in this study, together bring a big share towards understanding how participants see digital technologies for visitor purchase intentions.

Table 6: R square

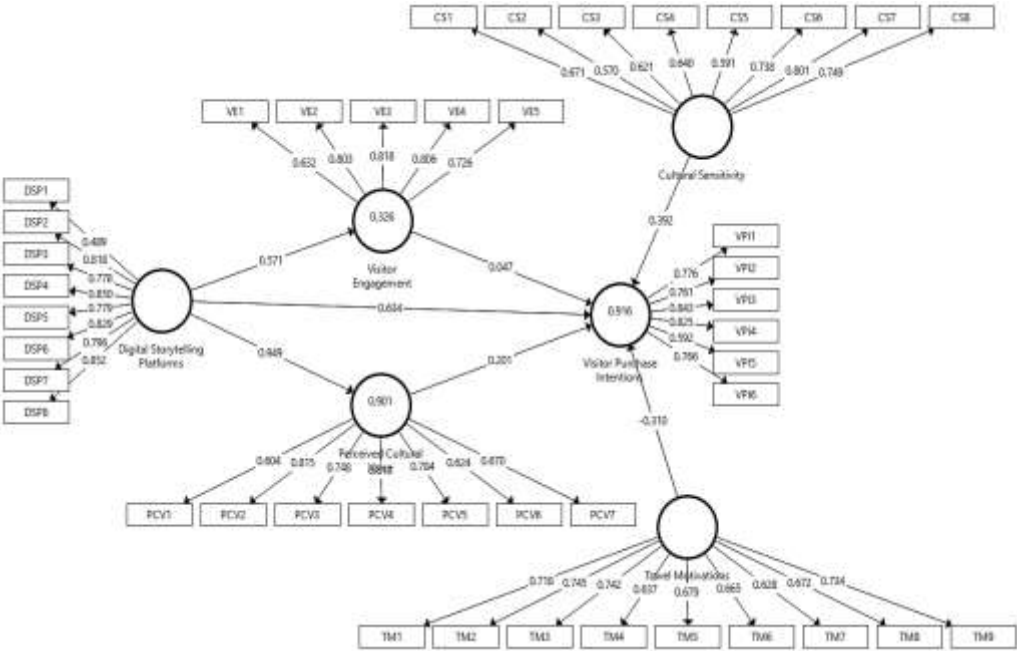|	R Square
Visitor Purchase Intentions	0.916

Figure 2: Measurement Model

Reliability and validity are estimated and examined using a measurement model (Jr, Hopkins, Georgia, & College, 2008). Component reliability is measured by exterior loading, while internal consistency of variables is measured by composite reliability. A relationship between variables is regarded as normal when its validity and dependability have been demonstrated or satisfied (Peter & Churchill, 1986). Smart PLS 3.0 was used to do a PLS-SEM analysis of a measurement model (Avotra, Chenyun, Yongmin, Lijuan, & Nawaz, 2021; Nawaz, Chen, & Su, 2023; Sandra Marcelline et al., 2022). The validity, reliability, and factor loading tests that were run on the items that were used to build a PLS measurement model are shown in Figure 2. An item's internal consistency is measured by Cronbach's alpha, which needs to be at least 0.70 (Xiaolong et al., 2021; Yingfei et al., 2021). For the selected variables, the Cronbach's correlation coefficient alpha and CR values were both greater than 0.70. This proved sufficient reliability and validated convergent validity because the average variance extracted values for discriminant validity were greater than 0.50 (Fornell& Larcker, 1981). For each of the aforementioned metrics, our results showed that Cronbach's alpha, CR, and AVE values of 0.6, 0.7, and 0.5 were appropriate (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014).

4.6 Model Fitness:

Table 7 talks about how well the model fits. It specifically looks at the Saturated Model's Standardized Root Mean Square Residual (SRMR) value. The SRMR value of 0.165 shows a low difference between the real and expected results. This suggests that theory fits properly, just by looking at these numbers. The Saturated Model is a point of comparison for study. The

SRMR score shows that the model works well in expressing links between variables. A smaller SRMR number means a good fit and here, the 0.165 value shows the model matches well with real data.

Table 7: Model Fitness

	Saturated Model
SRMR	0.165

4.7 Direct Path Analysis:

Table 8 and figure 3 shows the findings of the straight line study, mainly about how cultural sensitivity affect visitors purchase intentions with 0.082. The connected p-value is 0.000, which is less than the usual importance level of 0.5. This confirms that this way has a big effect in numbers. Digital storytelling platforms influence perceived cultural value 0.004 with P value is 0.000. Digital storytelling platforms affect visitor engagement 0.046 with P value 0.000. Digital storytelling platforms make significant relationship 0.130 with P value 0.000. Perceived cultural value make negative affect visitor purchase intentions 0.128 with P value 0.117. Travel motivations affect visitor purchase intentions 0.125 with P value 0.014. Visitor Engagement make negative affect visitor purchase intentions 0.128 with P value 0.117.

Table 8: Direct Path Analysis

| Hypothesis	Beta	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Results
Cultural Sensitivity -> Visitor Purchase Intentions	0.392	0.082	4.795	0.000	**Accepted**
Digital Storytelling Platforms -> Perceived Cultural Value	0.949	0.004	221.182	0.000	**Accepted**
Digital Storytelling Platforms -> Visitor Engagement	0.571	0.046	12.417	0.000	**Accepted**
Digital Storytelling Platforms -> Visitor Purchase Intentions	0.634	0.130	4.865	0.000	**Accepted**
Perceived Cultural Value -> Visitor Purchase Intentions	0.201	0.128	1.572	0.117	**Rejected**
Travel Motivations -> Visitor Purchase Intentions	-0.310	0.125	2.474	0.014	**Accepted**
Visitor Engagement -> Visitor Purchase Intentions	0.047	0.079	0.591	0.555	**Rejected**
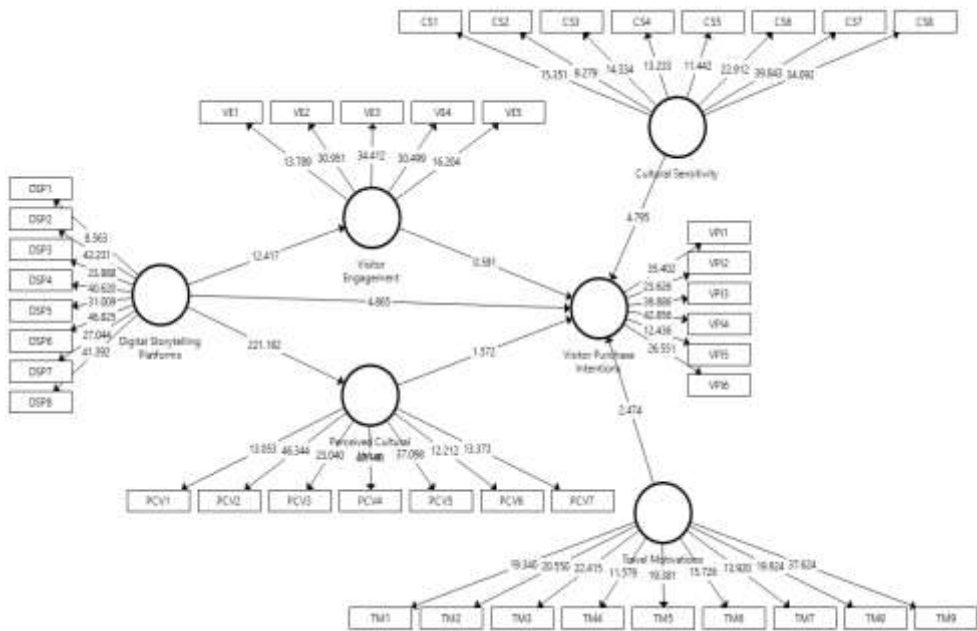
Figure 3: Structural Model

Through PLS-SEM bootstrapping technique, the pathway coefficients of structural model, which show the suggested relationships, were determined to be statistically significant. Research demonstrates that the PLS-SEM evaluation of digital health technologies is a strong indicator of psychological wellness. Figure 3 which exhibit the evaluation results and pathway correlations for the hypotheses, provide more details on this discovery.

4.8 Moderation Analysis:

Table 9 and figure 4 shows the findings of an analysis where we looked at how cultural sensitivity and travel motivation together affected visitors purchase intentions. The number 0.060 for the word mix of TM*PCV -> visitor purchase intentions is different from other numbers in a meaningful way (p-value = 0.170), with a t-value of 1.349. Furthermore, the interaction term for VE*SC -> visitor purchase intentions has a beta coefficient of -0.029 and is also statistically significant with a value of 0.762 on the t-test and p-value at 0.446.

Table 9: Moderation Analysis

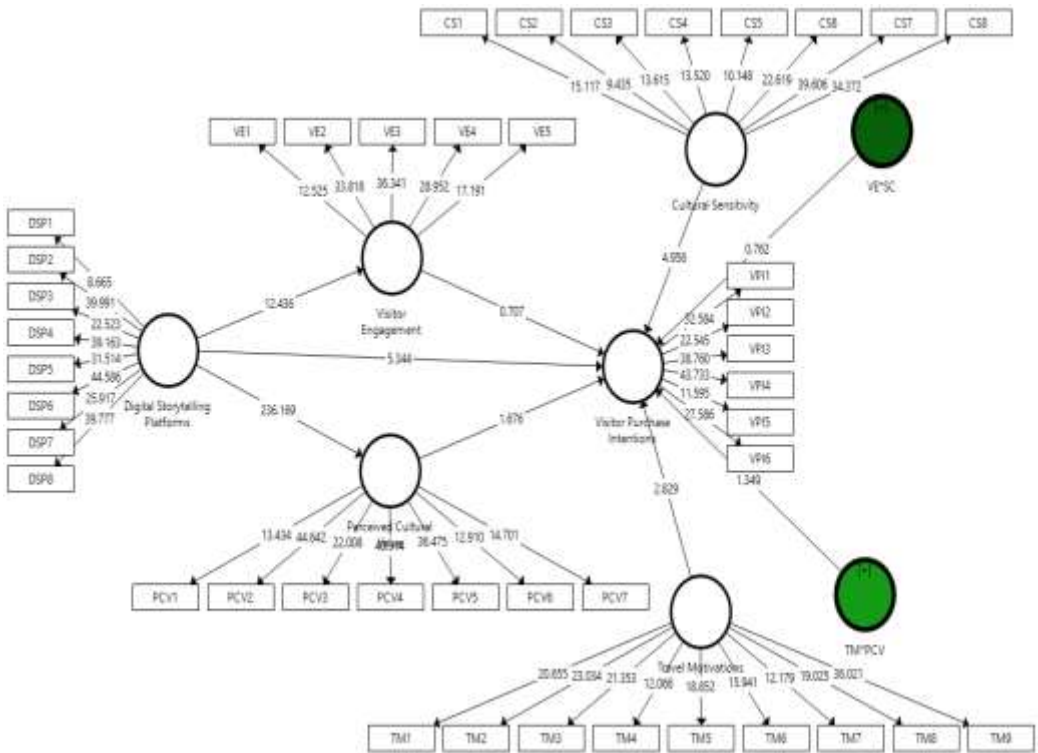| Hypothesis	Beta	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Results
TM*PCV -> Visitor Purchase Intentions	0.060	0.044	1.349	0.178	**Rejected**
VE*SC -> Visitor Purchase Intentions	-0.029	0.038	0.762	0.446	**Rejected**

Figure 4: Moderation Analysis

Discussion

This research deconstructs the complex relationships that exist between digital storytelling and tourist interaction in the context of cultural tourism. The results clearly show that interactive, immersive stories have a significant impact and stimulate increased visitor engagement. Digital platforms have evolved as potent tools to fascinate people by skillfully fusing storytelling with cutting-edge technologies like artificial intelligence. The correlation between fascinating stories and actively participating tourists underscores a paradigm change in the dissemination and absorption of cultural stories, highlighting the critical role that digital storytelling plays in establishing deep ties between tourists and the cultural fabric of places.

Tourism is a developing business that is likely to expand much more in the coming years. Even though tourism benefits a host location in many ways, the rising popularity of tourism and travel places a greater burden on our ecosystem. A change towards more sustainable visitors practices will so benefit the ecosystem. Sustainable tourism is gaining popularity in the sector (Hedlund & Hedlund, 2011). The availability of technology in the form of e-tourism aids in the dissemination of tourism-related information. If an internet connection is available, tourists may quickly look for information online at any time and from any location. Information can be obtained through

community-disseminated sites and visitors apps, such as personal blogs, social media, or public sites such as local government websites. This information was required to be broadcast in such media in order to improve perceived formativeness and raise travelers' intent to take the trip (Panadea, Handayani, & Pinem, 2017). The degree of congruence between visitors' expectations and the environmental settings of the trip delivering particular activities that can match these needs determines tour quality. As a result, in such instances, travel expectations may have a detrimental impact on trip quality. Visitors motives, on the other hand, are influenced by previous visitors' experiences or opinions of China. Because visitor image influences tour quality (Lee, Jeon, & Kim, 2011).

Upon closer inspection, the statistics reveal a complex environment influenced by differences in population. In cultural tourism, age, gender, nationality, and educational attainment become important factors that subtly influence how visitors react to digital storytelling. The study's identification of these differences provides destination managers and marketers with a compass by providing insights on how to craft digital storytelling content that speaks to the unique needs and tastes of various audience segments. This demographic navigation is a calculated step to guarantee inclusivity, relevance, and resonance with the diverse range of tourists on cultural travels, not just a segmentation exercise. The study's primary focus is on the significant influence of cultural sensitivity on the attitudes and actions of tourists. The study emphasizes that users who are sensitive to cultural cues present in digital storytelling experiences not only interact more deeply but also are more likely to make favorable purchasing decisions. This discovery presents cultural sensitivity as the pivot, the nuanced yet transformational force that allows visitors from a variety of cultural backgrounds to interact with digital tales. To fully realize the promise of cultural tourism and create an atmosphere where tourists are engaged in the rich narratives that

places weave, it is imperative to acknowledge and incorporate cultural sensitivity into digital storytelling methods. Essentially, the discourse of the study reveals a story of its own, one that is relevant to the changing terrain of cultural tourism, where digital storytelling appears not only as a medium but also as a transformative agent, molding interactions, swaying opinions, and cultivating an intense bond between guests and the diverse cultural fabric of travel destinations. Numerous studies have evaluated the idea of loyalty as a component of corporate success, while research in the creative tourism industry is limited. A creative tourism attraction is one in which guests participate in the attraction (Suhartanto, Brien, Primiana, Wibisono, & Nyoman, 2019).

Conclusion:

This study is the coda to a thorough investigation into how visitor purchase intentions are affected by digital storytelling. It is the crescendo in the cultural tourism symphony. Immersion storytelling, artificial intelligence, and cultural awareness come together to provide a perfect combination that goes beyond what is typically associated with tourism. When the curtain closes on our inquiry, the echoes confirm that digital storytelling is a transformative force that does more than just use technology; it creates a dance between tourists and the colorful cultural histories of destinations. This research provides insight into both the current situation and the future, when the skillful combination of storytelling and technology ushers in a new era of cultural interactions and strong visitor relationships. Stereotypes must be avoided because cultural sensitivities need to value discrimination and originality among cultural groups. Developing the attitudes, abilities, and information needed for constructive interaction in different cultural contexts is an important component of promoting cultural competence. It is important to be flexible because it enables people to adjust to

different social standards, cultural expectations and practices. By adapting services, relationships and communication according to the needs and expectations of visitors from different cultural backgrounds, cultural tourism experts can improve the quality of visitor experiences. The results urge trailblazers in cultural tourism to take action when the last curtain falls. Digital storytelling is going to take center stage in this reinvention of methods, immersing visitors in stories that cut across boundaries, speak to a diverse audience, and pulse with cultural sensitivity. This is an invitation to create digital stories that capture and resound beyond pixels, leaving a lasting impression on the hearts and minds of cultural explorers. It is not a denouement, but rather an overture. Now that the spotlight is fading, it is up to destination managers, marketers, and storytellers to take charge and create stories that will drive cultural tourism into a future in which every interaction is a symphony and every visitor is a part of the rich tapestry of international cultural exploration.

Implication:

Destination managers and marketers can boost the influence of digital storytelling on cultural tourism by utilizing the practical implications of this study. In order to meet the changing demands of cultural tourists, strategic optimization entails developing immersive, culturally appropriate narratives, applying AI, and guaranteeing interactivity. Understanding the differences in demographics requires that digital storytelling be customized across different audience segments, guaranteeing inclusion and relevance. There is an emphasis on adding cultural sensitivity to strategies when respecting regional norms and traditions when creating content. By keeping an eye on the long term, destination stakeholders can foster loyalty and create lasting partnerships through satisfying digital experiences. Last but not least maintaining a competitive edge in the changing

field of cultural tourism requires continued innovation in digital storytelling techniques that successfully navigate travel destinations provides a means to attract and engage the audience.

Through the development of digital tourism theory, increased cultural sensitivity frameworks, and the provision of interdisciplinary insights into technology and narrative integration. The theoretical implications of this study make substantial contributions to the academic landscape. To accommodate a range of priorities within cultural tourism, research enhances the theoretical framework and improves the demographic influence model. Furthermore, it emphasizes the revolutionary quality of digital storytelling competitions to establish lasting connections between places and travelers‹ Spreads over concepts of constant engagement and loyalty. Together, these ideological contributions broaden our understanding of the complex relationship between cultural tourism and digital storytelling and these provide a solid foundation for upcoming studies and theoretical developments in the developing topic of tourism studies.

Limitations:

Through the development of digital tourism theory, increased cultural sensitivity frameworks, and the provision of interdisciplinary insights into technology and narrative integration. The theoretical implications of this study make substantial contributions to the academic landscape. To accommodate a range of priorities within cultural tourism, research enhances the theoretical framework and improves the demographic influence model. Furthermore, it emphasizes the revolutionary quality of digital storytelling competitions to establish lasting connections between places and travelers, spreads over concepts of constant engagement and loyalty. Together, these ideological

contributions broaden our understanding of the complex relationship between cultural tourism and digital storytelling and these provide a solid foundation for upcoming studies and theoretical developments in the developing topic of tourism studies.

Several directions can be taken in future studies to further deepen our understanding of the complex interrelationship between digital storytelling and cultural tourism. First‹ broadening the demographic scope to include a wide range of ages and cultural backgrounds will yield a more thorough understanding of the ways in which different audience groups accept for digital storytelling. Longitudinal research can also be done to find out how digital storytelling affects business and visitor loyalty over the long term. This will provide insight into the long-term benefits of immersive stories. Content producers,

destination managers and understanding the approach of technology developers helps to create a comprehensive understanding of the possibilities and difficulties associated with implementing good digital storytelling tactics Will. To gain deeper insight into the specific dynamics of the platform, further research on various digital platforms (such as social media, augmented reality and virtual reality) can evaluate the exact effects on the visitor's behavior and feedback. Finally, considering how fast technology is evolving, it is important to conduct continuous research to keep up with new developments and trends. This will guarantee that digital storytelling techniques used in future cultural tourism are innovative, timely and attractive to a wide range of international audiences.

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