

The Role of Digital Innovation in Creating Quality Tourism Experiences at Tourism Destinations in Kampar Regency, Indonesia

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ABSTRACT

Digital innovation has become an important factor in improving tourism services and creating quality tourism experiences. This study aims to analyze the role of digital innovation in creating quality tourism experiences at tourism destinations in Kampar Regency, Indonesia. A quantitative approach was employed using a survey of 120 tourists who visited selected tourism destinations in Kampar Regency. Data were collected through a questionnaire using a five-point Likert scale and analyzed using descriptive statistics, Pearson correlation, and simple linear regression. The results showed that digital innovation was categorized as good (mean = 4.12), while the quality of tourism experience was also categorized as good (mean = 4.18). Pearson correlation analysis revealed a strong positive relationship between digital innovation and tourism experience ($r = 0.721$, $p < 0.001$). The simple linear regression analysis indicated that digital innovation had a significant positive effect on the quality of tourism experience ($t = 11.42$, $p < 0.001$), with an R^2 value of 0.520. This indicates that digital innovation explained 52.0% of the variation in tourists' experiences, while the remaining 48.0% was influenced by other factors. The findings demonstrate that the utilization of digital information, social media, digital navigation, online services, digital payment systems, and interactive tourism platforms can improve accessibility, convenience, engagement, and tourist satisfaction. Therefore, strengthening digital innovation should become an important strategy for tourism destination managers and local government in Kampar Regency to create more accessible, interactive, satisfying, and competitive tourism experiences.



INTRODUCTION

The rapid development of digital technology has transformed the tourism industry by changing the way tourists search for information, plan trips, interact with destinations, access tourism services, and evaluate their travel experiences. Digital innovation has therefore become an important component of contemporary tourism development. The evolution from e-tourism toward smart tourism has encouraged destinations to integrate information and communication technologies, mobile technologies, social media, Internet of Things, artificial intelligence, virtual reality, and data-driven services into the tourism ecosystem (Hamid et al., 2021). Smart tourism is not simply concerned with adopting new technologies but with connecting digital and physical environments to create greater value for tourists and tourism stakeholders.

The development of smart tourism has strengthened the relationship between technology and tourist experience. Smart tourism destinations utilize interconnected technologies to provide information, facilitate interaction, improve accessibility, support decision-making, and create value throughout the tourist journey. Recent research indicates that smart tourism destinations are increasingly characterized by technological infrastructure, innovation, accessibility, sustainability, governance, collaboration, and tourism experience (Alsharif et al., 2024; Vaz et al., 2025). Moliner-Tena et al. (2026) further argue that technology should not be considered the ultimate objective of a smart destination. Rather, technology should be strategically integrated into a service ecosystem to identify tourist needs and facilitate value co-creation throughout the tourist journey.

Digital innovation can improve various dimensions of the tourist experience. Digital information allows tourists to obtain destination information quickly and conveniently, while mobile applications and online platforms can facilitate navigation, reservations, communication, and transactions. Technology can also enable personalized recommendations based on tourists' preferences and behavioral information. According to Anh et al. (2024), important technology attributes associated with smart tourism experiences include information, accessibility, interactivity, personalization, and security. These attributes enable tourists to obtain relevant information, interact with tourism providers, and receive services that are more closely aligned with their individual needs.

The positive contribution of digital technology to tourism experiences is also supported by empirical evidence. Sustacha et al. (2023), through a meta-analysis, found that smart technology has a positive effect on tourism experiences, with informativeness and interactivity identified as particularly influential attributes. Their findings indicate that technology creates value for tourists through at least three interrelated mechanisms: first, technology enhances the availability and accessibility of tourism information, enabling tourists to obtain accurate, relevant, and timely information about destinations, attractions, facilities, routes, and services before and during their visit; second, technology facilitates interaction and communication between tourists and destination stakeholders, including tourism managers, service providers, and local communities, thereby allowing tourists to ask questions, provide feedback, and co-create their experiences; and third, technology increases the convenience and efficiency of tourism transactions and navigation, such as

through online reservations, digital maps, and mobile applications, which reduces uncertainty and effort during the tourist journey. These mechanisms collectively contribute to a more informative, interactive, and satisfying tourism experience. However, the same findings also reveal that security and privacy concerns can negatively affect the tourism experience, indicating that successful digital innovation requires not only technological availability but also trust and responsible data management.

Tourist satisfaction is another important outcome associated with digital innovation. A recent systematic review by Yap et al. (2025), which examined 88 studies on smart tourism technologies and tourist satisfaction, identified technological, social, psychological, behavioral, economic, and destination-related factors as important antecedents of satisfaction. The review also highlighted attributes such as personalization, accessibility, informativeness, and interactivity as important elements in understanding tourists' responses to smart tourism technologies. Thus, digital innovation can contribute to a quality tourism experience when tourists perceive digital services as useful, accessible, informative, interactive, and relevant to their travel needs.

The importance of digital innovation is particularly evident in destinations that possess diverse tourism resources but need stronger mechanisms for information dissemination, promotion, accessibility, and tourist engagement. Kampar Regency, Riau, is characterized by a wide range of tourism resources, including natural, cultural, historical, religious, recreational, and adventure destinations. The regional tourism development plan identifies several tourism development areas, including urban tourism, artificial and natural tourism, cultural tourism, heritage tourism, and nature-based tourism. Destinations include Ulu Kasok, Candi Muara Takus, Air Terjun Gulamo, Rimbang Baling, Koto Mesjid, Pulau Belimbing, and other attractions distributed across Kampar Regency.

The increasing importance of digitalization in Kampar's tourism sector can also be observed from local initiatives. The official website of the Kampar Tourism and Culture Office provides digital tourism information and recognizes the need for real-time communication channels in response to increasingly mobile communities. Previous research in Kampar has also demonstrated the relevance of digital technology to tourism development. Arribe (2018), for example, developed a smart tourism application using geographic information systems to facilitate the identification and location of ecotourism sites in Kampar. Similarly, research on Agro Nadiin in Tambang District found that tourists obtained information about the destination through digital platforms such as Instagram and Facebook, indicating the role of digitalization in influencing tourist visits (Novri et al., 2021).

Other local studies further demonstrate the potential of digital technology in supporting tourism promotion and destination development in Kampar. Research on tourism promotion by the Kampar Tourism and Culture Office found that the use of more varied digital media and self-managed websites was needed to expand the speed and coverage of tourism information. Meanwhile, research on Kopu Rafting in Koto Kampar Hulu identified digital marketing activities such as creating attractive content, sharing information, building relationships with visitors, and developing online communities as part of destination promotion. These findings indicate that digital



technology is already becoming part of tourism development practices in Kampar, although its implementation and impact on tourists' actual experiences require further investigation.

The potential for digital tourism development is also evident in other destinations in Kampar. A recent digital tourism development initiative in Bandur Picak, Koto Kampar Hulu, emphasized the use of digital tourism strategies to address limited promotion and tourism infrastructure challenges. In addition, the development of digital promotional media such as virtual tours has been explored for tourism destinations in Riau, including several sites in Kampar, demonstrating the potential of immersive technology to provide tourists with more interactive destination information. These developments suggest that Kampar has both substantial tourism resources and an emerging digital tourism ecosystem.

Nevertheless, the availability of digital platforms does not automatically guarantee a high-quality tourism experience. Digital innovation needs to be evaluated from the perspective of tourists who directly interact with digital tourism services during their journey. Accessibility, information quality, interactivity, personalization, convenience, and security may determine whether digital technology actually improves tourists' perceptions and satisfaction. This distinction is important because a destination may have digital platforms and promotional media but still fail to provide an integrated, user-oriented, and satisfying digital experience.

Although previous studies have examined smart tourism technologies, digital marketing, and tourism development, empirical evidence specifically examining the relationship between digital innovation and the quality of tourism experiences in Kampar Regency remains limited. Existing studies in Kampar have tended to focus on digital promotion, smart tourism applications, visitor decision-making, or the development of specific tourism destinations rather than measuring the extent to which digital innovation contributes to tourists' overall experience. This creates an important research gap, particularly concerning the perceptions of tourists who directly experience digital services at tourism destinations in Kampar Regency.

Therefore, this study examines the role of digital innovation in creating quality tourism experiences at tourism destinations in Kampar Regency, Indonesia. Specifically, the study aims to identify the level of digital innovation perceived by tourists, assess the quality of tourism experiences, and analyze the relationship and effect of digital innovation on tourism experience. By using empirical data collected from tourists, this study provides evidence regarding whether digital innovation contributes significantly to the creation of a quality tourism experience. The findings are expected to provide practical implications for tourism destination managers and local government in strengthening digital infrastructure, improving tourism information services, developing interactive digital platforms, and designing tourist-oriented innovations that can increase satisfaction, engagement, revisit intention, and destination competitiveness.

METHODS

This study employed a quantitative approach using a survey design to examine the role of digital innovation in creating quality tourism experiences at tourism destinations in Kampar Regency, Indonesia. The study involved 120 tourists who had visited selected tourism destinations in Kampar Regency. Data were collected using a structured questionnaire with a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

The Digital Innovation variable was measured through indicators including digital information accessibility, informativeness, interactivity, digital navigation, online services, digital payment, and interactive tourism platforms, referring to the smart tourism literature (Gretzel et al., 2015; Anh et al., 2024). The Quality Tourism Experience variable was measured through tourists' perceptions of convenience, engagement, satisfaction, and overall experience, based on the concept of technology-enhanced tourism experiences (Neuhofer et al., 2012; Tussyadiah, 2014).

Data were analyzed using descriptive statistics, Pearson product-moment correlation, and simple linear regression. Descriptive statistics were used to determine the level of Digital Innovation and Quality Tourism Experience. Pearson correlation was used to examine the relationship between the two variables, while simple linear regression was used to determine the contribution of Digital Innovation to Quality Tourism Experience. Statistical significance was assessed at the 0.05 level, and R^2 was used to determine the proportion of variation in Quality Tourism Experience accounted for by Digital Innovation.

RESULTS

1. Characteristics of Respondents

This study involved 120 tourists who had visited tourism destinations in Kampar Regency, Indonesia. The respondents were selected based on their experience visiting tourism destinations and using digital information or tourism services. The characteristics of respondents were described based on gender and age.

Table 1. Characteristics of Respondents (n = 120)

Characteristics	Categories	Frequency (n)	Percentage (%)
Gender	Male	52	43.3
	Female	68	56.7
Age	17–25 years	48	40.0
	26–35 years	37	30.8
	36–45 years	23	19.2
	>45 years	12	10.0
Total		120	100.0



Table 1 shows that the majority of respondents were female, accounting for 68 respondents (56.7%), while male respondents accounted for 52 respondents (43.3%). In terms of age, respondents aged 17–25 years represented the largest group, with 48 respondents (40.0%), followed by those aged 26–35 years with 37 respondents (30.8%). Respondents aged 36–45 years accounted for 23 respondents (19.2%), while those over 45 years represented 12 respondents (10.0%). Overall, 70.8% of respondents were aged 17–35 years, indicating that the sample was predominantly composed of younger tourists.

2. Descriptive Analysis of Research Variables

Descriptive analysis was conducted to determine respondents' perceptions of Digital Innovation and Quality Tourism Experience. Both variables were measured using a five-point Likert scale.

Table 2. Descriptive Statistics of Research Variables

Variable	Mean	Category
Digital Innovation (X)	4.12	Good
Quality Tourism Experience (Y)	4.18	Good

The results show that Digital Innovation obtained a mean score of 4.12, indicating a good perception among tourists. This finding suggests that respondents generally perceived the digital information and tourism services available at the destinations as useful in supporting their tourism activities. Digital platforms, online information, navigation services, social media, and other technology-based services were perceived as supporting accessibility and convenience during visits.

Meanwhile, Quality Tourism Experience obtained a mean score of 4.18, which was also categorized as good. This indicates that tourists generally perceived their experiences positively in terms of convenience, engagement, satisfaction, and overall experience. The higher mean score for Quality Tourism Experience compared with Digital Innovation indicates that tourists' overall experiences were slightly more positive than their perceptions of the digital innovation available at the destinations.

3. Comparison of Variable Mean Scores

A comparison of the mean scores indicates that Quality Tourism Experience recorded a slightly higher score than Digital Innovation. The mean difference between the two variables was 0.06 points, with Quality Tourism Experience scoring 4.18 and Digital Innovation scoring 4.12. Although the difference was relatively small, both variables remained within the good category.

This result indicates that tourists generally experienced a positive tourism experience while also perceiving the use of digital technologies at tourism destinations positively. The relatively high scores for both variables provide an initial indication of a positive association between the availability and use of digital innovation and tourists' experiences.

4. Pearson Correlation Analysis

Pearson Product-Moment correlation analysis was conducted to determine the direction and strength of the relationship between Digital Innovation and Quality Tourism Experience.

Table 3. Pearson Correlation Analysis

Variables	r	p-value	Relationship
Digital Innovation – Quality Tourism Experience	0.721	<0.001	Strong positive

The results show a strong positive relationship between Digital Innovation and Quality Tourism Experience, with a correlation coefficient of $r = 0.721$ and a significance level of $p < 0.001$. Since the p-value is lower than 0.05, the relationship is statistically significant. The positive coefficient indicates that higher perceptions of digital innovation tend to be accompanied by higher perceptions of tourism experience.

The correlation coefficient of 0.721 also indicates that the relationship between the two variables is relatively strong. Therefore, the results provide empirical evidence that digital innovation is closely associated with the quality of tourism experiences among visitors to tourism destinations in Kampar Regency.

5. Simple Linear Regression Analysis

Simple linear regression analysis was conducted to further examine the contribution of Digital Innovation to Quality Tourism Experience.

Table 4. Simple Linear Regression Analysis

Statistic	Value
R	0.721
R²	0.520
t-value	11.42
p-value	<0.001

The regression results indicate a positive and statistically significant contribution of Digital Innovation to Quality Tourism Experience. The t-value of 11.42 with a p-value of <0.001 indicates that the regression coefficient is statistically significant at the 5% significance level. Therefore, the hypothesis proposing a positive relationship between Digital Innovation and Quality Tourism Experience is supported.

The coefficient of determination ($R^2 = 0.520$) indicates that Digital Innovation statistically accounts for 52.0% of the variance in Quality Tourism Experience within the regression model. The remaining 48.0% may be associated with other factors not examined in this study, including



destination facilities, service quality, physical accessibility, price, destination attractiveness, environmental conditions, and tourist characteristics.

6. Hypothesis Testing

The hypothesis testing results demonstrate that Digital Innovation has a statistically significant positive relationship with Quality Tourism Experience. The obtained t-value of 11.42 is accompanied by a significance level of $p < 0.001$, which is below the predetermined significance level of 0.05. Thus, the null hypothesis is rejected and the research hypothesis is supported.

These findings indicate that improvements in digital innovation are statistically associated with improvements in tourists' perceived quality of experience. The result is consistent with the descriptive findings, in which both Digital Innovation and Quality Tourism Experience obtained relatively high mean scores.

7. Summary of Main Findings

Overall, the results demonstrate three main findings. First, the respondents generally perceived Digital Innovation positively, as reflected by a mean score of 4.12. Second, Quality Tourism Experience was also positively perceived, with a mean score of 4.18. Third, Pearson correlation and regression analyses demonstrated a statistically significant and strong positive relationship between the two variables ($r = 0.721$; $p < 0.001$), with Digital Innovation accounting for 52.0% of the variance in Quality Tourism Experience.

These findings provide empirical evidence that digital innovation is an important component associated with the creation of quality tourism experiences in Kampar Regency. Digital information, online services, navigation, interactive communication, and other digital tourism facilities may contribute to making tourists' activities more accessible, convenient, and engaging. However, because 48.0% of the variance remains unexplained, the quality of tourism experiences is also likely to be influenced by factors beyond digital innovation.

DISCUSSION

This study examined the role of digital innovation in creating quality tourism experiences at tourism destinations in Kampar Regency, Indonesia. The findings demonstrate that digital innovation is positively associated with and significantly influences the quality of tourists' experiences. Overall, the results indicate that the use of digital technologies in tourism destinations has become an important factor in supporting tourists throughout their travel journey, from accessing information before the visit to interacting with destinations during and after their visit.

1. Digital Innovation in Tourism Destinations

The descriptive findings show that Digital Innovation obtained a mean score of 4.12, which falls within the good category. This result indicates that tourists generally have positive perceptions of the availability and use of digital innovation at tourism destinations in Kampar Regency.

Respondents perceived digital tourism services as relatively accessible, informative, interactive, personalized, and secure.

This finding suggests that digital technologies have become an important part of the tourism experience. Tourists increasingly rely on digital platforms to obtain information about tourism destinations, including location, attractions, accessibility, facilities, travel routes, activities, and other tourism services. The availability of social media, online information platforms, digital maps, and communication technologies can reduce information gaps between tourists and tourism destination managers.

The positive perception of digital innovation is particularly relevant considering that the majority of respondents were young tourists aged 17–25 years (40.0%), followed by tourists aged 26–35 years (30.8%). These two age groups accounted for 70.8% of the total respondents. This demographic profile suggests that most respondents belonged to productive-age groups that are generally familiar with smartphones, social media, digital maps, and other technology-based services. Therefore, digital innovation may have a significant role in shaping their expectations and experiences when visiting tourism destinations.

However, the mean score of 4.12 also indicates that digital innovation has not yet reached an excellent level. Although tourists generally perceived digital services positively, there is still room for improvement. Tourism stakeholders in Kampar Regency need to strengthen the quality, accessibility, interactivity, and integration of digital tourism services. The development of digital innovation should not be limited to the existence of social media accounts or websites but should focus on providing useful, reliable, and user-oriented services.

2. Quality of Tourism Experiences

The Quality Tourism Experience variable obtained a mean score of 4.18, which was also categorized as good. This finding indicates that tourists generally experienced convenience, engagement, satisfaction, memorable experiences, and positive intentions toward revisiting tourism destinations in Kampar Regency.

The slightly higher mean score for Quality Tourism Experience compared with Digital Innovation suggests that tourists' overall experiences were positively evaluated. This indicates that the tourism experience is influenced not only by digital services but also by other aspects of the destination, including natural attractions, cultural uniqueness, hospitality, destination facilities, accessibility, and interactions with local communities.

The positive perception of tourism experience is important because quality experiences can influence tourists' future behavioral intentions. Tourists who experience convenience, satisfaction, and memorable moments are more likely to revisit a destination and recommend it to others. In the digital tourism environment, positive experiences can also encourage tourists to share photographs, videos, reviews, and recommendations through social media platforms. This process can strengthen destination visibility and indirectly contribute to tourism promotion.



Nevertheless, the results also show that quality tourism experience cannot be separated from the development of digital services. As tourists increasingly use technology throughout their travel activities, digital innovation can influence how tourists perceive the convenience, accessibility, and overall quality of a destination.

3. The Relationship Between Digital Innovation and Quality Tourism Experience

The Pearson correlation analysis showed a strong positive relationship between Digital Innovation and Quality Tourism Experience, with a correlation coefficient of $r = 0.721$ and a significance level of $p < 0.001$. This result indicates that improvements in digital innovation are strongly associated with improvements in the quality of tourists' experiences.

The strong positive relationship demonstrates that tourists who perceive digital services more positively also tend to report better tourism experiences. In practical terms, when tourists can easily access destination information, obtain clear directions, communicate with tourism providers, and use technology-based services, their travel experience is likely to become more convenient and satisfying.

This finding supports the perspective of Smart Tourism Theory, which emphasizes the integration of digital technologies, information, infrastructure, and stakeholders in improving tourism experiences. Digital technology allows tourism destinations to become more responsive to tourists' needs by facilitating faster access to information and services. In the context of Kampar Regency, digital innovation can therefore function as a bridge between tourists and tourism destinations.

The strong correlation also suggests that digital innovation is becoming increasingly important throughout the tourist journey. Before visiting a destination, tourists use digital platforms to search for information and plan their trips. During the visit, they may use digital maps, social media, online information, and communication platforms. After visiting, tourists can share their experiences and provide feedback through digital channels. Consequently, digital innovation contributes to the tourism experience across multiple stages rather than functioning only as a promotional tool.

4. The Effect of Digital Innovation on Quality Tourism Experience

The regression analysis provides further evidence regarding the importance of digital innovation. The results show that Digital Innovation has a positive and statistically significant effect on Quality Tourism Experience, as indicated by a t -value of 11.42 and a p -value of less than 0.001. Therefore, the research hypothesis proposing that digital innovation positively and significantly affects quality tourism experience is supported.

This result indicates that digital innovation is not merely associated with tourism experience but has a significant contribution to explaining variations in the quality of tourists' experiences. When tourism destinations provide more accessible, informative, interactive, personalized, and

secure digital services, tourists are more likely to experience greater convenience, engagement, and satisfaction.

The finding can be interpreted using the Technology Acceptance Model (TAM). According to TAM, technology is more likely to be adopted when users perceive it as useful and easy to use. In the tourism context, digital innovation contributes positively to tourism experience when tourists believe that digital services provide practical benefits. For example, tourists may perceive digital platforms as useful when they help them find destination locations, obtain accurate information, identify available facilities, plan activities, and communicate with tourism service providers.

Ease of use is also important in explaining the positive effect of digital innovation. Digital services should be simple, accessible, and understandable for different groups of tourists. When tourists can easily access and use digital platforms, technology can reduce the effort and time required during travel activities. This increased convenience can subsequently contribute to a higher-quality tourism experience.

Therefore, the findings suggest that tourism destinations should not focus exclusively on adopting advanced technology. The usefulness and ease of use of technology are equally important. Digital platforms that are technologically sophisticated but difficult to access may not provide significant benefits to tourists. Conversely, simple and practical digital services that respond directly to tourists' needs may create greater value.

5. The Contribution of Digital Innovation to Tourism Experience

The coefficient of determination in this study was $R^2 = 0.520$, indicating that Digital Innovation explains 52.0% of the variation in Quality Tourism Experience. This represents a substantial contribution and confirms that digital innovation is an important factor in creating quality tourism experiences in Kampar Regency.

The finding demonstrates that more than half of the variation in tourists' experiences can be statistically associated with differences in digital innovation. This highlights the strategic importance of digital transformation for tourism destination development. Tourism stakeholders should therefore consider digital innovation not only as a supporting activity but also as an important component of destination competitiveness and service quality.

However, the remaining 48.0% of the variation in Quality Tourism Experience is explained by other factors not included in this study. Tourism experiences are multidimensional and can be influenced by destination attractiveness, service quality, physical infrastructure, accessibility, facilities, environmental conditions, prices, safety, hospitality, and interactions with local communities.

This finding is important because it demonstrates that digital innovation alone cannot fully determine the quality of tourism experiences. Although technology plays a substantial role, tourists still evaluate their experiences based on their direct interactions with the physical and social environment of a tourism destination. Therefore, digital innovation should be integrated with improvements in destination management, infrastructure, service quality, and tourism resources.



6. Information and System Quality in Creating Tourism Experiences

The findings can also be explained using the Information Systems Success Model. This model emphasizes the importance of information quality and system quality in influencing user satisfaction and outcomes. In tourism destinations, tourists depend on digital information to make decisions and navigate their travel experiences.

High-quality digital information should be accurate, relevant, complete, timely, and reliable. If tourists receive accurate information about tourism destinations, facilities, prices, accessibility, activities, and operating conditions, they can make better decisions and experience less uncertainty. This can reduce the gap between tourists' expectations and their actual experiences.

Similarly, system quality is essential for ensuring that digital services contribute positively to tourism experiences. Digital platforms should be easy to access, responsive, reliable, and compatible with mobile devices. Problems such as outdated information, inaccessible websites, unclear navigation, and delayed responses may reduce tourists' satisfaction.

The positive and significant relationship found in this study therefore indicates that improving the quality of digital information and systems can contribute directly to improving the quality of tourism experiences. For tourism destinations in Kampar Regency, this means that digital transformation should include not only the development of new technologies but also continuous management and evaluation of existing digital services.

7. Implications for Tourism Development in Kampar Regency

The findings have important practical implications for tourism development in Kampar Regency. First, tourism destination managers should strengthen the availability and quality of digital information. Information regarding tourist attractions, locations, routes, facilities, activities, entrance fees, and destination conditions should be accurate and regularly updated.

Second, tourism stakeholders should improve the accessibility and usability of digital services. Mobile-based platforms are particularly important because tourists frequently use smartphones during travel. Digital tourism services should therefore be designed with simple navigation, clear information, and practical features that directly support tourists' needs.

Third, social media should be managed not only as a promotional tool but also as an interactive communication platform. Tourism managers can use social media to respond to tourist questions, provide real-time information, collect feedback, and build engagement with visitors.

Fourth, collaboration among local governments, tourism destination managers, tourism businesses, local communities, and technology providers should be strengthened. An integrated digital tourism ecosystem can connect tourism information and services, creating a more seamless experience for tourists.

The development of digital innovation should also be adapted to the characteristics of tourism destinations in Kampar Regency. Digital technology should support the promotion and accessibility of natural, cultural, and community-based tourism resources without reducing their

authenticity. Technology should function as a tool that enhances the tourist experience while maintaining the uniqueness and identity of local destinations.

8. Overall Interpretation

Overall, the findings provide strong evidence that digital innovation plays a significant role in creating quality tourism experiences at tourism destinations in Kampar Regency. The descriptive results show that tourists generally perceive both digital innovation and tourism experiences positively. More importantly, the correlation analysis revealed a strong positive relationship between the two variables ($r = 0.721$, $p < 0.001$), while regression analysis confirmed that digital innovation has a significant positive effect on quality tourism experience ($t = 11.42$, $p < 0.001$).

The R^2 value of 0.520 further demonstrates that digital innovation makes a substantial contribution to explaining the quality of tourists' experiences. These findings support the argument that digital transformation should become an important component of tourism destination development strategies.

The findings also reinforce the theoretical perspectives of Smart Tourism Theory, the Technology Acceptance Model, and the Information Systems Success Model. Smart Tourism Theory explains the role of technology in connecting tourists and tourism stakeholders; TAM explains the importance of perceived usefulness and ease of use; and the Information Systems Success Model emphasizes the importance of information and system quality.

Therefore, creating quality tourism experiences requires more than simply introducing digital technologies. Digital innovation must provide useful, easy-to-use, reliable, informative, interactive, and secure services. At the same time, digital transformation should be integrated with improvements in physical infrastructure, destination services, environmental quality, local community participation, and destination attractiveness.

In conclusion, the results indicate that strengthening digital innovation can be an effective strategy for improving tourist satisfaction and the overall quality of tourism experiences in Kampar Regency. By developing integrated and user-oriented digital services while maintaining the authenticity of local tourism resources, tourism destinations in Kampar Regency can enhance their competitiveness and support sustainable tourism development.

CONCLUSIONS

This study concludes that digital innovation plays a significant role in creating quality tourism experiences at tourism destinations in Kampar Regency, Indonesia. The findings show that tourists generally have positive perceptions of both digital innovation and the quality of their tourism experiences. Digital Innovation obtained a mean score of 4.12, while Quality Tourism Experience obtained a slightly higher mean score of 4.18, indicating that both variables were perceived as good by the respondents.

The statistical analysis revealed a strong and significant positive relationship between Digital Innovation and Quality Tourism Experience ($r = 0.721$, $p < 0.001$). Furthermore, the regression



analysis confirmed that digital innovation has a positive and significant effect on the quality of tourism experiences ($t = 11.42$, $p < 0.001$). The coefficient of determination ($R^2 = 0.520$) indicates that digital innovation explains 52.0% of the variation in Quality Tourism Experience. These findings demonstrate that improvements in digital accessibility, information quality, interactive communication, personalized services, and secure digital services can contribute substantially to improving tourists' convenience, engagement, satisfaction, and overall experience.

The findings support the perspectives of Smart Tourism Theory, the Technology Acceptance Model, and the Information Systems Success Model. Digital innovation contributes to tourism experience quality when technology is useful, easy to use, supported by high-quality information, and delivered through reliable digital systems. Therefore, digital transformation in tourism should not be limited to the adoption of technology but should focus on creating integrated, accessible, user-oriented, and reliable digital services.

From a practical perspective, tourism stakeholders in Kampar Regency should strengthen digital tourism development by improving the quality and accuracy of digital information, expanding the accessibility of technology-based services, enhancing interactive communication with tourists, and developing integrated digital tourism platforms. Collaboration among local governments, destination managers, tourism businesses, technology providers, and local communities is also essential to create a sustainable digital tourism ecosystem.

However, since digital innovation explains 52.0% of the variation in tourism experience, other factors also contribute to the quality of tourists' experiences. Future studies may examine additional variables such as destination attractiveness, service quality, physical infrastructure, accessibility, environmental quality, safety, price, and community involvement. Future research may also involve larger samples and different tourism destinations to provide a broader understanding of the factors influencing quality tourism experiences.

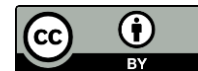
Overall, strengthening digital innovation can serve as an important strategy for enhancing tourist satisfaction, improving destination competitiveness, and supporting sustainable tourism development in Kampar Regency, Indonesia.

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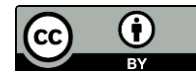


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