

Smart Tourism for Sustainable Destination Development: Insights from Bhutan and India

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Abstract: Smart tourism is increasingly influencing the way destinations allocate their resources and how tourists plan and undertake their travels. However, there is limited knowledge on the use of smart tourism applications by tourists in smaller sustainable destinations. This study explores the determinants of travel behaviour towards adoption of smart tourism in Bhutan by focusing on awareness, attitude and practice pertaining to the KAP framework. The primary data were obtained from in-person interviews with Bhutanese respondents and analysed employing multivariate methods including regression analysis, clustering, structural equation modelling, and discriminant analysis. Different libraries of Python have been used for the analysis part. The study also highlights India's impact as Bhutan's largest tourism market and technology partner, co-operating in digital infrastructure, payment systems, and connectivity that shape smart tourism readiness. The findings provide context-specific insights into behavioural adoption and offer practical guidance for developing a balanced and sustainable smart tourism ecosystem in Bhutan.

Keywords: KAP Model, Bhutan, India–Bhutan Cooperation, Python Program

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