

Digital Competence, Tourism Human Resource Responsiveness, and Tourists' Visit Decisions: The Mediating Role of Tourist Experience Quality in South Sulawesi

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Abstract

This study examines the effects of digital competence and tourism human resource responsiveness on tourists' visit decisions, with tourist experience quality acting as a mediating variable at tourism destinations in South Sulawesi. The analysis follows a simulated dataset representing 125 tourists and four reflective constructs, each measured by five indicators. Structural Equation Modeling based on Partial Least Squares (PLS-SEM) was applied. The measurement model shows outer loadings ranging from 0.795 to 0.926, Cronbach's Alpha from 0.902 to 0.922, Composite Reliability from 0.928 to 0.942, and AVE from 0.721 to 0.764. Discriminant validity is supported by the Fornell-Larcker criterion and cross-loading patterns. In the structural model, digital competence positively affects tourist experience quality ($\beta=0.447$), tourism human resource responsiveness positively affects experience quality ($\beta=0.441$), digital competence positively affects visit decisions ($\beta=0.239$), tourism human resource responsiveness positively affects visit decisions ($\beta=0.252$), and tourist experience quality exerts the strongest positive effect on visit decisions ($\beta=0.471$); all paths are significant at $p<0.001$. The indirect effects of digital competence and tourism human resource responsiveness through experience quality are 0.210 and 0.208, respectively, indicating partial mediation. The R^2 values are 0.494 for tourist experience quality and 0.629 for visit decisions, while SRMR=0.062 and NFI=0.984 provide support for model fit. The findings indicate that digital capability and responsive human service should be managed jointly because both shape the quality of the tourist experience and, through that experience, reinforce visit decisions.

Keywords: *digital competence, tourism human resource responsiveness, tourist experience quality, visit decision*

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INTRODUCTION

Digital transformation is changing the way travelers seek information, make travel plans, make transactions, interact with service providers, and evaluate their post-visit experience. Pencarelli (2020) explains that digitalization has become part of the structural changes in the travel and tourism industry, while Xiang et al. (2015) point out that the internet has become a major channel in the travel planning process. These changes make the quality of technology management inseparable from the quality of destination services. Technology provides information infrastructure, but the value that tourists receive still depends on the ability of humans to operate, explain, adapt, and respond to the needs of tourists through digital channels and direct services.

Digital competence in the workforce does not only refer to the ability to use devices or applications. Oberländer et al. (2020) formulated digital competencies in the workplace as a combination of knowledge, skills, and abilities required to carry out work effectively in a digitalized environment. Cetindamar, Kozanoglu and Abedin (2021) also place employee digital literacy as an organizational ability that allows technology to be truly utilized in the work process. In the tourism industry, the meaning of this competence has become broader because human resources are dealing with tourists who rely on online information, social media, travel applications, reservation systems, navigation, and various forms of digital interaction along the way.

Tourism literature shows that technology can enrich the experience when used to improve informativeness, interactivity, personalization, and ease of travelers. Neuhofer et al. (2012) emphasized that technology can be a means of co-creation of destination experiences, while Gretzel et al. (2015) point out that smart tourism relies on the use of technology and data to generate value for tourists and destinations. The findings of Huang et al. (2017) show that the use of smart tourism technologies in travel planning is related to experience satisfaction, while Jeong and Shin (2020) found that the attributes of smart technology have an effect on experience, satisfaction, and return visit intention. This series of evidence strengthens the importance of the ability of tourism human resources in translating technology into valuable services for tourists.

Beyond digital capabilities, the quality of human interaction still determines tourists' evaluation of destinations. Brady and Cronin (2001) place responsiveness as one of the important characters in the formation of the perception of service quality. Ladhari (2009) shows that responsiveness remains an important dimension in the tradition of measuring service quality. In the tourism industry, Escobar Rivera et al. (2019) found that staff quality, service availability, and customer interaction play a role in the formation of remarkable tourism experiences. Park and Jeong (2019), through a systematic study, also showed that the quality of services in tourism is closely related to tourist satisfaction and behavior. Thus, the ability to respond quickly, precisely, informatively, and helpful is a substantive part of the quality of tourism human resources.

The quality of the traveller experience is an important link between the capacity of the service provider and the decision of the traveller's behavior. Kim et al. (2012) show that memorable travel experiences have a multidimensional structure that can shape travelers' memories and evaluations. Chen and Chen (2010) found that experience quality increases perceived value and satisfaction which then encourages behavioral intentions. Zhang et al. (2018) showed that memorable tourism experiences have a positive effect on revisit intention. The evidence shows that travelers' decisions are not solely born from the promotion or attributes of the destination, but also from the quality of the experience formed during the series of interactions with facilities, technology, information, and human resources.

Travelers' decisions to visit are related to the process of evaluating information, attitudes towards destinations, quality of travel, perceived value, and previous experiences. Chen and Tsai (2007) found that there is a path from destination image to trip quality, perceived value, satisfaction, and behavioral intentions. Jalilvand and Samiei (2012) also proved that electronic word of mouth influences attitudes and intentions of travel to a destination. The findings confirm that visiting decisions are formed through information and

evaluation processes that can be influenced by the quality of digital support and the quality of human service response.

The literature reviewed in this study shows three streams of study that have often run separately. The digital competency study emphasizes the ability of employees to utilize technology; service quality studies emphasize interaction and responsiveness; Meanwhile, the study of tourist experience emphasizes the consequences of experience on tourist behavior. This study integrates the three by placing digital competence and the responsiveness of tourism human resources as two human capacity-based antecedents, the quality of tourist experience as an explanatory mechanism, and the decision to visit as a behavioral output. The differentiator lies in the simultaneous testing of the role of digital competence and human resource responsiveness, not just technology attributes or service quality in aggregate.

The selection of tourist destinations in South Sulawesi as a research area provides space to test the model in destination environments that require synergy between human services and digital support. The study does not claim specific destination characteristics that are not available in the data appendix; The focus of the analysis is directed on the relationships between constructs as formulated in the research model. The purpose of the study is to analyze the influence of digital competence and the responsiveness of tourism HR on tourist decisions to visit, either directly or indirectly through the quality of tourist experience.

CONCEPTUAL FRAMEWORK OF RESEARCH

The research framework is built from the logic that the capacity of tourism human resources works through two main pathways. The first path is digital, which is the ability of HR to utilize technology to provide information, communication, and service support effectively. The second path is interpersonal, namely the ability to respond to the needs of tourists quickly, precisely, and helpfully. Both lines are expected to improve the quality of the traveler's experience and at the same time can influence the decision to visit directly. The quality of the experience is placed as a mediator because the experience is the result of the tourist's evaluation of the entire series of interactions experienced during the trip.

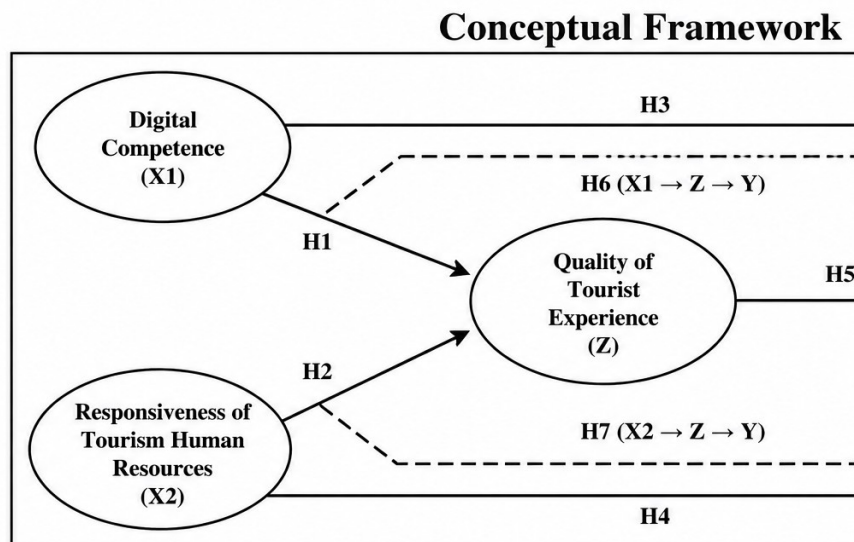


Figure 1. Research Conceptual Framework

Hypothesis Development

Digital Competence on the Quality of Tourist Experience

Digital competence determines the extent to which HR can use technology to produce relevant, accurate, and accessible services. Oberländer et al. (2020) emphasized that digital competence in the workplace includes the ability to apply digital knowledge and skills in completing tasks, while Cetindamar Kozanoglu and Abedin (2021) show that employee digital literacy is a lever for the use of organizational technology. In tourism, technology does not stand alone because its benefits are only felt when information, transactions, communication, and digital assistance can be translated into a smoother experience for tourists.

Neuhofer et al. (2012) show that technology can expand the space of destination experience co-creation, while Jeong and Shin (2020) found that informativeness, interactivity, and personalization in smart tourism technology affect the traveler experience. Based on this relationship, the digital competence of human resources is expected to improve the quality of the experience because human resources who are more digitally capable are able to utilize technology to answer the information and service needs of tourists more effectively. H1: Digital competence has a positive and significant effect on the quality of travelers' experience.

Responsiveness of Tourism HR to the Quality of Tourist Experience

Responsiveness shows the willingness and speed of the service provider in helping customers and handling needs that arise. Brady and Cronin (2001) place responsiveness as an element that contributes to the formation of service quality, while Ladhari (2009) shows that the dimension remains relevant in various service quality measurement applications. In tourism activities, tourist needs often arise directly and situationally so the officer's ability to respond to questions, complaints, changing needs, or requests for assistance can affect the overall evaluation of the destination.

Escobar Rivera et al. (2019) show that service staff, service availability, and customer service interaction play a role in shaping remarkable tourism experiences. The findings provide the basis that the traveler experience is not only shaped by physical facilities, but also by the quality of human responses during service interactions. Thus, the more responsive tourism human resources are, the greater the opportunity for tourists to experience smooth, supportive, and valuable services. H2: The responsiveness of tourism human resources has a positive and significant effect on the quality of tourist experience.

Digital Competence on Tourists' Visiting Decisions

The decision to visit is increasingly influenced by the flow of digital information. Xiang et al. (2015) showed that the internet is an important part of the travel planning process, while Jalilvand and Samiei (2012) found that digital information in the form of electronic word of mouth affects travel attitudes and intentions. At the destination level, the ability of human resources to manage digital information, answer questions through online channels, update information, and use digital service systems can reduce the uncertainty of tourists in the decision-making process.

The relationship between human resource digital competence and visiting decisions in this study is not equated with the influence of technology alone. The argument is that HR competencies determine the quality of technology actualization in services.

Cetindamar Kozanoglu and Abedin (2021) emphasize the role of employees in transforming technology into real work capabilities, while Pencarelli (2020) shows that digitalization has affected the stages before, during, and after the trip. On that basis, digital competence is expected to contribute directly to the confidence of tourists to choose or re-choose destinations. H3: Digital competence has a positive and significant effect on the decision of tourists to visit.

Responsiveness of Tourism HR to Tourists' Decisions to Visit

Responsiveness can influence travelers' decisions because perceived service quality shapes evaluations of service providers and destinations. Park and Jeong (2019) show that service quality is the main theme related to satisfaction and customer behavior in tourism research. Han et al. (2021) also found that the quality of tourism services is positively related to tourist satisfaction and loyalty. When HR can provide quick answers, the right solutions, and convincing assistance, travelers get a signal that the destination is able to meet their service needs.

The decision to visit is an output that involves an assessment of benefits and risks. Responsiveness helps reduce information barriers and service uncertainty, thereby increasing travelers' confidence in destination choices. Brady and Cronin (2001) point out that responsiveness contributes to the perception of service quality, while Escobar Rivera et al. (2019) emphasize the importance of staff and service interaction in the travel experience. Therefore, the responsiveness of human resources is expected to have a direct influence on the decision of tourists to visit. H4: The responsiveness of tourism human resources has a positive and significant effect on the decision of tourists to visit.

Quality of Travelers' Experience on Travelers' Decisions to Visit

A travel experience is an evaluation formed from various stimuli during the trip and leaves cognitive and affective imprints. Kim et al. (2012) identified the dimension of memorable tourism experiences, while Zhang et al. (2018) proved that memorable tourism experiences have a positive effect on revisit intention. The findings suggest that valuable and memorable experiences can be the basis for future travelers' behavior.

Chen and Tsai (2007) show that trip quality, perceived value, satisfaction, and behavioral intentions have sequential relationships in destination evaluation. Chen and Chen (2010) also show that experience quality influences behavioral intentions through perceived value and satisfaction, while Ghorbanzadeh et al. (2021) show that experience quality plays a role in shaping behavioral intentions through several evaluative mechanisms. Based on this evidence, the quality of the experience is estimated to be the main determinant of travelers' decisions. H5: The quality of the traveler's experience has a positive and significant effect on the traveler's decision to visit.

Mediation of Experience Quality on the Influence of Digital Competency on Visit Decisions

The influence of digital competencies on travelers' decisions can theoretically work through the experiences created. Properly managed technology can improve connectivity, access to information, personalization, and service efficiency. Neuhofer et al. (2012) explain that technology allows co-creation of destination experiences, while Huang et al. (2017) show that the use of smart tourism technologies is related to travel experience satisfaction. Jeong

and Shin (2020) also found that the characteristics of smart tourism technology influence the experience and intention of return visits.

On the basis of this series, the digital competence of human resources is expected to strengthen the decision to visit because good digital skills first improve the quality of the experience. This mechanism places experience as an evaluative process that translates the digital capacity of service providers into traveller behavioral responses. H6: Digital competence has a positive and significant effect on tourists' decision to visit through the quality of tourist experience.

Mediation of Experience Quality on the Influence of Tourism Human Resources Responsiveness on Visit Decisions

HR responsiveness can influence travelers' decisions through the quality of the experience because service interactions are a direct part of the travel experience. Escobar Rivera et al. (2019) show that staff, service availability, and interaction with customers contribute to a memorable travel experience. Ali et al. (2018) also found that interaction with staff and service environment affects delight and satisfaction in visitors to tourist parks.

If responsiveness increases travelers' evaluation of the experience, then it can strengthen the decision to choose, recommend, or return to a destination. Zhang et al. (2018) showed that memorable experiences are related to revisit intention, while Chen and Tsai (2007) placed the quality of the trip in a series of evaluations that led to behavioral intentions. H7: The responsiveness of tourism human resources has a positive and significant effect on tourists' decisions to visit through the quality of tourist experience.

Literature Review

Digital competence is a work capacity that allows individuals to use technology effectively, critically, and productively to solve job demands. Oberländer et al. (2020) show that digital competencies in the workplace are multidimensional and involve knowledge, skills, abilities, and behaviors that support the use of technology. Cetindamar Kozanoglu and Abedin (2021) expand this view by placing employee digital literacy as organizational affordance, which is a ability that allows technology to be actualized into real value for the organization. In tourism, digital competence is relevant because tourists use technology at almost all stages of the journey and expect consistent information and assistance between digital channels and physical services.

Tourism HR responsiveness is the ability of human services to act quickly, appropriately, and helpful when tourists need information, assistance, problem-solving, or service adjustments. Brady and Cronin (2001) show that responsiveness is one of the characteristics that strengthens the perception of service quality. Ladhari (2009) emphasized the sustainability of the relevance of responsiveness in measuring service quality. In a tourism industry that relies heavily on interaction, responsiveness serves as a form of quality that tourists immediately feel because it relates to waiting times, certainty of answers, attention to needs, and the ability to handle problems during the visit.

The quality of the traveler's experience differs from the quality of service in a broader sense. Quality of service is primarily related to the evaluation of the service provider's processes and performance, while the quality of the experience includes the psychological consequences of travelers' interactions with destinations. Chen and Chen (2010) show that experience quality has a relationship with perceived value and satisfaction. Kim et al. (2012)

developed the measurement of memorable tourism experiences through dimensions such as hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge. Thus, the quality of the experience can be understood as a comprehensive assessment of how valuable, fun, meaningful, and memorable the series of visits experienced by tourists is.

The decision of tourists to visit is the result of an evaluation process related to information, attitudes, perceived values, quality of travel, and experience. Chen and Tsai (2007) show that destination image has a direct or indirect influence on behavioral intentions through trip quality, perceived value, and satisfaction. Jalilvand and Samiei (2012) show that eWOM can change attitudes towards destinations and travel intentions. The relationship shows that the decision to visit is not a single response to promotion, but the output of the accumulation of information and evaluation of the destination's ability to meet the needs of tourists.

The integration of the four constructs in this study is based on the input-experience-behavior relationship. Digital competence and human resource responsiveness are inputs of human capabilities that have the potential to produce more informative, fast, and appropriate services; the quality of the experience is an evaluation of tourists on the results of the interaction; While the decision to visit is an output of behavior. This model distinguishes between the capabilities of technology at the HR level and the quality of experience at the traveler level so that it can explain more specific mechanisms than models that only test technology, quality of service, or behavioral intent separately.

METHODOLOGY

The study uses a quantitative approach with an explanatory model to test causal relationships between constructs through Structural Equation Modeling based on Partial Least Squares (PLS-SEM). PLS-SEM was chosen because the study tested several latent constructs simultaneously, covering direct influences and mediating effects, as well as assessing the model's explanatory and predictive capabilities. Hair et al. (2019) explain that PLS-SEM is suitable for explanation- and prediction-oriented model analysis, while Henseler et al. (2016) emphasize a separate evaluation between measurement models and structural models.

The attached dataset represents 125 tourist respondents and contains 20 indicators on a Likert scale of 1–5. Digital Competence (X1), Tourism Human Resources Responsiveness (X2), Quality of Tourist Experience (Z), and Visiting Tourist Decision (Y) were each measured by five reflective indicators. The analysis appendix does not contain verifiable information about the target population, sampling techniques, data collection periods, respondent demographic characteristics, and specific destinations where the data was collected. Therefore, this manuscript does not add these details so as not to generate claims that are not supported by the data source.

The evaluation of the outer model was carried out through outer loading, Cronbach's Alpha, Composite Reliability, Average Variance Extracted (AVE), Fornell-Larcker, and cross loading. Hair et al. (2019) recommend outer loading of around 0.70 or more for reflective indicators, composite reliability above 0.70, and AVE above 0.50. The validity of the discriminant was checked by comparing the square root of AVE with the correlation between constructs and ensuring that the loading of the indicator on the origin construct was higher

than its cross loading. Henseler et al. (2015) emphasize that discriminant validity is an important condition before structural relationships are interpreted.

The inner model evaluation was carried out through path coefficients, t-statistic, p-value, bootstrap confidence interval, R^2 , f^2 , and Q^2 . The significance of direct and indirect influences is assessed through bootstrapping. Henseler et al. (2016) recommend the use of bootstrap resampling to assess the significance of path coefficients. Model fit is seen through SRMR, d_ULS, d_G, and NFI as per the criteria listed in the analysis appendix. SRMR below 0.080 is treated as support for approximate model fit, while d_ULS and d_G are assessed by comparing the original values to the bootstrapped's HI95.

RESULTS AND DISCUSSION

Research Results

The analysis follows data in the appendix which contains 125 observations and 20 indicators. Initial examination showed that all indicators had different variations in values and indicators, so there was no identical mean pattern between measurements. Furthermore, an evaluation was carried out on the measurement model, discriminant validity, structural model, mediation effect, and model suitability.

Validity and Reliability Tests

Evaluation of the measurement model showed that all indicators met the convergent validity limits used in the study. Outer loading ranges between 0.795 and 0.926. The lowest value is found in DC3 at 0.795 and the highest value is found at TEQ at 0.926. Since the entire load exceeds 0.70, no indicator needs to be eliminated based on the criteria used. Cronbach's Alpha value of the entire construct is between 0.902 and 0.922, Composite Reliability is between 0.928 and 0.942, while AVE is between 0.721 and 0.764. The value shows internal consistency and strong convergent validity.

Table 1. Convergent Validity and Reliability Tests

Variabel	Item	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Digital Competence (X1)	DC1	0.890	0.909	0.933	0.738
	DC2	0.860			
	DC3	0.795			
	DC4	0.871			
	DC5	0.876			
Tourism Human Resource Responsiveness (X2)	THRR1	0.860	0.919	0.939	0.756
	THRR2	0.890			
	THRR3	0.833			
	THRR4	0.861			
	THRR5	0.903			
Tourist Experience Quality (Z)	TEQ1	0.926	0.922	0.942	0.764
	TEQ2	0.906			
	TEQ3	0.863			
	TEQ4	0.843			
	TEQ5	0.830			
Tourists' Visit Decisions (Y)	TVD1	0.865	0.902	0.928	0.721
	TVD2	0.811			
	TVD3	0.857			
	TVD4	0.882			
	TVD5	0.827			

Source: primary data, 2026

In Digital Competence, the loading indicator is in the range of 0.795–0.890, with Cronbach's Alpha 0.909, Composite Reliability 0.933, and AVE 0.738. In Tourism Human Resource Responsiveness, loading was in the range of 0.833–0.903, with Cronbach's Alpha 0.919, Composite Reliability 0.939, and AVE 0.756. Tourist Experience Quality shows loading 0.830–0.926 with Cronbach's Alpha 0.922, Composite Reliability 0.942, and AVE 0.764. Meanwhile, Tourists' Visit Decisions has a loading of 0.811–0.882, Cronbach's Alpha 0.902, Composite Reliability 0.928, and AVE 0.721. Thus, the four constructs are eligible to proceed to the evaluation of discriminant validity and structural models.

Validitas Diskriminan

The validity of the discriminant based on Fornell-Larcker is fulfilled because the square root of AVE on the diagonal is higher than the correlation of the construct with other constructs. The square root of AVE Digital Competence is 0.859, Tourism HR Responsiveness 0.870, Quality of Tourist Experience 0.874, and Tourist Decision Visiting 0.849. The highest correlation between constructs is the relationship between Traveler Experience Quality and Visiting Traveler Decision of 0.744, which remains lower than the square root of AVE of each construct. Cross loading on the attachment also shows that each indicator has the highest load on its original construct.

Table 2. Validitas Diskriminan Fornell-Larcker

Konstruk	DC	THRR	TEQ	TVD
DC	0.859	0.253	0.559	0.565
THRR	0.253	0.870	0.554	0.573
TEQ	0.559	0.554	0.874	0.744
TVD	0.565	0.573	0.744	0.849

Source: primary data, 2026

Structural Model Evaluation

The R^2 value of Tourist Experience Quality of 0.494 indicates that 49.4% of the variance in experience quality can be explained together by Digital Competence and Tourism HR Responsiveness. The R^2 value of the Tourist Visiting Decision of 0.629 shows that 62.9% of the variance of the visit decision can be explained by Digital Competence, Tourism HR Responsiveness, and Tourist Experience Quality. The Q^2 values of 0.462 for the Quality of Traveller Experience and 0.605 for the Traveller Visitor's Decision are above zero, so the model shows a positive predictive relevance.

The size of the f^2 effect shows a different contribution to each path. Digital Competency to the Quality of Tourist Experience has $f^2=0.369$ and the Responsiveness of Tourism HR to the Quality of Tourist Experience has $f^2=0.360$, which shows a large effect. The Influence of Digital Competency on Visit Decisions has $f^2=0.105$ and Tourism HR Responsiveness to Visit Decisions has $f^2=0.118$, which includes a small effect. Meanwhile, the Quality of Travelers' Experience on Visiting Decisions has $f^2=0.303$, which indicates an intermediate effect and at the same time confirms the position of experience as an important structural determinant.

Table 3. R^2 , Q^2 , and f^2 Structural Models

Endogenous constructs/pathways	R^2	Q^2	f^2
Tourist Experience Quality	0.494	0.462	—
Tourists' Visit Decisions	0.629	0.605	—
DC → TEQ	—	—	0.369

THRR→TEQ	—	—	0.360
DC → TVD	—	—	0.105
THRR→TVD	—	—	0.118
TEQ → TVD	—	—	0.303

Source: primary data, 2026

Pros and Fits of the Model

Model fit is assessed with SRMR, d_ULS, d_G, and NFI. The SRMR value of 0.062 is lower than the limit of 0.080. In bootstrap testing, the original d_ULS of 0.719 was lower than the HI95 of 1.540 and the original d_G of 1.875 was lower than the HI95 of 2.941. The NFI value of 0.984 is also above the criterion of 0.900. Based on the criteria set out in the analysis appendix, the model met the approximate fit and exact fit used in the study. Chi-square is not used as a single basis for declaring model compatibility.

Table 4. Model Fit Evaluation

Size	Original	Criteria	HI95	Inspection	Verdict
SRMR	0.062	<0.080	0.090	0.062 < 0.090	Meet
d_ULS	0.719	O < HI95	1.540	0.719 < 1.540	Meet
d_G	1.875	O < HI95	2.941	1.875 < 2.941	Meet
NFI	0.984	>0.900	—	0.984 > 0.900	Meet
Chi-square	—	No single limit	—	Not to be worn alone	Informative

Source: primary data, 2026

Hypothesis Testing

Hypothesis testing showed that the entire path coefficient had a positive direction and that the entire bootstrap confidence interval did not cross zero. With a significance level of 5%, H1 to H7 are accepted. The results of direct and indirect influence are presented in Table 5.

Table 5. Hypothesis Testing Results

No	Hipotesis	β	SE	t-statistic	p-value	95% CI	Results
1	H1: DC→TEQ	0.447	0.065	6.827	<0.001	0.305–0.564	Accepted
2	H2: THRR → TEQ	0.441	0.066	6.698	<0.001	0.311–0.563	Accepted
3	H3: DC → TVD	0.239	0.065	3.650	<0.001	0.113–0.368	Accepted
4	H4: THRR → TVD	0.252	0.072	3.478	<0.001	0.110–0.394	Accepted
5	H5: KPW → TVD	0.471	0.077	6.136	<0.001	0.310–0.612	Accepted
6	H6: DC→TEQ → TVD	0.210	0.045	4.714	<0.001	0.125–0.299	Accepted
7	H7: THRR → TEQ → TVD	0.208	0.044	4.717	<0.001	0.123–0.296	Accepted

Source: primary data, 2026

DISCUSSION

The Influence of Digital Competence on the Quality of Tourist Experience (H1)

The H1 test results showed a path coefficient of 0.447 with a t-statistic of 6.827 and $p < 0.001$. These findings show that increasing the digital competence of tourism HR is followed by improving the quality of tourist experience. An f^2 value of 0.369 indicates that the contribution of digital competence to the formation of experience quality is relatively large in the model. Substantively, this relationship shows that digital competence is not just operational capabilities, but a service resource that can change the way travelers receive information, get help, and go through the travel process more smoothly.

The findings are consistent with Oberländer et al. (2020) who place digital competencies as a combination of abilities required to carry out work in a digital environment. Cetindamar Kozanoglu and Abedin (2021) also show that employee digital literacy determines the organization's ability to actualize the benefits of technology. In tourism, Neuhofer et al. (2012) showed that technology can enrich the co-creation of destination experiences, while Jeong and Shin (2020) found that informativeness, interactivity, and personalization in smart tourism technology improve the traveler experience. The results of the study expand this logic by placing human resource capabilities as an antecedent, so that the quality of experience does not only depend on the availability of technology, but also on the ability of humans to use technology appropriately.

The Influence of Tourism Human Resources Responsiveness on the Quality of Tourist Experience (H2)

The results of the H2 test produced a coefficient of 0.441 with a t-statistic of 6.698 and $p < 0.001$. The responsiveness of tourism human resources has a positive and significant effect on the quality of tourist experience. An f^2 value of 0.360 also shows a large effect. The magnitude of these effects shows that the traveler experience is very sensitive to the quality of human responses, especially in situations when travelers need information, assistance, problem handling, or certainty of service.

These findings are in line with Brady and Cronin (2001), who place responsiveness as an important characteristic in the perception of service quality, and Ladhari (2009), who affirm the relevance of this dimension in service quality research. In tourism, Escobar Rivera et al. (2019) show that service staff, service availability, and customer interaction contribute to remarkable tourism experiences. The results of the study reinforce the position of responsiveness as an experience mechanism: tourists not only assess what the destination provides, but also how HR responds to needs that arise during the visit.

The Influence of Digital Competence on Tourist Decisions to Visit (H3)

H3 was accepted with a coefficient of 0.239, t-statistic 3.650, and $p < 0.001$. The direct influence of digital competence on visiting decisions was smaller than its effect on the quality of the experience, as reflected in the f^2 of 0.105. This pattern suggests that HR digital capabilities still have a direct influence on travelers' decisions, but a stronger part of that influence works through the quality of the experience.

These findings can be explained through changes in search behavior and the use of tourist information. Xiang et al. (2015) show that the internet has become the main source of travel planning, while Jalilvand and Samiei (2012) prove that digital information influences travel attitudes and intentions. Pencarelli (2020) also shows that digitalization affects the entire travels of tourists. In the research model, human resource digital competence is an ability that allows the information and digital support to run effectively. Therefore, H3 results show that digital competence has strategic value not only for internal efficiency, but also to influence travelers' decisions.

The Influence of Tourism HR Responsiveness on Tourists' Decisions to Visit (H4)

H4 showed a coefficient of 0.252 with a t-statistic of 3.478 and $p < 0.001$. These results prove that the responsiveness of tourism human resources has a positive effect on tourists' decision to visit. An f^2 value of 0.118 indicates that the direct effect is relatively small, but still statistically significant. The findings mean that travelers' decisions can be strengthened when human services are able to provide reassurance, answers, and solutions quickly.

Park and Jeong (2019) showed that service quality is related to satisfaction and customer behavior in tourism studies, while Han et al. (2021) found that the quality of tourism services is related to tourist satisfaction and loyalty. Responsiveness is one of the most immediately felt forms of quality because it is related to willingness to help and speed of service. The results of the study show that in the decision to visit, responsiveness has two functions: to have a direct influence and at the same time to form an experience that later strengthens the decision.

The Influence of the Quality of Tourist Experience on Travelers' Decisions to Visit (H5)

H5 produced the largest coefficient on the path to the visiting decision, which was 0.471 with a t-statistic of 6.136 and $p < 0.001$. An f^2 value of 0.303 indicates a relatively strong intermediate effect. These findings suggest that the quality of the experience is the most important determinant among the direct predictors of visiting decisions in the model. This means that digital capabilities and HR responsiveness gain strategic value because they both contribute to the experience, while the experience itself has a strong influence on travelers' decisions.

These results are in line with Kim et al. (2012) who showed the importance of memorable tourism experiences and with Zhang et al. (2018) who found the influence of memorable tourism experiences on revisit intention. Chen and Chen (2010) show that experience quality affects perceived value and satisfaction which then affects behavioral intentions, while Ghorbanzadeh et al. (2021) also show the role of experience in the formation of behavioral intentions. Although the mechanisms in each study are different, the similarity lies in the position of experience as a core evaluation that directs tourist behavior.

Mediation of Experience Quality on the Influence of Digital Competency on Visit Decisions (H6)

H6 was received with an indirect effect of 0.210, t-statistic of 4.714, $p < 0.001$, and a confidence interval of 0.125–0.299. Because the direct path of Digital Competency to the Visit Decision also remains significant, the quality of the experience of running partial mediation. These results mean digital competence influences decisions through two pathways at once: some influences work directly and others work after digital competence improves the quality of the traveller experience.

The mediation pattern is in accordance with the technology-enhanced tourism experience literature. Neuhofer et al. (2012) put technology as a means of improving experience, Huang et al. (2017) showed that the use of smart tourism technologies is related to travel experience satisfaction, and Jeong and Shin (2020) showed the relationship between technology attributes and experience and revisit intention. The findings of the study further

emphasize that at the destination management level, human ability to use technology is an important part of the process. Managerially, technology investment without improving human resource competencies risks producing suboptimal benefits because the tourist experience is formed from the quality of technology use, not the mere existence of technology.

Mediation of Experience Quality on the Influence of Tourism Human Resources Responsiveness on Visit Decisions (H7)

H7 was received with an indirect effect of 0.208, t-statistic of 4.717, $p < 0.001$, and a confidence interval of 0.123–0.296. The direct path of Tourism HR Responsiveness to the Visit Decision remains significant, so the mediation that occurs is also partial. The magnitude of the indirect effect that is almost the same as mediation on digital competence shows that the quality of experience is an important pathway for both human resource capabilities.

These findings are consistent with Escobar Rivera et al. (2019) who showed that the staff element and service interaction play a role in the travel experience, and Ali et al. (2018) who found that interaction with staff affects visitor delight and satisfaction. When responsiveness translates into a smoother and more enjoyable experience, travelers gain a stronger evaluation for future decisions. H7 results confirm that the strategy of increasing responsiveness is not enough to be judged by the speed of service alone; The final indicator needs to be seen in the quality of the experience felt by tourists and its influence on visiting behavior.

CONCLUSION

The results of the analysis show that digital competence and responsiveness of tourism human resources have an important role in the decision model of tourists to visit. Digital competence has a positive effect on the quality of tourist experience and visiting decisions, while the responsiveness of tourism human resources also has a positive influence on these two variables. The quality of the traveler's experience is the strongest direct predictor of the decision to visit. The R^2 value indicates that the model is able to explain 49.4% variation in the quality of traveler experience and 62.9% variation in visit decisions. The evaluation of validity, reliability, discriminant validity, and model fit also met the criteria used in the analysis appendix.

The quality of tourist experience has been proven to partially mediate the influence of digital competence and the responsiveness of tourism human resources on visiting decisions. These results show that HR capabilities not only have immediate consequences, but also shape experiences that then strengthen travelers' decisions. Managerially, the findings lead destination managers to HR development strategies that combine digital capabilities and service responsiveness with a measure of success based on the traveler experience. However, because this script follows a simulated dataset, all statistical conclusions should be treated as the result of an analytical demonstration until verified field data are available.

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