

Leveraging Digital Tools in Enhancing Guests' Experiences and Personalisation in Tourism and Hospitality Organisations in Southwest, Nigeria

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Abstract

Digital tools are a wide range of software applications designed to broaden the abilities of humans across several areas of business operations. Hence, digital tools are software instruments that facilitate the execution of specific tasks, thereby expanding the reach of human and operational efficiency. The study focused on the different categories of digital tools used by guests in tourism and hospitality establishments, how digital tools enhance guests' experiences in tourism and hospitality establishments, the overall benefits of digital tools in the tourism and hospitality establishments and approaches on how tourism and hospitality establishments can leverage digital tools. The researchers adopted a purposive sampling technique for which a total number of two hundred and seventy-three (273) questionnaires were administered to guests at different tourism and hospitality establishments in the Osogbo community, of which only two hundred and twenty - seven (227) questionnaires were recovered, representing eighty-three percent (83%) return rate. The data obtained were presented and analysed using descriptive statistics following the path of frequency counts. Additionally, simple linear regression analysis was used in the test of the hypothesis. Findings revealed that since the P-value (0.000) < 0.005, hence, leveraging digital tools significantly enhances guests' experiences and personalisation in the tourism and hospitality organisations. The study concluded that the capability of tourism and hospitality organisations to leverage digital tools would help to maintain a good level of profitability, improve operational efficiency and ultimately

enhance guests' experiences and personalisation. The researchers recommended that the management of tourism and hospitality organisations in Osogbo should duly leverage the full integration of digital tools in their operations.

Keywords: Digital tools, Guests' experiences and personalisation, Leveraging, Tourism and hospitality.

1. Introduction

In this present-day world, the knowledge of diverse types of digital tools, their applications and benefits are vital to the success and continuation of business organisations (CLRN, 2025). Digital tools are a wide range of software applications that are designed to broaden the abilities of humans across several areas of business operations. Hence, digital tools are software instruments that ease the execution of specific tasks to spread the reach of human and operational efficiency (International Labour Organisation, 2022; Faruque et.al, 2024; California Learning Resource Network, 2025). The digital tools symbolise the paradigm shift in how human beings interact with information to enhance efficient workflow and urge different innovations in the various sectors of life, with no exception to business organisations such as tourism and hospitality organisations (Perini, 2015; Chaushi et.al, 2024; California Learning Resource Network, 2025). Digital tools are an amalgamation of cutting-edge knowledge and software solutions that are designed to improve business processes that are usually done manually (Faruque et.al, 2024; Ristic, 2023). According to Jerab (2024), digital tools refer to the

use of digital technologies and platforms to conduct various business operations, including marketing, sales and customer service. It involves leveraging digital tools and strategies to create new business models, improve efficiency, drive growth and thus enhance guests' experiences and personalisation. Digital tools are crucial for business organisations to steer this era of technology revolution (Faruque et.al, 2024; Ristic, 2023). That is, digital tools are software mechanisms that ease the accomplishment of certain tasks or services to widen the reach of human and operational efficiency (CLRN, 2025). Evolving the world of digital tools comes in diverse software applications or platforms which aid business organisations to thrive and deliver better guest experiences. Examples of these software applications or platforms include cloud computing, virtual reality technology, augmented reality technology, robots, artificial intelligence, blockchain technology, and contactless payments (Arapou & Kapiki, 2023; Dang & Nguyen, 2023). Thus, for any business organisation to achieve success with the aid of the technology revolution, the right digital tools must be chosen (JIMO, 2025). However, leveraging and focusing on features of digital tools such as simplicity, user-friendly interface, among others, would enhance guests' experiences for real – time guests' feedback, mobile key access, online reservations, digital check-in and check-out systems (Das, 2023; JIMO, 2025).

With the emergence of the digital revolution in the twenty-first century, digital tools turned out to be a necessity and not a luxury. Thus, in this present-day digital world, digital tools are interactive simulations, internet resources, and institutional apps that enhance reach into areas that are previously limited by topographical features to provide access to content that otherwise would have remained unreachable (Manisha & Anburaj, 2024). Despite the challenges of leveraging digital tools, such as limited technological knowledge, inadequate financial resources, and inadequate digital infrastructure, among others, the adoption of digital tools has provided a positive impact on businesses at different levels (Faruque et.al, 2024; Teker et.al, 2022).

Hence, digital tools encompass the adoption of digital technologies to transform business operations and procedures, foster innovations, increase competitiveness, enhance guests' experiences and personalisation (Faruque et.al, 2024). The vitality of leveraging digital tools in the current state of the economy is emphasised by the swift progress of technological development and the growing digitalisation of business activities. Thus, the adoption of digital tools has been essential across numerous sectors, including the tourism and hospitality industry, since it improves operational efficiency of the management. Hence, in the tourism and hospitality industry, leveraging digital tools would result in increased productivity, innovation and operational efficiency, which would enhance guests' experiences and personalisation in this era of competitive edge (CLRN, 2025; Faruque et.al, 2024). The importance of digital tools in business organisations such as tourism and hospitality organisations lies in their ability to provide business value, enhance operational processes, reshape business models and improve guests' experiences and personalisation (Faruque et.al, 2024; Teker et.al, 2022). With the emergence of digital tools, guests' experiences and personalisation have become more powerful and more important for any business organisation to remain in business operations than before, and thus, tourism and hospitality establishments can collect and explore guests' preferences and behavioural pattern reviews through digital tools to enhance guests' experiences and personalisation (Hospibuz, 2025). Guests' experiences and personalisation are the collective impressions of every interaction of guests with any business organisation. For any guests' experiences to be great, it must be personalised, steady and an established driver of positive reviews, increased loyalty and repeat bookings. Guests' experiences and personalisation are ever-evolving components of business organisations influenced by dynamic expectations (Pendolino & Bunker, 2025). Guests' experiences and personalisation in tourism and hospitality organisations is the totality of interaction and impression the guests have before their arrival

and during their stay or visits, which are shaped by emotional, physical and digital points (Swiss Educational Group, 2026). Thus, having positive and great guest experiences is vital for building guest loyalty and driving repeat business. Also, great guests' experiences can set business organisations apart in a competitive market, with no exception to tourism or hospitality organisations (Paredes, 2025). In a nutshell, in any business organisation, with no exception to tourism and hospitality organisations, guests' experiences and personalisation play a vital function in creating memories that last long (Godfrey, 2024). It is important to know that guests' experiences are not created equally while personalising each interaction toward the individual guests' preferences (Ibid). According to Paredes (2025), guest's experiences encompass the inclusive satisfaction guests derive from their stay in a journey and the ability of the guests to interact comfortably, while personalisation is a major key to making the guests experiences enjoyable and unforgettable. Hence, guests' experiences and personalisation begin even before a decision is taken about bookings and encompass emotions that result from the interaction with the business organisations (Paredes, 2025).

2. Aim and Objectives of the Study

The study aims to assess digital tools so as to know their influence in enhancing guests' experiences and personalisation. Thus, the objectives of the study were to:

1. identify the different categories of digital tools used by guests in tourism and hospitality establishments.
2. assess how digital tools enhance guests' experiences in tourism and hospitality establishments.
3. reveal the overall benefits of digital tools in the tourism and hospitality establishments.
4. To disclose possible approaches on how tourism and hospitality establishments can leverage digital tools.

3. Hypothesis of the study

H₀: Leveraging digital tools does not significantly enhance guests' experiences and personalisation in the tourism and hospitality business organisations.

H₁: Leveraging digital tools does significantly enhance guests' experiences and personalisation in the tourism and hospitality business organisations.

3. Statement of the Problem

Several scholars have researched digital tools, guests' experiences and personalisation (Chaushi et.al, 2024; Faruque et.al, 2024; Jain & Sharma, 2025; Jerab, 2024; Odogwu et.al, 2024; Sarode & Wankhede et.al, 2024; Seth, 2024; Teker et.al, 2022; Ikusemiju & Ikusemiju, 2018), but these studies have only established digital transformation information and communication technology and the personalisation of guests. Chaushi et.al, (2024) focused on how management, information systems and innovation studies explore the drivers, strategies and implications of digitalisation. Thus, the study conceptualised that technological innovation, market competition and evolving customers' expectations drive organisations towards digitalisation. Faruque et.al, (2024) in their study focused on adoption and digital transformation in small businesses. The finding revealed that adoption of technology has significant effects on the expansion of small businesses and long-term consequences for sustainability, competition and continued innovations. Jain & Sharma (2025) in their study aimed at the process of digital transformation in small and medium enterprises and also explained the motivations, challenges and benefits of digital transformation in small and medium enterprises. Their findings reveal that it is crucial for small and medium enterprises to implement a strategic framework for digital transformation. Jerab, (2024), in his book titled "Digital Business" focused on understanding the concepts, strategies and technologies that drives digital business and findings revealed that future of digital business holds immerse opportunities and challenges and it is imperative for businesses to be proactive and forward – thinking in their approach to stay ahead of competitors and

thrive in the future of digital businesses. Odogwu et.al, (2024) in their study focused on a comprehensive review of digital transformation in business strategy while exploring the drivers, challenges and framework of digital transformation. The findings of the study revealed that digital transformation is a cornerstone of business strategy, offering a framework to navigate the dynamic markets. Sarode & Wankhede et.al, (2024) focused on the impacts of technology integration for personalisation of guests in the hospitality industry. Thus, their study revealed that technology usage has a positive relationship with both customer satisfaction and guests' loyalty, which are identified as key drivers in shaping the personalisation of guests. Seth (2024), in his research, focused on various facets of digital transformation, its impact on business processes, and key technologies – enabling evolution. Findings revealed that digital transformation is not a one – time plan but an ongoing procedure that needs continuous adaptation and innovations, and leveraging cutting – edge technologies would make businesses thrive. Teker et.al, (2022) focused on the elements of digital transformation, its adoption, reasons for failure and processes of digital transformation. Their findings revealed that the success of digital transformation is dependent on several factors from different aspects, which must be studied extensively before and during the adoption of digital transformation in business organisations. Ikusemiju & Ikusemiju (2018) in their research focused on different categories and benefits of information and communication technology as applicable in the survival of hospitality businesses. Findings revealed that it is important for hotel organisations that intend to maintain a good level of profitability and to improve organisational performance to be duly prepared for the full integration of information and communication technology in their operations. Thus, the existing studies focused on the generality of digital transformation and businesses but did not address the adoption of digital tools in enhancing guests' experiences and personalisation in tourism and hospitality organisations in reference to the selected

community, as tourism and hospitality organisations are seen merely as places for recreation, relaxation and sightseeing. In addition, there was a dearth in the prior research as the number of studies on leveraging digital tools in tourism and hospitality organisations is limited, and the available literature only focused on digital transformation, but failed to discuss leveraging digital tools in tourism and hospitality businesses for enhancing guests' experiences and personalisation. Similarly, no research has been found on digital tools in enhancing guests' experiences and personalisation of tourism and hospitality organisations in the southwest of Nigeria. Therefore, this study is aimed at leveraging digital tools in tourism and hospitality organisations in enhancing guests' experiences and personalisation in the Osogbo community, southwest, Nigeria.

4. Methodology

1. Study area

Osogbo community, on coordinates 7° 46' N and 4° 34' E, is a town recognised popularly in Yoruba land as the home of tie and dye, as the town is primarily made up of customary centres such as the dyeing centre (Ikusemiju, 2015; Adebowale, 2020). Other practices of arts and crafts found in Osogbo town include bead making, traditional drum making, calabash, and gourds making. The monarch of the Osogbo community is the Ataoja of Osogbo. Thus, the Osogbo community was purposively selected because it is the only community in the southwest that is home to a huge forest with shrines and sanctuaries that was highly chosen by UNESCO as a World Heritage site in 2005 (Ikusemiju, 2015; Peter, 2011).

2. Methods

The population of the study comprised the numerous guests of tourism and hospitality establishments in the Osogbo community, Osun State. Consequently, the sample size of the study comprised the guests of purposively selected tourism and hospitality establishments (Table 1); because the target population (sampling frame) was unknown, and in order to obtain useful information for adequate

representation of the numerous guests. Due to the study approach, the respondents who provided the information for the research revealed that the guests of purposively selected tourism and hospitality establishments (Table 1) are knowledgeable about

the digital tools and tourism and hospitality activities in the Osogbo community.

Table 1: Names of selected tourism and hospitality establishments and the selected number of guests

S/N	Names of selected tourism and hospitality establishments	Selected Number of guests
2.	Osun Osogbo Grove, Osogbo	23
4.	Atlantis Grand Suites and Hotel, Osogbo	5
5.	Galaxy Continental Hotel, Osogbo	5
6.	Adolak International Hotel, Osogbo	10
7.	Nelson Mandela Freedom Park, Osogbo	93
8.	Osun Mall, Osogbo	103
10.	Bristol Family Fun Park, Osogbo	34
Total		273

Source: Fieldwork, (2025)

3. Data collection and analysis

The sample size for the study was two hundred and seventy-three (273). Hence, two hundred and seventy-three (273) questionnaires were administered, of which only two hundred and twenty-seven (227) questionnaires were recovered, representing eighty-three percent (83%) return rate. The data obtained from the respondents were presented and analysed using descriptive statistics following the path of frequency count. Additionally, simple linear regression analysis of the statistical package for social sciences (SPSS) was used in the test of the hypothesis of the study to predict the outcome of dependent (guests' experiences and personalisation) and independent variables (digital tools), which assisted the study in a logical deduction.

5. Results and Discussion

Different categories of digital tools used by guests in tourism and hospitality establishments

The result of the analysis shows that 12.00% of the respondents agreed that they use virtual reality and augmented reality as digital tools in tourism and

hospitality establishments. Also, 67.00% of the respondents agreed that social media platforms are used, while 80.00% of the respondents agreed that websites are used. Meanwhile, 52.00% of the respondents agreed that mobile apps are used. Thus, the majority of the respondents use websites, followed by social media platforms.

The aforementioned result is in line with Safonov et.al, (2024), who affirm that the modern digital systems that continue to expand, provide visitors with information and inspiration through a variety of platforms and channels, including Bluetooth technology, mobile applications, blockchain, intelligent robots, virtualisation technology, etc. In the same way, the above result is in line with Liu & Macerinski (2016), which states that digital tools such as social media platforms, chatbots, digital assistants, among others, have enabled sustainable tourism and hospitality operations. The above result is also in line with Sanju (2023), who states that tourism and hospitality establishments are investing in digital tools such as chatbots, social media platforms, digital assistance, virtual reality, augmented reality, and mobile applications.

Table 2: Different categories of digital tools used by guests in tourism and hospitality establishments

Variables	Frequency	Percentage
Virtual Reality and Augmented Reality	28	12.00%
Social Media Platforms	67	30.00%
Websites	80	35.00%
Mobile Apps	52	23.00%
Total	227	100.00%

Source: Fieldwork (2025).

How Digital tools enhance guests' experiences in tourism and hospitality establishments

The result of the analysis shows that 12.00% of the respondents agreed that digital tools enhance their guests' experiences for booking/payment. Also, 30.00% of the respondents agreed that digital tools enhance their guests' experiences for real-time updates, while 35.00% of the respondents agreed that digital tools enhance their guests' experiences for customer support. Meanwhile, 23.00% of the respondents agreed that digital tools enhance their guests' experiences for virtual tours. Thus, the majority of the respondents agreed that digital tools enhance their guests' experiences for customer support, followed by real - time updates. The aforementioned is in line with Yohanna et.al (2023), state that there are been a growing recognition of

digital technologies in the tourism and hospitality establishments as several business organisations have started to leverage digital tools to enhance marketing, improve visitors' experiences and sustainability through the use of digital technologies such as online bookings platforms, social media marketing, virtual reality, virtual tours, block – chain for transparency. The above result is also in line with Arapou & Kapiki (2023), state that how service customer experience can be improved by using the latest trends of technology, such as keyless room entry (digital key), facial recognition, voice search and voice control, artificial intelligence, virtual reality, augmented reality, blockchain technology, contactless payment, internet of thing.

Table 3: How Digital tools enhance guests' experiences in tourism and hospitality establishments

Variables	Frequency	Percentage
Booking / Payment.	27	12.00%
Real- Time Updates.	68	30.00%
Customer Support.	80	35.00%
Virtual Tours	52	23.00%
Total	227	100.00%

Source: Fieldwork, (2025).

Overall benefits of digital tools in the tourism and hospitality establishments

The result of the analysis shows that 26.00% strongly agreed that the overall benefits of digital tools in the tourism and hospitality establishments enhance

operational efficiency, 41.00% agreed, 21.00% did not decide, 10.00% disagreed, while 2.00% strongly disagreed. Similarly, 21.00% strongly agreed that digital tools help to reduce operational cost, 45.00% agreed, 24.00% did not decide, 8.00% disagreed, while 2.00% strongly disagreed. In addition, 37.00% strongly agreed that digital tools help to increase

revenue of the tourism and hospitality establishments, 42.00% agreed, while 21.00% did not decide. Also, 54.00% strongly agreed that digital tools enhance the marketing practices of the tourism and hospitality establishments, 26.00% agreed, 17.00% were undecided, 2.00% disagreed, while 2.00% strongly disagreed. Furthermore, 17.00% strongly agreed that digital tools strengthen the competitive edge of the establishments, 23.00% agreed, 30.00% did not decide, while 31.00% disagreed. Likewise, 33.00% strongly agreed that digital tools enhance guests' experiences and personalisation, 37.00% agreed, 20.00% did not decide, 14.00% disagreed, while 4.00% strongly disagreed. Also, 37.00% strongly agreed that digital tools enable the tourism and hospitality establishments to comfortably interact and communicate with intending guests, 44.00% agreed, 7.00% did not decide, 8.00% disagreed, while 4.00% strongly disagreed. The results, therefore, indicated that the majority of the respondents agreed, followed by strongly agreed. The aforementioned is in line with Youssofi et.al, (2023), states that digital transformation has predominantly impacted the tourism and hospitality industry, such as reducing costs, streamlining both operations and booking processes, generating revenue and improving financial performance. The above result is also in line with Safonov et.al, (2024), who affirm that the modern digital systems that continue to expand the operations of the tourism and hospitality businesses by providing visitors with information and inspiration through a variety of platforms and channels include bluetooth technology, mobile applications, blockchain, intelligent robots, virtualisation technology, etc. Furthermore, the above result is in line with Arapou & Kapiki (2023), who state that digitalisation of marketing in the tourism and hospitality industry offers significant opportunities for growth and improvement, greater operational efficiencies, innovative services and ultimately, more satisfying experiences and personalisation for customers by embracing digital transformation. Also, the above result is in line with Sanju (2023), that state that the use of technology

innovation has become crucial in business organisations because technology has made communication and interaction easier, which most travellers rely on to access information about their intended destinations. In addition, the above result is in line with Buhalis (2020), that state that technological advancements have significantly affected the tourism and hospitality organisations by enhancing complete transformation and aligning their business with the new and latest reality.

Table 4: Overall benefits of digital tools in the tourism and hospitality establishments

Variables	Frequency				
	Strongly Agreed (Percentage)	Agreed (Percentage)	Undecided (Percentage)	Disagreed (Percentage)	Strongly Disagreed (Percentage)
Helps to enhance operational efficiency.	60 (26.00%)	93 (41.00%)	48 (21.00%)	22 (10.00%)	4 (2.00%)
Helps to reduce operational costs.	48 (21.00%)	102 (45%)	55 (24.00%)	19 (8.00%)	3 (1.00%)
Helps to increase the revenue of the tourism and hospitality establishments	85 (37.00%)	95 (42.00%)	47 (21.00%)	-	-
It enhances the marketing practices of the tourism and hospitality establishments.	122 (54.00%)	59 (26.00%)	38 (17.00%)	4 (2.00%)	4 (2.00%)
It strengthens the competitive edge of the establishments	39 (17.00%)	51(23.00%)	68 (30.00%)	69 (31.00%)	-
It enhances guests' experiences and personalisation.	75 (33.00%)	84 (37.00%)	27 (20.00%)	32 (14.00%)	9 (4.00%)
It enables the tourism and hospitality establishments to comfortably interact and communicate with intending guests.	83 (37.00%)	100 (44.00%)	15 (7.00%)	19 (8.00%)	10 (4.00%)

Source: Fieldwork (2025).

Possible approaches on how tourism and hospitality establishments can leverage digital tools
The result in Table 5 revealed that 48.00% of the respondents strongly agreed that possible approaches on how tourism and hospitality establishments can leverage digital tools are by offering tailored packages (Personalised Marketing), 36.00% agreed,

while 16.00% did not decide, and 1.00% strongly disagreed. Also, 55.00% of the respondents strongly agreed that possible approaches on how tourism and hospitality establishments can leverage digital tools are by offering seamless booking through the use of mobile apps, 27.00% of the respondents agreed, 8.00% of the respondents did not decide, while 9.00% of the respondents disagreed, and 2.00% of the respondents strongly disagreed. Furthermore, 50.00% of the respondents strongly agreed that

possible approaches on how tourism and hospitality establishments can leverage digital tools are by welcoming customer reviews and enhanced feedback, 29.00% of the respondents agreed, 16.00% of the respondents did not decide, while 5.00% of the respondents disagreed. Similarly, 58.00% of the respondents strongly agreed that possible approaches on how tourism and hospitality establishments can leverage digital tools is by revealing tourism and hospitality products and services with VR / AR (Virtual tours), while 27.00% of the respondents agreed, 6.00% of the respondents did not decide, 8.00% of the respondents disagreed and 1.00% of the respondents strongly disagreed. Additionally, 62.00% of the respondents strongly agreed that possible approaches on how tourism and hospitality establishments can leverage digital tools are by offering contactless services for menus, bookings, and payment through the use of Quick Response (QR) codes, 19.00% of the respondents agreed, 13.00% of the respondents did not decide, while 6.00% of the respondents disagreed. Furthermore, 20.00% of the respondents strongly agreed that possible approaches on how tourism and hospitality establishments can leverage digital tools are by engaging in social media to swiftly respond to reviews, 42.00% of the respondents agreed, 23.00% of the respondents did not decide, 14.00% of the respondents disagreed, while 2.00% of the respondents strongly disagreed. Also, 15.00% of the respondents strongly agreed that possible approaches on how tourism and hospitality establishments can leverage digital tools is by using analytics (Data - driven decision) to enhance services offered by the establishments, 58.00% of the respondents agreed,

8.00% of the respondents did not decide while 12.00% of the respondents disagreed and 7.00% of the respondent strongly disagreed. Likewise, 44.00% of the respondents strongly agreed that possible approaches on how tourism and hospitality establishments can leverage digital tools are by adopting the use of an AI chatbot for customer support, 42.00% of the respondents agreed, 5.00% of the respondents did not decide, while 7.00% of the respondents disagreed, and 2.00% of the respondents strongly disagreed. The above result is in line with Das (2023), that state that technology is a major tool in meeting and exceeding guests expectations in modern tourism and hospitality business and as technology evolves, its applications within the business organisations is expected to grow by utilising data analytics and artificial intelligence, implementing digital check – in and check – out system, mobile key access, online reservations systems, artificial intelligence – powered chatbots and virtual assistants, leveraging feedback for real – time guests feedback, use of internet of thing among others. Likewise, the above result is in line with Dang & Nguyen (2023), which state that tourism and hospitality organisations is constantly evolving and the digital age has brought about numerous changes on how business organisations operate and interact with their customers, hence, it is vital to put in place adequate technology such as cloud computing, virtual reality technology, artificial intelligence, virtual reality (VR) and augmented reality (AR), robots etc.

Table 5: Possible approaches on how tourism and hospitality establishments can leverage digital tools

Variables	Frequency				
	Strongly Agreed (Percentage)	Agreed (Percentage)	Undecided (Percentage)	Disagreed (Percentage)	Strongly Disagreed (Percentage)
By offering tailored packages (Personalised Marketing).	108 (48.00%)	81 (36.00%)	37 (16.00%)	-	1 (1.00%)
By offering seamless booking through the use of mobile apps.	124 (55.00%)	62 (27.00%)	17 (8.00%)	19 (9.00%)	5 (2.00%)

Welcoming customer reviews and enhanced feedback.	114 (50.00%)	65 (29.00%)	36 (16.00%)	12 (5.00%)	-
Revealing tourism and hospitality products and services with VR / AR (Virtual tours).	132 (58.00%)	61 (27.00%)	14 (6.00%)	19 (8.00%)	1 (1.00%)
Offering contactless services for menus, bookings, and payment through the use of Quick Response (QR) codes.	141 (62.00%)	43 (19.00%)	30 (13.00%)	13 (6.00%)	-
Engaging in social media to swiftly respond to reviews.	45 (20.00%)	95 (42%)	51 (23.00%)	31 (14.00%)	5 (2.00%)
Using analytics (Data - driven decision) to enhance services offered by the establishments.	35 (15.00%)	132 (58.00%)	18 (8.00%)	27 (12.00%)	15 (7.00%)
Adopting the use of an AI chatbot for customer support.	100 (44.00%)	95 (42.00%)	11 (5.00%)	16 (7.00%)	5 (2.00%)

Source: Fieldwork (2025).

Test of Hypothesis

H₀: Leveraging digital tools does not significantly enhance guests' experiences and personalisation in the tourism and hospitality business organisations.

H₁: Leveraging digital tools does significantly enhance guests' experiences and personalisation in the tourism and hospitality business organisations.

Table 6: Model Summary of Simple Linear Regression Analysis of Leveraging digital tools does not significantly enhance guests' experiences and personalisation in the tourism and hospitality business organisations.

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.624 ^a	.389	.387	.627	.389	143.490	1	225	.000	1.722

a. Predictors: (Constant), Digital Tools.

b. Dependent Variable: Guests' Experiences and Personalisation.

Table 7: ANOVA Table of Simple Linear Regression Analysis of Leveraging digital tools does not significantly enhance guests' experiences and personalisation in the tourism and hospitality business organisations.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	56.354	1	56.354	143.490	0.000 ^b
	Residual	88.366	225	0.393		
	Total	144.721	226			

- Independent Variable: Guests' Experiences and Personalisation.
- Predictors: (Constant), Digital Tools.

The model summary provided the R coefficient and R-squared values (Table 6). The R coefficient (0.624) indicated a positive association between digital tools and guests' experiences and personalisation. The R-squared value of 0.389 implies that the predictor variable explains 0.38 percent of the dependent variable "guests' experiences and personalisation in the tourism and hospitality business organisations" by the independent variable "leveraging digital tools". Similarly, the Durbin-Watson statistic falls within the acceptable range of 1.5 to 2.5, suggesting no serial correlation between the variables. Hence, since the P-value is 0.000, which is less than 0.005; therefore, the researchers reject H_0 . That is, leveraging digital tools does not significantly enhance guests' experiences and personalisation in the tourism and hospitality business organisations. The ANOVA result, which helps to ascertain the model fit, is presented in Table 7. The F-statistic ($F = 143.490$) is statistically significant at the 5% level ($p = 0.000$), suggesting it is a good model effect. That is, the F-test overall showed that the relationship between leveraging digital tools and guests' experiences and personalisation in the tourism and hospitality business organisations was statistically significant. This implies that the F-test determined

the proposed relationship between the response variables; that is, guests' experiences and personalisation in the tourism and hospitality business organisations, and the set of predictions (leveraging digital tool) was statistically significant, and so predicted that guests' experiences and personalisation in the tourism and hospitality business organisations were efficient. However, above results of leveraging digital tools significantly enhance guests' experiences and personalisation in the tourism and hospitality business organisations; and that the relationship between guests' experiences and personalisation in the tourism and hospitality business organisations and leveraging digital tools was statistically significant because the tourism and hospitality establishment would continue to utilise technologies to expand their business operations and provide their visitors with needed information, updates and inspirations (Safonov et.al, 2024; Sanju, 2023). Similarly, tourism and hospitality establishments are investing in digital tools to enhance long-term success amidst business market strategy and to improve guests' experiences and personalisation.

6. Conclusion and Recommendations

From the study, it was discovered that the rational responses of respondents showed clearly that digital tools come in diverse software applications or platforms which aid tourism and hospitality organisations to thrive and deliver better guest

experiences in Osogbo. The study established that possible approaches of leveraging digital tools in tourism and hospitality organisations are fundamental, which could enhance guests' experiences and personalisation in the Osogbo community. This study strengthens the knowledge of digital tools, which are affirmed in enhancing guests' experiences and personalisation in tourism and hospitality organisations as being very germane. From the viewpoint of the knowledge and uses of digital tools, overall benefits of digital tools and approaches to leverage of digital tools in tourism and hospitality organisations by offering tailored packages (Personalised Marketing), offering seamless booking through the use of mobile apps, welcoming customers reviews and enhanced feedback, revealing tourism and hospitality products and services with VR / AR (Virtual tours), offering contactless services for menus, bookings, payment through the use of Quick Response (QR) codes, engaging in social media to swiftly respond to reviews, using analytics (Data - driven decision) to enhance services offered by the establishments, adopting the use of AI chatbot for customer support. The study observed that digital tools significantly enhance guests' experiences and personalisation in the tourism and hospitality business organisations. Leveraging digital tools within the context of tourism and hospitality organisations would enhance their guests' experiences for real – time updates, customer support, and virtual tours. This study extended research works on the concepts that were not or only partially explored in previous research (Chaushi et.al, 2024; Faruque et.al, 2024; Jain & Sharma, 2025; Jerab, 2024; Odogwu et.al, 2024; Sarode & Wankhede et.al, 2024; Seth, 2024; Teker et.al, 2022; Ikusemiju & Ikusemiju, 2018). Based on the study, the researchers recommended the following:

1. Tourism and hospitality management should continually and aggressively educate their guests and business stakeholders on the benefits of leveraging digital tools in their organisations.
2. Tourism and hospitality management should endeavour and continue to adopt digital tools to align their business operations with the new and latest technology reality.

3. Tourism and hospitality management should continually encourage and review collaboration with relevant stakeholders in digital technology to keep abreast of the latest technology applications and how these applications can promote their business operations.

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