

Perceived restorative quality and well-being of IMAX Dome visitors: The comparison during and after the pandemic

Abstract

During the COVID-19 outbreak, global tourist arrivals have declined, and travel bans have forced many tourists to travel virtually. The Space Theater in Taiwan's National Museum of Natural Science has a 180-degree tilted IMAX Dome with 4K digital projectors, which provides viewers with an escape from daily life during the epidemic and imagine being at a foreign tourist attraction while experiencing restorative quality and well-being. In the post-epidemic era, whether visitors can still have the same recovery quality and happiness from IMAX Dome is worth exploring. This study mainly investigated whether there are differences in the perceived restorative quality and well-being of IMAX Dome during and after the epidemic. This study also examined the relationship between restorative quality and well-being. A quantitative survey was adopted to collect 300 and 300 visitor samples during and after the epidemic in 2021 and 2023, respectively. This study confirmed the positive relationship between perceived restorative quality and well-being through SPSS and AMOS. This study also found a significant difference in visitors' perceived restorative quality and well-being during and after the epidemic. Although managers can only partially replace tourists' direct visits to tourist attractions through IMAX Dome or virtual methods, virtual tourism can also improve the restorative quality of visitors and help popular attractions curb the phenomenon of over-tourism.

Keywords: virtual tourism, attention restoration theory, eudaimonia, hedonia