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INFO PAGE

Influence of virtual reality tourism on travel intentions: Enhancing travel decisions with Immersive experiences

Abstract

The study examines the influence of virtual reality (VR) tourism in terms of travel intentions. This research work aims to investigate how VR tourism influences travel to actual destinations. The study is based on the observation from the VR tourism experience of fifteen participants who were interviewed in semi-structured method. The core findings of this study shows that VR tourism experience increases travel tendency significantly. Virtual reality made participants sensibly and emotionally connected to their intended travel locations. This study also suggests VR tourism as an alternative to the traditional tourism services for the travelers who are physically impaired, economically insolvent or has security concerns.

Keywords: Virtual Reality Tourism, Immersive Experience, Perceived Satisfaction, Travel Intention, Consumer Behavior, Travel Decision-Making.

Authors

Full Name	Author contribution roles	Contribution rate
Tanvir Ahmed:		60%
Md. Hasan Imam Rajib:		40%

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This paper does not required ethics committee report

Justification: Please select a justification

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