



New Experience of Smart Tourism: Exploring the Intentions of Virtual Reality Tourism

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Abstract

The rapid advancement and continuous innovation of digital media technologies, particularly the ongoing optimization of Virtual Reality (VR) and the increasing enhancement of content and technological capabilities, have significantly altered the lifestyle and habits of the public. An increasing number of users are becoming engaged in this emerging form of tourism. In the tourism sector, the promotion of these new technologies has not only substantially enriched the sightseeing experience but also catalyzed a transformation in traditional tourism models. This development transcends the time and spatial constraints inherent in conventional travel, presenting a new realm of possibilities for the tourism sector. Drawing from the development backdrop of virtual tourism and the evolving trends in VR technology within the digital media era, this study adopts the Technology Acceptance Model (TAM) and the Flow Theory as its theoretical foundation. Through an online questionnaire survey, this study seeks to probe into tourists' behavioral intentions in the topic of VR tourism. Results showed that distinct characteristics of VR tourism have varying effects on tourists' flow experiences and behavioral intentions. The findings aim to extend the applicability of the aforementioned established theories in the context of emerging technology adoption. Furthermore, the findings are also expected to provide insights and recommendations for industry developers, marketers, and policymakers in the VR tourism sector.

Keywords: behavioral intentions; tourism; virtual reality; virtual tourism