



The Impact of Virtual Reality on Hotel Room Reservation

Investigating the Impact of VR on Hotel Booking as Perceived by the
Young Generation

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Abstract

This thesis explores the impact of virtual reality (VR) on the hotel booking process. As virtual reality technology continues to develop and spread, hotels have begun to integrate VR experiences into their marketing and booking strategies. This research aims to understand how VR is transforming customer decisions when booking hotel rooms and how it is affecting the competitiveness of the industry.

The study uses a quantitative method and a primary data approach to gather information and data on the impact of VR on hotel bookings as perceived by the younger generation. The authors used a bipolar UX questionnaire to carry out their research and received responses from consumers interested in the research topic. Using a quantitative questionnaire that questioned 104 Generation Z and Millennials, the authors were able to identify the key drivers for the adoption of VR technology in hotel bookings, in order to assess its impact on intention to book a room and customer satisfaction.

The data was collected and analysed using SPSS statistical analysis software.

Key findings reveal that the technological (sig. 0,203 is higher than 0,05), cognitive (sig.0,867) and emotional (sig.0,380) variables are not significant and have no real impact on the intention to book a hotel room using virtual reality. The variables that were statistically significant were economic, empathic, and interpersonal with sig <0.001.

Based on the results, the authors conclude that economic, empathic, and interpersonal aspects significantly influence hotel room bookings with the use of VR.

Keywords/tags (subjects)

Virtual reality, Hotel booking, Impact, Young Generation, Innovation, User Experience

Miscellaneous (Confidential information)

The confidentiality of respondents' responses is ensured, maintaining their anonymity throughout the process.

Contents

1	Introduction	4
1.1	Background, motivation, and purpose.....	4
1.2	Research objectives, questions and approach.....	5
1.3	Thesis structure	6
2	Literature review	7
2.1	Introduction.....	7
2.2	Hotel Booking.....	8
2.2.1	How online Hotel Room Booking Works	8
2.2.2	Platforms for Online Hotel Booking.....	8
2.3	Hotel Visit.....	9
2.3.1	Website images.....	10
2.3.2	Virtual Reality.....	10
2.4	Consumers Purchasing.....	11
2.5	USER EXPERIENCE.....	12
2.5.1	Cognitive aspect.....	12
2.5.2	Emotional Aspect.....	13
2.5.3	Economical aspect	14
2.5.4	Technological aspect.....	15
2.5.5	Empathical aspect.....	17
2.5.6	Interpersonal Aspect.....	18
2.5.7	Acceptance.....	19
2.6	Identified Research Gaps	22
2.7	Research Framework.....	23
3	Research methods and implementation	25
3.1	Research context.....	25
3.2	Research design.....	26
3.2.1	Research philosophy.....	27
3.2.2	Research purpose	27
3.2.3	Research approach	28
3.2.4	Research strategy/method/s.....	28
3.2.5	Methodological choice	29
3.2.5	Time horizon	29
3.3	Data collection.....	30
3.4	Data analysis.....	31

3.4.1	Quantitative data analysis	31
3.4.2	Qualitative data analysis.....	32
3.5	Ethical considerations	32
4	Research Results.....	33
4.1	Demographic Datas	33
4.2	Profiling Datas	36
4.3	Regression Model Analysis.....	43
5	Discussion.....	46
5.1	Limitations, reliability, and validity	46
5.2	Answering the research question	47
5.3	Dialogue between key results and knowledge base	48
5.4	Compliance with research ethics guidelines	49
6	Conclusions	49
6.1	Key Findings.....	49
6.2	Managerial implications	50
6.3	Recommendations for future research	51
	References	52
	Appendices	58
	Appendix 1. QUANTITATIVE QUESTIONNAIRE IN GOOGLE FORM	58

FIGURES :

Figure 1:	Theory of planned behavior (2024)	11
Figure 2:	Theoretical Framework - The Role of Virtual Reality during Hotel Bookings (McLean & Barhorst, 2022)	24
Figure 3:	Proposed Research Framework	25
Figure 4:	The Onion Research Design (Saunders et al., 2009)	26
Figure 5:	Regression Model	32
Figure 6:	Age group of the respondent.....	34
Figure 7:	Gender of the respondent.	34
Figure 8:	Nationality of the respondent.	35
Figure 9 :	Occupation of the respondent.....	36
Figure 10:	PQ1 - Have you ever used virtual reality?.....	36
Figure 11:	PQ2 - How familiar are you with virtual reality technology?	37

Figure 12: PQ3 - How did you discover virtual reality technology?.....	37
Figure 13: PQ4 - Have you ever heard about using virtual reality to book a hotel room?.....	38
Figure 14: PQ5 - Have you ever used virtual reality for other activities, such as video games or virtual mu-seum tours?.....	38
Figure 15: PQ6 - Have you ever booked a hotel room using a booking platform that presents pictures or 2D images?.....	39
Figure 16: PQ7 - Have you ever booked a hotel room using a booking platform that presents a 3D virtual tour of the hotel (Virtual Reality technology)?.....	39
=Figure 17: PQ7.1 - If you have booked an hotel room using booking platform that present a 3d virtual tour of the hotel then: How did this affect your decision to book a room in this hotel?40	
Figure 18: PQ8 - How many times have you booked a hotel room in the last 12 months?.....	40
Figure 19: PQ9 - How often do you use virtual reality to book hotels?	41
Figure 20: PQ10 - What is your level of experience of using virtual reality?	41
Figure 21: PQ11 - How much do you think virtual reality technology could improve the hotel booking ex-perience for travelers?	42
Figure 22: PQ12 - How likely are you to book a hotel room through a virtual tour (VR technology based) of the property?	42

TABLES

Table 1: Model Summary of the Regression Model	43
Table 2 : ANOVA Table of the Regression Model	44
Table 3: Coefficients table of the Regression Model	45

1 Introduction

1.1 Background, motivation, and purpose

Nowadays, the hotel industry has become one of the most important sectors in the world. This sector has been around for many years and is a major contributor to the economy of every country in the world. Currently, each country has a number of hotels, of different types and very often for a certain type of traveller. From Europe to America, via Asia, the hotel industry has established itself and developed over time.

Since the Covid 19 crisis, the world has evolved in a new way and has become increasingly digital. Many companies have had to review their organizational system and new technologies have emerged and have made it possible to gain a considerable advantage in certain areas.

Among the new emerging technologies, the authors have focused more on Virtual Reality (VR) used in hotels. In recent years, hotels seem to be taking the plunge and increasingly adopting Virtual Reality in their reservation system.

According to Ting (2016), “The adoption of virtual reality started to spread to the travel and hospitality sector, including leading brands such as Carlson Rezidor, Hilton, Airbnb, Holiday Inn Express and Vacasa”. This shows that hotels have reinvented their systems using Virtual Reality as a new technology.

Hotels are increasingly offering a virtual tour of their establishment. This allows potential customers to get an idea of the different rooms or suites that the hotel offers. In this way, they will be able to clearly see how the single rooms, the doubles, the suites or even the connected rooms are like. Customers could therefore see the hotel on their devices (phones, tablets, computers) and take a virtual tour of it.

Virtual tours of the location are available to customers who want to try prior booking their stay. A hotel might employ Augmented Reality to deliver information to visitors, such as an interactive map.

During their studies, the authors took a course on digitalization and studied in general the new technologies that are developing in companies and how they are used. They also had the opportunity to experiment with this new technology as a part of their studies and to meet a professional in this field. In addition, the authors had the opportunity to travel many times in their life and to test this new way of booking hotels and found it interesting to deepen and research the subject. The Hospitality industry is a field that is constantly growing and faces many challenges; it must adapt to a new world which develops and changes on a daily basis.

The objective of this Bachelor Thesis research is to investigate the impact of VR on hotel booking as perceived by the young generation, and more specifically to analyse the difference between a 360-degree booking and a website classic web as well as the factors that are pushing the new generation to use VR in hotel booking.

1.2 Research objectives, questions and approach

The objectives of this paper, according to the authors, is to understand the role of Virtual Reality (VR) and its impact on hotel room reservation and more specifically how Virtual Reality is perceived by the generation Z and millennials on hotel room booking. To realize this, the authors wanted to understand and analyse if the integration of this new technology had a real impact on hotel room reservation and what are the factors driving the new generation to use VR to book a hotel.

The research work aims to answer one main objective and one associated research question:

Research objectives:

RO1: To find out what is the Impact of Virtual Reality on Hotel Room Reservation through quantitative questionnaire.

Investigate the impact of VR on hotel booking as perceived by the generation Z and millennials.

Research questions:**RQ1: What is the Impact of Virtual Reality on Hotel Room Reservation?**

What are the factors driving the new generation to use VR to book a hotel?

To answer these questions, the authors applied a primary data approach to gather information and data on the impact of VR on hotel booking perceived by the younger generation. In this paper, the authors used a deductive approach and carry out a UX bipolar questionnaire to realize their research. They decided to choose to conduct an exploratory study using a questionnaire implemented in google forms.

1.3 Thesis structure

The thesis will consist of six chapters to meet the objectives. The first chapter will highlight the background and the extent to which the authors chose this topic, the authors' motivations for studying the topic, the purpose of the research, the research questions, and objectives. This chapter is called Introduction. The second chapter helped the authors to understand and to enhance their knowledge on the subject, to develop a research framework and define each concept that are applied in the UX bipolar questionnaire. In this part called Literature review, the author will explain in more detail how the reservation works in the hotel as well as the visits which will be broken down in two parts: one with a visit by image of the website and one with visits using virtual reality. Then, the following section called research methods and implementation, deals with the type of approach, the philosophy, the time horizon, and the data collection of the questionnaire conducted by the authors. The fourth chapter describes and analyse the results obtained from the data collected. Then comes the discussion that deal with the limitations and answers to the research question and finally, the last section, conclude the thesis, providing recommendations for future research.

2 Literature review

2.1 Introduction

In this part of the literature review, the authors present and explain their research with the different keywords presented at the beginning of this research document and the different results found in terms of identification of relevant publication. The theories presented in the literature review have been developed by taking into account the varied perspectives of researchers specialising in this field, who have studied the impact of virtual reality on hotel room reservations.

The world has evolved in a new way and has become increasingly digital since the Covid 19 crisis. Many companies have had to review their organizational system and new technologies have emerged. These new technologies include virtual reality, which has been booming since 2019. In fact, in 2018, the Statista website showed that the virtual reality market in 2019 would grow from \$16.8 billion to \$160 billion in 2023 (Zeng et al., 2020), showing the potential for using this new technology.

Virtual reality, or VR for short, has emerged as a potentially revolutionary tool in the hospitality sector. According to McLean et al, virtual reality is defined as a tool capable of creating a 3D virtual environment combining several senses such as sight, hearing, touch, and movement. This allows the user to be totally immersed in a digital world as if they were in reality. Similarly, according to Kim et al. (2020), virtual reality can be used for a number of applications, such as 360° tours on the internet, or for hardware such as VR headsets, enabling users to travel anywhere in the world from the comfort of their own homes. Using this new technology would be a practical tool for visiting places that offer a captivating and enriching sensory experience for the user. In support of these comments, Barten (2024) also demonstrates that virtual reality is a crucial tool for improving the customer's user experience and commitment by offering them an immersive vision of the accommodation and the place they could possibly stay, thus helping them to decide whether or not to book the room. Studies have shown that the immersion provided by VR has a positive effect on the user experience (De Gauquier et al., 2019). By offering immersive and interactive experiences, VR not only improves the booking process, but also fosters deeper engagement and satisfaction among users.

2.2 Hotel Booking

2.2.1 How online Hotel Room Booking Works

Nowadays, online hotel room booking has become the most common method for travellers to book their accommodations due to its convenience, accessibility, and often competitive pricing. It is possible to make reservations on platforms such as Booking.com, on hotel comparators like Trivago and also simply on hotel's websites.

Online hotel room booking is usually pretty easy to do thanks to the user-friendly platforms. The first step is to search and compare hotels and their different types of rooms. Users begin by searching for hotels based on their destination, dates, and preferences. They can compare prices, amenities, reviews, and location across different hotels.

Then, once users find a suitable hotel, they proceed to the booking process. This typically involves entering personal information, selecting room types, and finally, making payment.

The last step of online booking is the confirmation. In fact, after completing the booking, users receive a confirmation email or/as well as their booking reference number. Some platforms also offer the option to download booking vouchers or mobile apps, like booking, for easy access to booking details after the creation of an account.

Moreover, depending on the conditions of the reservation, modifications and cancellations may be possible. Many booking platforms allow users to modify or cancel their bookings, even if this may be subject to terms and conditions set by the hotel or booking platform.

2.2.2 Platforms for Online Hotel Booking

The users can choose to use the kind of platform they prefer.

Online Travel Agencies platforms like Booking.com and Expedia, offer hotel listings from around the world, proposing a wide selection of accommodations at various price points. They often feature user reviews, flexible booking options, and loyalty programs. Hotel comparators provide

transparency by displaying prices from different sources, allowing users to identify the best deals and make informed decisions. Users can refine their search results by using filters such as price range, star rating, location, and amenities. Sorting options based on relevance, price, and user ratings help users find accommodations up to their liking.

It is possible to use one of Meta-Search Engines too. Platforms like Google Hotel Search, TripAdvisor, and Trivago allow users to compare prices and availability across multiple booking sites. Meta-search engines gather information from several sources, providing users with a comprehensive overview of hotel options.

Hotel Websites are usually a bit different even if the principle is similar. Many hotel chains and independent properties have their own websites where users can directly book rooms.

Booking directly through hotel websites may offer advantages such as loyalty rewards, exclusive deals, and also better customer service. It also allows users to explore available rooms, amenities, personalized experiences and more. Hotel websites focus on providing an intuitive and user-friendly interface, allowing users to easily navigate through different sections of the website, view photos of the rooms and accommodations, read descriptions, and make bookings securely.

Moreover, hotel websites sometimes offer additional features such as virtual tours, live chat support, and customization options for room preferences.

Online hotel room booking offers travellers a convenient and efficient way to find and reserve accommodations all around the world. With a wide range of platforms available, users can explore multiple options and make bookings according to their preferences and budget.

2.3 Hotel Visit

In this section of the literature review, based on research already carried out by several authors, we will analyse the user's intention to book a hotel room using only images and a description of the room, and the user's intention to book a room using virtual reality.

2.3.1 Website images

Research into the impact of images offered by hotel booking websites on the intention to visit a hotel has been carried out before. Traditionally, hotel booking websites offer images of their space, lobby, room, gym, bathroom, corridor, and other areas to give the user a better view of the place and make them want to book the room. We can take the example of the Best Western hotel in Stockholm, which offers only images of all its room types, as well as a written description of the size of the room, the equipment in the room (coffee machine, hairdryer, etc.) and details of the room in question. Several studies have shown that certain characteristics of images can attract users. For example, the size of images on hotel websites and the presence of people in these images could influence users' behavioral intentions (Shin, 2017). Similarly, according to a study carried out by Calisto (2024), these images improve the user experience of travellers. This research highlights the fact that the images proposed by the hotel reservation website are important when booking a room, making consumers want to visit a hotel and helping them to make a decision.

2.3.2 Virtual Reality

Although the images on hotel websites help travellers decide whether or not to book a room, a new feature has emerged in recent years that allows consumers to immerse themselves more fully in the hotel experience.

The use of Virtual Reality (VR) has developed very rapidly in many fields, including tourism and the hotel industry. Recent studies have shown the impact of VR on the intention to book a hotel room. According to Morriet (2019), virtual reality is a crucial tool for creating immersive and persuasive experiences. Numerous virtual reality experiences exist, allowing users to fully immerse themselves in a virtual world. These experiences can range from a simple 360° tour in which the user uses their smartphone or computer to move around the hotel or rooms with their mouse or finger by clicking or dragging the screen, to the use of equipment such as a VR headset or interactive gloves. In these experiences, the user is able to move their head, move around in the virtual world, pick up objects with the fictional gloves, hear noises as they move around the hotel or even communicate with people by asking them questions. Moreover, as Golonka (n.d) highlight, the use of VR headsets with tactile gloves, machines that can create wind or even scent diffusers allow the

user to become even more immersed. Thus, when a user uses VR to visit a hotel, it gives them an innovative and engaging experience that can help them decide whether or not to book a room.

2.4 Consumers Purchasing

Consumer purchasing habits in hotel room booking can be analysed using the Theory of Planned Behavior (2024), also known as TPB. According to LaMorte (2022), this theory suggests that behavioral intentions are influenced by three major factors, which are attitudes, subjective norms, and perceived behavioral control.

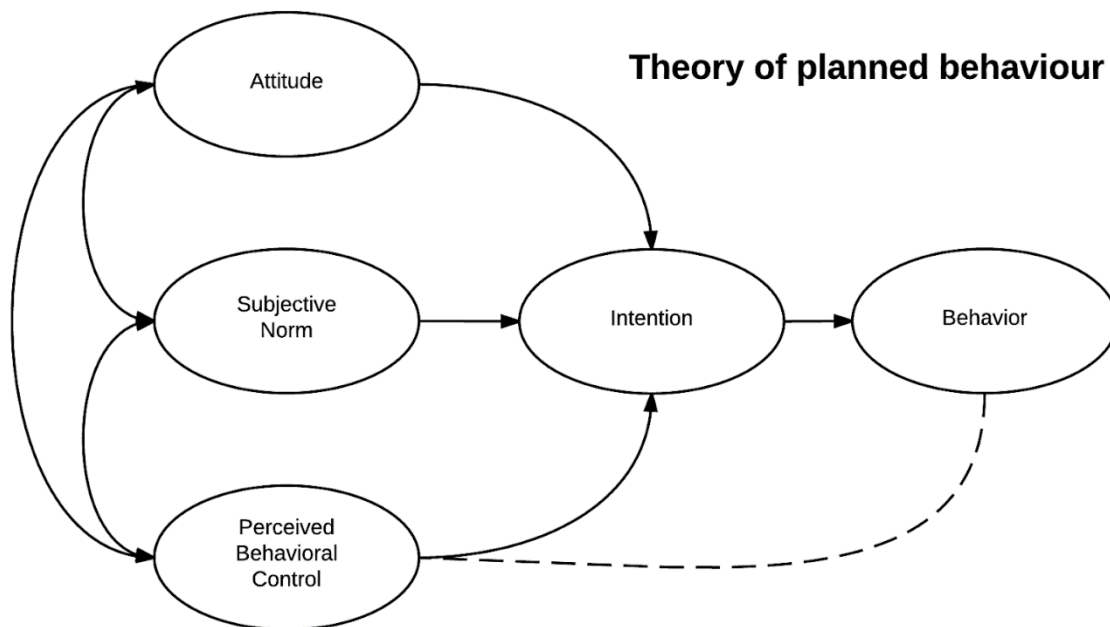


Figure 1: Theory of planned behavior (2024)

These factors; represented in the diagram above; can also be applied to hotel room booking. Firstly, consumers' attitudes toward hotel room booking are caused by their perceptions of the benefits and drawbacks associated with different accommodation options. Positive attitudes may be influenced by factors such as the reputation of the hotel, the panel of amenities, cleanliness, comfort, etc. Negative attitudes may be caused by concerns about, for example, high prices, poor reviews, or lack of desired amenities.

Secondly, subjective norms refer to the perceived social pressure or influence from others regarding a particular behavior. In the context of hotel room booking, consumers may be influenced by the recommendations of friends, family, or online reviews. Positive reviews and recommendations from trusted sources can strengthen consumers' intentions to book a particular hotel, while negative reviews or warnings from others may dissuade their intention of booking.

Lastly, perceived behavioral control reflects consumers' beliefs about their ability to successfully perform the behavior of; in this case; booking a hotel room. Factors such as ease of booking, the availability of desired room types, flexible cancellation policies, and the convenience of the location can all influence consumers' perceived control over the booking process. For example, if a hotel's website is user-friendly and offers an easy booking process, consumers may feel more confident in their ability and then their intention to book a room. According to Kiliç et al. (2021), "Virtual reality results of the research suggest that involvement in virtual reality positively affects the service quality, advertising attitude, and product attitude".

In addition to these factors, external variables such as price promotions, advertising, and personal experiences can also influence consumers' purchasing habits in hotel room booking. By understanding the interplay between attitudes, subjective norms, and perceived behavioral control, hotels can tailor their marketing strategies to address consumers' concerns and preferences, ultimately increasing their likelihood of booking a room. This may include emphasizing positive reviews and recommendations, highlighting amenities and benefits, and offering flexible booking options to enhance perceived control over the booking process.

2.5 USER EXPERIENCE

2.5.1 Cognitive aspect

a) Engagement

User engagement in hotel room booking using virtual reality (VR) is a dynamic and captivating experience that revolutionizes the way people interact with hotel offerings. Through VR technology, potential guests are transported into a virtual world where they can explore hotel rooms and facilities in an immersive and interactive manner, leading to heightened engagement and increased booking satisfaction.

One key aspect of user engagement in VR-based hotel room booking is the ability to provide a sense of presence. By wearing a VR headset, users feel as though they are physically present

within the hotel environment, allowing them to fully immerse themselves in the experience. This heightened sense of presence enhances engagement by making users feel more connected to the hotel and its amenities.

Moreover, VR enables users to interact with virtual objects and environments in real-time, further enhancing engagement. Users can walk around virtual hotel rooms, inspecting details such as room layout, decor, and amenities from different angles. They can open drawers, closets, and doors, providing a hands-on experience that simulates being physically present in the space. This level of interactivity not only increases engagement but also empowers users to make more informed decisions about their bookings.

In addition to exploring individual rooms, VR-based hotel room booking platforms often include interactive elements that engage users on a deeper level. For example, users may encounter virtual hotel staff who can provide information, answer questions, or offer personalized recommendations based on their preferences. Users may also have the opportunity to participate in virtual tours of hotel facilities, such as restaurants, spas, and recreational areas, further immersing them in the overall hotel experience.

Furthermore, VR-based hotel room booking platforms can leverage gamification techniques to enhance user engagement. For example, users may be challenged to find hidden objects within virtual rooms or complete interactive tasks to unlock special offers or discounts. These gamified elements add an element of fun and excitement to the booking process, encouraging users to spend more time exploring the virtual environment and ultimately increasing their likelihood of booking. “Results from a laboratory experiment showed that, compared to desktop computers and mobile phones, virtual reality devices evoke more positive emotional reactions and higher levels of psychological and behavioral engagement”, Flavián et al. (2021).

2.5.2 Emotional Aspect

a) Attractiveness

Virtual reality (VR) has become an attractive and innovative tool in the hotel sector. It offers users an immersive experience even before they arrive. Thanks to VR, the customer experience is enhanced by allowing them to virtually visualise rooms and facilities. VR offers guests the opportunity to visualise the rooms, communal areas, and surroundings of the hotel in a realistic and engaging way, stimulating their emotions. Elements such as image quality, sound effects and intuitive navigation help to create a positive emotional experience. According to Hubeaux (2014),

hotels using virtual reality would have an advantage and would be more attractive, attracting more people.

In conclusion, VR offers considerable potential for improving the attractiveness of hotel booking by offering an immersive customer experience and reducing uncertainty. However, its adoption requires careful evaluation of costs and benefits to ensure successful implementation.

2.5.3 Economical aspect

a) Pleasantness

Using virtual reality in hotel room booking offers a pleasantly immersive and convenient experience for travellers. It makes the booking process enjoyable. The high-resolution graphics and details create a visually pleasing experience and allow users to appreciate each space they see. Moreover, VR engages multiple senses, providing a more unique experience compared to traditional booking methods. Since virtual reality is sensory engaging, it adds richness to the experience, making it more pleasant and memorable.

VR technology enables hotels to offer personalized booking experiences tailored to each user's preferences. Users can customize their virtual exploration by selecting specific room features. This level of personalization enhances the overall experience, making users feel valued and appreciated. In addition, the convenience of VR makes the booking process more pleasant, allowing users to take their time and make informed decisions. Moreover, users may feel a sense of excitement when discovering amenities and exploring. This emotional connection enhances the overall enjoyment of the booking experience, leaving them with positive memories and looking forward to their next stay.

Alam (2021)'s study investigates the impact of visual and auditory immersion on the sense of presence and emotional response in virtual reality environments. The study compared participants' experiences using a desktop PC versus using VR. An increase in pleasantness and all dimensions of presence in the VR condition compared to the desktop condition was observed.

b) Usefulness

Virtual reality (VR) is a revolutionary technology in the tourism sector, offering immersive experiences that are transforming the way consumers interact with accommodation services. First and foremost, this new emerging technology makes it easier for consumers to make decisions. VR allows customers to visualise hotel rooms and facilities in a realistic way before booking. Secondly, virtual reality is a useful tool because it helps to reduce errors at the time of booking, allowing the customer to better visualise the space and facilities on offer, thus reducing the risk of dissatisfaction after re-booking (Rédaction, 2019).

Finally, VR is a useful tool because it provides an interactive experience, attracting the younger generation and encouraging them to use this technology when booking a hotel.

2.5.4 Technological aspect

a) Easiness

Virtual reality is an easy and intuitive experience, it simplifies the process of exploring accommodations and making reservations. VR platforms are designed with user-friendly interfaces that are easy to navigate. Users can simply put on a VR headset and use intuitive controls, such as pointing and clicking or using hand gestures, to move around virtual environments and interact with objects. This simplicity of navigation makes it easy for users to explore different rooms and facilities without any prior training or expertise required.

In addition, since VR technology enables interaction with virtual environments and objects, users can effortlessly open doors, drawers, and closets, adjust lighting and temperature, and even virtually walk around rooms to get a feel for the space. Moreover, users can use VR-based booking platforms from anywhere with an internet connection, an accessibility that makes the booking process effortless and convenient, saving users time and effort. As mentioned in the conclusion of their research, Marzouk et al. (2019) observes that VR provides ease of use and utility, requiring minimal mental effort. Additionally, the content displayed is consistent and informative.

On the other side, the integration of virtual reality technology in hotel room booking offers both ease and complexity, particularly for first-time users and those unfamiliar with technology. In fact,

for individuals not accustomed to using technology or navigating virtual environments, VR can pose challenges. The initial learning curve may be steep, requiring users to familiarize themselves with VR headsets and controllers. This can lead to confusion and frustration, especially for older generations or individuals who are not well-versed in technology.

Moreover, some users may experience discomfort or even nausea when using VR, especially when it is the first time. The sensation of being immersed in a virtual environment can trigger motion sickness or headaches in some individuals. This discomfort may dissuade users from using VR in the future and may even discourage them from booking in the hotel they were visiting virtually.

b) Reliability

Reliability in virtual reality (VR) refers to the ability of VR systems to operate in a stable and predictable manner, ensuring a consistent and seamless user experience. This includes the quality of the visual display, the precision of tracking movements, and the robustness of hardware and software to avoid breakdowns or bugs.

In terms of technology, VR can also be prone to problems. Problems with the internet connection, an inadequate network, bugs in the system, a server breakdown or even if the support is updated because of a virus, can make the technology less reliable for the user. Similarly, hotel companies could engage in misleading advertising by modifying virtual tours.

Reliability is also about the trust that users place in the system. Reliable use of virtual reality increases user confidence and encourages continued adoption of the technology. VR is supposed to represent reality and therefore to be reliable. People can be 100% sure of the hotel's reliability and have no surprises.

In addition, many users appreciate that the vision of the room they have had with the use of virtual reality is similar to reality when they arrive in the room.

c) Novelty

Using virtual reality in hotel room booking introduces a novel and immersive experience for customers. It is still relatively new, but it has been more present in recent years. The technology has

been evolving rapidly, and hotels are increasingly embracing it as a way to enhance the booking experience for their guests.

The use of VR in hotel room booking started to gain attention around the mid-2010s, with early adopters experimenting with 360-degree virtual tours of their properties. However, it's only in the last few years that VR technology has become more accessible and affordable, allowing hotels of various sizes to implement it into their booking processes. While some hotels have fully integrated VR into their booking platforms, others are still in the early stages of exploring its potential.

Given the novelty of VR technology, identifying meaningful factors as presence, enjoyment, immersiveness, and system quality and examining their direct relationships is important in order to advance understanding its impact on hotel room booking experiences (Nam et al., 2024). Researchers have focused on exploring users' experiences with VR, particularly in the context of tourism and hospitality. By investigating factors like presence, enjoyment, and immersiveness, scholars aim to uncover the key elements that contribute to users' satisfaction with VR systems.

According to Nam et al. (2024), it is essential to stay abreast of the latest research findings and technological advancements because by staying informed about the factors that drive user satisfaction and the direct relationships among them, researchers can contribute to the ongoing development and refinement of VR-based solutions for hotel room booking.

2.5.5 Empathical aspect

a) Attentiveness

Attentiveness is the ability to concentrate voluntarily on a specific object or task. Attention in virtual reality (VR) refers to the focus and concentration required while engaging in VR experience. There can be several factors influencing attentiveness in VR such as an immersive experience; in this case VR can captivate users' attention through immersive environments and interactive elements, enhancing focus. We can also cite the potential distraction that this new technology has as an effect. Despite immersion, users may face distractions within VR, impacting their attentiveness. Also, excessive use of VR may lead to cyber-sickness symptoms like nausea, affecting users' ability to focus (Weech et al., 2019). In conclusion, virtual reality offers fascinating possibilities in many

areas, but requires particular attention to be used optimally and to avoid possible undesirable effects such as disorientation.

2.5.6 Interpersonal Aspect

a) Influentialness

Virtual reality can be a very influential tool in the decision to book a hotel room. Indeed, many hotels today have integrated virtual reality in innovative ways into their offer, such as Marriott Hotels, which has launched initiatives to integrate virtual reality into its services. For example, some hotels are offering VR experiences for guests, such as virtual tours of tourist destinations. Hilton has also explored the possibilities of virtual reality to offer virtual tours of its properties and surrounding destinations.

Some people feel that the use of virtual reality would influence the decision to book or name the hotel room, while others feel that using only 2D photos would suit them perfectly. The use of VR can be very influential in helping the user to better perceive the room. People will then prefer to see a hotel in 3D rather than 2D, including this notion of 'reality'. VR is a tool that offers many advantages and many positive points during the booking process, but this technology is not essential.

Finally, virtual reality provides a realistic representation of the hotel's facilities, allowing potential guests to visualise the property and its features prior to their visit. This can influence their booking decision by giving them a better idea of what to expect.

b) Immersiveness

One of the major aspects in virtual reality is its immersiveness. In fact, immersive experiences have revolutionized the way hotel room bookings are made nowadays. By incorporating VR technology into the booking process, guests can explore hotel rooms and facilities in an engaging and interactive way, providing them with a more immersive understanding of what to expect during their stay.

Users can put on a VR headset and find themselves transported directly into a virtual representa-

tion of the hotel. They can look around, potentially hear ambient sounds, and in some cases, interact with virtual objects. Thanks to virtual reality, they can navigate through different areas of the hotel, such as the reception lobby, restaurants, pool, and of most importantly, the various types of rooms available for booking.

As the potential clients explore, they can observe each room in detail, their decor, amenities, and even the view they could see at the window. Depending on the precision of the VR tour offered, users can also open closets, drawers, and doors to get a sense of the space and functionality.

This immersive experience allows potential guests to make more informed decisions about their hotel reservations. They can better visualize themselves in the hotel, which can increase confidence in their booking choice and also reduce the possibility of dissatisfaction and disappointment upon arrival. It also provides a level of convenience and accessibility, especially for those unable to visit the hotel in person before booking.

Furthermore, hotels can use VR technology to showcase special features or promotions, such as exclusive room upgrades, dining options, or recreational activities, further enhancing the overall booking experience.

Immersive experiences in VR have transformed hotel room booking from a two-dimensional process to an interactive, three-dimensional journey, providing potential clients with a more engaging and informative way to choose their accommodations.

Moreover, as written in the European Journal of Tourism, Israel et al. (2019), A research done by Debbabi et al. (2010), on the influence of telepresence on the product experience demonstrates that “virtual product presentation is a meaningful marketing method which increases the consumer's product experience”. In the realm of destination marketing, past studies have demonstrated that the immersive experience of virtually experiencing a destination enhances interest in it (Choi et al., 2016; Marasco et al., 2018). Tussyadiah et al. (2018) have noted that the inclination to visit a travel destination in reality grows when travellers have the opportunity to digitally explore it beforehand.

2.5.7 Acceptance

a) Convincingness

Virtual reality has the ability to transform the booking experience into a persuasive and immersive journey for customers. It offers a high level of immersion, allowing users to feel as though they are physically present in the hotel room. This immersive experience captivates customers, making it easier for them to envision themselves staying at the hotel.

Moreover, the transparency of VR helps build trust and confidence in the booking process, leading to more booking. With VR, users can interactively explore the hotel, this approach to exploration enhances engagement and enables customers to be more convinced in their booking decisions to their preferences. In addition, by providing a comprehensive view of the hotel experience, VR reduces uncertainty and addresses common concerns that customers may have when booking accommodations sight unseen. This increased confidence encourages users to proceed with their booking without hesitation.

Hotels that offer VR experiences for room booking differentiate themselves from competitors and position themselves as innovative and customer focused. The unique experience provided by VR sets these hotels apart and convinces customers to choose them over other options.

According to Dadwal et al. (2015), reality marketing holds significant convincing power in the field of tourism and hospitality. Their study outlines how VR has the capability to engage consumers. Through the effective utilization of VR, marketers in tourism and hospitality can deliver reliable, valid, and interesting information to consumers, thereby influencing their purchasing decisions. The potential of virtual reality to engage with consumers and enhance their service encounters is a key factor driving its convincingness.

Moreover, the study also suggests that VR has the ability to replace conventional marketing approaches, demonstrating its growing importance in the industry.

b) Willingness

Users are keen to book their hotel rooms using virtual reality. They see it as something new to try out, and do not need to buy a VR headset. Users think they would definitely be willing to try VR, as it is an interesting, motivating and easy-to-use tool. They would like to try it out and would be a customer of the kind of hotel that offers this extra service.

Many companies in the hotel sector are actively studying the integration of VR into their booking processes to offer a more immersive experience to customers. VR offers guests the chance to virtually visit hotel rooms, common areas and even environments without having to physically move around. This can help customers make more informed booking decisions, by enabling them to see exactly what their stay will be like.

Some VR applications also allow guests to personalize their experience by choosing options such as room layout, amenities and even the view from the room.

Using virtual reality (VR) in hotel room booking can significantly impact customers' booking decisions. VR enhances the hedonic and utilitarian value of the hotel experience, increasing the likelihood of booking the accommodation. The customers perceive higher value in hotels offering VR content during booking, such as virtual room tours, influencing their willingness to pay more for such experiences.

In conclusion, integrating VR into hotel room booking can enhance customer experience, increase perceived value, and positively influence booking intentions and willingness to pay.

c) Recommend

Users would recommend using virtual reality in hotel room booking for several compelling reasons.

Firstly, VR enables users to make more informed decisions about their accommodations. Users would recommend using virtual reality in hotel room booking for its ability to enhance visualization, provide a realistic experience, enable personalized exploration, offer remote accessibility, increase confidence, and create a memorable booking experience. By incorporating VR technology into their booking platforms, hotels can improve customer satisfaction and drive bookings.

The willingness of customers to recommend and provide feedback on their experiences with using virtual reality to book hotels is a crucial aspect of understanding the acceptance and potential of this technology in the hospitality industry.

Customers' willingness to recommend VR-based hotel booking comes from their overall satisfaction with the experience. If customers find that VR enhances their booking process by providing a

more immersive and informative preview of hotel accommodations, amenities, and surroundings, they are more likely to recommend it to friends, family, and surroundings. Positive word-of-mouth recommendations can significantly influence others' perceptions and encourage them to try VR for hotel bookings themselves.

Furthermore, customers' willingness to provide feedback allows them to express their opinions, preferences, and concerns, helping hotels understand what aspects of the VR experience are working well and what areas need improvement. This valuable feedback enables hotels and developers to refine and optimize the VR booking process to better meet customers' needs and expectations.

Customers are more likely to recommend VR for hotel bookings if they find the technology easy to use, intuitive, and enjoyable. A seamless and immersive user experience enhances satisfaction and encourages positive recommendations. In addition, the accuracy and realism of the VR representations of hotel accommodations and surroundings are very important because customers are more inclined to recommend VR if they feel that the virtual experience closely represents the actual hotel environment.

2.6 Identified Research Gaps

In the literature review, we can observe several gaps on the use of virtual reality and its impact.

Virtual Reality (VR) is a promising technology for transforming the hotel re-booking experience, offering guests a totally immersive experience of visiting their hotel or room. In addition, we know from various studies in the review literature that Virtual Reality obviously plays an important role in the user experience. Some of the research that has been done, such as that by Morriet (2019), shows that virtual reality is a crucial tool for creating immersive and persuasive experiences, or that by Israel et al. (2019) on the influence that virtual reality has on booking intention. On the other hand, there are very few studies on certain aspects of the user experience, such as the study by Pallot and Richir (2016) and the acceptance of using virtual reality in hotel reservations. There is also a lack of research into the impact of virtual reality on hotel reservations, which is almost always positive (McLean & Barhorst, 2022) but also includes some negative aspects. There is a lack of exploration of user experience dimensions such as the interactive aspect of the hotel room reservation process (Ouerghemmi et al., 2023).

There is also a lack of research focusing on a specific population such as the new generation Z and studies questioning this population on the subject of the research.

With the research already established in the literature review, and the lack of publications on the subject, the authors therefore felt it was necessary to conduct a research study on the impact of virtual reality on hotel reservations covering several missing points by focusing their studies on a particular population (Z and X) in order to fill this gap and generate new data and knowledge.

2.7 Research Framework

The framework presented below and used in this research is that of McLean and Barhorst (2022) on The Role of Virtual Reality during Hotel Bookings.

This framework helps us to understand the different phases the user goes through in the hotel booking process, using virtual reality.

For this framework, the authors focused mainly on study 1 because study 2 is outside our research subject since it is a post phase, showing the impact of VR on the intention to return to book a room in the same hotel by a consumer who has already stayed in the same hotel.

In study 1, several hypotheses were put forward. Virtual reality encompasses three aspects: an authentic experience (h1a), cognitive processing of mental imagery (h2a) and the quality of the image emitted (h3b), which immerses the consumer in an immersive experience. This immersive experience would then trigger the consumer's intention to visit the hotel (h4b). This Framework helped the authors to better visualise the relationships between the different phases that could exist during the hotel room reservation process.

To answer their research question on the Impacts of Virtual Reality on Hotel Room Reservation, the authors focused mainly on the h4b hypothesis to understand the link between the immersive experience represented by VR and the user's intention to book a hotel room. The authors therefore focused on the user experience when using virtual reality and its impact on the acceptance of booking a hotel room using this process.

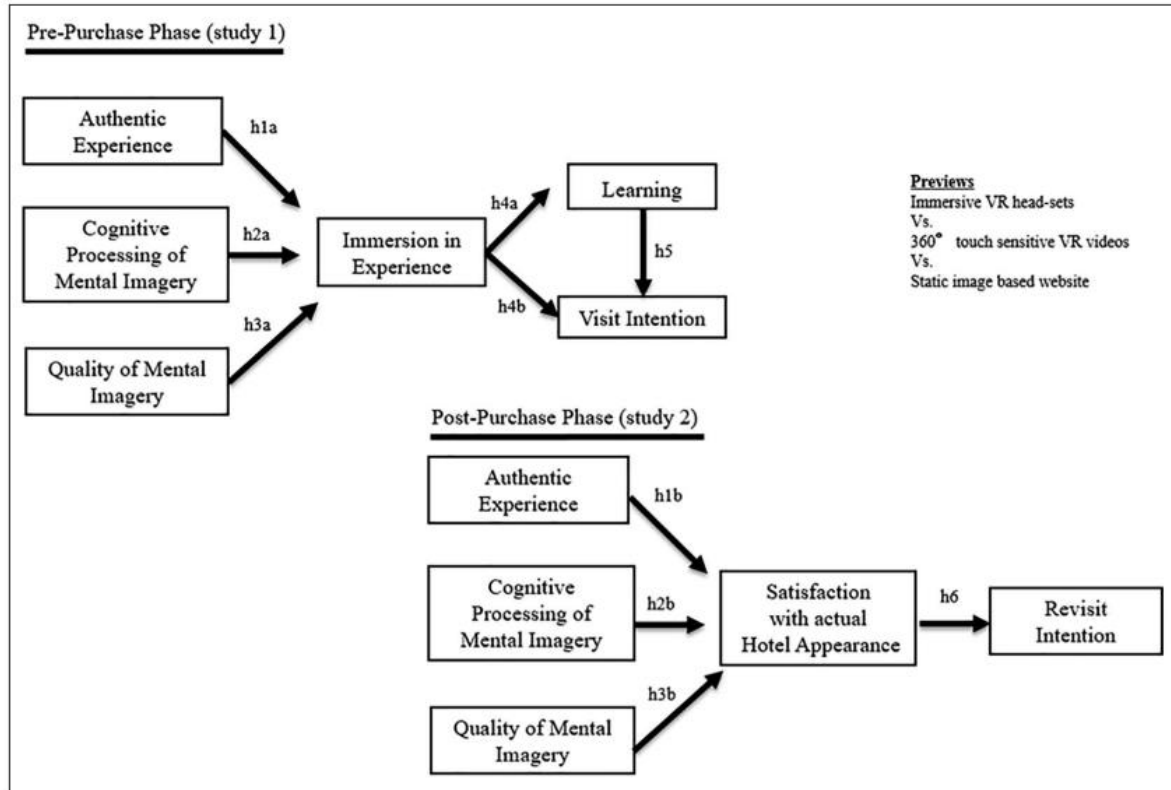


Figure 2: Theoretical Framework - The Role of Virtual Reality during Hotel Bookings (McLean & Barhorst, 2022)

Based on previous research and various approaches in the literature, the authors have developed a simplified research framework that corresponds more closely to their subject. This proposed research framework presented in **figure 3** explores the relationships between independent and dependent variables in order to find the impact of virtual reality in hotel room booking.

This proposed research framework will then be transformed into a linear regression model and analysed in the research results section, measuring the impact of each variable, and statically testing the hypotheses.

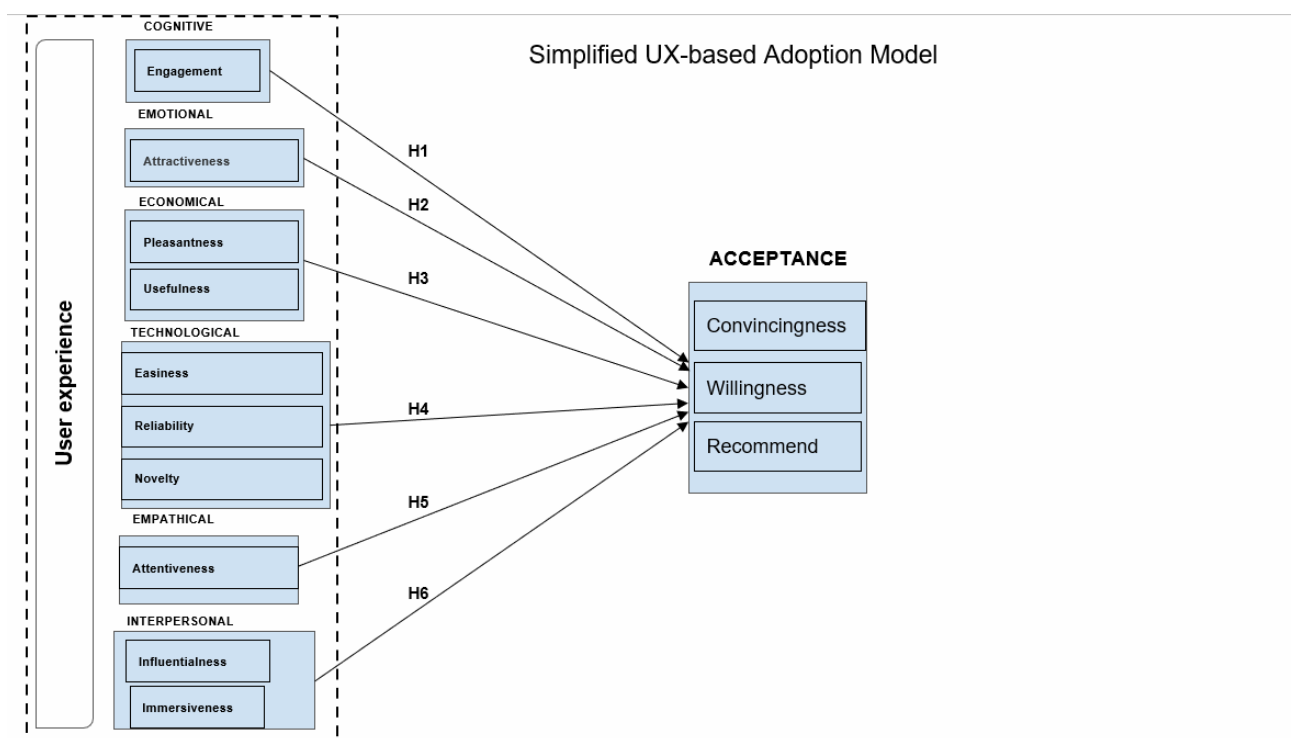


Figure 3: Proposed Research Framework

3 Research methods and implementation

3.1 Research context

This research was undertaken as part of the research and development course. The paper is focusing on exploring the impact of virtual reality on hotel room booking behavior, particularly among Generation Z and Millennials. The authors employed a structured approach outlined below to conduct and conclude this study. The primary aim of this research is to delve into how VR technology

influences the booking decisions of Generation Z and Millennials individuals when it comes to hotel accommodations, with a focus on gathering and analysing quantitative data to provide insights into this behavior.

3.2 Research design

In this section, the authors used the research onion shown in the image below to conduct their research, which was developed and written by authors Mark Saunders, Philip Lewis, and Adrian Thornhill in 2009 in their book *Research Methods for Business Studies*. This research helped and enabled the authors to better define and choose the stages they went through and what was the philosophy, the approach, or the strategies to choose, the method used to carry out this research, the time horizon used and finally the techniques and procedures best suited to the development of their thesis.

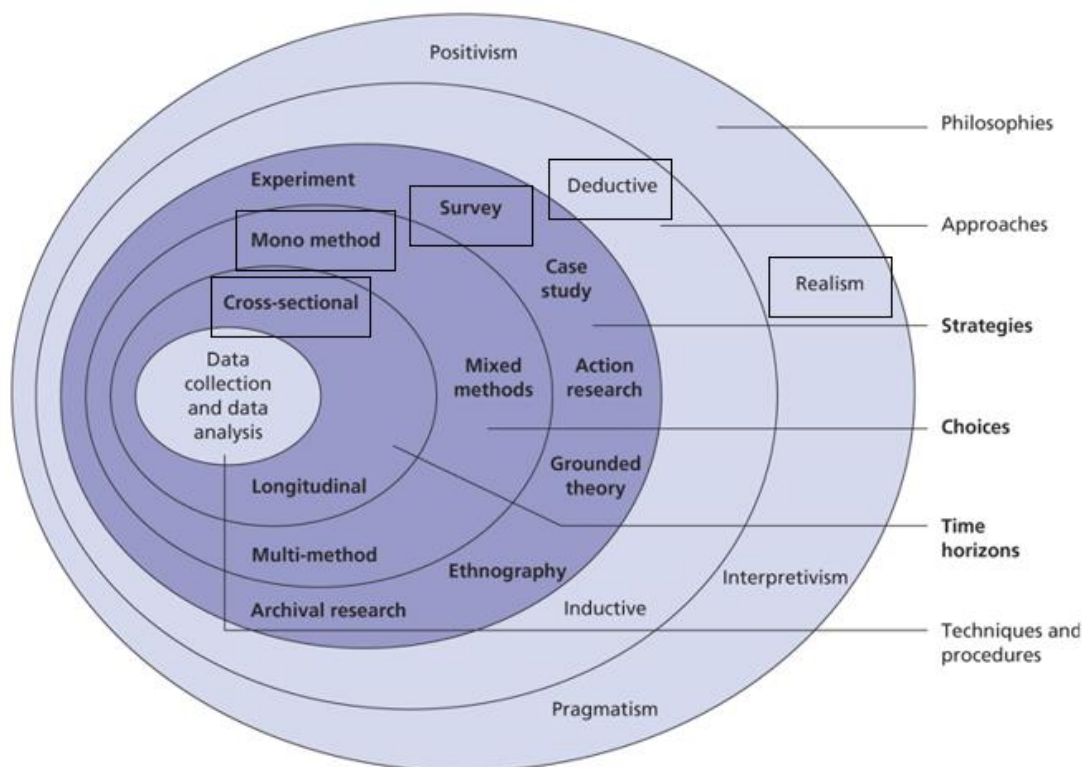


Figure 4: The Onion Research Design (Saunders et al., 2009)

3.2.1 Research philosophy

The philosophical foundation for this research is realism, emphasizing the objective existence of reality independent of human perception. This approach views reality as truth, unaffected by subjective interpretation. Realism in scientific research underscores the notion that the world exists independently of human cognition, with underlying causal relationships that can be empirically observed and studied.

Within realism, two main strands exist: direct realism and critical realism. Direct realists perceive the world as relatively unchanging and focus on individual, group, or organizational levels, valuing the importance of studying various levels of reality. This philosophical standpoint aligns with the research goal of understanding the impact of virtual reality on hotel room booking behaviors. The choice of realism reflects a commitment to uncovering objective truths about how VR influences consumer decisions in the hospitality industry. By adopting a direct realist perspective, the research aims to explore how individuals perceive and interact with VR technology in the context of hotel accommodation reservations, acknowledging the potential for social media to shape perceptions and behaviors.

3.2.2 Research purpose

To conduct their study, the authors used explanatory research, which was the most appropriate method for their research. According to the book *Research Methods for Business Students* by Saunders et al. (2009), "explanatory or analytical research will enable you to examine and explain relationships between variables, in particular cause-effect relationships." Thus, the use of explanatory research enabled the authors to deepen understand the relationships between the variables in a clearer way and to find the links between the variables and thus in our case, the relationship between the user experience that is variables technological, cognitive, interpersonal, emotional, economical and emphatical aspects and the acceptance of using Virtual Reality to book a hotel room.

In this context, explanatory research proved to be a very useful tool and helped the authors to better understand the impact of virtual reality on hotel room reservations. It also enabled the authors to collect data to test the theoretical part of the hypothesis and then to analyse the data collected and establish the causes and effects of the results.

3.2.3 Research approach

This research employs a deductive approach, wherein data is gathered and analysed to examine a hypothesis or theory. This method involves starting with a hypothesis or theory and then testing it through data collection and analysis. The authors utilized this approach to confirm or refute existing theories or models, providing a structured and systematic framework that enhances the reliability of results. The hypothesis being tested pertains to the relationship between virtual reality and its impact on consumer intention and behavior on hotel room booking.

3.2.4 Research strategy/method/s

In this study, the method chosen was a survey in the form of a quantitative questionnaire. The use of a survey was, according to the authors, the best option for carrying out their research.

The thesis used a quantitative questionnaire and primary data approach to gather information and data on the impact of VR on hotel bookings perceived by the younger generation. The authors used a bipolar UX questionnaire to carry out their research using a quantitative questionnaire implemented in Google Form. Using a Likert scale, respondents were asked to answer each question on a scale of 1 to 5, with 1 being the lowest and 5 the highest. The data collected was then analysed using SPSS static analysis software.

The choice of a quantitative questionnaire is the best way of reaching as many people as possible quickly on a subject as opposed to interviews, of collecting data and analysing the responses from a representative sample of the population and of deducing overall conclusions about the population as a whole with regard to their opinion on our subject of the impact that virtual reality has on hotel room reservations.

3.2.5 Methodological choice

The chosen methodological approach for this study is the mono-method in the form of a quantitative questionnaire. This selection involves consistently employing a single research method throughout the study, ensuring consistency and standardization in data collection and analysis. By utilizing a singular method, the reliability of the results is enhanced, and the potential for bias associated with employing multiple research methods is minimized.

The authors determined that a single-method exploratory approach, specifically a quantitative questionnaire survey, would be the most suitable strategy for conducting this research. This approach allows for the swift and efficient collection of a large volume of data. However, it is important to acknowledge that relying solely on one method may present limitations, particularly concerning the validity of the results.

3.2.5 Time horizon

Cross sectional study is defined as when research data are collected only at one point in time and not several times at several points in time. The time horizon chosen in our study research was cross-sectional since the data was collected only once. The authors felt that this was the best design research for their study as virtual reality is a technology that has recently appeared and is emerging very quickly. More and more people are using it, but it is not yet in the majority. The way in which virtual reality is used and the number of people using it will probably not be the same in a few years' time, as the world is evolving very quickly, and society's habits are changing. It was therefore interesting to analyse the behavior, intention, or frequency of using Virtual Reality to book a hotel room of a sample of people at a given time (2022 - 2024) and to set a limit to this research.

3.3 Data collection

To conduct this research, the authors used a UX bipolar survey in the form of a quantitative questionnaire.

Our Quantitative Questionnaire set up on Google Forms surveying 104 people (sample n =104) from the generation Z and the Millennials. Our questionnaire was distributed on several social networks as well as on the internet and by word of mouth. For this study, the authors used only this data collection in the form of a survey. The respondents to the questionnaire were people interested in the subject of our research on the impact of virtual reality on hotel room reservations. Thanks to the Google form platform, we were able to generate diagrams following the responses to each question, enabling us to better analyse and visualise the data with precise figures and percentages.

The design of our quantitative questionnaire consisted of 4 demographic questions (DQ1, DQ2, DQ3 and DQ4) to find out about the population studied; 12 profiling questions (PQ1 to PQ12) to understand the attitude, preferences, and habits of respondents with regard to our subject; 10 quantitative questions (XQ1 to XQ10) and questions on acceptance of the use of virtual reality in the hotel room reservation process (AQ1 to AQ3). The 10 quantitative questions and the 3 acceptance questions were carried out using the Likert scale, i.e. a scale ranging from 1 to 5, 1 being the scale with which the respondent agreed least and 5 being the scale with which the respondent agreed most. The answers to questions XQ1 to XQ10 and questions AQ1 to AQ3 helped the authors to collect quantitative data so that they could be analysed using SPSS statistical data software. This type of questionnaire was ideal because it enabled the authors to collect a large number of responses and to get a general idea of what society thinks.

To better visualise the layout of the questionnaire and its responses, our quantitative questionnaire can be found in the appendix entitled "QUANTITATIVE QUESTIONNAIRE IN GOOGLE FORM" at the end of this research document.

By collecting data, the authors were able to identify the key factors in the adoption of VR technology in hotel bookings and assess its impact on room booking intent and customer satisfaction.

3.4 Data analysis

3.4.1 Quantitative data analysis

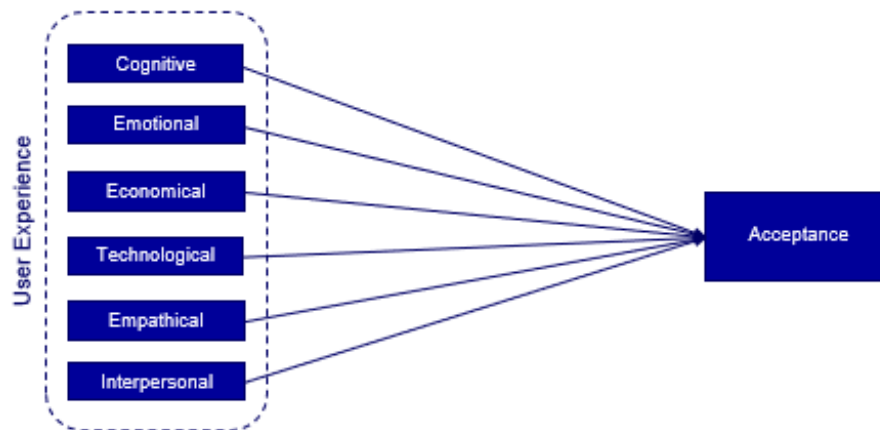
Quantitative data analysis is one of the essential elements of our research. It is a method for studying and interpreting numerical data, testing hypotheses and theories, and generating population statistics. Once the data has been collected in numerical form, it is processed and analysed using statistical techniques to identify relationships between variables and enable us to make predictions or draw conclusions based on the data.

The authors found that the study of quantitative data was one of the most useful and essential tools in the analysis of their research question. This method helped them to have precise measurements of variables to explore and understand the phenomena using numerical data and statistical techniques and thus to have a broader view of the impact of each variable on the acceptance to use the virtual reality on hotel room reservations.

To conduct their research, the authors adapted their original research framework in the form of the linear regression model shown in figure 5 below. This regression model allows the authors to clearly visualise the dependent and independent variables used in the SPSS software. The research question focuses on the evaluation of impact, which implies precise measurement of the essential variables. The scores of the variables which appear in the model were calculated as averages of their items.

A more detailed analysis of the regression model can be found in section 4.3 below.

Regression model



$$\text{Acceptance}_i = \beta_0 + \beta_1 \text{Cognitive}_i + \beta_2 \text{Emotional}_i + \beta_3 \text{Economical}_i + \beta_4 \text{Technological}_i + \beta_5 \text{Empathical}_i + \beta_6 \text{Interpersonal}_i + \epsilon_i$$

Figure 5:Regression Model

3.4.2 Qualitative data analysis

In this section, the authors did not need to apply a quantitative data analysis as their study only involved a qualitative data analysis.

3.5 Ethical considerations

Throughout their research and thesis writing, the authors were careful to protect the privacy and confidentiality of the respondents to their questionnaire. Proof of this is the mention of the following sentence to inform respondents before starting the quantitative questionnaire: « To protect your privacy and offer anonymity and confidentiality, only the result will be published aggregate form with no individual displayed ». The use of Google Forms for anonymous questionnaires ensures the confidentiality and privacy of respondents.

Ethical guidelines are essential to ensure that research is conducted in a respectful, responsible, and transparent manner. Each source quoted in this document has been verified by referencing the original authors.

The authors did not use artificial intelligence in their thesis to create text content but did use it to check the grammar and spelling of their sentences. The authors also used Zotero software to help them with their APA-style reference citations.

The author has respected the ethical rules for the publication of the results of their thesis, which will be published on his school's website, JAMK.

4 Research Results

4.1 Demographic Data

As part of the research, through a Quantitative Questionnaire surveying 104 people from the generation Z and the Millennials, the authors were able to identify the key factors in the adoption of VR technology in hotel reservations, to assess its impact on room booking intention and customer satisfaction. To gain a better understanding of the study, the authors used demographic questions to gather data and information on the characteristics of the participants who responded to the questionnaire. Questions on age, gender, nationality, and occupation helped to better interpret, understand, and contextualize the study population.

DQ1. Quel est votre groupe d'âge?

What is your age group ?

104 réponses

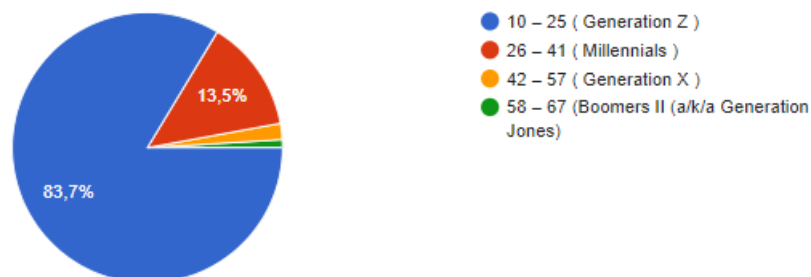


Figure 6: Age group of the respondent

The questionnaire results reveal a breakdown of respondents by age groups as follows:

84% of respondents fall within the age range of 10 to 25, indicating a significant presence of Generation Z participants. 13% of respondents are aged between 26 and 41, representing the Millennial generation.

And finally, 2% and 1% of respondents belong respectively to the age groups of 42 to 57 and 58 and 67, categorizing them as Generation X participants and Boomer II generation, also known as Generation Jones. These percentages provide insights into the generational composition of the survey respondents, offering important demographic information for analysis and interpretation of the survey findings.

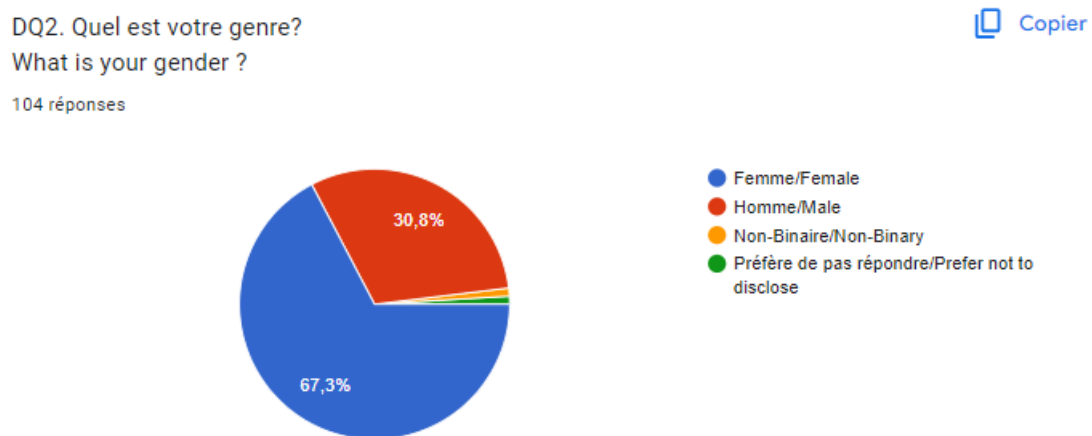


Figure 7: Gender of the respondent.

Regarding the gender of the questionnaire's respondents, 67% were Females and 31% of respondents were Males. 1% of respondents were identifying as non-binary, as well as 1% who preferred not to disclose their gender identity. These percentages provide insights into the gender diversity of the survey respondents.

DQ3. Quelle est votre nationalité?
What is your nationality ?

104 réponses

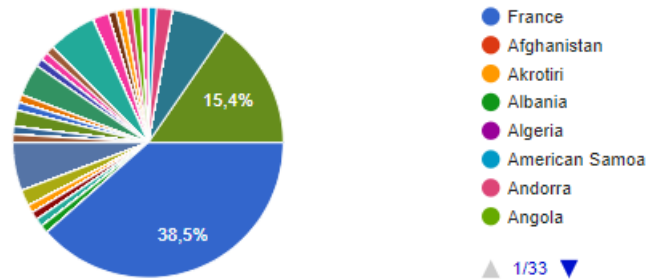


Figure 8: Nationality of the respondent.

In terms of the nationality of respondents, the majority were of French origin (38.5%), corresponding to 40 out of 104 people. The second most common nationality was the United States with a percentage of 15.4%, corresponding to 16 of the 104 respondents. Other respondents came from a number of other countries, including the United Kingdom (6.7%), the Netherlands (5.8%), China (5.8%) and many others.

DQ4. Quelle est votre profession?
What is your occupation ?

104 réponses

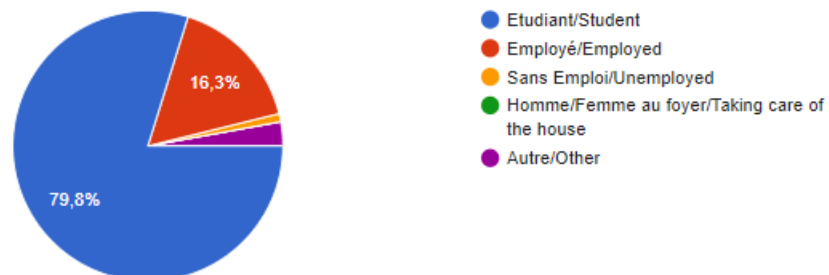


Figure 9 : Occupation of the respondent.

With regard to the profession of the respondents, the majority were students (79.8%), corresponding to 83 of the 104 people who answered the questionnaire. The second largest proportion were employees, corresponding to 17 people (16.3%). The occupation of the respondents can be explained by the fact that the questionnaire was mainly aimed at people from generations Z and X, which explains why most of our respondents were students or employees.

4.2 Profiling Data

Following the demographic questions, the authors asked profiling questions to find out more precisely and specifically about the respondents' habits in relation to a particular aspect, such as their interests in the subject in question, their characteristics, or their preferences. This enabled us to find out whether the participants had already been aware of or used virtual reality in the context of booking a hotel room. In this section, we will take a closer look at the profiles of the people we interviewed.

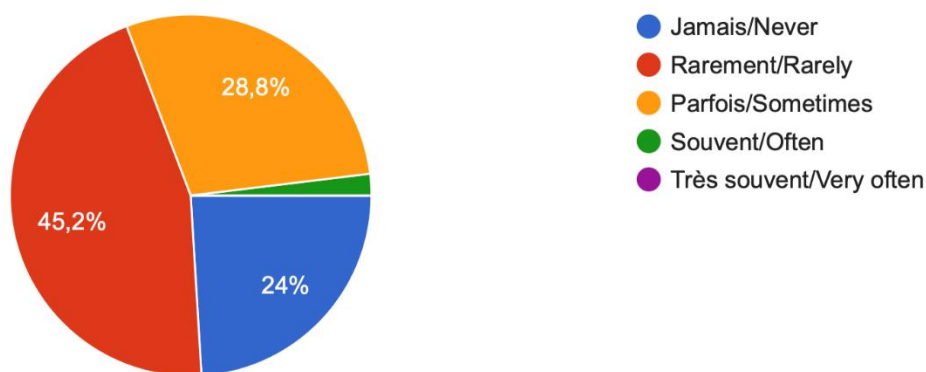


Figure 10: PQ1 - Have you ever used virtual reality?

The analysis of questionnaire responses reveals the frequency of virtual reality (VR) usage among participants. 24% of respondents reported that they have never used VR. 45% of respondents indicated rare usage of VR. 29% reported that they use VR occasionally. Only 2% of respondents are frequently using virtual reality. And finally, no respondents reported a very frequent usage of VR.

These percentages provide an overview of the varying levels of VR usage among survey respondents, indicating that while a significant portion has never or rarely used VR, there is still notable interest and occasional usage among others.

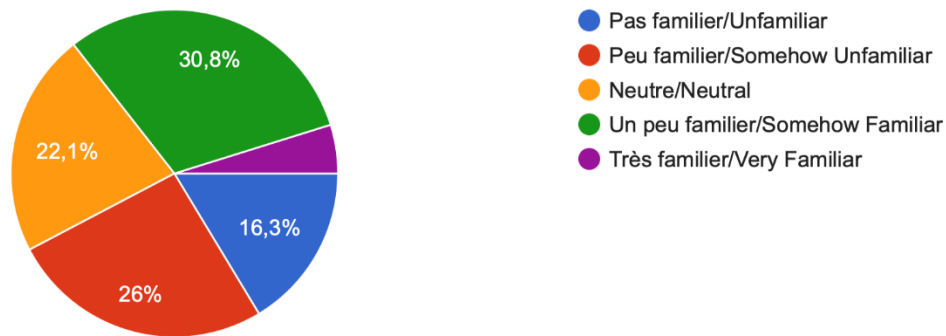


Figure 11: PQ2 - How familiar are you with virtual reality technology?

The questionnaire responses show the degree of familiarity in using virtual reality between participants. 16% of respondents indicated that they were unfamiliar with VR. 26% of them expressed being somewhat unfamiliar with VR. 22% of them maintained a neutral position towards VR. 31% of respondents reported being somewhat familiar with VR. And finally, 5% of them stated that they were very familiar with VR.

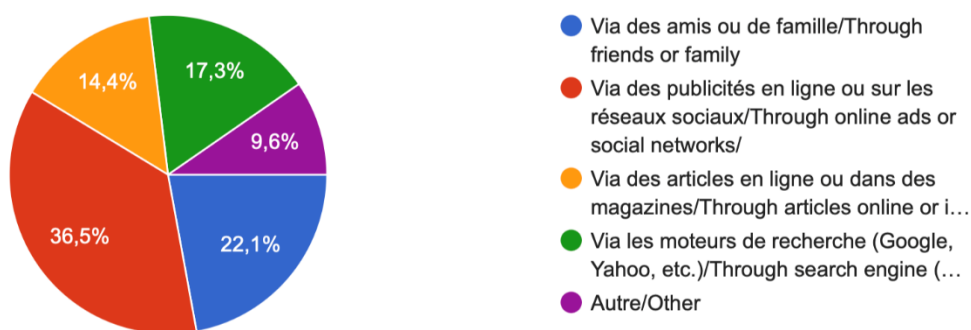


Figure 12: PQ3 - How did you discover virtual reality technology?

Among the respondents, 22% cited recommendations from friends or family as their initial exposure to VR. 37% reported discovering VR through online ads or social networks. Furthermore, 14% mentioned learning about VR through online articles or magazine features, while 17% discovered it

via search engine. Lastly, 10% of participants referenced other unspecified sources as their means of discovering VR.

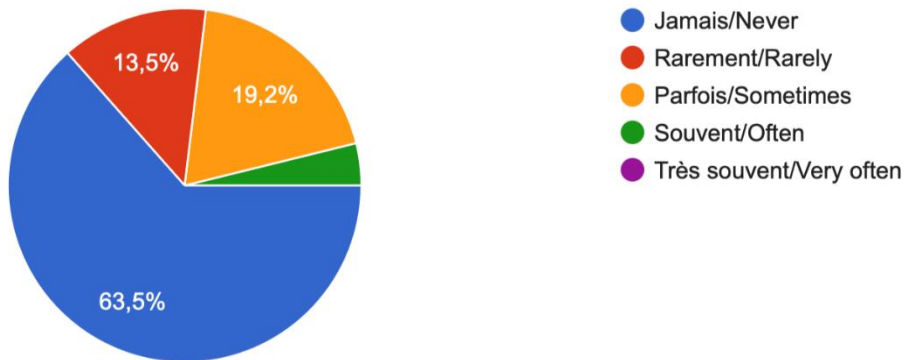


Figure 13: PQ4 - Have you ever heard about using virtual reality to book a hotel room?

The questionnaire responses show participants' knowledge using virtual reality to book hotel rooms. The majority, 64%, indicated they have never heard of this method, while 14% reported they have rarely heard about it. Additionally, 19% mentioned they occasionally did. Only 3% have often heard of using VR to book hotel rooms and none of the respondents reported hearing about this practice very often.

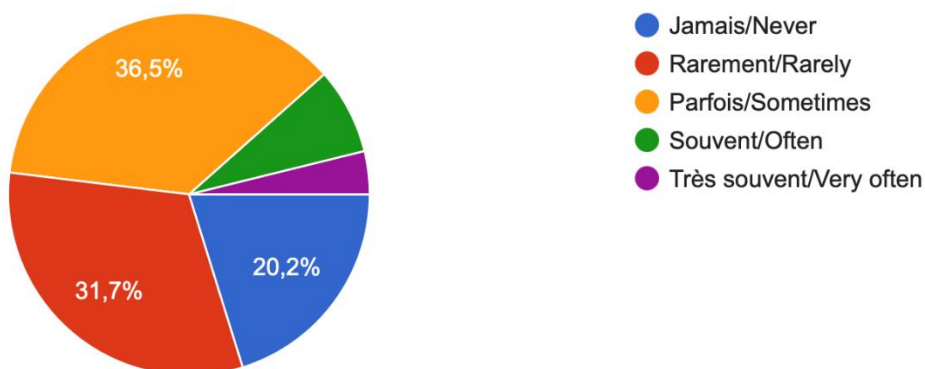


Figure 14: PQ5 - Have you ever used virtual reality for other activities, such as video games or virtual mu-seum tours?

Among the participants, 20%, reported never having used VR, 32% indicated rare usage. Additionally, 36% mentioned sometimes using VR, and 8% reported frequent use. Lastly, 4% of respondents reported using VR very often.

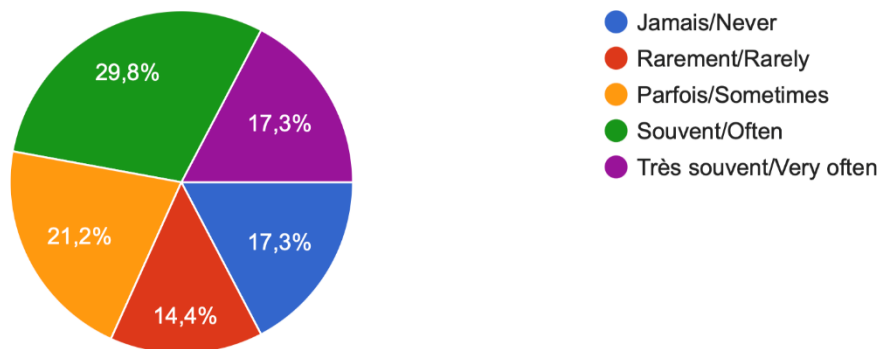


Figure 15: PQ6 - Have you ever booked a hotel room using a booking platform that presents pictures or 2D images?

Among the respondents, 17% reported never using a booking platform that presents pictures or 2D images, while 14% indicated rarely using it. Additionally, 21% mentioned that it happened occasionally. 30% claimed a frequent usage of booking platform that presents pictures and 17% of respondents reported very often booking hotels through platforms presenting 2D images.

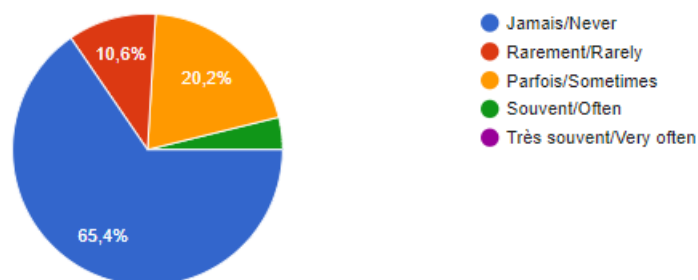
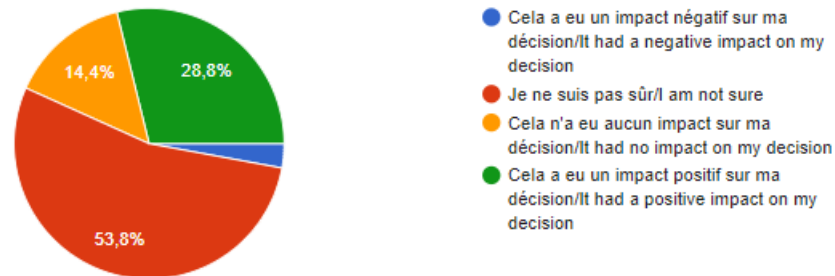


Figure 16: PQ7 - Have you ever booked a hotel room using a booking platform that presents a 3D virtual tour of the hotel (Virtual Reality technology)?

In the data collected in profiling question number 7 it is interesting to highlight that the majority of our respondents have never used Virtual Reality to book a hotel room (65.4%) which corresponds to 68 respondents out of 104. Only 10.6% (11 respondents) have rarely used it, 20.2% (21 respondents) have often used it and only 3.8% have often used it (4 respondents).



=Figure 17: PQ7.1 - If you have booked an hotel room using booking platform that present a 3d virtual tour of the hotel then: How did this affect your decision to book a room in this hotel?

In the responses to question PQ7.1 presented in the figure above in relation to the previous question PQ7, 30 people (28.8%) who had already used virtual reality to book a hotel said that the use of virtual reality had had a positive impact on their decision to book a hotel room. 15 people (14.4%) said it had no impact on their decision, 56 people (53.8%) were unsure of the impact and 3 people (2.9%) said it had a negative impact on their decision.

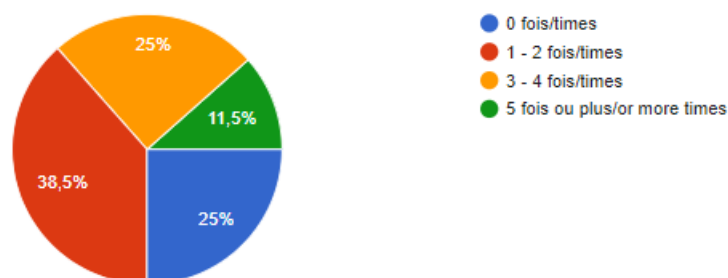


Figure 18: PQ8 - How many times have you booked a hotel room in the last 12 months?

Profiling question 8 asks how often the user has booked a hotel in the last 12 months. Of the 100 respondents, 38.5% had booked a hotel 1 to 2 times in the last 12 months, 25% had booked a hotel 3 to 4 times, 11.5% had booked a hotel 5 times or more and 25% had not booked a hotel at all.

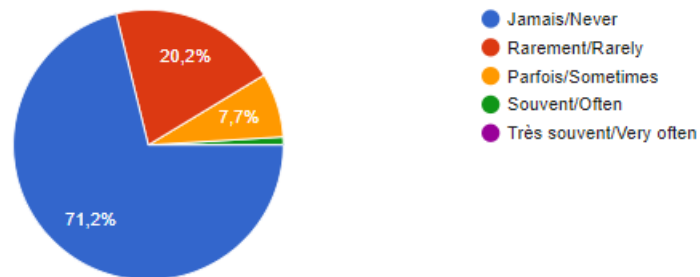


Figure 19: PQ9 - How often do you use virtual reality to book hotels?

Concerning the data collected in profiling question 9, the authors used the Likert Scale ranging from 1 to 5 to determine the frequency with which respondents use VR to book hotel rooms, with (1) Never, (2) Rarely, (3) Sometimes, (4) Often and (5) Very Often. In this case, only 20.2% use it rarely, 7.7% use it sometimes and the vast majority, 71.2%, never use it.

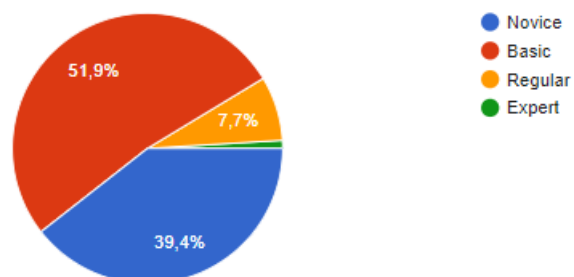


Figure 20: PQ10 - What is your level of experience of using virtual reality?

As we can see in the figure above, it is interesting to note that most of our respondents (51.9%) have a basic level of experience in using virtual reality. In other words, they do not use it on a daily basis, but they know how to get by if they are asked to use virtual reality. As for the other respondents, 39.4% have a novice level, 7.7% have a regular level and only 1% have an expert level

in the field. This data may explain why most people do not use virtual reality when booking a hotel room, as they do not have the necessary knowledge to make the best use of this new technology.

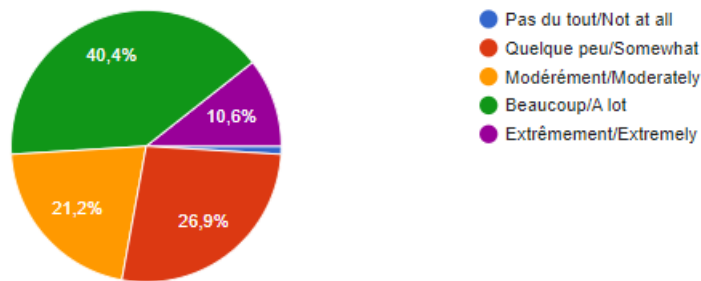


Figure 21: PQ11 - How much do you think virtual reality technology could improve the hotel booking ex-perience for travelers?

The authors found it interesting to collect profiling data regarding respondents' opinions on whether the use of virtual reality would improve their hotel booking experience. 40.4% thought it would improve their experience a lot, 21.2% moderately, 26.9% somewhat and 10.6% thought it would improve their experience extremely. Only 1% thought it would have no effect.

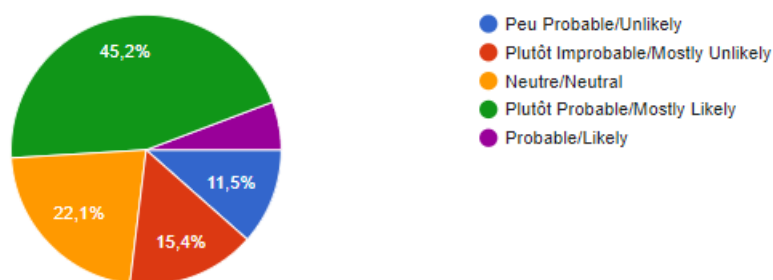


Figure 22: PQ12 - How likely are you to book a hotel room through a virtual tour (VR technology based) of the property?

Finally, 45.2% of respondents showed that it was most likely that they would want to book a room in a hotel using a virtual tour of the establishment. 22.1% were neutral on the idea, 15.4% were

mostly unlikely, 11.5% were unlikely and only 5.8% were likely. This shows that most respondents are prepared to use virtual reality to book a hotel room.

4.3 Regression Model Analysis

In this section, the authors used a linear regression to analyse their quantitative questionnaire on the impact of VR on hotel bookings perceived by the younger generation. Data were collected and analysed using SPSS statistical analysis software. Responses were based on the Likert Scale, ranging from 1 to 5. Following their data collection, and using the same construction, the authors put the data into an Excel file and calculated an average for each response from each respondent for each variable. Finally, the use of SPSS software enabled the quantitative data collected to be analysed in depth using statistical methods. The authors were thus able to test certain hypotheses and determine whether there was a significant relationship between the variables, and in this case between the cognitive, emotional, economical, technological, empathic, and interpersonal aspects, and the acceptance of using virtual reality to book a hotel room. Thus, in this case, the dependent variable is acceptance, and the independent variables are the following: cognitive, emotional, economical, technological, empathical and interpersonal.

The original research framework was adapted in the form of linear regression model (**see figure 5 Regression Model**). The scores of the variables which appear in the model were calculated as averages of their items.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,821 ^a	,675	,655	,57183695522

a. Predictors: (Constant), INTERPERSONAL, TECHNOLOGICAL, COGNITIVE, EMOTIONAL, ECONOMICAL, EMPATHICAL

Table 1: Model Summary of the Regression Model

Here the authors have made an interpretation of R Square; 1 being equal to the ideal model and therefore 100% of the dependent variable's variation is explained and 0 being equal to no association between the dependent variable and independent variable.

In this case, user experience that is variables technological, cognitive, interpersonal, emotional, economical and emphatical aspects explain 67.5% of the acceptance of using Virtual Reality to book a hotel room. So, 32.5% is a result of other factors.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65,836	6	10,973	33,556	<,001 ^b
	Residual	31,719	97	,327		
	Total	97,554	103			

a. Dependent Variable: ACCEPTANCE

b. Predictors: (Constant), INTERPERSONAL, TECHNOLOGICAL, COGNITIVE, EMOTIONAL, ECONOMICAL, EMPATHICAL

Table 2 : ANOVA Table of the Regression Model

In this case, the authors interpret Sig.Level interpretation. In this case, the regression is significant with a significance level of less than <0.001.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,847	,366		-2,315	,023
	ECONOMICAL	,430	,109	,331	3,954	<,001
	TECHNOLOGICAL	,147	,115	,092	1,283	,203
	EMPATHICAL	,187	,098	,161	1,909	,059
	COGNITIVE	,013	,078	,012	,167	,867
	EMOTIONAL	-,063	,072	-,065	-,882	,380
	INTERPERSONAL	,478	,080	,461	6,008	<,001

a. Dependent Variable: ACCEPTANCE

Table 3: Coefficients table of the Regression Model

Finally, the authors make an interpretation of coefficients.

ECONOMICAL: the relationship is statistically significant (sig <0,001). The Economical aspect has a significant impact on the acceptance of using the VR to book a hotel room with coefficient 0,430. When economical aspect goes up to one unit, the acceptance goes up of 0,43 units on the measurement scale.

TECHNOLOGICAL: is not significant. The technological aspect has not a real impact on the intention to book a hotel room, using the Virtual Reality (sig. 0,203 is higher than 0,05).

EMPATHICAL: the relationship is statistically significant (sig.0,059). The Emphatical aspect has a significant impact on the acceptance of using the VR to book a hotel room with coefficient 0,187. When empathical aspect goes up to one unit, the acceptance goes up of 0,187 units on the measurement scale.

COGNITIVE: is not significant (sig.0,867). Cognitive aspect does not have significant effect on the acceptance of using the VR to book a hotel room.

EMOTIONAL: is not significant (sig.0,380). Emotional aspect does not have significant effect on the acceptance of using the VR to book a hotel room.

INTERPERSONAL: the relationship is statistically significant (sig <0,001). The Interpersonal aspect has a significant impact on the acceptance of using the VR to book a hotel room with coefficient 0,478. When interpersonal aspect goes up to one unit, the acceptance goes up of 0,478 units on the measurement scale.

Thus, according to the results obtained, the authors can deduce that 3 elements of the user experience, which are the economic, empathic, and interpersonal aspects, tend to have a significant impact on hotel room reservations with the use of virtual reality.

5 Discussion

5.1 Limitations, reliability, and validity

The aim of our study was to analyse the impact of virtual reality on the younger generation when booking hotel rooms. Nowadays, VR has become a very practical tool helping many sectors such as industry, sports, engineering, education, or hospitality (Weech et al., 2019). This has become the case since the crisis of covid 19 which has impacted the daily lives of many by creating an increasingly digital world with the advent of innovations such as VR, giving businesses the opportunity to exploit this new tool and create a positive impact by using it.

The main limitation of this research paper is the number of respondents. The authors collected a total of 104 responses (n=104) and the minimum response required was 100 in order to have a reliable statistical analysis. When conducting a survey, the more responses the authors collect, the more reliable the survey becomes, and this limits the number of errors.

In addition, most of the respondents were French (38.5%), which limits the research to a single population. This panel represents only part of the potential target group, and the research could have questioned even more people of different origins.

It is important to recognise that our research results may not apply to the whole of the new generation. However, they do offer some insight into what the new generation thinks about this new technology in the hotel booking process.

Finally, another limitation of the research would be the respondents' interest in responding to our

re-research. Some have an interest in answering this questionnaire and are interested in the subject, while others have done so simply to answer the questionnaire. This would bias the results obtained from our quantitative questionnaire.

Regarding the validity and reliability of the survey, it is based on a simplified conceptual model and was carried out using linear regression to analyse the quantitative questionnaire on the impact of VR on hotel bookings perceived by the younger generation. However, this analysis has its limitations, and so in this case the validation becomes partial. Indeed, to obtain better validity, a SEM (Structural Equation Modelling) could have been used to obtain more precise results.

Thus, the limitations identified in this study can serve as avenues of improvement for future research.

5.2 Answering the research question

The aim of this research was to discover that impact of virtual reality has on hotel room booking behavior among Generation Z and Millennials. This study aimed to address the research questions within a framework derived from a comprehensive literature review, enabling the investigation of RQ1.

RQ1: What is the Impact of Virtual Reality on Hotel Room Reservation?

What are the factors driving the new generation to use VR to book a hotel?

To address this research question, it is essential to examine the impact of virtual reality on hotel room reservation, particularly focusing on the factors that drive the new generation to utilize VR for booking hotels. The integration of VR technology into the hotel booking process has introduced innovative ways for consumers, especially among the new generation, to explore and experience accommodations remotely. Factors influencing this trend may include the immersive nature of VR, which allows users to virtually tour hotel rooms and facilities, providing a more engaging and informative booking experience. Additionally, the convenience and accessibility offered by VR platforms enable users to make more informed decisions when selecting accommodations. Moreover, the novelty and excitement associated with VR technology may attract the new generation, who are often early adopters of technological innovations. By investigating these factors, we can gain

insights into the impact of VR on hotel room reservation and understand the driving forces behind its adoption among the new generation.

5.3 Dialogue between key results and knowledge base

Our key results show that our different variables (cognitive, emotional, economical, technological, emphatical and interpersonal) do not all have the same impact on the acceptability of using VR in hotel booking. In this section, the authors have compared the results obtained in their research paper with what previous research has shown in the review literature. The authors have been careful not to show agreement or contradict what has already been established in previous studies.

To carry out this comparison, there are three possible scenarios. The first is "Agree", which means that our results are in line with the research and conclusions of other studies. The second is 'disagreement', which means that the results obtained by the authors are in contrast with those obtained in the literature review. Finally, the third option is called "New", which refers to new or previously unexplored discoveries.

To continue this analysis in greater depth, here are the comparisons of the results of the studies found with other established research.

In the study by McLean and Barhorst (2022), the cognitive aspect plays an important role and is significant for a total immersive experience. Similarly, the immersive experience would influence the user's intention to visit and would have a positive impact. In our results we can see that the cognitive variable is not one of the variables with a significant impact on the intention to book a hotel room.

To continue, in the research paper by Israel et al. (2019) on how virtual reality influences the intention to book a room, we can see that certain variables such as usefulness, enjoyment and immersive user experience have a positive influence on the intention to book. In comparison, we find two similar variables in our research results since our main variables that have a significant impact on the intention to book a hotel room. These variables are economy (pleasantness and usefulness) and interpersonal (immersiveness). Another variable with a significant impact on our research results is empathy, which was not found in the results of the study conducted by Israel et al. (2019). Similarly, in the study by Pallot et al. (2017), variables such as immersion, emotion and cognitive are important in the representation of an immersive virtual world. Here again we can find the interpersonal variable (immersion) also present in our research results.

In part 2.5.1 of the literature review, Flavián et al. (2021) demonstrated in their research results that "virtual reality devices elicit more positive emotional reactions and higher levels of psychological and behavioral engagement". In this study, the significant variables in user experience would therefore be emotional and cognitive. These variables are important but are not significant in the results obtained by the authors in this research paper.

Finally, according to the results of Bogicevic, et al. (2019) on the role of virtual reality on the tourism experience, the use of virtual reality (VR) has a direct and positive impact on the actual visit intentions of future tourists, which underlines its essential role in creating favourable visit and travel intentions.

5.4 Compliance with research ethics guidelines

The data of the questionnaire's respondents was kept confidential, adhering to the guidelines for anonymity as outlined. Upholding ethical standards is mandatory for maintaining the credibility of the research. Prior to participating in the survey, respondents were adequately informed. Participants were provided with clear information regarding the purpose of the study, their rights as participants, and the confidentiality of their responses.

6 Conclusions

6.1 Key Findings

The research investigated the impact of virtual reality on hotel room booking behavior, focusing on Generation Z and Millennials. The key findings of this study are numerous.

Firstly, the vast majority of questionnaire's respondents were from Generation Z, in this group, a quarter of respondents reported never using VR before, while 45% indicated rare usage. Regarding familiarity with virtual reality, most of the respondents were unfamiliar with using VR to book their hotel room. Moreover, most of the respondents had never heard of using VR to book hotel rooms, indicating a lack of awareness about this technology in the context of accommodation reservations.

In addition, less than a quarter of respondents reported rarely using VR to book hotels. Additionally, 71.2% never used VR for hotel bookings, suggesting a low adoption rate among the surveyed population. Despite limited usage of virtual reality, about 40% of respondents believed that VR technology could significantly improve the hotel booking experience, indicating potential interest in its utilization and around 50% of respondents expressed a probability of booking a hotel room through a VR-based virtual tour, demonstrating some willingness to engage with VR technology for booking purposes.

Economic, empathic, and interpersonal aspects of user experience were found to have a significant impact on the acceptance of using VR for hotel room reservations.

Overall, the study highlights both the potential and the current limitations of VR technology in the hotel booking process, providing insights into consumer attitudes and behaviors among the younger demographic.

6.2 Managerial implications

The authors found it interesting to investigate the impact of VR as perceived by Generation Z and X on hotel room booking. If the authors were to share their findings from this research with hotels, they could discuss the key user experience variables that have a significant impact on the acceptance of using VR in the hotel room booking process.

From the authors' point of view, the results show that using virtual reality would also improve user willingness and acceptance to use VR in the booking process. According to the results, certain aspects of VR would be more significant. These include the pleasurable and useful aspects of VR, immersion and influence, and engagement. These aspects of virtual reality would therefore have an impact on helping the user to agree to book the hotel room.

Thus, the results show that hotels that integrated Virtual Reality into their hotel room reservation process were more likely to have the customer agree to use Virtual Reality and intend to book the room, unlike other hotels that did not offer this new technology. So, according to the results obtained through the questionnaire, the Virtual Reality would have a positive impact on the intention to book a hotel room, particularly among younger consumers.

6.3 Recommendations for future research

Based on the findings of the research on the impact of virtual reality on hotel room booking behavior among Generation Z and Millennials, the authors can propose several recommendations for future research.

Firstly, to conduct a longitudinal study to track changes in VR adoption and usage patterns over time. This would provide insights into the evolving attitudes and behaviors of the target demographic towards VR technology in the context of hotel bookings.

Secondly, to complement quantitative findings with qualitative research methods such as interviews or focus groups. Qualitative insights can offer a deeper understanding of the underlying motivations, perceptions, and barriers related to VR adoption for hotel reservations.

Thirdly, to explore cultural differences in the acceptance and utilization of VR technology for hotel bookings. Comparative studies across different regions and cultures can elucidate cultural factors influencing VR adoption and inform targeted marketing strategies.

Then, to explore the design factors that contribute to a positive user experience in VR-based hotel booking platforms. Research on usability, interface design, and interactive features can help optimize VR applications to meet the preferences and needs of users.

Moreover, for future research, segmenting the target demographic based on VR usage attitudes, and preferences to tailor marketing strategies and product offerings would be very interesting. Understanding the heterogeneity within Generation Z and Millennials can facilitate targeted engagement strategies for different consumer segments. In addition, to investigate the larger implications of VR adoption for the hotel industry, including its influence on booking channels, revenue management strategies, and guest satisfaction levels.

By pursuing these recommendations of research, scholars can further study the dynamics of VR adoption in hotel room booking behavior and contribute to the development of more effective and inclusive virtual experiences in the hospitality sector.

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Appendices

Appendix 1. QUANTITATIVE QUESTIONNAIRE IN GOOGLE FORM



Questionnaire: The Impact of Virtual Reality on Hotel Room Reservation

L'enquête à laquelle vous allez répondre fait partie d'une étude de recherche sur l'impact de la réalité virtuelle sur les réservations d'hôtel. L'objectif de cette étude est de mieux comprendre comment les technologies de la réalité virtuelle peuvent influencer les comportements de réservation d'hôtel.

Ce questionnaire est composé de plusieurs sections portant sur votre profil, vos habitudes de voyage et de réservation d'hôtel, votre degré d'acceptation des technologies de réalité virtuelle, ainsi que votre perception et vos expériences en matière de visites virtuelles d'hôtels.

En guise de récompense, nous aimerions vous offrir les résultats de notre enquête. Dans ce cas, veuillez indiquer votre adresse électronique afin que nous puissions vous transmettre les résultats.

Nous vous remercions d'avoir pris le temps de remplir ce questionnaire avec précision et honnêteté.

Afin de protéger votre vie privée et d'assurer l'anonymat et la confidentialité, seuls les résultats seront publiés sous forme agrégée, sans qu'aucun individu n'apparaisse.

Avant de répondre à ce questionnaire, veuillez cliquer sur les deux liens ci-dessous afin de comparer un site web de réservation d'hôtel traditionnel et un site web de RV.

Voici un lien vers un site d'hôtel proposant une visite en réalité virtuelle et un autre site ne proposant pas cette option:

- **Lien vers un site web traditionnel:** <https://www.andhotelstockholm.se/en/rooms/>

- **Lien vers une expérience de réalité virtuelle:** <https://www.nhvirtualtour.com/en/nh-ciudad-santander/1136>

(English below)

The survey you are being asked to complete is part of a research study on the impact of virtual reality on hotel room booking. The purpose of this study is to better understand how virtual reality technologies can influence hotel booking behavior.

This survey questionnaire is composed of several sections asking about your profile, your travel and hotel booking habits, your degree of acceptance of virtual reality technologies, and your perception and experiences with virtual hotel tours.

As a rewarding mechanism, we would like to offer you the results of our survey. In this case, please, enter your email address that we could forward the results to you.

Thank you for taking time to complete this questionnaire accurately and honestly.

To protect your privacy and offer anonymity and confidentiality, only the result will be published aggregate form with no individual displayed.

Before answering this survey questionnaire, please click on the 2 links below in order to compare a traditional hotel booking website and VR one.

Here is a link to a hotel website offering a virtual reality tour and another website that does not offer this option:

- **Link to a traditional website:** <https://www.andhotelstockholm.se/en/rooms/>

- **Link to a VR experience:** <https://www.nhvirtualtour.com/en/nh-ciudad-santander/1136>

DEMOGRAPHIC QUESTIONS:

DQ1. Quel est votre groupe d'âge? *

What is your age group ?

- 10 – 25 (Generation Z)
- 26 – 41 (Millennials)
- 42 – 57 (Generation X)
- 58 – 67 (Boomers II (a/k/a Generation Jones)

DQ2. Quel est votre genre? *

What is your gender ?

- Femme/Female
- Homme/Male
- Non-Binaire/Non-Binary
- Préfère de pas répondre/Prefer not to disclose

DQ3. Quelle est votre nationalité? *

What is your nationality ?

- Drop-down list on Google Form

DQ4. Quelle est votre profession? *

What is your occupation ?

- Etudiant/Student
- Employé/Employed
- Sans Emploi/Unemployed
- Homme/Femme au foyer/Taking care of the house
- Autre/Other

PROFILING QUESTIONS:

PQ1 - Avez-vous déjà utilisé la réalité virtuelle (VR)?

Have you ever used virtual reality?

- Jamais/Never
- Rarement/Rarely
- Parfois/Sometimes
- Souvent/Often
- Très souvent/Very often

PQ2 - A quel point êtes-vous familier avec la technologie de la réalité virtuelle ?

How familiar are you with virtual reality technology?

- Pas familier/Unfamiliar
- Peu familier/Somehow Unfamiliar
- Neutre/Neutral
- Un peu familier/Somehow Familiar
- Très familier/Very Familiar

PQ3 - Comment avez-vous découvert la technologie de la VR?

How did you discover virtual reality technology?

- Via des amis ou de famille/Through friends or family
- Via des publicités en ligne ou sur les réseaux sociaux/Through online ads or social networks/
- Via des articles en ligne ou dans des magazines/Through articles online or in magazines
- Via les moteurs de recherche (Google, Yahoo, etc.)/Through search engine (Google, Yahoo, etc.)
- Autre/Other

PQ4 - Avez-vous déjà entendu parler de l'utilisation de la VR pour réserver une chambre d'hôtel ?

Have you ever heard about using virtual reality to book a hotel room?

- Jamais/Never
- Rarement/Rarely
- Parfois/Sometimes
- Souvent/Often
- Très souvent/Very often

PQ5 - Avez-vous déjà utilisé la VR pour d'autres activités, comme des jeux vidéo ou des visites virtuelles de musées ?

Have you ever used virtual reality for other activities, such as video games or virtual museum tours?

- Jamais/Never
- Rarement/Rarely
- Parfois/Sometimes
- Souvent/Often
- Très souvent/Very often

PQ6 - Avez-vous déjà réservé une chambre d'hôtel en utilisant une plateforme de réservation présentant des photos ou des images 2D ?

Have you ever booked a hotel room using a booking platform that presents pictures or 2D images?

- Jamais/Never
- Rarement/Rarely
- Parfois/Sometimes
- Souvent/Often
- Très souvent/Very often

PQ6.1 - Comment cela a-t-il affecté votre décision de réserver une chambre dans cet hôtel ?

How did this affect your decision to book a room in this hotel?

- Cela a eu un impact négatif sur ma décision/It had a negative impact on my decision
- Je ne suis pas sûr/I am not sure
- Cela n'a eu aucun impact sur ma décision/It had no impact on my decision
- Cela a eu un impact positif sur ma décision/It had a positive impact on my decision

PQ7 - Avez-vous déjà réservé une chambre d'hôtel en utilisant une plateforme de réservation présentant une visite virtuelle 3D de l'hôtel ? *

Have you ever booked a hotel room using a booking platform that presents a 3D virtual tour of the hotel (Virtual Reality technology)?

- Jamais/Never
- Rarement/Rarely
- Parfois/Sometimes
- Souvent/Often
- Très souvent/Very often

PQ7.1 - Si vous avez réservé une chambre d'hôtel en utilisant une plateforme de réservation qui présente une visite virtuelle en 3D de l'hôtel, alors : Comment cela a-t-il influencé votre décision de réserver une chambre dans cet hôtel ?

If you have booked an hotel room using booking platform that present a 3d virtual tour of the hotel then : How did this affect your decision to book a room in this hotel?

- Cela a eu un impact négatif sur ma décision/It had a negative impact on my decision
- Je ne suis pas sûr/I am not sure
- Cela n'a eu aucun impact sur ma décision/It had no impact on my decision
- Cela a eu un impact positif sur ma décision/It had a positive impact on my decision

PQ8 - Combien de fois avez-vous réservé une chambre d'hôtel au cours des 12 derniers mois ? *

How many times have you booked a hotel room in the last 12 months?

- 0 fois/times
- 1 - 2 fois/times
- 3 - 4 fois/times
- 5 fois ou plus/or more times

PQ9 - À quelle fréquence utilisez-vous la VR pour réserver des hôtels ?

How often do you use virtual reality to book hotels?

- Jamais/Never
- Rarement/Rarely
- Parfois/Sometimes
- Souvent/Often
- Très souvent/Very often

PQ10 - Quel est votre niveau d'expérience dans l'utilisation de la VR ?

What is your level of experience of using virtual reality?

- Novice
- Basic
- Regular
- Expert

PQ11 - Dans quelle mesure pensez-vous que la technologie de VR pourrait améliorer l'expérience de réservation d'hôtel pour les voyageurs ?

How much do you think virtual reality technology could improve the hotel booking experience for travelers?

- Pas du tout/Not at all
- Quelque peu/Somewhat
- Modérément/Moderately
- Beaucoup/A lot
- Extrêmement/Extremely

PQ12 - Quelle est la probabilité que vous réserviez une chambre d'hôtel grâce à une visite virtuelle (basée sur la technologie VR) de l'établissement ?

How likely are you to book a hotel room through a virtual tour (VR technology based) of the property ?

- Peu Probable/Unlikely
- Plutôt Improbable/Mostly Unlikely
- Neutre/Neutral
- Plutôt Probable/Mostly Likely
- Probable/Likely

UX BIPOLAR QUESTIONS:

XQ1 - Comment évalueriez-vous le niveau d'utilité de l'utilisation de la VR dans la réservation de chambres d'hôtel ?

How would you rate the level of usefulness of using virtual reality in hotel room booking?

- Inutile/Useless
- Surtout inutile/Mostly useless
- Neutre/Neutral
- Surtout utile/Mostly useful
- Utile/Useful

XQ2 - Comment évalueriez-vous le niveau d'agrément de l'utilisation de la VR dans la réservation de chambres d'hôtel ?

*

How would you rate the level of pleasantness of using virtual reality in hotel room booking?

- Désagréable/Unpleasant
- Plutôt Désagréable/Mostly Unpleasant
- Neutre/Neutral
- Plutôt Agréable/Mostly Pleasant
- Agréable/Pleasant

XQ3 - Comment évalueriez-vous le niveau de nouveauté d'utilisation de la VR dans la réservation de chambres d'hôtel ?

*

How would you rate the level of Novelty of using virtual reality in hotel room booking?

- Existe déjà/Already exists
- Somehow exists
- Presque nouveau/Almost new
- Mostly new
- Tout nouveau/Brand new

XQ4 - Comment évalueriez-vous le niveau de facilité d'utilisation de la VR dans la réservation de chambres d'hôtel ?

*

How would you rate the level of easiness to use virtual reality in hotel room booking?

- Pas facile à utiliser/Uneasy
- Plutôt pas facile à utiliser/Mostly Uneasy
- Neutre/Neutral
- Plutôt facile à utiliser/Mostly easy to use
- Facile à utiliser/Easy to use

XQ5 - Comment évalueriez-vous le niveau de fiabilité de l'utilisation de la VR dans la réservation de chambres d'hôtel ?

*

How would you rate the level of Reliability of using virtual reality in hotel room booking?

- Pas fiable/Unreliable
- Plutôt peu fiable/Mostly unreliable
- Neutre/Neutral
- Plutôt fiable/Mostly reliable
- Fiable/Reliable

XQ6 - Comment évalueriez-vous le niveau d'attractivité de l'utilisation de la VR dans la réservation de chambres d'hôtel ?

*

How would you rate the level of Attractiveness of using virtual reality in hotel room booking?

- Pas attrayant/Unattractive
- Peu attrayant/Mostly unattractive
- Neutre/Neutral
- Plutôt attrayant/Mostly attractive
- Attrayant/Attractive

XQ7 - Comment évalueriez-vous le niveau d'engagement de la VR dans la réservation de chambres d'hôtel ?

*

How would you rate the level of Engagement of virtual reality in hotel room booking?

- Désengageant/Disengaging
- Plutôt Désengageant/Mostly disengaging
- Neutre/Neutral
- Plutôt engageant/Mostly engaging
- Engageant/Engaging

XQ8 - Comment évalueriez-vous le niveau d'attraction de la VR dans la réservation de chambres d'hôtel ?

How would you rate the level of attention-grabbing of virtual reality in hotel room booking?

- Pas impressionnant/Unimpressive
- Peu impressionnant/Mostly unimpressive
- Presque impressionnant/Almost attention-grabbing
- Plutôt impressionnant/Mostly attention-grabbing
- Impressionnant/Attention-grabbing

XQ9 - Pourriez-vous évaluer l'influence de l'utilisation de la réalité virtuelle dans la réservation de chambres d'hôtel ?

Could you rate how Influential is use of virtual reality in hotel room booking?

- Pas influencable/Uninfluential
- Plutôt peu influencable/Mostly uninfluential
- Presque influencable/Almost influential
- Plutôt influencable/Mostly influential
- Influencable/Influential

XQ10 - Comment évalueriez-vous le niveau d'immersion de l'utilisation de la VR dans la réservation de chambres d'hôtel ?

How would you rate the level of immersiveness of using virtual reality in hotel room booking?

- Pas du tout immersif/Not Immersive at All
- Peu immersif/Somewhat Immersive
- Presque immersif/Almost Immersive
- Plutôt immersif/Mostly Immersive
- Immersif/Immersive

ACCEPTANCE BIPOLAR QUESTIONS:

AQ1 – Pourriez-vous nous dire dans quelle mesure vous êtes convaincus de l'utilité de la réalité virtuelle pour la réservation de chambres d'hôtel ?

*

Could you rate how convinced you are to use virtual reality in hotel room booking?

- Pas convaincant/Unconvinced
- Peu convaincant/Mostly Unconvinced
- Presque convaincant/Almost Convince
- Plutôt convaincant/Mostly Convince
- Convaincant/Convince

AQ2 – Comment évalueriez-vous le niveau de volonté de réserver une chambre d'hôtel en utilisant la VR dans la réservation de chambres d'hôtel ?

*

How would you rate the level of Willingness to book a hotel room using virtual reality in hotel room booking?

- Pas Disposé/Unwilling
- Peu Disposé/Mostly Unwilling
- Presque Disposé/Almost Willing
- Plutôt Disposé/Mostly Willing
- Disposé/Willing

AQ3 – Comment évalueriez-vous le niveau de détermination à recommander à vos amis et collègues la réservation de chambres d'hôtel en utilisant la VR ?

How would you rate the level of Readiness to recommend to your friends and colleagues Hotel Room booking using virtual reality?

- Pas Déterminé/Unready
- Peu Déterminé/Mostly unready
- Neutre/Neutral
- Plutôt Déterminé/Mostly Ready
- Déterminé/Ready