

**THE INFLUENCE OF TOURIST EXPERIENCES ON SATISFACTION
AND INTENTION TO STAY IN HOTELS IN THAILAND**

The seal of King Mongkut's Institute of Technology Ladkrabang is a circular emblem. It features a central sunburst with rays emanating from a central point. Below the sunburst are two traditional Thai stupas (pagodas) flanking a central, more ornate structure. The entire emblem is surrounded by a decorative border. The text "King Mongkut's Institute of Technology Ladkrabang" is written in a circular path around the inner edge of the seal.

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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION IN INDUSTRIAL BUSINESS ADMINISTRATION
KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG
BUSINESS SCHOOL**

KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG

2025

KMITL-2025-KBS-M-097-001

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Year	2025
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ABSTRACT

This study examines perceived usefulness, perceived ease of use, perceived innovativeness, and tourist satisfaction of experienced hotels through augmented reality (AR) and virtual reality (VR) technologies, and how they influence the tourists' intention to stay in hotels in Thailand. Specifically, it investigates the relationships between perceived usefulness (PU), perceived ease of use (PE), perceived innovativeness (PI), tourist satisfaction (TS), and intention to stay (TI). Utilizing a quantitative approach, data were collected from 385 respondents through a convenience sampling method and analyzed using descriptive statistics and multiple linear regression. The findings indicate that perceived usefulness, perceived innovativeness, and tourist satisfaction significantly and positively influence tourists' intention to stay in hotels. Perceived Usefulness, Perceived Ease of Use, Perceived innovativeness three factors explain 76.2% of the Variance in Tourist Satisfaction to stay in hotel ($R^2 = 0.762$, $F = 405.619$, $p < 0.01$). And these factors all have a positive influence of Tourist Satisfaction. Perceived innovativeness is the most critical factor influencing Tourist Satisfaction, ($\beta = 0.365$, $p < 0.01$). Perceived Ease of Use has the second highest influencing on Tourist Satisfaction after Perceived Innovativeness ($\beta = 0.301$, $p < 0.01$), and Perceived Usefulness ($\beta = 0.280$, $p < 0.01$). Tourist Satisfaction explain 69.4% of the Variance in Tourist Intention to stay in hotel, and this effect has very strong statistical reliability ($R^2 = 0.694$, $F = 869.637$, $p < 0.01$). Tourist Satisfaction have a positive influence of Tourist Intention to stay

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in hotel. Tourist satisfaction is the core driver of occupancy intention, and its explanatory power dominates within the framework of this study. The study provides insights for the Thai hotel sector on leveraging Augmented Reality (AR) and Virtual reality (VR) technologies to enhance customer experience and promote revisits.



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ACKNOWLEDGEMENT

There is the best regards and appreciate to my advisor, Assoc. Prof. Dr. Nuttawut Rojniruttikul! I am very grateful for his help and guidance, and I have grown up today! Thanks to his support and dedication, he taught me how to gain confidence in learning, how to gain determination from efforts, and how to overcome pressure to achieve self-improvement when I was under great pressure.

I am proud to be a part of KMITL. Here I spent my best youth, here has my best memories. Appreciate to the cultivation of the school, I have the ability to choose life in the future, and calmly resolve in the face of difficulties. And also a big gratitude to the teachers who use to teach me and help me in KMITL, Assoc. Prof. Dr. Sudaporn Sawmong, Asst. Prof. Dr. Bilal Khalid, Asst. Prof. Dr. Woraphat Pairikrong and Dr. Wasu Keeratiwuttisetth. I like a candle, and they like a fire lit me, guide me to the light.

Here I am most grateful for the support of my family, who support me to receive higher education, support me to see a wider world, and hope that I can have higher cognition and a different perspective on life. Finally, I would like to thank my friends, Jacky, Sunita and Haohao who come from different countries and places, gathered here. Friends communicate with each other, encourage each other, and make progress together! I wish them all good health of biology and psychology and good luck in the future.

Thank you again. I hope all of people who use to help me all could write their most wonderful prose poems with ink brushes.

Hongzhe Feng(Oliver)

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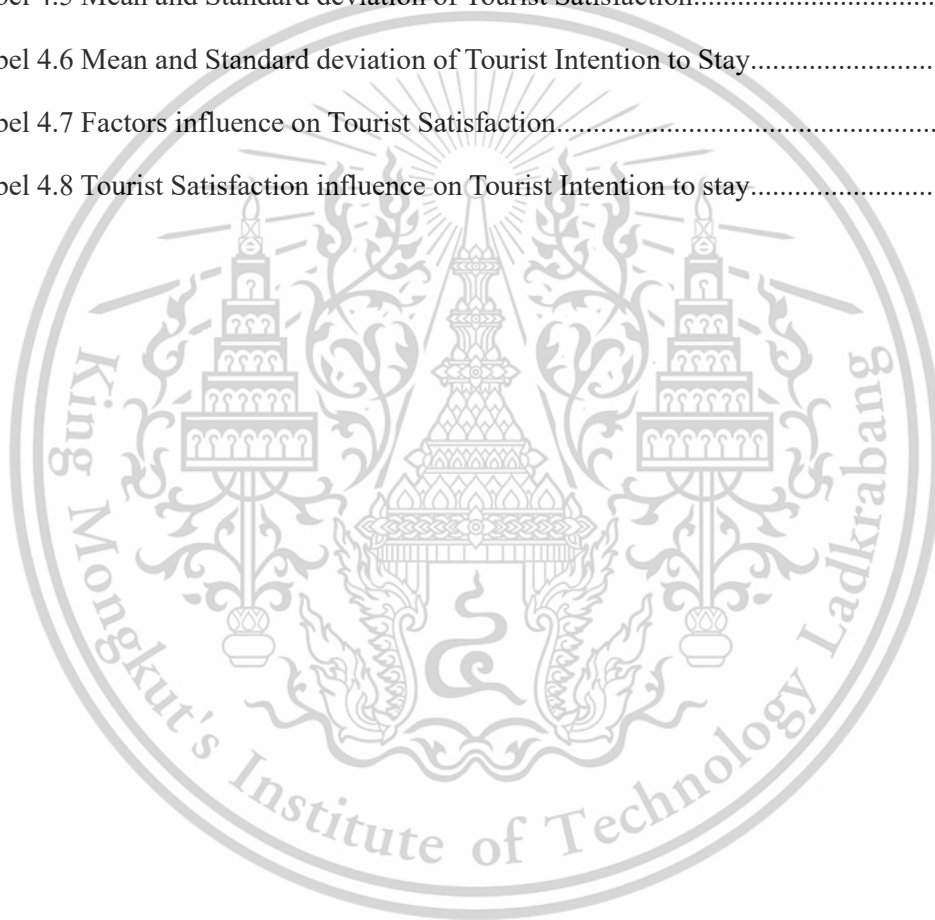
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CHAPTER 1

INTRODUCTION

1.1 Research Background

Starting in 2024, Thailand's visa-free policy will extend from 57 countries to 93 countries, with a maximum period of 180 days in Thailand (TAT Newsroom, 2024). Driven by this policy, tourists from all over the world choose to travel to Thailand with less time cost and reduced visa application procedures, compared with other countries, choosing Thailand to travel has become the top choice. In addition, the promotion of Thailand on social media in some countries has also made Thailand a tourist hotspot. Because of all kinds of scenery, food, and culture in Thailand, Thailand tourism has always been a more concerned and measured travel choice in the world (Sirivadhanawaravachara, 2024). First of all, Thailand has a relaxed cultural environment, which is a good place for people to relax their bodies and minds. And the four seasons are like summer, which is also an important choice for some cold countries to avoid the cold. As different countries have different perceptions of Thailand and receive different information, people from different countries have different views on their travel intentions. For example, some tourists come to Thailand to experience the water splashing activities during the Songkran Festival, some for special industries, and some for negative public news, which often makes Thailand's tourism controversial (Tsai, & Sakulsinlapakorn, 2016). As a safe and convenient place to rest, the choice of hotel is absolutely the most important part of the travel process. Similarly, the choice of hotel will also directly affect the important factors of tourists for their own safety and play experience on the way.

The research of this paper mainly focuses on Perceived Usefulness , Perceived Ease of Use , Perceived innovativeness three factors that affect the Tourist satisfaction and Tourist satisfaction influence Tourist intention to stay in the hotel, and through the analysis of these factors, it can provide reference value for Thailand's hotel industry, to analyze the future development of AR/VR in the hotel industry, and provide reference for strategy making from

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the aspect of customer service, to promote the combination of new technology and tourism industry. Respond to relevant policies to enhance competitiveness and industry promotion. In particular, most existing studies take hotels in a single city such as Bangkok as samples, and do not cover popular holiday destinations such as Phuket and Chiang Mai, which cannot reflect the differences in technology application of hotels in different regions of Thailand. The sample of this study covers multiple destinations in Thailand, and 100% of them are Chinese tourists, which fills the sample gap of "technical experience evaluation of Chinese tourists under the visa-free policy".

1.2 Research Objective

This research is designed to achieve the following objectives:

1. To assess the current level of tourist satisfaction and their intention to stay in hotels in Thailand.
2. To examine the impact of tourist experiences on satisfaction and the intention to stay in hotels in Thailand.

1.3 Hypothesis

H1: Perceived usefulness has a significant positive influence on tourist satisfaction.

H2: Perceived ease of use has a significant positive influence on tourist satisfaction.

H3: Perceived innovativeness has a significant positive influence on tourist satisfaction.

H4: Tourist satisfaction has a significant positive influence on the intention to stay.

H5: Tourist satisfaction mediates the relationship between perceived usefulness, perceived ease of use, perceived innovativeness, and the intention to stay.

Based on the five hypotheses, a conceptual framework has been developed as shown in Figure 1.1.

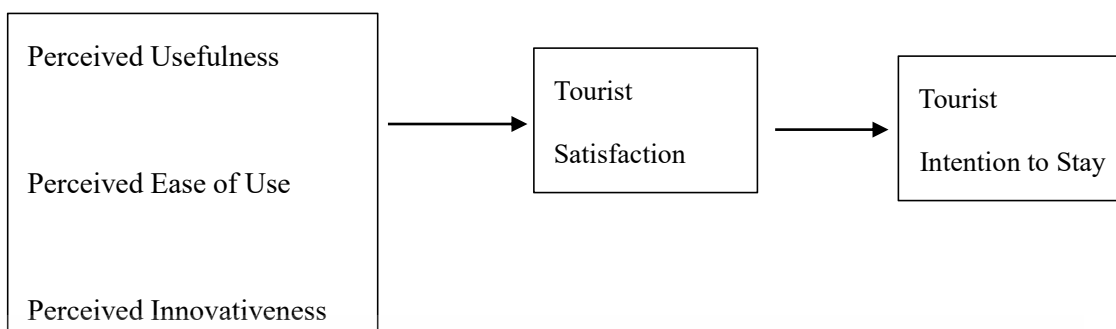


Figure 1.1 Conceptual Framework

1.4 Research Scope

1.4.1 Population and Sample

With the recovery of the international tourist market and the steady growth of domestic tourism, Thailand's hotel industry is expected to maintain a positive development trajectory in the coming years. According to a senior analyst at the Economic and Commercial Research Center of Thailand Merchants Bank, both hotel occupancy rates and average room rates are projected to improve.

Statistics indicate that by the end of 2024, the number of foreign tourists visiting Thailand will reach 36.2 million, while domestic tourists will number 2.702 million. The average hotel occupancy rate is expected to rise to 72%, an 8% increase compared to 2019. By 2025, the number of foreign tourists is projected to grow to 39.4 million, with domestic tourists reaching 2.756 million. The average hotel occupancy rate is anticipated to increase further to 74%, and the average room rate is likely to adjust by approximately 5%. (<https://www.thaiheadlines.com/162178/>)

However, Thailand's hotel industry continues to face intensifying competition. The rapid increase in the number of new hotels, particularly in key southern tourist destinations such as Phuket, Surat Thani, and along Phang Nga Bay, as well as in second-tier cities like Chiang Mai and Chon Buri—popular among domestic tourists—has contributed to this competitive landscape as shown in Figure 1.2.

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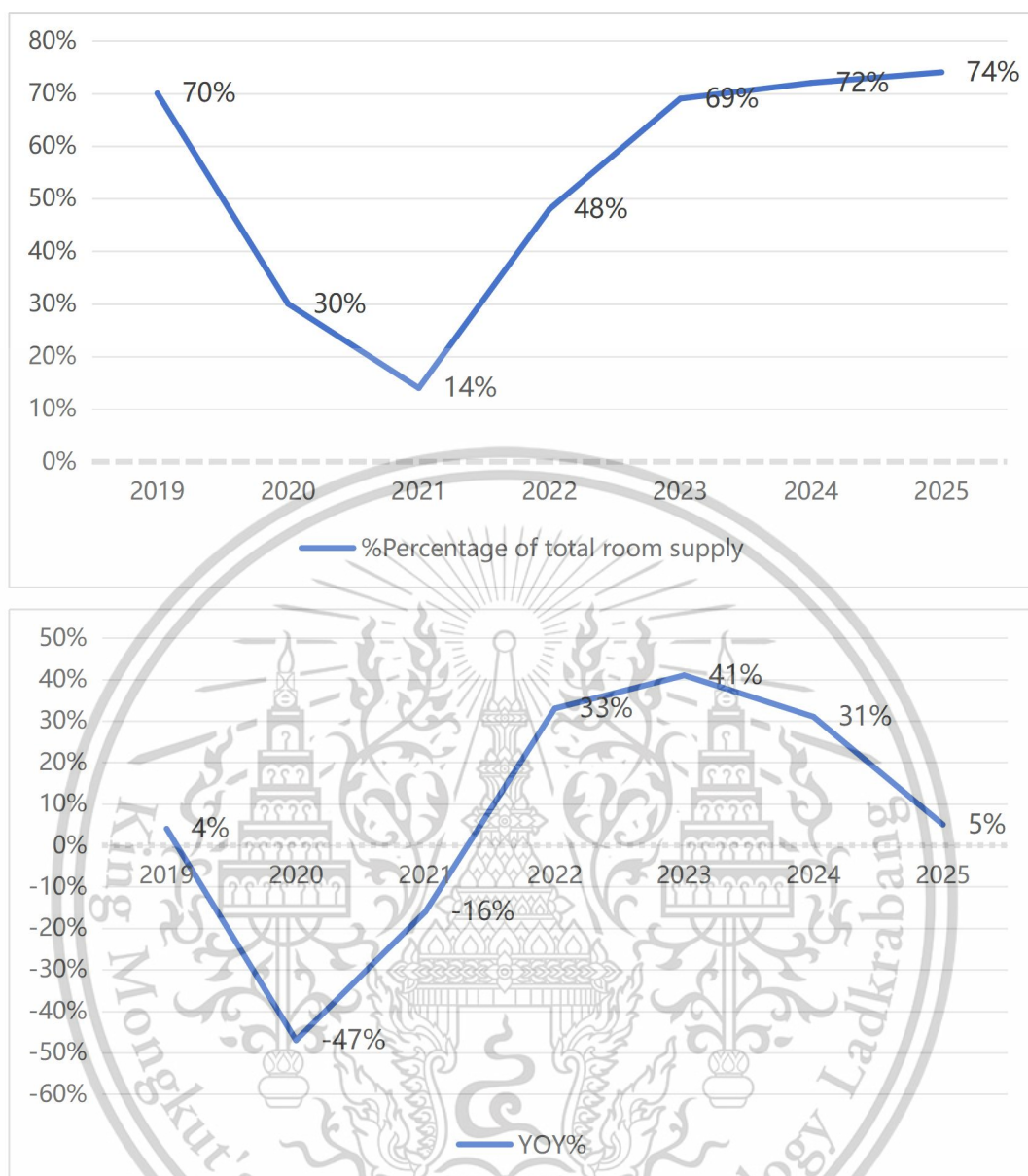


Figure 1.2 Thai hotel supply and Year-on-Year increase Percentage

Determination of Sample Size

The sample size for this study will be determined based on the unknown population size formula. Accordingly, this study will select 385 tourists as the sample size.

1.4.2 Research Scope

This study focuses on exploring the relationship between independent and dependent variables. The dependent variables are tourist satisfaction and intention to stay in hotels. The independent variables include perceived usefulness, perceived ease of use, and perceived innovativeness of tourists' experiences with Augmented Reality (AR) and Virtual reality (VR).

interaction technology in hotels.

The primary objective of this research is to analyze the extent to which these independent variables influence tourists' satisfaction and their intention to choose a hotel.

1.4.3 Time Setting of This Study

The study will be conducted from March 2025 to April 2025.

1.5 Significance of the Study

This study aims to analyze the factors influencing tourists' satisfaction and intention to stay in hotels, with a focus on observing the demand, experience, and accessibility of tourists in Thailand. By doing so, it seeks to promote the application and adoption of VR and AR technology in Thailand's hotel industry, providing valuable insights and enhancing the practicality and convenience of using these new technologies.

Currently, the popularity of VR and AR interactive technology in Thailand remains relatively low, with limited cases and user experience management solutions available. Additionally, integrating user data security and cultural preservation with these new technologies presents significant challenges and risks. Therefore, understanding how VR and AR technology impact tourists' satisfaction and intention to experience hotels plays a crucial role in advancing the adoption and application of these technologies in the hospitality sector.

This study specifically focuses on three key aspects of VR and AR technology usefulness, ease of use, and innovativeness to evaluate their influence on tourists' decisions to choose a hotel. It also provides recommendations for future trends in the hotel industry. Through questionnaire surveys and data analysis, the study examines tourists' satisfaction and intention when experiencing hotels through VR/AR technology, offering actionable insights for industry stakeholders.

1.6 Definition of Terms

1. **Perceived usefulness:** It refers to the extent to which experiencing a hotel through This material is reserved for educational use only, not allowed for commercial use.

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AR/VR is beneficial for tourists. It evaluates whether the technology provides valuable reference information, enables quick access to useful details, and enhances the decision-making process for potential guests.

2. Perceived Ease of Use: It measures the convenience and efficiency with which tourists can understand a hotel's services and products through AR/VR. It assesses whether the technology is user-friendly, easy to operate, and free from unnecessary complexity, ensuring a seamless and positive customer experience.

3. Perceived innovativeness: It reflects the level of acceptance and adaptability of customers toward new technologies like Augmented Reality (AR) and Virtual reality (VR). It identifies where customers fall on the technology adoption spectrum—whether they are early adopters or late adopters—and evaluates their attitudes toward using new technology, ranging from enthusiasm to hesitation.

4. Tourist Satisfaction: It is a key determinant in influencing whether a customer will choose to stay at a hotel again. It involves evaluating the alignment between the expected value of the hotel's products or services and the actual experience. After their stay, tourists assess whether the reality matches their expectations, the accuracy of promotional information, and the overall quality of their experience. Satisfaction also considers whether the post-stay experience reflects the virtual experience provided by AR/VR ensuring consistency between expectation and reality.

5. Tourist intention to stay: It is categorized into two types: pre-experience intention and post-experience intention. Pre-experience intention refers to the decision-making process based on the information received about the hotel's products or services before the actual stay. Post-experience intention refers to the likelihood of choosing the same hotel again, which is influenced by the level of satisfaction derived from the stay.

CHAPTER 2

LITERATURE REVIEW

2.1 Overview of Virtual Reality and Augmented Reality

Virtual Reality (VR) and Augmented Reality (AR) are two of the core technologies underpinning the concept of the metaverse, which has gained significant popularity in recent years. The metaverse is built on some foundational technologies: the Internet of Things (IoT), blockchain, interactive technology, artificial intelligence (AI), virtual reality (VR), augmented reality (AR), and 3D Reconstruction, etc. (Takyar, 2022). According to Roblox company, the metaverse is characterized by eight essential elements: identity, friends, immersion, low latency, diversity, accessibility (anytime, anywhere), an economic system, and civilization (Wang et al. 2022).

The historical development of the metaverse is often traced back to 1979, with the creation of the first open-world game featuring a word-based interface. This milestone marked the beginning of humanity's exploration of virtual worlds through technology.

The term "virtual reality" was first introduced in 1932 by French playwright Antonin Artaud in his work *The Theater and Its Double (First Manifesto)*, where he used it to describe the immersive nature of theatrical experiences. Decades later, the term "metaverse" was popularized in Neal Stephenson's 1992 science fiction novel *Snow Crash*.

The origins of augmented reality can be traced to Ivan Sutherland's 1968 vision of *The Ultimate Display*, which conceptualized a world where digital and physical realities seamlessly merge. Sutherland also designed the *Sword of Damocles*, the first head-mounted AR display, laying the groundwork for future AR innovations. In 1984, Jaron Lanier and Thomas Zimmerman founded VPL Research, a pioneering company that developed groundbreaking VR devices such as the *EyePhone*, *DataGlove*, and *DataSuit*. Notably, Lanier is credited with coining the term "virtual reality" in 1989, further solidifying the foundation of this transformative technology.

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Together, VR and AR have evolved from theoretical concepts to practical tools, playing a pivotal role in shaping the metaverse and its potential to redefine how we interact with digital and physical worlds.

The History of Virtual Reality (VR)

The development of virtual reality (VR) can be divided into four distinct stages, each marking significant progress in the evolution of the technology.

First Stage : The Conceptualization Phase

During this period, the idea of simulating various senses—such as sound, visuals, and dynamics—was largely confined to theoretical thinking and imaginative exploration (Zhao, 2009). This stage laid the groundwork for the concept of virtual reality, though practical applications had yet to emerge (Syeda et al. 2022)

Second Stage : The Enlightenment Phase

This era marked the initial steps toward realizing VR as a tangible technology. Early experiments and prototypes began to emerge, sparking interest and exploration into how virtual environments could be created and experienced (Zhao, 2009).

Third Stage: The Conceptualization and Theoretical Realization Phase

During this phase, the concept of virtual reality became more refined and well-defined. Researchers and developers began to establish foundational theories and principles, leading to the creation of early VR systems. This period saw the birth of VR as a recognizable field of study and innovation (Zhao, 2009).

Fourth Stage: The Practical Application Phase

From 1990 onward, virtual reality transitioned from theory to practical application. Advances in computing power, graphics, and hardware enabled the development of immersive VR systems for various industries, including gaming, education, healthcare, and training. This stage represents the widespread adoption and commercialization of VR technology, with continuous advancements shaping its future (Zhao, 2009).

These four stages highlight the remarkable journey of VR, from its conceptual origins to its current status as a transformative technology with real-world applications.

The History of Augmented Reality (AR)

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The evolution of augmented reality (AR) has been shaped by significant milestones and contributions from various pioneers. In 1968, Ivan Sutherland created the "Sword of Damocles" (also known as "The Ultimate Display"), widely regarded as the first AR head-mounted display system. This groundbreaking invention laid the foundation for future AR developments.

In 1974, Myron Krueger introduced the Videoplace system, an interactive environment that allowed users to interact with virtual objects, marking an early step toward immersive AR experiences.

The term "augmented reality" was formally coined in 1990 by Boeing engineers Tom Caudell and David Mizell, who developed a head-mounted display device to assist in aircraft assembly. This marked the first formal conceptualization of AR as a technology.

In 1993, Louis Rosenberg of the Air Force Research Laboratory advanced AR further by creating "Virtual Fixtures," a system designed to enhance human performance in teleoperated tasks.

The commercialization of AR began to take shape in 1998 when Sportvision utilized video enhancement technology to overlay graphics during live broadcasts of the NFL, bringing AR into the mainstream entertainment industry (Taylor,2015).

The field saw another leap forward in 2000 when Hirokazu Kato developed the AR Toolkit, an open-source software library that enabled the creation of AR applications, making the technology more accessible to developers.

Finally, in 2017, tech giants Apple and Google brought AR to mobile devices by launching ARKit and ARCore, respectively. These platforms provided developers with tools to create AR applications, marking a significant step in the widespread adoption of AR technology (Paweł et al.2020) .

These milestones collectively illustrate the remarkable journey of AR from its conceptual origins to its current applications in various industries.

2.2 The Use of AR and VR Technology in Tourism and Hospitality

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Case 1: Marriott Hotel

In 2015, Marriott launched VRoom, the first indoor virtual reality travel experience, in collaboration with Samsung Electronics America. This innovative service, called VRoom Service, allows guests to request a Samsung Gear VR headset and accompanying headphones by calling a dedicated extension or using Marriott's Mobile Request application. The equipment is personally delivered to the room with easy-to-use instructions and can be rented for up to 24 hours.

Marriott also introduced a new virtual travel content platform called VR Postcards. These postcards offer intimate and immersive travel stories experienced in 360-degree 3D through virtual reality headsets. Each story follows a real traveler on a journey to a unique destination, immersing the audience in the location while sharing personal narratives about why travel is meaningful to them.

Case 2: Sheraton Kuta Resort, Bali

Sheraton has integrated AR/VR into its hotel experience to allow potential guests to explore the property before booking. Using high-tech tools, guests can view the hotel's location, room details, entertainment venues, and the overall layout of the lobby.

Before making a reservation, guests can watch a VR film on their computers or smartphones. By wearing an Oculus headset, they can experience the "real" environment of the Sheraton Hotel as if they were physically in Bali. Customers can explore the hotel's facilities and resort areas based on their interests or visit different room types virtually.

Case 3: Sofitel Singapore

On 29 March 2017, Sofitel Singapore introduced an augmented reality experience in collaboration with EON Reality and Epson. Using Epson Moverio BT-300 smart glasses powered by EON AVR, guests can immerse themselves in a luxury boutique hotel lobby in France or enjoy an audiovisual experience in a Sofitel suite. This innovative use of AR enhances the guest experience by blending virtual and physical environments seamlessly.

Case 4: Hilton Hotel

Hilton developed a virtual reality training program called Hotel Immersion in partnership with learning solutions developer Sweet Rush. This program uses 3D computer

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graphics and 360-degree video to simulate various hotel services, such as guest room operations and front desk tasks. With over 6,000 hotels and resorts across 119 countries, Hilton faces significant challenges in training new employees.

Through VR training, team members can virtually explore areas like the boiler room, kitchen, and glass atrium elevator at the Hilton McLean Tysons Corner Hotel in Virginia, USA. They can also practice hands-on tasks such as delivering room service trays, checking in guests, and cleaning hotel rooms. This immersive training method enhances learning efficiency and prepares employees for real-world scenarios.

2.3 The Role of Customer Satisfaction and Expectations in Tourism and Hospitality

Customer satisfaction and intention are among the most critical metrics in today's tourism and hospitality industry. As a result, understanding customer satisfaction and innovations has been emphasized in numerous literature studies. Oliver (1980) proposed the *Expectation Confirmation Theory (ECT)*, which is primarily based on the comparison between the expected value of a product or service before purchase and its actual performance after purchase. This comparison determines the customer's satisfaction with the product or service.

Building on this, Olivier and Desarbo (1998) introduced the Expectancy Disconfirmation Theory (EDT), which explains that disconfirmation results from comparing expectations with actual performance. When the actual performance matches expectations, there is no disconfirmation. When actual performance exceeds expectations, it leads to a positive disconfirmation, enhancing satisfaction. Conversely, when actual performance falls short of expectations, it results in negative disconfirmation, reducing satisfaction (Anderson, 1973).

The relationship between satisfaction and expectations significantly influences tourists' choice intentions. Both ECT and EDT have been widely applied in various tourism scenarios to understand satisfaction. For example, Athula Gnanapala (2015) highlights that

motivation first arises from tourists' needs, guiding individuals to seek products and services that fulfill those needs.

In the context of the hotel industry, the use of virtual reality (VR) and augmented reality (AR) can be understood through the lens of tourist expectations. Before experiencing a hotel through VR and AR technology, tourists form expectations about the technology's ability to provide an immersive and informative experience. Specifically, tourists are eager to experience the novelty and convenience of these advanced technologies. After using AR and VR to explore the hotel and subsequently staying there, their evaluation of the experience determines their satisfaction. Whether the actual experience aligns with their preconceived expectations determines whether the impact on satisfaction is positive or negative.

In summary, the integration of AR and VR in tourism and hospitality not only enhances the pre-booking experience but also plays a crucial role in shaping customer expectations and satisfaction. By aligning actual performance with or exceeding these expectations, businesses can foster positive disconfirmation and improve overall customer satisfaction.

2.4 Types of Factors Affecting Tourist Satisfaction

2.4.1 Perceived Usefulness

The primary question regarding the usefulness of experiencing a hotel through VR/AR technology is whether the technology is genuinely beneficial for users. The ease of use of such technology can only be appreciated if it is both practical and useful for the end-user. Therefore, usefulness focuses on how visitors perceive and accept the use of AR/VR. Perceived usefulness has been defined as an individual's belief in the extent to which a particular technology can enhance their performance (Bandura, 1982).

Among tourists, hotel selection is often driven by curiosity, and enhancing perceived usefulness can significantly stimulate this curiosity (Rachi, Thomas, & Tania, 2022). The acceptance and use of information technology can yield immediate and long-term benefits at both organizational and individual levels, such as improved performance, financial and time

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efficiency, and convenience (Foley & Curley, 1984; Sharda, Barr, & McDonnell, 1988). Based on the Technology Acceptance Model (TAM), the process of supporting technology acceptance has been elaborated to predict the positive influence of technology behavior from a theoretical perspective (David, 1989).

With the rapid development of the digital media market and its widespread popularity, watching video bloggers share their hotel experiences and evaluations has become one of the most efficient and popular ways for people to gather information. Therefore, VR/AR technology must offer a more practical and effective method of accessing information compared to traditional methods, such as new media. In this era, the most significant concern is the spread of negative public opinion, which can severely impact customers' intention to choose a hotel.

When tourists select a hotel, several factors come into play, including the environment, room size, hygiene, price, geographical location, and surrounding amenities. High-quality rendering in VR/AR technology is crucial, as it enables a fully interactive experience. This ensures that tourists' perceptions align with the actual experience, preventing over-advertisement and enhancing satisfaction with the service. The concept of telepresence in VR emphasizes its ability to enhance the enjoyment perceived by potential hotel customers.

The practicality of VR/AR technology directly promotes the transfer of tourists' propensity to obtain information, thereby improving performance, enhancing satisfaction, and increasing their intention to choose a hotel. This, in turn, improves the overall customer experience, boosts hotel bookings, and ultimately enhances profitability (Israel, K., Zerres, C., & Tscheulin, D.K., 2019).

2.4.2 Perceived Ease of Use

The ease of use experience when exploring a hotel through VR/AR technology can be summarized by assessing whether users encounter difficulties while using the technology and how they perceive the experience after adopting it. Ease of use can be defined as the degree to which a person feels that using a particular system is effortless (Davis, 1989). This factor directly influences the user's assessment of the desirability of using a specific information. This material is reserved for educational use only, not allowed for commercial use.

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system application, thereby affecting their attitude toward its use (Ajzen & Fishbein, 1980).

The psychological process of adopting new technology is similar to learning new knowledge. It begins with forming a conscious plan, followed by deciding whether to perform or abstain from certain future behaviors. Ease of use is often measured by effort expectancy, which utilizes the Unified Theory of Acceptance and Use of Technology (UTAUT) model to evaluate the level of ease associated with using information technology (Venkatesh, 2003).

The concept of ease of use stems from the idea of self-efficacy, which refers to an individual's belief in their ability to perform a specific task in a particular context (Davis, 1989; Bandura, 1982). Hill, Smith, and Mann (1987) further proposed that self-efficacy plays a predictive role in decisions related to technology adoption.

For the widespread adoption of AR/VR in the hotel industry, it is crucial that the technology does not require significant effort to operate. New technologies with low learning barriers and high efficiency are designed to prioritize ease of use. Most tourists are in the process of learning and accepting this new technology. If there are no alternative channels for accessing hotel information or if the technology involves cumbersome operations that waste time and require excessive learning effort, it will significantly impact customers' intention to adopt the technology. This, in turn, can greatly reduce their satisfaction with the hotel and their likelihood of choosing it.

The greater the expectations, the greater the potential for disappointment. Tourists may develop a negative stereotype of the hotel, perceiving it as willing to use impractical and cumbersome technology. This perception can extend to other services, creating an overall negative impression, such as viewing the hotel's services as inefficient or labor-intensive.

According to the Technology Acceptance Model (TAM), technology adoption is a three-stage process. External factors, such as the complexity of operation, trigger cognitive responses related to perceived usefulness. These responses then shape affective attitudes, ultimately influencing usage behavior (Davis, 1989; Davis, 1993).

2.4.3 Perceived Innovativeness

The basic judgment that visitors make about the innovation of using AR and VR
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technology to experience a hotel is whether the technology is novel at the time of use. Because of our research, the use of Augmented Reality (AR) and Virtual reality (VR) in the hospitality industry can be understood as a marketing device. As a marketing concept, innovativeness can at least be defined as imprecision. Company innovativeness, or "newness," describes a company's ability to quickly develop and launch new products (Hurley & Hult, 1998). Then for the hotel industry the use of VR and AR technology can be used as a means to attract traffic. Most hotels still use new media for customer acquisition, and the use of new technology can change the new channel of hotel customer acquisition, because the concept of consumer innovation will receive great attention (Goldsmith & Hofacker, 1991). According to the technology adoption life cycle, the process of consumers adopting new technologies is divided into five groups, including innovators, early adopters, early masses, late masses and laggards. (Joe M. Bohlen, George M. Beal and Everett M. Rogers at Iowa State College, 1957) According to the innovation diffusion theory, these consumers are divided into five stages, namely, the understanding stage, the interest stage, and the interest stage. Evaluation stage, experiment stage and adoption stage (Everett M. Rogers, 1950s) The basis of the theory is that in the face of innovation, some people will be more open-minded and willing to adopt innovation than others. According to the Innovation Diffusion Theory, the adoption of innovative technologies is influenced by five key attributes: relative advantage, compatibility, complexity, trialability, and observability (Everett M. Rogers, 1957). Perceived innovation and perceived risk. Perceived innovativeness is not limited to user convenience or utility, but also includes consumer appreciation for cutting-edge solutions.

Tendency (Kamboj et al., 2022).

Therefore, the risk of the use of new technology is very high, because many hotels still rely on social media communication, and if there is a negative public opinion, new contradictions will be generated. Moreover, people pay more and more attention to whether personal information is safe from being leaked, and deeper concerns involve potential data leakage and privacy leakage (Meuter et al., 2005).

Risks and opportunities are relatively equal. The use of AR/VR in the hotel industry can achieve what cannot be achieved by other publicity channels, such as the special Thai cultural

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style of the hotel, and the exploration of some services and activity areas of large hotels. In the past, tourists could only choose what kind of bed, how many people to live in, and what kind of room. The information could only be obtained through the description of words, the display of pictures and the evaluation of others. But virtual reality and augmented reality allow visitors to experience new rooms and compare different rooms, with more choices and conditions. This is also an opportunity to increase the intention of consumers to choose hotels.

2.5 Concept and Theory of Tourist Satisfaction

The study of satisfaction primarily focuses on the dynamic relationship between customer expectations and their actual experience before and after using products or services in the tourism and hospitality industry. At its core, tourist satisfaction revolves around the user's perceived value of the experience and their final evaluation after the actual experience (Pizam et al., 1978).

The theoretical foundation for understanding tourist satisfaction in the context of using AR/VR in hotels stems from the *Expectation-Confirmation Theory* (Oliver, 1980). This theory explains how the usefulness, ease of use, and innovativeness of AR/VR influence tourists' satisfaction. According to the *Theory of Perceived Value* (Westbrook & Reilly, 1983), satisfaction is a state where customers align their expectations with their perceived value based on their own cognition and experiences.

Beyond customer experience, the importance of management is emphasized in cultivating satisfaction, which can lead to the sustainable development of customer relationships. For the long-term success of a hotel, maintaining a good reputation and positive evaluations is crucial. Positive evaluations are closely tied to product quality, service excellence, and brand reputation, all of which contribute to fostering customer loyalty.

In the context of AR/VR three key indicators determine its impact on hotel development and the continued use of the technology:

1. **Simplicity:** Customers must find the technology easy to use.

2. **Innovativeness:** Customers should perceive the technology as novel and

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cutting-edge.

3. Usefulness: Customers must feel that the technology enhances their experience.

Only when these three factors are met can AR/VR positively influence hotel development and ensure its sustained adoption. By addressing these aspects, hotels can enhance customer satisfaction, build loyalty, and maintain a competitive edge in the industry.

2.6 Concept and Theory of Intention to Stay

The concept of *intention to stay* refers to a tourist's likelihood of choosing to stay at a particular hotel again in the future. It is a critical measure of customer loyalty and satisfaction in the hospitality industry. Intention to stay is influenced by various factors, including the quality of the experience, perceived value, and the alignment between expectations and actual service delivery.

The theoretical foundation for understanding intention to stay is rooted in the *Theory of Planned Behavior (TPB)* (Ajzen, 1991), which posits that behavioral intentions are driven by three key factors:

1. Attitude toward the behavior: The individual's positive or negative evaluation of staying at the hotel.
2. Subjective norms: The perceived social pressure or expectations from others (e.g., family, friends, or peers) regarding the decision to stay.
3. Perceived behavioral control: The individual's belief in their ability to perform the behavior, such as the ease of booking or affordability of the hotel.

In the context of tourism and hospitality, intention to stay is also closely linked to the *Expectation-Confirmation Theory (ECT)* (Oliver, 1980). According to ECT, tourists form expectations before their stay, and their satisfaction is determined by the extent to which the actual experience meets or exceeds these expectations. If the experience confirms or surpasses expectations, it leads to higher satisfaction and a stronger intention to stay again. Conversely, if the experience falls short, it reduces the likelihood of repeat visits. Additionally, the *Technology Acceptance Model (TAM)* (Davis, 1989) provides insights into how the use of

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advanced technologies like Augmented Reality (AR) and Virtual reality (VR) can influence intention to stay. TAM suggests that perceived usefulness and ease of use of technology significantly impact user attitudes and behavioral intentions. For example, if tourists find AR/VR helpful and easy to use for exploring hotel features, it can enhance their overall experience, leading to a higher intention to stay.

In summary, intention to stay is a multifaceted concept influenced by pre-stay expectations, post-stay satisfaction, and the perceived value of the experience. By leveraging theories such as TPB, ECT, and TAM, hotels can better understand the factors driving tourists' decisions and design strategies to enhance loyalty and repeat visits.

2.7 Related Research

Maysam and Faezeh in 2024 wrote research to identify the use of VR and AR in heritage tourism based on visitor experiences. Python extracted 22,000 user reviews about AR and VR from websites in the travel domain and analyzed them using text mining techniques. The use of the heritage was divided into six categories: introducing the heritage, helping to identify the heritage, encouraging intention to visit and facilitating the possibility of visiting the heritage, managing the effectiveness of the cost of the visit and the possibility of the sensory experience. These six categories, in the form of "cultural relic identification" and "cultural relic experience", enhance the information of tourists about cultural relic tourism sites, improve the quality of visiting experience, and ultimately improve tourist satisfaction. The results of this study can provide a reference for the integration of tourism marketing and future technology. Therefore, tourism practitioners should pay attention to this area and can use its strengths to create sustainable virtual experiences.

Oyman, Dondul, Serhat published research in 2021 to determine the impact of using augmented reality in mobile apps on consumers' behavioral intention to use mobile apps and their perception. This paper adopted the Technology Acceptance Model (TAM) and investigated the influence of augmented reality on the behavioral intention of mobile application usage through Structural equation modeling (SEM). In addition, the effects of

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technology anxiety and consumer novelty seeking on augmented reality perception were examined. The results show that the central nervous system has a positive and direct impact on the perception of augmented reality. PAR has a positive and direct impact on perceived enjoyment (PE), perceived usefulness (PU), perceived information content (PI) and perceived ease of use (PEU). PE, PU and PI have positive and direct effects on application behavioral intention to use (BIUA).

Tseng-Lung & Shuling published research and integrated technology acceptance models and experience value concepts in 2015 to investigate factors that influence sustainable relationship behavior using augmented reality interaction technologies (ARIT). Consistent with the innovativeness of consumers, this study found that the level of perceived innovation of consumers affects their sustainable relational behavior towards the use of ARIT. The network consumers with higher cognitive innovation emphasized the practicality, aesthetics and excellent service of ARIT presentation. In contrast, schools with low cognitive innovation focused on the playfulness and ease of use of ARIT presentation.

Rajasshrie , Brijesh, Nripendra published research in 2024 and proposed that the emergence of the Metaverse has changed the consumer shopping experience and provided new channels for purchasing. Generation Z mainly explores this innovative technology. Shopping in the Metaverse is examined by developing a model based on "use and gratification theory" and factors related to the metaverse. The collected data were analyzed using PLS-SEM. The results show that information seeking, perceived enjoyment, escapism, social interaction, immersion, and personalization affect shopping intentions in the metaverse, while perceived risk negatively affects consumers' shopping intentions. Moreover, shopping intentions affect potential shopping uses in the Metaverse, and this relationship is mediated by technological innovations. This investigation into the use of the Metaverse for retail purposes enhances current Metaverse research and augments theories of use and gratification in the Metaverse field.

Jie Sun et al. published a study in 2022 investigating new digital solutions for the experience of painting in virtual natural environments through virtual reality technology. The factors that influence the user's perceived interestingness and intention to continue drawing in This material is reserved for educational use only, not allowed for commercial use.

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the virtual environment were examined. By analyzing attitudes, perceived behavioral control, behavioral intention, continuation intention, and perceived playfulness, a theoretical model was developed through structural equation modeling. The results showed that perceived novelty and perceived sustainability increased positive user attitudes towards VR painting features, while perceived interactivity and aesthetics had no effect on it in the VR painting context. When users use VR to paint, they are more concerned about time and money than device compatibility. This makes the resource facilitation condition a more influential factor in perceived behavioral control than the technology facilitation condition.

Zhang and Xiong published research in 2024 on the intricate interplay between expectations, valence, and instrumentality with tourists' VR tourism intentions through perceived ease of use and perceived usefulness. And we propose that virtual reality (VR) has shown great potential to transform the tourism industry, providing visitors with immersive experiences in remote destinations at a lower cost. Both perceived ease of use and perceived usefulness mediate the relationship between expectation, valence, instrumentality, and VR tourism intention.

Kieanwatana and Vongvit published research in 2024 on the growing importance of virtual reality (VR) in the tourism industry and how opportunities can be created through new technologies amid the COVID-19 epidemic disrupting Thailand's tourism industry. The study aims to explore the relationship between virtual experiences, destination images, and travel intentions by studying the positive impact of VR on travelers' decision-making processes. This study shows that virtual experiences and destination images significantly enhance travel intentions, highlighting VR's potential as a powerful tool for destination marketing. The results highlight the importance of accessible information, high quality content, novelty, and sensory stimulation in creating immersive virtual experiences, as well as the role of recognition in fostering favorable destination images, although the impact of safety and recognition requires further investigation.

Fatemeh et al. published a study in 2023 on the comparison between AR and web-based modes in online shopping and the impact of six basic mechanisms named AR attributes (interactivity, information, Enjoyment, novelty, vividness, intrusiveness) on user intentions. This material is reserved for educational use only, not allowed for commercial use.

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experience and online purchase intention.

When participants used the AR mode, interactivity and novelty had a positive and significant effect, while intrusiveness had a negative and significant effect on user experience and online purchase intention. It is important to note that this study was conducted in a developing country, and understanding people's shopping behavior and habits in such a context can reveal new aspects of the adoption of emerging technologies. These results have significant implications for retailers to actually implement AR technology in developing countries, providing insight into its potential to enhance user experience and drive online purchase intentions.



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CHAPTER 3

RESEARCH METHODOLOGY

3.1 Population and Sample

The respondents in this study were tourists who had visited or not visited Thailand. And the validity of the sample is guaranteed by the samples in the different periods of tourism off-season and peak season. According to the survey, there are 35.54 million tourists visiting Thailand in 2024. The sample investigated was built at a 95% confidence level and a ±5% precision level. According to Yamane's formula:

$$n = \frac{Z^2 \times p \times (1-p)}{E^2}$$

n = required sample size

Z = Z-score corresponding to the desired confidence level (e.g., for a 95% confidence level, the Z-score is approximately 1.96)

p = estimated proportion of the population exhibiting a certain characteristic or outcome (if unknown, 0.5 is often used for maximum variability)

E = margin of error (desired level of precision)

$$Z = 1.96, P = 0.5, E = 0.05$$

$$n = \frac{1.96^2 \times 0.5 \times (1-0.5)}{0.05^2} = 384.16 \approx 385$$

The sample size of this survey is 385 people, which is in line with the minimum sample size for data analysis. In other articles related to VR/AR interaction technology, satisfaction and intention for hotels, small-scale sample research is also adopted, and the average participant questionnaire survey is in line with the specific characteristics of the research target.

3.2 Variables

There are five variables in this study, which include three independent variables: Perceived usefulness of tourists' experience of hotels through VR/AR technology, Perceived ease of use of tourists' experience of hotels through VR/AR technology, and Perceived innovativeness of tourists' experience of hotels through VR/AR technology. It also examines the satisfaction and intention of tourists to experience the hotel through VR/AR technology as dependent variables. The selected variables are considered according to the selected journal theory news as well as related articles.

3.3 Research Instrument

This research is a quantitative analysis, which analyzes a certain amount of samples through questionnaire survey. This method quantifies customer behaviors and attitudes towards service and product demand. The quantitative method is used to analyze the customer from the quantitative characteristics, quantitative relations and quantitative changes. The hypothesis and the relationship between the variables are set through the relevant literature to set the questionnaire, and the questionnaire is used as a tool to collect data.

When designing the questionnaire, the structure of the questionnaire should be clear about the research direction and research label, clear about the hypothesis, ensure that the questionnaire questions correspond to the hypothesis accurately, each argument has sufficient evidence, and the argument elaboration should meet the research objectives. When designing the questionnaire, the structure of the questionnaire should follow the following:

Part 1 : Investigation of Each group

This section collects essential demographic and travel-related information to categorize respondents and understand their background. The questions are designed to gather insights into the tourists' gender, age, nationality, purpose of visit, occupation, education level, and monthly income.

Part 2: Investigation of Each Variable

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This section includes questions designed to measure tourists' experiences with Augmented Reality (AR) and Virtual reality (VR) interactive technology in hotels. Specifically, it investigates:

Perceived Usefulness: The extent to which tourists find AR/VR helpful for experiencing the hotel.

Perceived Ease of Use: How convenient and user-friendly tourists find the AR/VR.

Perceived Innovativeness: The degree to which tourists perceive the AR/VR as novel and innovative.

Additionally, this section evaluates tourists' satisfaction with their experience and their intention to stay at the hotel in the future.

Seventeen questions were set according to five variables, and five ratings were set according to 5-point Likert Scale, which were:

- 5= “Strongly agree”
- 4= “Agree”
- 3= “Neutral”
- 2= “Disagree”
- 1= “Strongly Disagree”

3.4 Reliability and validity analysis

3.4.1 Reliability analysis

The function of reliability analysis is to evaluate whether the analyzed data can be used and stable. In order to ensure that the results of data statistical analysis can be scientific and accurate. Therefore, in order to ensure that the data is scientific and accurate, we must carry out reliability analysis of all survey data results. For reliability analysis there is a special measure of coefficient standard -Cronbach's alpha. This is the individual correlation coefficient, which is an estimate of the average of the correlation coefficients of all items in the test. A rule of thumb for alpha is below 0.6, between 0.6 and 0.7, and greater than 0.7.

Where less than 0.6 is a poor result, between 0.6 and 0.7 is a reliable result, more than 0.7 is a
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good result, and more than 0.8 is a highly reliable result. If alpha is high, then this indicates that all items are reliable and that the whole test is internally consistent. If alpha is low, then at least one item is unreliable and must be identified by an item analysis procedure.

The formula for the Alpha coefficient is:

$$\alpha = \frac{n}{n-1} \left(1 - \frac{1 - \sum Si^2}{St^2} \right)$$

n= number of questions

Si²=Variance of scores on each question

St²=Total variance of overall scores on the entire test

The results of the Cronbach's alpha for Perceived Usefulness are 0.875, Perceived Ease of Use is 0.764, Perceived Innovativeness is 0.912, Tourist Satisfaction is 0.881, and Intention to stay is 0.907. They are all above 0.7, which is considered acceptable.

3.4.2 Validity analysis

The validity analysis method of this study adopted content validity analysis, and according to the evaluation of the revised questionnaire, a questionnaire survey was conducted after the assessment and suggestions given by three experts. As a commonly used and widely used analysis method in data analysis, content validity analysis can detect correlation under the premise of ensuring the quality of questionnaires (Gliem & Gliem, 2003).

In related studies, a list of questions (IOC) is used to determine the consistency goal between studies and the consistency index of project goals, and it is emphasized that IOC is a reliable and effective method for content management (Lawshe, 1975; Polit & Beck, 2006).

The scoring criteria for content validity analysis are as follows:

A score of +1 indicates a question that is consistent with the research objective or definition, -1 indicates a question that contradicts the research objective or definition, and a score of 0 indicates uncertainty about whether the question is consistent with the research objective or definition. The interpretation criteria stated that a value with an IOC of $\geq .50$ was

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relevant to the study objective, while a value with an IOC of less than .50 was inconsistent with the study objective. The results showed that the IOC score was within the acceptable range of 0.50-1.00.

The formula of IOC follow:

$$IOC = \frac{\sum R}{N}$$

IOC= Item Objective Congruence

R= Sum of the scores of individual experts

$\sum R$ = Total scores from each experts

N= Number of experts

The IOC results from three experts showed that all questionnaire items have IOC results in the range of 0.5-1.0, which is greater than 0.5 and considered acceptable.

3.5 Data Collection

This survey adopts the convenience sampling method. The questionnaire was distributed through E-mail Google form, questionnaire Star platform and other ways, which ensured the privacy protection of visitors, conformed to the particularity of the research, and ensured the integrity of the data results. Where the average participant selection and the characteristics that fit the objectives of the study. And the data collecting from March 2025 to April 2025.

3.6 Data Analysis

In order to reflect the rigor of academic research methods, the data of this study were collected by sending questionnaires to the sample target population, and the data were analyzed by advanced statistical techniques to ensure the academic rigor on the premise of ensuring the validity and reliability of the research analysis results. (Smith, 2020; Johnson et al., 2019). The Likert scale questionnaire was investigated based on the established research literature with a detailed interpretation of the mean value. (Smith, 2020; Johnson et al., 2019).

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The average is defined as follows:

The means range from 4.20 to 5.00 with an interval of 0.8 and are considered to indicate the highest level of agreement with the survey questions. Again, a range of 3.40 to 4.19 indicates high agreement. 2.60 to 3.39, the range of 1.80 to 2.59, 1.00 and 1.79, respectively, for medium, low, and the lowest level of consistency (Smith, 2020).

When reliability analysis, validity analysis and factor analysis are over, regression analysis is performed. Since this study considers the relationship between multiple independent variables, it is necessary to analyze whether the correlation between all independent variables conforms to multicollinearity. Multicollinearity refers to the high correlation between multiple independent variables in a multiple regression model. When researchers determine how correlations between each independent variable can be most effectively used to predict or understand the dependent variable in a statistical model, multicollinearity can lead to distorted or misleading results, so the variance inflation factor (VIF) needs to be calculated for each independent variable, according to literature guidelines (Smith, 2020; Johnson et al., 2019). There are three evaluation criteria for the leveling of VIF values, respectively:

When the value is less than 5, multicollinearity among variables is low and has minimal impact on the model. When it is greater than 5 and less than 10, it is in the middle interval. At this time, the multicollinearity between the variables is at a moderate level, which may lead to unstable regression coefficients and unreliable significance verification. It is necessary to consider the change or deletion of some variables. When it is greater than 10, it is in the high interval, and the multicollinearity between the variables is at a high degree at this time. There is a serious multicollinearity problem, which affects the accuracy of coefficient estimation. (Smith, 2020; Johnson et al., 2019).

The formula for VIF is:

$$VIF_i = \frac{1}{1-R_i^2}$$

R_i^2 = Unadjusted coefficient of determination for regressing the i th independent variable on the remaining ones.

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There is no real axiom in the process of scientific research. Researchers put forward hypotheses through their own cognition and analyze how much the variable results are similar to their own results from the data. So using hypothesis testing also has the importance of measuring the relationship between variables (Smith, 2019). Strictly speaking, hypothesis testing helps to assess the level of confidence in a study based on the assumptions of the sample data. Significant results support the hypothesis that the variables are correlated, and insignificant results indicate that there is no substantial relationship between the variables.

In multiple regression analysis, standard regression coefficient and p-values often report values to explain the results (Brown, Johnson & Smith, 2020). The standard regression coefficient indicates that the change of the dependent variable is associated with the unit increment of the independent variable while keeping other independent variables unchanged, and the size of its absolute value directly reflects the degree of influence of the independent variable on the dependent variable. These coefficients are useful for assessing the relative importance of the independent variable in predicting the dependent variable.

In this study, P value is used to determine whether the relationship between variables is significant, and the significance level is checked by looking at the relationship between variable X and variable Y. The analysis criteria for the value of p value are as follows:

More than 0.1	Very weak to none
Between 0.1 and 0.05	Weak
Between 0.05 and 0.01	Strong
Less than 0.05	Very strong

The significance level is usually 0.05 or less for p-value (Field, 2013). A value greater than 0.05 indicates no significant relationship, insufficient evidence, and a significant difference from the expected data.

Regression analysis is a predictive modeling technique used in the social sciences, statistics, and psychology. It can deeply predict the factor distribution relationship between the independent variable (X) and the dependent variable (Y).

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When evaluating the goodness of fit of a regression model, the coefficient of determination R-square is used to judge the explanatory power of a regression model, in which the independent variable (X) can explain the proportion of the dependent variable (Y) (Field, 2013). Using variance inflation factor (VIF) to identify and resolve may distort regression interpretation results (Kutner et al., 2004). Advanced regularization methods such as ridge regression and lasso regression were introduced to improve model performance (Hastie et al., 2015).



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CHAPTER 4

ANALYTICAL RESULTS

This paper studies the satisfaction and intention to stay hotel of tourists to choose hotels. In this study, questionnaires were distributed to collect relevant data, among which 385 valid data were collected. The researchers conducted strict tests on the questionnaire to ensure the validity and completeness of the data. This study will use the most appropriate statistical methods for data analysis to ensure that the data can meet the final research objectives. All the data is sorted out and the data is presented using the description sheet. The data were sorted out and analyzed according to four parts and described in detail.

- 4.1 Demographic profile
- 4.2 Factors affecting tourists' satisfaction and intention to stay hotel
- 4.3 Mean and standard deviation of customer satisfaction and intention
- 4.4. Hypothesis testing

4.1 Demographic profile

All the samples obtained through the questionnaire were firstly counted intuitively in terms of population. The following table 4.1 has different subdivision statistics and analysis for different groups of people, and gives clear data representation of various groups of people.

Table 4.1 makes statistics on the eight elements of gender, age, nationality, purpose of visit, vocational education, background, monthly income and hotel stars. In the statistics of 385 individuals, the frequency of occurrence is the statistics of the specific number of each group, and the percentage is the percentage of each group's subdivision in the total sample.

Table4.1 Demographic Characteristic

Variable	Items	Frequency	Percent
Gender	Male	210	54.5
	Female	175	45.5
Age	Less than 20 years old	10	2.6
	21-30 years old	142	36.9
	31-40 years old	89	23.1
	41-50 years old	63	16.4
	51-60 years old	65	16.9
	Over 60 years old	16	4.2
Nationality	China	385	100
Purpose of Visit	Leisure/Vacation	304	79
	Business	51	13.2
	Family/Friends Visit	25	6.5
	Other	5	1.3
Occupation	Employed (Full-time)	210	54.5
	Employed (Part-time)	37	9.6
	Self-employed	28	7.3
	Unemployed/Job-seeking	17	4.4
	Student	57	14.8
	Retired	36	9.4
Education	Diploma or Lower	112	29.1
	Bachelor Degree	229	59.5
	Master Degree	37	9.6
	Doctorate Degree	7	1.8
Monthly Income (Baht)	Less than 15,000	86	22.3
	15,001 -25,000	123	31.9
	25,001 -35,000	101	26.2

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Variable	Items	Frequency	Percent
Monthly Income (Baht)	More than 35,000	75	19.5
What star rating of hotels do you typically choose when staying in Thailand?	3-star or lower (budget/mid-range)	140	36.4
	4-star (upscale)	147	38.2
	5-star (luxury)	49	12.7
	I do not consider star ratings when choosing a hotel	49	12.7

Gender: The frequency of male was 210, accounting for 54.5% of the total sample. The frequency of women was 175, representing 45.5% of the total sample

Age: Among them, the frequency of less than 20 years old is 10 people, accounting for 2.6% of the total sample. The frequency of 21-30 years old was 142 people, accounting for 36.9% of the total sample. The frequency of 31-40 years old was 89 people, accounting for 23.1% of the total sample. The frequency of 41 to 50 years old was 63 people, accounting for 16.4% of the total sample. The frequency of 51-60 years old was 65 people, accounting for 16.9% of the total sample. The frequency of occurrence of over 60 years old was 16 people, accounting for 4.2% of the total sample.

Nationality: All samples are Chinese.

Purpose of visit: Among them, the frequency of leisure vacations was 304, accounting for 79% of the total sample. The frequency of business was 51 people, accounting for 13.2% of the total sample. The frequency of family and friends visiting was 25 people, accounting for 6.5% of the total sample. There were other purposes of visit, and the frequency of coming to Thailand to study was 5 people, accounting for 1.3% of the sample

Occupation: Among them, the frequency of full-time work was 210 people, accounting for 54.5% of the total sample. The frequency of part-time jobs was 37, accounting for 9.6% of the total sample. The frequency of self-employment was 28, or 7.3% of the total sample. The frequency of unemployment or job search was 17 people,

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accounting for 4.4% of the total sample. The frequency of students was 57, accounting for 14.8% of the total sample. The frequency of retirement was 36 persons, or 9.4% of the total sample.

Education background: The frequency of college degree or below was 112, accounting for 29.1% of the total sample. The frequency of the bachelor's degree was 229, accounting for 59.5% of the total sample. The frequency of master's degree was 37, accounting for 9.6% of the total sample. The frequency of doctorate degree was 7, representing 1.8% of the total sample

Monthly income: Among them, the frequency of less than 15,000 baht was 86 people, accounting for 22.3% of the total sample. The frequency of 15,001 to 25,000 baht was 123 people, accounting for 31.9% of the total sample. The frequency of 25,001-35,000 baht visits was 101 people, accounting for 26.2% of the total sample. The frequency of more than 35,000 occurrences is 75 people, accounting for 19.5% of the total sample.

Hotel star selection: the frequency of choosing three-star hotel is 140 people, accounting for 36.4% of the total sample. The frequency of choosing four-star hotel Thai baht was 147 people, accounting for 38.2% of the total sample. The frequency of visiting five-star hotels was 49 people, accounting for 12.7% of the total sample. The frequency of not considering star frequency when choosing a hotel is 49 people, accounting for 12.7% of the total sample.

4.2 Factors affecting tourists' satisfaction and intention to stay hotel

The factors that affect the satisfaction and intention of tourists are studied and analyzed from three aspects of perceived usefulness, perceived ease of use and perceived innovation.

Table 4.2 Mean and Standard deviation of Perceived Usefulness

Variable	Mean	S.D.	Interpretation
PU1.Using augmented reality and virtual reality technologies to experience the hotel will be useful in my daily life.	3.67	0.888	High
PU2.Using augmented reality and virtual reality technologies to experience the hotel will allow me to access information more quickly.	3.92	0.921	High
PU3.Using augmented reality and virtual reality technologies to experience the hotel will help me better understand and visualize the information provided.	3.93	0.835	High
PU4.Using augmented reality and virtual reality technologies to experience the hotel will enhance my ability to make informed decisions.	3.82	0.851	High
PU5.Using augmented reality and virtual reality technologies to experience the hotel will improve the overall efficiency of my planning process.	3.88	0.877	High
Overall	3.84	0.702	High

Table 4.2 provides statistics on perceived usefulness that affects tourist satisfaction and analyzes the mean and standard deviation. The overall tourists' Interpretation of perceived usefulness is high. The mean score is 3.8447.

PU1.Using augmented reality and virtual reality technologies to experience the hotel will be useful in my daily life. The mean score is 3.92 and standard deviation of 0.921. The interviewees agree with this statement.

PU2.Using augmented reality and virtual reality technologies to experience the hotel will allow me to access information more quickly. The mean score is 3.92 and standard deviation of 0.921. The interviewees agree with this statement.

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PU3 Using augmented reality and virtual reality technologies to experience the hotel will help me better understand and visualize the information provided. The mean score is 3.93. Standard deviation is 0.835. The interviewees agree with this statement.

PU4.Using augmented reality and virtual reality technologies to experience the hotel will enhance my ability to make informed decisions. The mean score is 3.82 and standard deviation of 0.851. The interviewees agree with this statement.

PU5.Using augmented reality and virtual reality technologies to experience the hotel will improve the overall efficiency of my planning process. The mean score is 3.88 and standard deviation of 0.877. The interviewees agree with this statement.

Table 4.3 Mean and Standard deviation of Perceived Ease of Use

Variable	Mean	S.D.	Interpretation
PE1.Using augmented reality and virtual reality technologies to experience the hotel will require minimal effort.	3.82	0.925	High
PE2.Using augmented reality and virtual reality technologies to experience the hotel will be easy for me to operate.	3.78	0.900	High
PE3.Using augmented reality and virtual reality technologies to experience the hotel will be user-friendly and intuitive.	3.83	0.880	High
PE4.Using augmented reality and virtual reality technologies to experience the hotel will save me time and energy in finding information and making decisions.	3.89	0.888	High
PE5.Using augmented reality and virtual reality technologies to experience the hotel will allow me to complete tasks independently, without needing assistance.	3.75	0.942	High

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Variable	Mean	S.D.	Interpretation
Overall	3.81	0.719	High

Table 4.3 presents statistics on perceived Ease of use that affects tourist satisfaction and analyzes the mean and standard deviation. The overall tourists' Interpretation of perceived Ease of use is high. The average score is 3.81.

PE1.Using augmented reality and virtual reality technologies to experience the hotel will require minimal effort. The mean score is 3.82 and standard deviation of 0.925. The interviewees in this show to agree with this statement.

PE2.Using augmented reality and virtual reality technologies to experience the hotel will be easy for me to operate. The mean score is 3.78 and standard deviation of 0.900. The interviewees in this show to agree with this statement.

PE3.Using augmented reality and virtual reality technologies to experience the hotel will be user-friendly and intuitive. The mean score is 3.83 and standard deviation of 0.880. The interviewees in this show to agree with this statement.

PE4 Using augmented reality and virtual reality technologies to experience the hotel will save me time and energy in finding information and making decisions. The mean score is 3.89 and the standard deviation is 0.888. The interviewees in this show to agree with this statement.

PE5.Using augmented reality and virtual reality technologies to experience the hotel will allow me to complete tasks independently, without needing assistance. The mean score is 3.75 and standard deviation of 0.942. The interviewees in this show to agree with this statement.

Table 4.4 Mean and Standard deviation of Perceived Innovativeness

Variable	Mean	S.D.	Interpretation
PI1. When I hear about a new augmented reality (AR) or virtual reality (VR) application, I actively look for ways to try it.	3.86	0.898	High

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Variable	Mean	S.D.	Interpretation
PI2.I am usually among the first of my peers to try out new AR/VR technologies.	3.70	0.982	High
PI3.I enjoy experimenting with new augmented reality and virtual reality technologies.	3.89	0.818	High
PI4.I find AR/VR technologies creative and feel motivated to explore them.	3.84	0.882	High
PI5.Trying out new AR/VR applications excites me rather than making me hesitant.	3.81	0.916	High
Overall	3.82	0.734	High

Table 4.4 provides statistics on perceived innovativeness that affects tourist satisfaction and analyzes the mean and standard deviation. The overall tourists' Interpretation of Perceived Innovativeness is high. The mean score of overall is 3.82.

PI1.When I hear about a new augmented reality (AR) or virtual reality (VR) application, I actively look for ways to try it. The mean score is 3.86 and standard deviation of 0.898. The interviewees in this show to agree with this statement.

PI2.I am usually among the first of my peers to try out new AR/VR technologies. The mean score is 3.70 and standard deviation of 0.982. The interviewees in this show to agree with this statement.

PI3.I enjoy experimenting with new augmented reality and virtual reality technologies. The mean score is 3.89 and the standard deviation is 0.818. The interviewees in this show to agree with this statement.

PI4.I find AR/VR technologies creative and feel motivated to explore them. The mean score is 3.84 and standard deviation of 0.882. The interviewees in this show to agree with this statement.

PI5.Trying out new AR/VR applications excites me rather than making me hesitant. The mean score is 3.81 and standard deviation of 0.916. The interviewees in this show to agree with this statement.

4.3 Satisfaction and Intention to stay

Table 4.5 Mean and Standard deviation of Tourist Satisfaction

Variable	Mean	S.D.	Interpretation
TS1.I am satisfied with my decision to experience the hotel through augmented reality (AR) and virtual reality (VR) technologies.	3.84	0.888	High
TS2.I am confident that using AR/VR technologies to experience the hotel was a good choice.	3.96	0.812	High
TS3.I am satisfied with how augmented reality (AR) and virtual reality (VR) technologies improved my understanding of the hotel.	3.97	0.816	High
TS4.My experience with the hotel's AR/VR technologies exceeded my expectations.	3.88	0.834	High
TS5.I am satisfied with the quality of the AR/VR technologies provided by the hotel.	3.88	0.893	High
Overall	3.91	0.684	High

Table 4.5 shows the mean and standard deviation of respondents' statements about their satisfaction with the hotel after experiencing the hotel in Thailand. The overall mean of satisfaction is 3.91, and the overall satisfaction of respondents is high.

TS1.I am satisfied with my decision to experience the hotel through augmented reality (AR) and virtual reality (VR) technologies. The mean score is 3.84 and standard deviation of 0.888. The interviewees in this show to agree with this statement.

TS2.I am confident that using AR/VR technologies to experience the hotel was a good choice. The mean score is 3.96 and standard deviation of 0.812. The interviewees in this show to agree with this statement.

TS3 I am satisfied with how augmented reality (AR) and virtual reality (VR) technologies improved my understanding of the hotel. The mean score is 3.97 and the
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standard deviation is 0.816. The interviewees in this show to agree with this statement.

TS4. My experience with the hotel's AR/VR technologies exceeded my expectations. The mean score is 3.88 and standard deviation of 0.834. The interviewees in this show to agree with this statement.

TS5. I am satisfied with the quality of the AR/VR technologies provided by the hotel. The mean score is 3.88 and standard deviation of 0.893. The interviewees in this show to agree with this statement.

Table 4.6 Mean and Standard deviation of Tourist Intention to Stay

Variable	Mean	S.D.	Interpretation
TI1. I intend to use augmented reality (AR) and virtual reality (VR) technologies to evaluate the hotel's services before booking.	3.92	0.842	High
TI2. I will use AR/VR technologies to help me decide which hotel to book.	3.93	0.872	High
TI3. I plan to book a hotel after experiencing it through AR/VR technologies.	3.88	0.888	High
TI4. I am more likely to stay at a hotel that offers AR/VR experiences.	3.92	0.874	High
TI5. I will recommend hotels that use AR/VR technologies to others based on my positive experience.	3.97	0.846	High
Overall	3.92	0.692	High

Table 4.6 shows the mean and standard deviation of respondents' statements about their satisfaction with the hotel after experiencing the hotel in Thailand. The overall average value of satisfaction is high, and the overall performance mean score of respondents is 3.92.

TI1. I intend to use augmented reality (AR) and virtual reality (VR) technologies to evaluate the hotel's services before booking. The mean score is 3.92 and standard deviation of 0.842. The interviewees in this show to agree with this statement.

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TI2. I will use AR/VR technologies to help me decide which hotel to book. The mean score is 3.93 and standard deviation of 0.872. The interviewees in this show to agree with this statement.

TI3.I plan to book a hotel after experiencing it through AR/VR technologies. The mean score is 3.88 and standard deviation of 0.888. The interviewees in this show to agree with this statement.

TI4.I am more likely to stay at a hotel that offers AR/VR experiences. The mean score is 3.92 and standard deviation of 0.874. The interviewees in this show to agree with this statement.

TI5. I will recommend hotels that use AR/VR technologies to others based on my positive experience. The mean score is 3.97 and the standard deviation is 0.846. The interviewees in this show to agree with this statement.

4.4.Hypothesis testing

Table 4.7 Factors influence on Tourist satisfaction

Variable	B	Beta	t	p-value	VIF
Constant	0.462		4.587	.000**	
Perceived Usefulness	0.273	0.280	6.325	.000**	3.127
Perceived Ease of Use	0.287	0.301	5.971	.000**	4.067
Perceived Innovativeness	0.341	0.365	8.702	.000**	2.814
R=0.873, R ² = 0.762, S.E.est=0.33548, F=405.619, sig. 0.000, Durbin Watson = 2.296					

*p<0.05**p<0.01

Table 4.7 presents the results of multiple regression analysis of the data related to the factors that influence the satisfaction of tourists in choosing hotels. This analysis will all. The collected data were analyzed by multiple regression analysis to determine the relationship between the respective variable and the dependent variable.

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Firstly, in general, the R-square is 0.762, and the three independent variables can explain 76.2% of the variation of the dependent variable, so the fitting effect is quite good. The F value was as high as 405.619 and significant ($p < 0.01$), indicating that the model was effective as a whole. All VIF values are between 2 and 5 and less than 5, so there is no severe multicollinearity.

According to the p-value, all less than 0.01, and the Perceived Usefulness ($t=6.325$, $p\text{-value}=0.000$), Perceived Ease of Use ($t=5.971$, $p\text{-value}=0.000$) and Perceived Innovativeness ($t=8.702$, $p\text{-value}=0.000$) all have a positive influence to Tourist Satisfaction using VR/AR technology to stay in hotel. Beta value showing that Perceived Innovativeness (Beta=0.365) affect the most, and then are Perceived Ease of Use (Beta=0.301) and Perceived Usefulness (Beta=0.280).

Table 4.8 Tourist Satisfaction influence on Tourist Intention to stay

Variable	B	Beta	t	P-value	VIF
Constant	0.635		5.603	.000**	
Tourist Satisfaction	0.842	0.833	29.490	.000**	1
R=0.833, R ² = 0.694, S.E.est=0.38304, F=869.637, Sig. 0.000, Durbin Watson = 1.822					

* $p < 0.05$ ** $p < 0.01$

Table 4.8 presents the results of multiple regression analysis of the data related to the satisfaction of Tourist that influence the intention of tourists to choose hotels. This analysis will all. The collected data were analyzed by multiple regression analysis to determine the relationship between the respective variable and each dependent variable. Firstly, in general, the R-square is 0.694, and the three independent variables can explain 69.4% of the variation of the dependent variable, so the fitting effect is quite good. The F value was 869.637 and extremely significant ($p < 0.01$), which further indicated that the model was effective as a whole. According to the p-value the Tourist Satisfaction ($t=29.490$, $p\text{-value}=0.000$) positive influence to Tourist Intention to stay. And here showing that Tourist Satisfaction have a mediating effect in the framework.

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CHAPTER 5

CONCLUSION AND DISCUSSION

5.1 Conclusion

The framework of this paper mainly consists of three independent variables and two dependent variables, Where the relationship is Perceived Usefulness, Perceived Ease of Use and Perceived Innovativeness The influence of the three independent variables on the two dependent variables and one of the intermediary variables Tourist Satisfaction on the three independent variables for Tourist Intention How does the influence play a role. According to this framework, this paper conducted a survey on 385 visitors and obtained data through questionnaire star by means of questionnaire survey. The data are disaggregated by demographic details including Gender, Age, Nationality, Purpose of Visit, Occupation, Education and Monthly Income. This chapter will further explore and analyze the data obtained and provide suggestions for the hotel industry.

5.1.1 Demographic Information

This study conducted in-depth demographic statistics on 385 respondents in terms of gender, age, nationality, purpose of visit, vocational education, background, monthly income and hotel star selection, among which 54.5% were males and 45.5% were females. The gender distribution is balanced. Generally, the age of respondents is concentrated between 21 and 40 years old, accounting for 60%, among which the young people between 21 and 30 years old are the most representative, accounting for 36.9%. All of the respondents are Chinese (100%), and the purpose of visiting Thailand is Leisure/Vacationb(79%). The most visitors to Thailand are already employed full-time workers (54.5%), and more than half (59.5%) of the education background is bachelor's degree. Their monthly income level is mostly 15,001-25,000 baht (31.9%). When choosing hotels, most people will choose four-star hotels (38.2 %). Therefore, the above data shows that most Chinese tourists who come to

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Thailand are young people with bachelor's degree and full-time employment, which provides an economic basis for their travel to Thailand. The demographic data of all respondents provided the data base for the study to analyze the measures and recommendations for the industry. It can be seen here that most of the respondents who answered the questionnaire have the idea of improving their cognition and watching the world. Some of these respondents with different cognition are retired and want to enjoy the natural experience of life. Even though they have gone through most of their life, they still refuse to be left behind by The Times. Most of the respondents are young people who have graduated and are working, and most of them have bachelor's degrees. Their cognition and understanding of life are completely different from those of previous generations. They are willing to slow down and feel life, understand the world more deeply through travel, and are willing to experience different new things. Therefore, I am willing to experience new technologies to open up more life experiences.

5.1.2 Factors affecting tourists' satisfaction and intention

Respondents are highly agreed on the perceived usefulness of experiencing hotels through AR/VR for influencing Tourist Satisfaction and Tourist Innovation, with an average score of 3.84 and a standard deviation of 0.702. Most people think that using augmented reality and virtual reality to experience hotels is useful for daily life (mean=3.67, SD=0.888), that this technology allows visitors to access information faster (mean=3.92, SD=0.921). When choosing a hotel, it can help tourists better understand and visualize the provided information (mean=3.93, SD=0.835), so as to enhance tourists' informed decisions (mean=3.82, SD=0.851), and finally improve the overall efficiency of tourists 'play and accommodation planning process (mean=3.88, SD=0.877).

Respondents highly agree with the perceived ease of use of experiencing hotels through AR/VR for influencing Tourist Satisfaction and Tourist Innovation, with an average score of 3.81 and a standard deviation of 0.719. Most felt that experiencing a hotel using AR and VR would require the least effort in the learning process (mean=3.82,SD=0.925), that the technology would be easy for visitors to operate (mean=3.78,SD=0.900),

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The experience of using technology is user-friendly and intuitive (mean=3.83,SD=0.880), thereby helping visitors save time and effort in finding information and making decisions (mean=3.89, SD=0.888). The use of this new technology allows users to complete tasks independently without any assistance (mean=3.75, SD=0.942).

The respondents highly agree with the perceived innovativeness of experiencing hotels through AR/VR to affect Tourist Satisfaction and Tourist Innovation, with an average score of 3.83 and a standard deviation of 0.73. These users are always actively looking for ways to try new applications of AR/VR when they hear about them (mean=3.86, SD=0.898). Most of them are the first to try new technology (mean=3.70, SD=0.982). They are very willing and enjoy to experiment the new VR/AR technologies (mean=3.89,SD=0.818), they feel that Augmented Reality (AR) and Virtual reality (VR) technologies are creative and are highly motivated to explore them (mean=3.84, SD=0.882). Most of these users are characterized by excitement rather than hesitation when trying VR/AR technology. (mean = 3.81, SD = 0.916).

According to the mean and standard deviation results of the collected data, the highest mean value was 3.84. The lowest mean value is 3.81, which is in the positive feedback state, and the standard deviation is between 0.70 and 0.73. These results show that influencing tourists' satisfaction and intention to experience the hotel through VR/AR technology has a positive impact.

5.1.3 Tourists Satisfaction

Respondents have high Tourist Satisfaction with experiencing hotels through AR/VR with an average score of 3.91 and a standard deviation of 0.684. Most people are satisfied with their decision to experience hotels through augmented reality and virtual reality (mean=3.84,SD=0.888), and they generally believe that using AR/VR to experience hotels is a good choice (mean=3.96,SD=0.812). AR/VR improved visitors' understanding of the hotel (mean=3.97,SD=0.816), and the experience of the hotel's AR/VR exceeded expectations (mean=3.88,SD=0.834). Visitors were generally satisfied with the quality of AR/VR provided by hotels (mean=3.88,SD=0.893). Among them, tourists agree with the most. Augmented
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reality (AR) and virtual reality (VR) technologies have improved visitors' understanding of hotels. The reason for this is related to tourists' understanding of hotel usage habits and ways before using AR/VR technology. For older people, they understand that hotels are recommended by travel agencies and other people's word-of-mouth to choose hotels, and usually choose a more convenient way to choose and reduce comparison. For young people, Firstly, I felt by looking at the pictures provided on relevant hotel booking websites, and filtered them according to ratings and hotel reviews. Finally, I made choices according to other people's subjective consciousness through vlogger's videos on social media. However, these channels of obtaining information are second-hand information, which comes from the subjective impression of others, and does not necessarily meet the needs of everyone. AR/VR just happen to solve this problem. Tourists can experience the hotel through the subjective perspective of the first person in the first time, and this channel of judgment and obtaining information, It is often closer to the subjective judgment of tourists on the actual situation. When tourists begin to have expectations for the hotel, the subjective impression of this expectation and the impression obtained from other channels determine different perspectives. And the impression sense obtained from such a supervisor's perspective will be more likely to be similar to the expected value and more likely to be satisfied.

5.1.4 Tourist Intention to stay

According to the results obtained from the survey, the tourist intention to stay in hotel with experiencing hotels through AR/VR with an average score of 3.92 and a standard deviation of 0.692. All respondents used AR/VR to evaluate the hotel service before booking the hotel (mean=3.92,SD=0.842), and all used AR/VR to help decide which hotel to book after experiencing AR/VR (mean=3.93,SD=0.872). And they all have a great intention to book a hotel after experiencing AR/VR (mean=3.88,SD=0.888). Many respondents are more willing to stay in a hotel that offers AR/VR experience (mean=3.92,SD=0.874), and they are willing to recommend a hotel that provides AR/VR to others based on their positive experience (mean=3.97,SD=0.846).According to the demographic results, we already know that most tourists travel for Leisure/Vacation. So when tourists choose a hotel in Thailand, the

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most common consideration is first convenience, then safety and finally comfort. As mentioned in the previous discussion on tourist satisfaction, the hotel information obtained by tourists in the past is second-hand information, including the description and pictures provided by the hotel itself on the website of the hotel reservation. Tourists will judge and compare through ratings and reviews, and then make choices by looking at other people's reviews on social media. These referable suggestions are mostly the subjective consciousness of others, which may be different from the actual situation. Then, after experiencing the hotel through AR/VR you can obtain your subjective consciousness judgment through your own experience to avoid incorrect information. Then the hotel information obtained through AR/VR technology will be more comprehensive. For example, young people will punch in and take photos in the hotel, then through AR/VR technology, they can feel the environmental facilities and layout of the hotel room in advance, and know whether it meets the needs of tourists. The young people's experience and staying experience for the hotel will become the best publicity of the hotel, because the young people's social media circle will be the key to the improvement of the hotel's reputation. This is also equivalent to the disguised promotion of private domain traffic. When tourists share the process of experiencing the hotel with AR/VR technology and their feelings on their social media, Tourist intention to stay has been satisfied.

5.1.5 Hypothesis Testing

For testing the hypotheses in the framework, this study conducted regression analysis with two sets of tables. For the influence Tourist satisfaction and tourist intention to stay of experiencing hotels through AR/VR technology, this study conducted regression analysis of two sets of tables in order to test the hypothesis in the framework.

According to the regression analysis of influencing tourist satisfaction in Table4.7, the three independent variables of perceived usefulness, perceived ease of use and perceived innovation have a significant impact on tourist satisfaction. This data provides reference suggestions for the research of influencing factors of hotel and tourist satisfaction. The variables in the data show a positive correlation, and people have a high degree of recognition. This material is reserved for educational use only, not allowed for commercial use.

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for perceived usefulness, perceived ease of use, and perceived innovation. R-square is 0.762, indicating that the model can explain 76.2% of the variation of the dependent variable (tourist satisfaction), indicating that the model has good explanatory power on the influencing factors of tourist satisfaction. Among them, the highest degree of perceived innovation indicates that innovation will greatly improve people's satisfaction with the service. Therefore, the significance level of this variable is 0.05, and all variables meet the significance level requirements. All VIF values are less than 5 and there is no collinearity problem.

According to the regression analysis of the influence of tourist satisfaction on tourist stay intention in Table 4.8, tourist satisfaction as an intermediary variable has a significant impact on tourist stay intention. This data provides reference suggestions for hotels to study the influencing factors of tourist satisfaction. All variables in the data are positively correlated, and tourist satisfaction is highly recognized by people. The R-square is 0.694, indicating that the model can explain 69.4% of the variation of the dependent variable (tourist satisfaction), indicating that the model has good explanatory power on the influencing factors of tourist satisfaction. Among them, the highest degree of perceived innovation indicates that innovation will greatly improve people's satisfaction with the service. Therefore, the significance level of the variable is 0.05, and all VIF values are less than 5, so there is no collinearity problem.

According to the two sets of data to verify the hypothesis, there are significant effects, tourist satisfaction as Perceived Usefulness, Perceived Ease of use, The mediating variables between Perceived Innovativeness and tourist intention to stay were firstly Perceived Usefulness, Perceived Ease of use, After the significant influence of Perceived Innovativeness on tourist satisfaction, it has an impact on tourist intention to stay. Perceived Usefulness, Perceived Ease of use and Perceived Innovativeness are not the factors that directly affect tourist intention to stay.

5.2 Discussion

5.2.1 Tourist Satisfaction

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According to the research data in Table 4.5, tourists have a high level of recognition of experiencing hotels through AR/VR (Mean=3.9055), the degree of data dispersion is less than 1 (S.D.=0.68435), and the standard deviation is the smallest among all variables. It shows that the interviewed tourists have a strong consistency for Tourist Satisfaction in attitude, and can bring good reference assistance to tourists from the sense of experience and assistant decision-making, and add a lot of convenience for tourists to travel and play in the process of choosing hotels. This is consistent with the "use and satisfaction" framework proposed (Aburub F,2023). As can be seen from the regression analysis in Table4.7, The tendency of tourists' Perceived Usefulness, Perceived Ease of use and Perceived Innovativeness to influence Tourist Satisfaction by using AR/VR to experience hotels. According to all the previous data, it can be clearly found that these factors are often an important basis for determining Tourist Satisfaction and enhancing hotel demand. In the Expectation-Confirmation Theory (Oliver,1980), it is described that tourists before the experience, They have expectations about the process they're using, and meeting those expectations is the key to satisfaction. According to Table4.9, it can be well explained that Tourist Satisfaction can affect Perceived Usefulness, Perceived Ease of use, Perceived Innovativeness influence Tourist Intention to Stay in Hotel has an effective mediating effect.

5.2.2 Tourist Intention to stay

According to the results of the research data in Table 4.6, tourists have a strong degree of recognition for experiencing the hotel through AR/VR (Mean=3.9242), the highest degree of recognition among all the variables, and the degree of data dispersion is less than 1 (S.D.=0.69181). This shows that the interviewed tourists have a strong consistency in the attitude of Tourist Intention to stay in Hotel. From the psychological point of view of tourists, they are willing to use AR/VR to experience the hotel, and they are also willing to book a hotel after experiencing the hotel through AR/VR. And compare different hotels from AR/VR to make reference opinions for decision-making. As can be seen from the regression analysis in Table 4.8, The Perceived Usefulness of tourists for using AR/VR to experience the hotel, and the significant tendency of Perceived Innovativeness for Tourist Intention to stay. This material is reserved for educational use only, not allowed for commercial use.

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According to all the previous data, it can be clearly found that in the intention to use AR/VR to experience the hotel, they all agree and recognize that AR/VR can make a lot of decision-making support, and tourists are willing to try AR/VR and they have a strong intention to try it again.

5.2.3 The Factors that influence the Tourist Satisfaction and Tourist Intention to stay

According to the results of multiple regression in Table 4.7, the relevant factors affecting the satisfaction of tourists in choosing hotels are analyzed. This analysis will tell the story. Multiple regression analysis was performed on the collected data to determine the relationship between the respective variable and the dependent variable.

Firstly, in general, R-square is 0.762, and the three independent variables can explain 76.2% of the variation of Tourist Satisfaction, so the fitting effect is relatively good. The adjusted R is slightly lower (0.760), probably because there are more variables, but the difference is small enough to be significant. The F value was as high as 405.619, which was significant ($p < 0.01$), indicating that the model was effective as a whole. All VIF values are between 2 and 5 and less than 5, so there is no severe multicollinearity.

5.2.3.1 Perceived Usefulness

According to the results of the research data in Table 4.2, tourists have a strong recognition of the Perceived Usefulness of experiencing hotels through AR/VR (Mean=3.84), and the degree of data dispersion is less than 1 (S.D.=0.702). This indicates that the interviewed tourists have a strong consistency in their attitude towards Perceived Usefulness. According to the Technology acceptance model (Oliver1980), Perceived Usefulness is the core driving force of technology adoption. In the past, visitors get information about the hotel because the hotel wants you to know, or it is second-hand information from other people's reviews, but the core value of experiencing the perceived usefulness of the hotel through AR/VR technology is that visitors can obtain subjective judgment through their own experience. According to the results obtained by PU3 (Mean=3.93), tourists are satisfied that the use of AR/VR technology can help tourists

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better understand and visualize the provided information, here with Roodposhti, M. S. The study by et al. (2024) is similar. Roodposhti, M. S. et al. (2024) emphasize that technology influences user behavior by optimizing the process of information acquisition and experience.

5.2.3.2 Perceived Ease of use

According to the results of the research data in Table 4.3, tourists Perceived Ease of experiencing the hotel through AR/VR use also has a strong recognition degree (Mean=3.81), but the recognition degree is the lowest among all variables, and the data dispersion degree is less than 1(S.D.=0.719), which indicates that the tourists who received the interview have a strong consistency in the attitude of Perceived Ease of use.

Technology acceptance model (David,1989) proposed that perceived ease of use indirectly affects user attitude by affecting perceived usefulness. Here, Perceived Ease of use should be based on Perceived Usefulness, and these two factors are the sources of tourists' expectation value in using AR/VR. According to PE4(Mean=3.89), most tourists agree that new technology can save time and effort. It shows that tourists attach great importance to the saving of time cost and energy cost. Tourists want to help themselves make quick decisions by having a low barrier to learning. Therefore, in the construction of the platform, the hotel should consider more about reducing the switch between multiple platforms and using AR/VR technology, and do a good job of optimization to reduce the learning cost of tourists. Let tourists not passively need to adapt to learning Technology, which is in line with the study of Venkatesh, V. (2000) on the United Theory of Acceptance and Use of Technology.

5.2.3.3 Perceived Innovativeness

According to the results of the research data in Table 4.4, Tourists also have a strong recognition of Perceived Innovativeness of experiencing hotels through AR/VR (Mean=3.82), and the data dispersion degree is less than 1(S.D.=0.734), which indicates that the interviewed tourists have an attitude towards Perceived Innovativeness has strong consistency, with the strongest consistency among all variables.

Here, all respondents highly agree with Perceived Innovativeness of experiencing hotels through AR/VR indicating that no matter what age group of respondents, they are curious about novel technology and eager to learn, which is a high degree of

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cognition of novel technology. It conforms to the five factors proposed by the Innovation Diffusion Theory (Everett M. Rogers 1957). This finding is similar to that of Kamboj et al. (2022). Kamboj et al. note that consumer perceptions of innovativeness are not limited to the convenience or utility of technology, but also include an appreciation for cutting-edge solutions. They stressed that consumers' positive attitude towards innovative technologies such as AR/VR stems from their view of technology as a tool that is "creative and worth exploring".

5.2.4 Hypothesis Texting

5.2.4.1 Perceived Usefulness Influence the Tourist Satisfaction

Perceived usefulness ($t=6.325$, $p\text{-value}=0.000$) had a significant positive impact on Tourist Satisfaction ($\text{Beta}=0.280$). This result is consistent with the conclusion of the research of Roodposhti, M. S. et al. (2024), who found through the analysis of the comparison that the usefulness of technology directly improves the cognitive quality and Tourist Satisfaction of the destination by optimizing the information acquisition process and enhancing the quality of experience. Tourists believe that AR/VR technology can help them understand hotel information more intuitively (PU3 mean 3.93), which is consistent with the view that technology affects user attitude by improving decision-making efficiency. It further confirms the core logic of "technology usefulness affects attitude by improving decision-making efficiency", and this conclusion is consistent with the view that "perceived usefulness is the core driving force of technology adoption" in the Technology Acceptance Model (TAM) (Davis, 1989).

5.2.4.2 Perceived Ease of Use Influence the Tourist Satisfaction

Perceived ease of use ($t=5.971$, $p\text{-value}=0.000$) had a significant positive impact on Tourist Satisfaction ($\text{Beta}=0.301$). This finding supports the conclusion of Venkatesh (2000) in the Technology Acceptance Model (UTAUT) that ease of use indirectly improves technology acceptance by reducing user learning costs and time investment. In this study, tourists highly agreed with "AR/VR saves information finding time" (PE4 mean 3.89), which corroborates the view that "ease of use is a key prerequisite for the continuous use of

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technology". It shows that tourists' perception of the ease of use of technology is directly related to the evaluation of the efficiency of hotel service. This result is consistent with the findings of Oyman et al. (2021) on mobile AR applications. They point out that ease of use becomes the key to connecting technology capabilities with user attitudes by reducing user operational barriers.

5.2.4.3 Perceived Innovativeness Influence the Tourist Satisfaction

perceived innovativeness ($t=8.702$, $p\text{-value}=0.000$) has a significant positive impact on Tourist Satisfaction ($\text{Beta}=0.365$), and has the strongest impact. Consistent with the results of Kamboj et al. (2022). They point out that consumer recognition of innovative technologies is not limited to functional utility, but also includes an appreciation for cutting-edge solutions. In this study, tourists' positive attitudes towards "actively trying new AR/VR applications" (PI1 mean 3.86) and "enjoying the technology exploration process" (PI3 mean 3.89), It verifies the driving effect of "relative advantage" and "compatibility" on technology acceptance in the innovation diffusion theory (Rogers, 1957), that is, tourists view AR/VR as an innovation tool beyond traditional information channels, and this cognition directly translates into higher satisfaction. Innovation became the most important factor in improving satisfaction.

5.2.4.4 Tourist Satisfaction Influence the Tourist Intention to Stay

Determine the significant influence of Tourist Satisfaction on Tourist Intention to stay according to Table 4.9 multiple regression analysis. R-square is 0.694, Tourist Satisfaction can explain 69.4% of the variation of Tourist Intention to stay, so the fitting effect is relatively good. Adj. R2 (0.693) has little difference with R-square, and the model fits well. The F value was 869.637, which was extremely significant ($p<0.01$), further indicating that the model was effective as a whole. p-value showed that tourist satisfaction ($t=29.490$, $p\text{-value}=0.000$) had a positive impact on tourists' intention to stay. This indicates that Tourist Satisfaction plays a mediating role in the framework. Tourists highly agree with TI5 (3.97) that they would recommend using AR/VR technology to experience hotels, which further confirms the theory that satisfaction affects behavioral intention in the expectation confirmation theory (Oliver, 1980). According to this theory, satisfaction is translated into

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continuous behavioral intention when the actual experience meets or exceeds expectations. It is consistent with the conclusion found by Huang and Liao (2015) that "user satisfaction significantly predicts continuous use intention" in the research of AR interaction technology.

5.2.4.5 perceived usefulness, perceived ease of use, perceived innovativeness, and the intention to stay

The test results show that perceived usefulness, perceived ease of use and perceived innovation do not directly affect occupancy intention, but play a role through the intermediary variable of tourist satisfaction. This mechanism is consistent with the findings of Oyman et al. (2021) in the study of mobile application AR technology, who proposed that technical characteristics need to indirectly act on behavioral intention through user attitude (such as satisfaction). In this study, the mediating effect of satisfaction further indicates that hotels should first improve tourists' experience evaluation through the "usefulness, ease of use and innovation" of AR/VR technology and finally promote their stay decision.

5.3 Implications

The findings of this study not only provide a new perspective for the theoretical development of the Thai hotel industry but also point out the direction for the industry upgrading at the practical level, especially in the application of AR and VR technology. These implications deserve the common attention of practitioners and researchers.

From the perspective of theoretical expansion, this study verified the association between perceived usefulness, ease of use, innovation and tourist satisfaction and stay intention through empirical data, and extended the application scenario of Technology Acceptance Model (TAM) and Expectation Confirmation Theory (ECT) to the field of AR/VR technology in the hotel industry. Perceived innovativeness, which is often overlooked in the traditional TAM framework, emerged as the most critical factor affecting guest satisfaction, suggesting that technological novelty and creativity play a central role in the modern hotel experience. This also highlights the need for future research to further explore how technological innovation interacts with cultural and experiential factors, especially in a

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diverse tourism market such as Thailand. It shows that in the era of experience economy, tourists attach more importance to the "freshness" and "creativity" of technology than the basic functions.

5.4 Recommendations

Having discovered this study, recommendations are suggested for the hotel industry in Thailand for the following:

1. Ensure that the Maintenance and Information Accuracy of VR/AR Technology Remain a Priority: It will be of great benefit if the hotels make addressing the maintaining and permanently updating their VR/AR technology a priority to ensure a flawless user experience. This comprises recurring software upgrades, hardware reviews, and fast troubleshooting assistance. Moreover, in order to ensure seamless navigation within VR/AR applications, it is paramount to routinely update all content such as hotel facts, amenities, and list of sights. Hence, although this study indicated that the tourists' perception of the interface failed to support the intention of usage, we cannot overlook the fundamental requirement of the system that is intended to make the use much more convenient and seamless. VR/AR services for technical aspects boosting the service's overall value proposition.

2.Reinforce Operational Excellence in Order to Maximize Tourist Satisfaction: Since the positive correlation between tourist satisfaction and intent to return is considerable, hotels are urged to concentrate on improving their operations so as to increase the overall guest experience. VR/AR technologies may be crucial for this because they allow for changes in demand and quality through means that are both more intuitive and interactive. For instance, VR tours can exhibit the hotel rooms and areas available, while AR apps can supply automated information about the services and a virtual concierge. The intelligent incorporation of VR/AR as a tool instead of the replacement of human services can lead to an increase in customer satisfaction and hotel revenue by improving occupancy rates.

3.Establish Social Sharing Options and Revolutionize Digital Usage: With millennial generation tourists often choosing hotels as the backdrop for their social media This material is reserved for educational use only, not allowed for commercial use.

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content, it's worth considering additional options for social sharing and digital interaction within the hotel space. Simple check-in tools on the hotel's digital platforms or VR applications, along with the sharing of experiences through social networks, can be stimulated. Hotels can also leverage the nature of their views – such as decorations or room vistas – as a basis for VR experiences to create highly shareable content. Through user-generated content on social media, a hotel can gain "private domain traffic," a type of exposure generated by existing guests. Consequently, this approach attracts new visitors and fosters much stronger connections with guests.



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APPENDIX A
QUESTIONNAIRE

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APPENDIX A

QUESTIONNAIRE

The questionnaire is the part of the Master of Business Administration Program in Industrial Business Administration International Program, Faculty of KMITL Business school, at King Mongkut's Institute of technology Ladkrabang.

There are two part for the questionnaire:

Part1:General Information of Tourist

Part2:Questions about Perceived Usefulness, Perceived Ease of Use, Perceived Innovativeness, Tourist satisfaction Tourist Intention of Using AR/VR technology to stay in Hotel.

Part 1: General Information of Tourist

1.Gender:

- Male Female

2.Age:

- Less than 20 years old 20-30 years old
 31-40 years old 41-50 years old
 51-60 years old Over 60 years old

3.Nationality

- Thai _____ Other (please specify): _____

4.Purpose of Visit

- Leisure/Vacation Business
 Family/Friends Visit Other (please specify): _____

5.Occupation

- Employed (Full-time) Employed (Part-time)
 Self-employed Unemployed/Job-seeking
 Student Retired

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technologies to experience the hotel will help me better understand and visualize the information provided.					
4.Using augmented reality and virtual reality technologies to experience the hotel will enhance my ability to make informed decisions.					
5.Using augmented reality and virtual reality technologies to experience the hotel will improve the overall efficiency of my planning process.					
Perceived Ease of Use					
1.Using augmented reality and virtual reality technologies to experience the hotel will require minimal effort.					
2.Using augmented reality and virtual reality technologies to experience the hotel will be easy for me to operate.					
3.Using augmented reality and virtual reality technologies to experience the hotel will be user-friendly and intuitive.					
4.Using augmented reality and virtual reality technologies to experience the hotel will save me time and energy in finding information and making decisions.					
5.Using augmented reality and virtual reality technologies to experience the hotel will allow me to complete tasks independently, without needing assistance.					

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Perceived Innovativeness					
1. When I hear about a new augmented reality (AR) or virtual reality (VR) application, I actively look for ways to try it.					
2. I am usually among the first of my peers to try out new AR/VR technologies.					
3. I enjoy experimenting with new augmented reality and virtual reality technologies.					
4. I find AR/VR technologies creative and feel motivated to explore them.					
5. Trying out new AR/VR applications excites me rather than making me hesitant.					
Tourist satisfaction					
1. I am satisfied with my decision to experience the hotel through augmented reality (AR) and virtual reality (VR) technologies.					
2. I am confident that using AR/VR technologies to experience the hotel was a good choice.					
3. I am satisfied with how augmented reality (AR) and virtual reality (VR) technologies improved my understanding of the hotel.					
4. My experience with the hotel's AR/VR technologies exceeded my expectations.					
5. I am satisfied with the quality of the AR/VR technologies provided by the hotel.					
Tourist intention to stay					
1. I intend to use augmented reality (AR) and					

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virtual reality (VR) technologies to evaluate the hotel's services before booking.					
2.I will use AR/VR technologies to help me decide which hotel to book.					
3.I plan to book a hotel after experiencing it through AR/VR technologies.					
4.I am more likely to stay at a hotel that offers AR/VR experiences.					
5.I will recommend hotels that use AR/VR technologies to others based on my positive experience.					

Reliability Statistics		
Variable	Cronbach's Alpha	N of Items
PU	0.862	5
PE	0.852	5
PI	0.873	5
TS	0.865	5
TI	0.86	5
Overall	0.964	25

Figure 3. The Reliability Analysis

According to the Figure 3, it showing the Reliability Analysis of the independent variables and dependent variables. All alphas are greater than 8, so the reliability is very high.

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