



## البحث السابع - بحث فردي

<b>Impact of virtual reality advantages on tourist attraction image formation and user's visit intention</b>	عنوان البحث
تأثير مزايا الواقع الافتراضي على تكوين صورة اماكن لجذب السياحي وبناء نية الزيارة للمستخدمين	
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### Abstract

The destinations image encourage to the market is a key component in the tourist visit intention process when choosing a tourism destination or tourist attraction. This paper's purpose is to explore the effect of virtual reality advantages on the user visit intention throughout the tourist attraction image formation in Egypt. Hence, a model that employed structural equation modeling among study variables was created based on previous studies. The quantitative research with the deductive approach is adopted throughout using mono method quantitative (field survey). The primary data were gathered from a structured questionnaire from 760 virtual reality users all over Egypt by convenience sample. Statistical analyses were performed using Statistical Package for Social Sciences version (23) and WarpPLS Software version (7) software. Results of the study have been considered significant at  $p < 0.01$ . Standing on the study results, it is perceived that virtual reality advantages effect significantly on the tourist attraction image formation. On the other hand, they, through tourist attraction image formation, also have a significant effect on the user visit intention. The virtual tour can also help marketers to build relations with online users and promote internal Egyptian tourism. Several directions for future research are also provided.