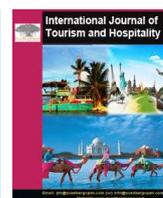




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Exploring the Influence of the Virtual Reality Tours on Customer Booking Decisions: Implication for the Hospitality Industry

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Abstract

This study investigates how hotel guests' booking decisions are impacted by virtual reality (VR) technology in the hospitality sector. Understanding how virtual reality tours affect consumers' decision-making processes, as well as the advantages and disadvantages of new technology, was the main goal. A researched questionnaire was conducted using hand carried and through a Google form with 150 hotel guests. The selected used purposive sampling to select participants with prior experience in VR-based hotel bookings intentionally. Data was analyzed using statistical treatment. The findings revealed that virtual reality technology significantly influences customer booking decisions. Participants reported that photos, videos, and customer reviews integrated into VR tours played a major role in shaping their perceptions and trust in hotels. Photos provided clear and accurate representations of hotel amenities while videos helped customers gain a realistic sense of the hotel's environment. Customer reviews embedded in virtual reality tours further reinforced trust and aided in decision-making. Despite the beneficial influence of virtual reality on consumer trust and sense of hotel quality, the findings indicated that there was potential for development in developing stronger emotional ties. While virtual reality tours fostered some level of emotional attachment, participants expressed a desire for a more immersive and engaging experience that could deepen their emotional connection to the hotel.

Keywords: *Virtual reality (VR), Booking behavior, Immersive experience, Customer engagement, Travel marketing*

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1. Introduction

The hotel industry has experienced significant technological advancements, with virtual reality (VR) tours emerging as a powerful tool for enhancing guest experiences and influencing booking decisions. VR allows prospective guests to explore hotel facilities and destinations interactively and immersively, offering more dynamic experiences than traditional photos and videos. These tours help users visualize amenities, navigate rooms, and make informed decisions without physically visiting the location.

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Research, including that of Morriet (2019) and Sarvan and Peštek (2020), highlights VR's growing role in hospitality, especially during and after the COVID-19 pandemic when travel restrictions reshaped tourism patterns. VR was seen as a way to maintain consumer interest and adapt to market changes by offering engaging, contact-free previews.

This study focused on the Quezon City hospitality industry, examining how VR tours impact customer trust, perception of quality, and booking behavior compared to traditional marketing methods. It also explored whether VR experiences could lead to higher reservation rates, enhanced customer satisfaction, and stronger brand loyalty. The research emphasized VR's potential as a strategic advantage for local businesses aiming to stand out in a digital and competitive tourism market.

1.1. Background of the Study

The hospitality industry has increasingly adopted digital technologies like virtual reality (VR) to meet evolving consumer demands for immersive experiences. VR tours offer an interactive way for guests to preview hotel accommodations without a physical visit, helping to build trust and reduce uncertainty in booking decisions. Traditional marketing methods—such as photos and videos—often lacked the depth needed to convey the full experience of a hotel, prompting the shift toward VR as a more engaging alternative.

In the Philippines, particularly in Quezon City, the tourism and hotel sectors have seen significant growth. As competition intensified, hotels began leveraging VR tours to stand out and enhance customer engagement. These tours allow potential guests to “try before they book,” improving decision-making and fostering greater confidence, especially among first-time or international tourists.

Despite the promise of VR technology, limited research had been conducted on its specific impact on booking decisions in Quezon City. This study aimed to fill that gap by examining how VR influences customer perceptions of trust, quality, and value compared to traditional marketing. The insights could help local hospitality businesses improve marketing strategies, boost customer satisfaction and loyalty, and remain competitive in a rapidly digitizing market.

1.2. Theoretical Framework

This study explored how Virtual Reality (VR) tours influenced consumer behavior in the hotel industry, particularly regarding online bookings. It used a range of established theories to examine how users engaged with digital technologies, formed decisions, and responded to marketing strategies that shaped their actions. The main theories applied in this framework included:

1.3. Technology Acceptance Model

TAM was first developed by Davis et al. in 1989 as a model of an information system to describe why users may adopt or refuse the acceptance of a system of information. Beneath it all, the model also touched upon two critical aspects that formed reasons why individuals used technology; these included perceived usefulness and perceived ease of use.

Szajna (1996) supported this model empirically, claiming that measuring actual technology usage was a much more efficient measure of acceptance than based on self-reported usage. It was thus relevant for the context of this research to understand how consumers interpreted and interacted when using virtual reality tours for hotel booking. The new TAM revealed that users' experience with past use of technology affected their future intention to adopt similar systems, which was an important determinant in predicting the adoption of VR tours.

1.4. Technology Acceptance Model (TAM)

Davis et al. developed TAM in 1989 to explain why people adopt or reject technologies. The model emphasized two key factors:

Perceived Usefulness: The extent to which a user believed that employing the technology would improve their experience.

Perceived Ease of Use: The degree to which a user assumed that using the technology would be simple.

TAM was especially useful for this study since it helped establish how consumers' opinions of VR tours' ease of use and utility influenced their desire to use technology for hotel booking. Furthermore, experience with technology had a vital influence in defining future technology uptake, making it an indispensable feature in predicting consumer behavior in VR-driven hotel bookings.

1.5. Theory of Planned Behavior (TPB)

Ajzen's (1991) Theory of Planned conduct (TPB) described how three major aspects influence individual behavioral intentions: attitude toward the conduct, subjective norms, and perceived behavioral control. This theory aided in shedding light on how users' attitudes toward VR technology, the effect of social norms (e.g., reviews or recommendations), and their perceived control over utilizing such technology would propel them to make a booking. Yoon (2011) adapted TPB by incorporating ethics theory to display how moral obligations also affected behavioral choices. The TPB would be adopted in this study to show how these psychological factors affected the client's intentions during the selection of accommodation to use VR tours.

1.6. Experiential Marketing Theory

The experiential marketing theory also mentioned that the experiential factors beyond the common marketing must be developed in such a way that they provide customers with something memorable to associate with. According to Carson and Gilmore (2000), personal interaction in SMEs, particularly through face-to-face encounters and involvement in events, served as an essential area to establish such strong feelings towards customers. The VR tours made experiential marketing relevant for hotels for a reason: they offered experiences and engagement that were differentiated from competitors. Hotels got more memorable interactions with their clients through VR, with emotional connections to the customers whose booking decisions were based on that connection.

1.7. Experiential Marketing Theory

This theory focused on creating memorable experiences that emotionally engaged customers and differentiated brands from their competitors. Carson and Gilmore (2000) argued that experiential factors beyond traditional marketing, like personal interactions and immersive experiences, were essential in building strong emotional connections with consumers.

VR tours by providing immersive and interactive experiences, could foster these emotional connections. By engaging customers uniquely and memorably, VR tours in the hotel industry could influence booking decisions, creating lasting impressions that encourage loyalty and repeat business. The AIDA model was, of course, very applicable to the virtual reality advertising domain, which appealed to consumers' senses in an immersive experience. According to Cha and Im, "Media richness and interactivity of VR advertisements enhance the understanding process among consumers and evoke strong emotions that are necessary for evoking interest and desire." Traditionally, VR advertising involved earlier stages of AIDA attention and interest. However, there were proofs for VR applications that would support the entire purchase process up to post-purchase interactions by Seiler and Klaas, 2016. Finally, unique stories about participatory narratives could be created with VR utilization to create emotional involvement and entice the consumers into behavior (Aylett & Louchart, 2003). As virtual environments increased, so would the importance of applying the AIDA model inside them for better engagement and delivery among consumers. The application of these theories facilitated the formation of an entire framework for understanding how Virtual Reality tours impacted customers' actual bookings within the hospitality industry.

1.8. AIDA Model (Attention, Interest, Desire, Action)

The AIDA model is a marketing framework that describes the steps a consumer takes while making a purchasing decision. The model's stages—attention, interest, desire, and action—are very relevant to VR advertising and tourism, particularly in terms of how VR ads elicit emotions and involvement (Figure 1).

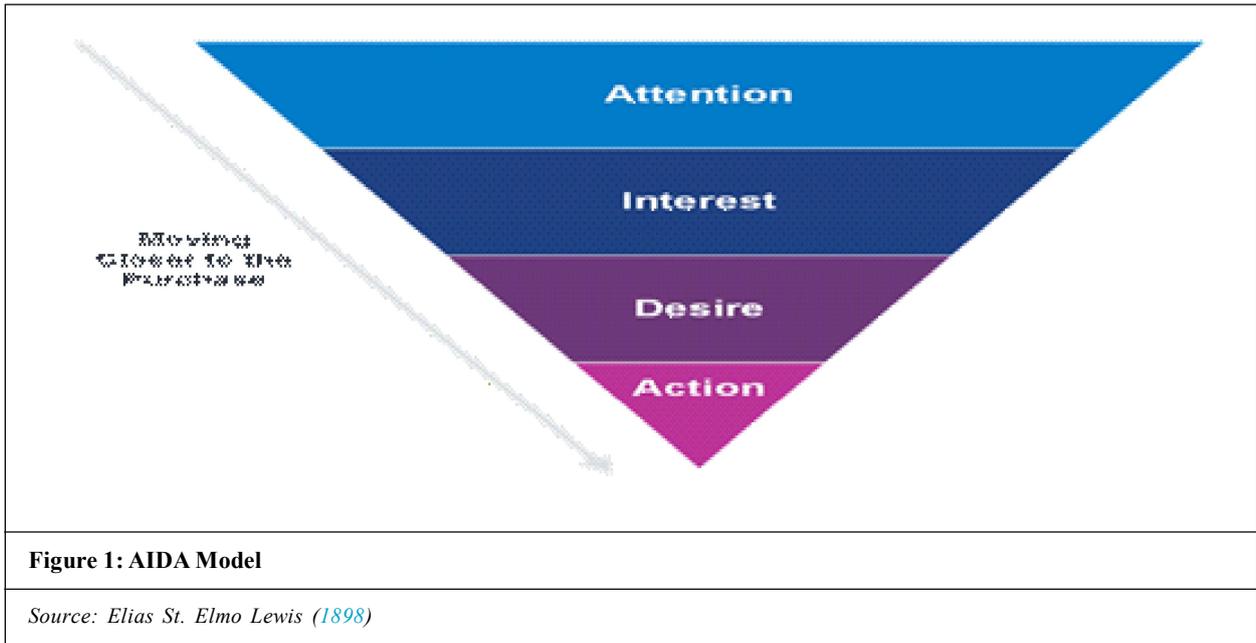
Attention: VR tours capture the user's attention through immersive and interactive visuals.

Interest: The unique, sensory-rich experience of VR created interest by showcasing a hotel's offerings in a dynamic and compelling way.

Desire: VR's ability to evoke emotions and foster connection fueled desire by making users feel more personally involved with the brand.

Action: Finally, VR tours encouraged action by simplifying the booking process and reinforcing the user's emotional investment in the experience.

The application of the AIDA model in VR advertising enhanced engagement and could drive customers to not only explore but also commit to a booking.



1.9. Conceptual Framework

The conceptual framework of this study focused on understanding how virtual reality (VR) influences customer booking decisions and loyalty in the hospitality industry, particularly in Quezon City. It used the Independent-Dependent-Intervening Variables (IVDV) model to systematically examine key factors.

Figure 2 outlined the dependent variables, including:

The influence of visual and informational elements (photos, videos, reviews) on booking decisions.

The effectiveness of VR in terms of perceived quality, value, and trust.

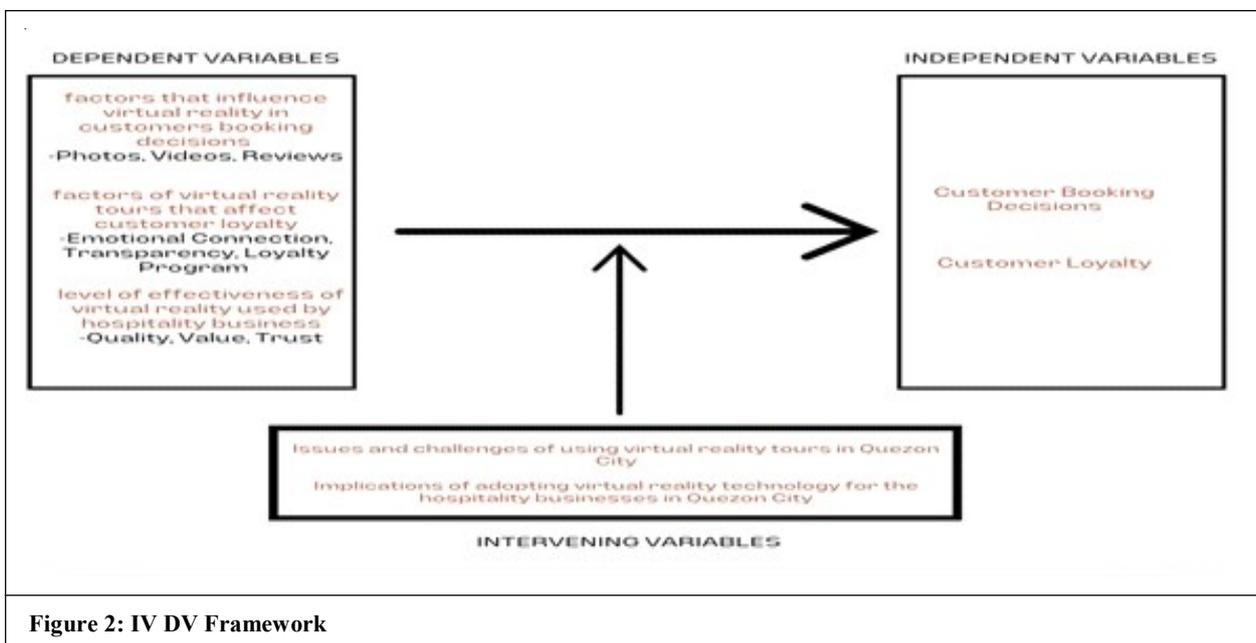
Factors contributing to customer loyalty, such as emotional connection, transparency, and loyalty programs.

Figure 3 introduced intervening variables, which are:

Challenges and issues in implementing VR tours.

The broader implications of adopting VR for hospitality businesses in Quezon City.

Box 3 defined the independent variables as customer booking decisions and customer loyalty, examining how these are shaped by the VR experience and mediated by operational and strategic challenges.



Overall, the framework provided a structured approach to evaluating VR's role in enhancing decision-making, fostering loyalty, and addressing the practical concerns of its implementation in the hospitality sector..

1.10. Statement of the Problem

This research examined the research on how virtual reality tours impacted customer bookings in the hospitality industry and how they were outbound. This study will answer the following questions:

- What were the factors that influenced virtual reality in customers' booking decisions in terms of the following:
 - Photos,
 - Videos; and
 - Reviews?
- What was the level of effectiveness of virtual reality used by the hospitality business in Quezon City to customers in terms of the following:
 - Quality,
 - Value; and
 - Trust?
- What were the factors of virtual reality tours that affected customer loyalty with regards to the following:
 - Emotional connection,
 - Transparency; and
 - Loyalty Programs?
- What were the issues and challenges of using virtual reality tours in Quezon City?
- What were the implications of adopting virtual reality technology for the hospitality businesses in Quezon City?

1.11. Objectives of the Study

This study intended to investigate the impact of virtual reality tours impact client booking decisions in the Quezon City hospitality business. Specifically, this study's objectives are the following:

1. Determine the factors that influenced virtual reality in customers booking decisions.
2. Identify the level of effectiveness of virtual reality used by hospitality businesses in Quezon City.
3. Identify the factors of virtual reality tours that affect customer loyalty.
4. Determine the issues and challenges of adopting virtual reality technology in hospitality businesses in Quezon City.
5. Identify the implications of adopting virtual reality technology for the hospitality businesses in Quezon City.

1.12. Hypothesis

This part stated the researcher's theories based on the findings of the study Exploring the Influence of Virtual Reality Tours on Customer Booking Decisions: Implications for the Hospitality Industry. The following hypotheses were assumptions about the major issue of the investigation.

Ho: Virtual Reality Tours did not significantly influence customer booking decisions in the hospitality industry

1.13. Scope and Limitations

The purpose of this study was to ascertain how virtual reality tours affect consumer reservations, as well as any ramifications for the hospitality sector in a few Quezon City hotels. 150 people who are guests of the selected hotel will make up the responses. The research was carried out in 2024–2025. Testing the impact of virtual reality on consumers' booking decisions was the primary goal. The responders were chosen from among guests at Quezon City's virtual reality tour hotels.

Thus, the respondents were purposely selected by answering the survey questionnaires which were distributed via email, hand-carried, and google form through an online messenger application to accumulate information. The findings

of this study would be established as a guide and recommendation for hotels that want to develop their marketing strategies to attract customers in terms of booking decisions. Additionally, the results would provide hotels with insight into remaining competitive in the digital market.

1.14. Significance of the Study

The study “Exploring the Influence of Virtual Reality Tours on Customer Booking Decisions: Implications for the Hospitality Industry in Quezon City” was valuable to various stakeholders:

Quezon City Tourism Sector: VR was shown to enhance consumer engagement and promote the city as a travel destination, potentially boosting tourism and the local economy.

Hospitality Businesses: The study revealed how VR tours can strengthen marketing strategies and influence booking decisions, helping hotels attract and retain guests.

Travelers: VR tours offer a more informed and satisfying accommodation selection experience, leading to smarter booking choices and higher customer satisfaction.

Technology Developers: Insights into user preferences can guide the development of VR tools tailored to the hospitality industry.

Future Researchers: The study provides a foundation for further exploration of digital marketing and consumer behavior in hospitality both locally and globally..

1.15. Definition of Terms

The following terms were defined in accordance with their usage in the research study:

Customer Booking Decisions: The process of choosing accommodations, influenced by quality, trust, affordability, and marketing (e.g., VR tours).

Experience: The overall satisfaction from all interactions with a hospitality business, including pre- and post-stay stages.

Customer Loyalty: Continued preference for a brand based on positive experiences; linked here to satisfaction with VR tours.

Digital Marketing: Promotion via digital platforms, including VR as part of hotel marketing strategies.

Hospitality Industry: Businesses providing lodging, food, and recreation services (e.g., hotels, resorts, travel agencies).

Implications: The broader consequences of adopting VR technology in hospitality operations.

Trust: Customer confidence in service quality and accuracy, crucial in booking decisions—especially via VR.

Virtual Reality (VR): A simulated 3D environment accessed with special equipment to deliver immersive experiences.

Virtual Reality Tours (VRTs): 360-degree interactive hotel or destination previews, including visuals, sound, and narration for realistic exploration.

2. Literature Review

The chapter’s thorough literature review and pertinent studies on Investigating How Virtual Reality Tours Affect Customer Reservation Choices: Consequences For The Hospitality Sector.

2.1. Virtual Reality Tours

One of the biggest technical advancements influencing the travel and tourism sector was virtual reality. Although it can be difficult for hotels to deliver its amenities in a virtual setting, guests may find a real-time website, 360-degree VR tours, and virtual reality headsets useful. Users were able to learn more about the hotel and the reason for their trip thanks to these technologies. Additionally, by creating mental representations that matched the destination’s reality and offering a pseudo-real experience, virtual reality (VR) was essential in controlling the expectations of tourists (Mclean et al., 2023).

The primary advantage of Virtual Reality (VR) technology for the hotel and tourism industry, according to Slevitch et al. (2022), was its capacity to integrate sensory experiences with marketing communication strategies, especially in terms of boosting and improving the process of information gathering and decision-making for prospective guests. The pre-purchase decision-making process was impacted by the perception of a hospitality or tourist product, such as a hotel stay or destination, which was shaped by prior experiences, word-of-mouth, advertising, media materials, and

shared ideas. People using VR felt as if they were physically present, which led customers to view the site in a more favorable light, even if it was a tourist destination. The user was more likely to consider a place as highly attainable in real life. In addition to the study of Anaya-Sanchez *et al.* (2024), people using virtual reality felt like they were there. For this reason, customers saw the site in a better light, even if it was a tourist destination. The user was more likely to think of a place that was highly likely to reach him in real life.

This research found that virtual reality could be an effective marketing tool to help the hotel deliver quality services and overcome the shortcomings of the offers that create customer perceptions in decision requirements (Saad *et al.* 2020). Moreover, in addition to the study of (Rahayu *et al.*, 2024) they stated that Virtual reality (VR) and photographic images influenced customer booking decisions by improving perceptions of destinations and accommodations. Research indicated that Virtual Reality experiences positively affected destination image, influencing offline visit intention.

Compared to 360-degree and photographic views, Virtual Reality sees enhanced mental images of the experience with a greater presence, resulting in a more advanced marketing experience. These findings suggested that virtual reality is critical in helping tourists to “think” about hotel possibilities before traveling to a region (Bogicevic, 2019). In keeping with it, virtual reality (“VR”) was one of the most promising technologies for experiential marketing. During the pandemic, the use of Virtual Reality in the home increased, setting the technology up for widespread adoption. If buyers could try before they buy, virtual reality may play a significant and widespread role in motivating their desire to travel and assisting them in determining where to go. For example, in most business customers, the hospitality sector usually decides where to spend their nights based on how attractive a hotel picture and review available is; therefore, it has become an essential tool for making that choice possible for prospects (Saad *et al.*, 2020).

Rafdinal *et al.* (2024) found that perceived value and Virtual Reality quality were important variables in adopting applications. Virtual reality in the hospitality industry. It inspired the hospitality industry to create and develop high-quality Virtual Reality app technologies for guest use. As a result, Virtual Reality mediated the favorable impacts of visitors’ ease of use and utility of virtual reality on their travel preferences. However, travelers who intended to enjoy their trip determined the relationship’s pleasure. When trip expectations were low, Virtual Reality could be more enjoyable, reducing the desire to travel. (Li and Chen, 2019). It also boosts the potential customer’s satisfaction and benefit.. Furthermore, telepresence piqued the user’s interest, increasing both pleasure and efficiency.

In line with Lim *et al.* (2024) on their study states that the phone smartphone-based Virtual Reality will increase the enjoyment and effectiveness of the overall experience to help hoteliers make their reservations. , and has a direct impact on the idea of the book, so it is a tool that can achieve the opportunity to increase the number of books and products in the hotel., Virtual Reality offers an effective tool for tourism promotion, especially since the increased presence provided by HMD leads to a better quality of travel (Adachi, 2020). Moreover, Virtual reality (VR) and photographic images influence customer booking decisions by improving perceptions of destinations and accommodations. Research indicates that Virtual Reality experiences positively affect destination image, influencing offline visit intention (Anaya-Sanchez *et al.*, 2024).

The other study, by Ouerghemmi *et al.* (2023), identifies three dimensions of telepresence: virtual world realism, immersion, and a sense of presence. Telepresence, in turn, influences real travel intentions both directly and indirectly, as mental imagery and attitudes toward tourism places play a role in mediating those linkages (Balaji, 2024). said that 360-degree Virtual Reality movies were more effective in identifying consumers’ behavioral needs. Customers prefer traditional preview techniques. The nature of the mind and behavior explains this link. Virtual reality previews improve mental imagery and presence more than static visuals and 360-degree tours. Elaboration of mental images and a sense of presence are positively related (Bogicevic *et al.* 2019).

As explained in the study of Jo (2024), the determinants of customer loyalty regarding virtual reality (VR) tours encompass sensory design elements, user experience, and community engagement. The sensory components of navigation design and product aesthetics have a tremendous effect on user satisfaction and attitude, affecting loyalty and purchase intention. Moreover, hedonic experience through Virtual Reality is meaningful in creating customer loyalty since entertainment and engagement matter despite lacking other effects, such as usefulness and ease of use (Wu, 2024). Social presence and flow are excellent aids in enhancing the VE that manifests value and loyalty (Piyathasanan *et al.*, 2014).

Therefore, virtual reality could enable hotels to realize the importance of using Virtual Reality to achieve sustainable competitive advantage by increasing customer value. One of the studies of Salantari *et al.* (2020), “Enhanced Trusted in Virtual Reality Systems” that VR technologies increased user trust, thus improving human-system interaction and the effectiveness of the technology. A good location-based service and digital literacy also increase tourist engagement and loyalty (Xiong and Zhung, 2024).

Lastly, according to Arceta *et al.* (2024), “Artificial intelligence improved book management and customer service operations, improving performance that could lead to better guest experience and ratings.” They also discussed the adoption of AI technologies and achieving operational success. Moreover, according to Acosta (2020), virtual tourism was available for tour in the Philippines for Filipinos. It declared that perceived benefit, perceived simplicity of use, and sustainability all had an impact on its practicality.

2.2. Customer Booking Decisions

According to Israel (2019), an immersive telepresence experience improves the perceived enjoyment and usefulness of the potential consumer. Furthermore, the telepresence piques the user’s interest, which considerably boosts perceived satisfaction and utility. The hedonic and utilitarian value of the virtual hotel experience improves the likelihood that the customer will book the travel accommodation. Virtual Reality apps, such as virtual room tours, improved customers’ cognitive and emotional responses, resulting in higher booking intentions and readiness to pay more for hotels with Virtual Reality elements (Yoon *et al.*, 2021).

Moreover, the integration of Virtual Reality in marketing strategies enriches customer experiences and aligns with evolving consumer expectations in the hospitality sector, suggesting a transformative potential for future tourism practice (Iyengar and Venkatesh, 2024). Virtual reality (VR) significantly influenced customer booking decisions in the tourism and hospitality sectors by enhancing user experience and trust (Shahab *et al.*, 2022). Additionally, it influenced customer booking decisions in resorts by enhancing the online accommodation booking experience. Research indicates that Virtual R was a powerful marketing tool, reshaping consumer interactions and fostering trust in online platforms through immersive experiences (Calisto and Sarkar, 2023).

Therefore, VR significantly used virtual reality tours, leading to higher booked rates, and users were more likely to book after engaging and using virtual reality to preview destinations and accommodations (Francisco, 2024). In addition, Virtual reality has allowed tourists to experience a destination ahead of the journey, and therefore, it entertains hoped positively and affects booking behavior (Carola, 2018).

2.3. Emotional Connection

Virtual Reality tourism may also enhance psychological well-being because it means a meaningful connection with the world and emotional refinement was said to be a defining characteristic of a more successful experience. In addition, Zhung and Xiao (2024) agreed also that Virtual reality (VR) tours significantly enhance emotional connections in resorts by creating immersive experiences that evoke strong emotional responses and memorable interactions. Research indicates that high positive emotions during Virtual Reality experiences correlate with increased intentions to visit destinations, emphasizing the importance of engaged and visually striking content in Virtual Reality tourism marketing (Morrison *et al.*, 2023).

Moreover, Integrating Virtual Reality (VR) in tourism, particularly enhanced emotional connections to resorts, was increasingly recognized as a transformative approach. Research indicates that Virtual Reality could significantly enhance emotional experiences by creating immersive environments that stimulate sensory (Sui *et al.*, 2022). In addition, engagement and interactive experiences, which was crucial for attracting tourists. Virtual reality (VR) tours have shown the potential to enhance emotional engagement for individuals with emotional disorders. Research indicates that Virtual Reality environments could have been designed to evoke specific emotions, such as joy and fear, through tailored elements liked colors and lighting, which can significantly impact emotional responses (Steinhaeusser *et al.*, 2022).

Therefore, as Francisco put it, “Virtual Reality provided greater immersion and interaction with a massive increase in customer engagement. Virtual Reality reported a strong emotional connection and time spent while participating, compared to participants exposed to old multimedia content.” (Acho, 2024).

2.4. Loyalty Program

Loyalty programs have emerged as an essential area of research with particular emphasis on tourist experience and built loyalty. Scholars argued that VR experiences that were immersive and interactive elicit positive effects on tourist satisfaction and loyalty—two significant drivers of advocacy and repeated visitation. Wu *et al.* (2019) additionally, Tourists’ VR pleasure, intention to re-visit, and intention to endorse are all determined by the appeal of virtual reality tourism, however their experience with the VR system merely influences their intention to return. Finally, travelers’ previous experiences at the destination were required to mitigate the relationship between VR experience, VR satisfaction, and loyalty (Suhartanto *et al.*, 2021).

As a result, virtual reality might have played a big role in increasing customer loyalty and long-term retention by providing more immersive experiences that favorably impact consumer behavior. According to studies, VR technology

increased client involvement with the items and services given, improving sales opportunities (Canio et al., 2021). Furthermore, the design components of VR, such as navigation and aesthetics, played a crucial role in shaping user attitudes and satisfaction, which was directly linked to loyalty (Jo, 2024).

3. Research Methodology

This chapter described the approach utilized in collecting data for the study. It illustrates the methodologies and procedures used, depicts the type of research conducted, and ensures that research questions are answered logically. It also presented the research location, which explained the study's surroundings or setting. As a result, it specifically identifies both the target population and the respondents. This section was preceded by Research Instruments, which explained the type of device used to obtain data, as well as the data collection processes utilized to gather the information needed for the research. It describes the sequence of events that occurred while collecting data from respondents. It also showed the sample techniques utilized, as well as the distribution of respondents in the survey and their percentages. Finally, ethical considerations protected the respondents' privacy.

3.1. Research Design

To investigate the Influence of Virtual Reality Tours on Customer Booking Decisions: Implications for the Hospitality Industry, the researcher employed a descriptive approach that included survey questions. Descriptive research gathered measurable data, which was used to generate statistical inferences about the target population through data analysis. It emphasized the quality and status of contemporary facts, such as information. Descriptive study focused on current circumstances or linkages, as well as perspectives, impacts, or emerging trends. It was primarily concerned with the present, often evaluating past events in light of current situations. The descriptive method was utilized since this study offered data concerning the influence of virtual reality tours on customer booking decisions: implications for the hospitality industry.

3.2. Sampling Method

This study employed a purposive sampling approach to identify 150 hotel guests in Quezon City as participants. The selection criteria focused on individuals who had previous experience with VR-based hotel bookings. This method was considered suitable for the research as it guaranteed that the respondents possessed direct experience with the technology under examination. Consequently, this facilitated a comprehensive understanding of the impact of VR tours in booking decisions among those who have previously engaged with this technology.

3.3. Research Instrument

The survey questionnaire was the primary source of data for answering the problem statements. The questionnaire is based on "The Influence of Virtual Reality Tours on Customer Booking Decisions: Implications for the Hospitality Industry." Therefore, adjustments were made to ensure Part I obtains information about the factors that influence virtual reality in customers booking decisions, while Part II was the level of effectiveness of virtual reality used by hospitality businesses in Quezon City to customers and Part III is the factors of VR Tours that affect customer loyalty. Part IV issues and challenges of using virtual reality tours. and Part V implication of adopting virtual reality technology for the hospitality businesses in Quezon City. The data was verified through the use of a survey questionnaire and responses submitted through Google form.

To validate the survey instrument's validity, it was presented to experts for validation in the following order: the first validator is a research specialist, and the second validator is the Head of Hospitality and Tourism Department. Validation focuses on the indicators' relevance to each of the variables. Content validity aims to address the question of whether the current test covers all the relevant things required to answer the research question.

3.4. Data Gathering Procedure

Based on the purposeful sampling approach. After the survey questionnaire was checked and verified, and with the consent of the researcher's consultant, the researcher distributed copies of the questionnaires to the respondents at the hotel, as well as via email messenger for an online survey. The questionnaires were hand-carried and collected following the survey, whereas in an online survey, the researchers waited for respondents to complete the survey questionnaire before requesting them to return.

3.5. Statistical Treatment of Data

Once the data has been collected, it will be sorted and classified according to the research design and problem formulation. To facilitate the display and interpretation of results, they will be tallied and tabulated as follows:

3.5.1. Frequency and Percentage

The percentage and frequency distributions will be utilized to collect data on the impact of virtual reality tours on customer booking decisions: implications for the hospitality industry. On the other hand, the percentage will be derived by dividing the frequency by the total number of respondents who participated in the survey.

The formula is presented below:

$$\text{Percentage (\%)} = f/n$$

where:

% = percentage

f = frequency

n = total number

3.5.2. Weighted Mean

The mean in each item will be multiplied by a number (weight) based on the item’s relative importance. The result aggregate/summation will be divided by the total number of respondents.

The formula is:

$$\text{WM} = \frac{\sum WF}{N}$$

where:

WM = weighted mean

W = weight

F = frequency

N = total number of respondents

2.5.3. Likert scale

Likert scale used to analyze data enables researchers to compare responses across different groups, variables, or time points.

3.6. Ranking

Ranking was used to identify the issues and challenges of using virtual reality tours.

Table 1: Measurement Scales and Verbal Interpretations	
Scale Range	Verbal Interpretation
1.00 - 1.79	Strongly Disagree
1.80 - 2.59	Disagree
2.60 - 3.39	Neutral
3.40 - 4.19	Agree
4.20 - 5.00	Strongly Agree
Source: Arceta, et al. (2025)	

Measurement Scales and Verbal Interpretations used to investigate the Factors that Influenced Virtual Reality in Customers Booked Decisions, Loyalty programmed and Implications of adopting Virtual Reality technology for hospitality businesses.

Measurement Scales and Verbal Interpretation was used to examine the Level Of Effectiveness of Virtual Reality Used by Hospitality Businesses in Quezon City.

Table 2: Measurement Scales and Verbal Interpretation on Effectiveness

Scale Range	Verbal Interpretation
1.00 - 1.79	Strongly Not Effective
1.80 - 2.59	Not Effective
2.60 - 3.39	Neither Effective
3.40 - 4.19	Effective
4.20 - 5.00	Very Effective

Source: Arceta, et al. (2025)

Measurement Scales and Verbal Interpretations was used to analyze the issues and challenges regarding issues and challenges in Virtual Reality Tours

Table 3: Measurement Scales and Verbal Interpretations on Issues and Challenges

Scale	Weight Means/ Equivalent	Verbal Interpretation
5	4.20 - 5.00	Always Encountered
4	3.40 - 4.19	Often Encountered
3	2.60 - 3.39	Sometimes Encountered
2	1.80 - 2.59	Rarely Encountered
1	1.00 - 1.79	Never Encountered

3.7. Ethical Consideration

Bulacan State University - Sarmiento Campus has recently adopted a requirement for all theses to identify and apply particular ethical concerns in order to protect the interests of study participants. As a result, the researcher obtained institutional approvals and authorization from the consulted studies and journals, as well as permission to change the survey questionnaire.

The following ethical considerations guided the conduct of this study:

The respondents’ confidentiality was protected. They were informed it wouldn’t happen at all. The researcher obtained informed consent from the hotel owners / managers of the required individuals, which contained the relevant information specified in the preceding sections of the study. Furthermore, they stated that participation was optional, assuring that no one was coerced or misled into taking part. Throughout the study, the researcher data remained secret. The researcher will briefly inform the respondents that the information they supplied is confidential.

Finally, the data collected from the respondents shall be kept confidential in conformity with the Republic Act 10173, also known as the Data Privacy Act 2012 and shall only be used.

4. Presentation Analysis And Interpretation Of Data

This chapter describes the process of presenting, evaluating, and interpreting the data collected by the research instrument. It takes a methodical approach to assessing the findings, providing insights and meaningful interpretations that match the study’s aims and research questions.

Table 4 shows the age distribution of a group of 150 people. The most striking observation is that the largest group by far is the 18-22 year olds, representing 28.67% of the total. On the other end of the spectrum, the smallest group is the 23-26 years old age range, making up only 11.33% of the total. This suggests that the group is heavily skewed towards younger individuals.

According to US Census Bureau (2024), data from the 2020 Census, younger age groups—especially those in their late teens and early twenties—frequently account for the biggest share of the population. This is in line with patterns where younger populations are concentrated in particular areas due to economic and educational opportunities. On the

Table 4: Frequency and Percentage Distribution of Respondents in terms of Age

Age	Frequency	Percentage
18-22 years old	43	28.67
23-26 years old	17	11.33
27-30 years old	25	16.67
31-35 years old	22	14.67
36-40 years old	19	12.67
41 above	24	16.00
Total	150	100

other hand, due to variables like mortality rates and migration patterns, older age groups—such as those over 40—usually make up a smaller portion of these distributions.

Table 5 shows that College Graduates have the highest educational attainment at 46%, while the “Others” category represents the lowest at 1.33%. This indicates that nearly half of the individuals have completed a college degree, with a very small percentage having qualifications outside the typical categories.

According to data from the Census Bureau in 2022, roughly 23% of persons over 25 have a bachelor’s degree, and 14% have an advanced degree. Given that a sizable section of the population is college graduates, higher education plays a crucial role in determining the makeup of the labor force. Nonetheless, a tiny portion of people do not fit into the conventional educational classifications, such as those with professional or occupational certificates.

Table 5: Frequency and Percentage Distribution of Respondents in terms of Educational Attainment

Educational Attainment	Frequency	Percentage
High School Graduate	16	10.67
College Graduate	69	46
College Undergraduate	50	33.33
Post Graduate	13	8.67
Others	2	1.33
Total:	150	100

Table 6 presents survey results regarding the use of photos in virtual reality hotel tours. Respondents strongly agreed that the photos provided clear representations of the hotels (4.33) and helped visualize their atmosphere and facilities (4.29). While still positive, the lowest mean score (4.10) indicated respondents simply “agreed” that photo quality enhanced their confidence in the hotel’s offerings. Overall, the grand weighted mean of 4.22 suggests a strong positive sentiment toward the use of photos in virtual reality tours for hotels.

According to Slevitch *et al.*, (2023), Virtual reality (VR) images, particularly 360° VR, have shown promise in hotel promotions by eliciting more positive emotional responses and engagement compared to traditional photos.

Table 7 shows survey results on the use of videos in virtual reality hotel tours. Respondents strongly agreed that the videos gave a realistic sense of the hotel environment (4.33). However, the lowest mean score (4.04) showed respondents only “agreed” that video quality enhanced their trust in the hotels. Overall, with a grand weighted mean of 4.17, the table indicates a generally positive view of using videos in virtual reality tours for hotels.

According to McLean and Barhorst (2021), virtual reality (VR) technology is transforming the hotel sector by offering immersive experiences to prospective visitors. VR tours can have a favorable impact on consumers’ attitudes, behavioral intentions, and expectations during the pre-purchase process.

Table 6: Factors that Influence Virtual Reality in Customers Booking Decisions in terms of Photos

Photos	Mean	Verbal Interpretation
1.The photos in the virtual reality tours provide a clear and accurate representation of the hotels.	4.33	Strongly Agree
2. The quality of the photos in the virtual reality tours enhances my confidence in the hotel's offerings.	4.10	Agree
3. The virtual reality photos help me visualize the hotel's atmosphere and facilities.	4.29	Strongly Agree
4. The detailed photos in the virtual reality tour increase my interest in booking in the hotel.	4.16	Agree
5. The visual quality of the photos significantly influences my decisions to book a stay.	4.20	Strongly Agree
Grand Weighted Mean	4.22	Strongly Agree

Legend: "Strongly Disagree (1.00 - 1.79)", "Disagree (1.80 - 2.59)", "Neutral (2.60 - 3.39)", "Agree (3.40 - 4.19)", "Strongly Agree (4.20-5.00)"

Table 7: Factors that Influence Virtual Reality in Customers Booking Decisions in Terms of Videos

Videos	Mean	Verbal Interpretation
1.The virtual reality tour videos give me a realistic sense of the hotel's environment.	4.33	Strongly Agree
2. The quality of the virtual reality tour videos enhances my trust in the hotels.	4.04	Agree
3. The virtual reality videos provide useful information that affects my booking decisions.	4.28	Strongly Agree
4. The virtual reality videos make it easier for me to imagine myself staying at the hotels.	4.05	Agree
5. The videos content in the virtual reality tour positively influences my intention to book a room.	4.16	Agree
Grand Weighted Mean	4.17	Agree

Legend: "Strongly Disagree (1.00 - 1.79)", "Disagree (1.80 - 2.59)", "Neutral (2.60 - 3.39)", "Agree (3.40 - 4.19)", "Strongly Agree (4.20-5.00)"

Table 8 illustrates survey responses regarding customer reviews in virtual reality hotel tours. Respondents strongly agreed that these reviews provided valuable insights (4.28). However, the impact of reviews on the perception of hotel trustworthiness received the lowest mean score (4.06), with respondents merely “agreeing” with the statement.

Overall, with a grand weighted mean of 4.18, the data suggests a positive attitude towards incorporating customer reviews into virtual reality hotel tours.

According to Balaji *et al.* (2024), virtual reality (VR) technology is emerging as a powerful tool for marketing and customer decision-making, notably in the real estate and tourist industries. Studies have demonstrated that 360-degree VR videos are more successful than typical preview modes in altering customer impressions and behavioral intent.

Table 9 summarizes feedback on the quality of virtual reality hotel tours. Respondents found the tours provided a high-quality viewing experience (4.38), but were less impressed with the visual clarity and resolution used to represent hotel facilities, giving it the lowest mean score (4.09) while still rating it “effective.” Overall, with a grand weighted mean of 4.19, the results indicate that virtual reality is an effective tool for showcasing hotels.

According to McLean and Barhorst (2021), VR tours provide authentic experiences and help manage guest expectations by stimulating detailed mental imagery before visits.

Table 8: Factors that Influence Virtual Reality in Customers Booking Decisions in terms of Review

Reviews	Mean	Verbal Interpretation
1. The customer reviews shows in the virtual reality tour provide valuable insight for my decision.	4.28	Strongly Agree
2. The reviews in the virtual reality tour help confirm the hotel's quality as presented.	4.17	Agree
3. I feel more confident in my booking decisions after seeing positive reviews in the virtual reality tour.	4.13	Agree
4. Reviews included in the virtual reality tour impact my perception of the hotel's trustworthiness.	4.06	Agree
5. The combination of virtual reality tour content and reviews makes me more likely to book this hotel.	4.27	Agree
Grand Weighted Mean	4.18	Agree

Legend: "Strongly Disagree (1.00 - 1.79)", "Disagree (1.80 - 2.59)", "Neutral (2.60 - 3.39)", "Agree (3.40 - 4.19)", "Strongly Agree (4.20-5.00)"

Table 9: Level of Effectiveness of Virtual Reality Used by Hospitality Businesses in Quezon City in Terms of Quality

Quality	Mean	Verbal Interpretation
1. The virtual reality tours provide a high quality viewing experience of the hotel.	4.38	Very Effective
2. The visual clarity and resolutions of the virtual reality content effectively represent the hotel's facilities	4.09	Effective
3. The virtual reality tour delivers a realistic portrayal of the hotel's room and amenities.	4.17	Effective
4. The virtual reality technology showcases the hotel's unique features more effectively than traditional photos and videos.	4.18	Effective
5. The virtual reality experience effectively conveys the overall ambiance and atmosphere of the hotels	4.13	Effective
Grand Weighted Mean	4.19	Effective

Legend: "Strongly Not Effective (1.00 - 1.79)", "Not Effective (1.80 - 2.59)", "Neither Effective (2.60 - 3.39)", "Effective (3.40 - 4.19)", "Very Effective (4.20 - 5.00)"

Table 10 examines how virtual reality tours contribute to the perceived value of hotels. Respondents felt strongly that these tours help customers feel a hotel stay is worth the price (4.37). The lowest score (4.19) still indicated that VR tours provide sufficient information to justify hotel pricing, though the response was “effective” rather than “very effective.” With a grand weighted mean of 4.27, the results suggest that virtual reality tours are a very effective tool for communicating hotel value to potential guests.

According to Saad *et al.*, (2022), Virtual Reality (VR) technology is emerging as a powerful marketing tool in the hospitality industry, offering immersive experiences that can influence customer decisions and expectations. VR allows potential guests to preview hotel rooms and amenities before booking, helping to overcome the intangibility of hotel services.

Table 11 presents survey data on how virtual reality tours influence trust in hotels. Respondents strongly agreed that Virtual Reality tours build trust in the hotel's representation of its services and facilities (4.41). However, respondents were less convinced that Virtual Reality assures customers that the hotel's actual environment matches what is portrayed, resulting in the lowest mean score of 4.17 and a rating of “effective” rather than “very effective.” Overall, with a grand weighted mean of 4.23, the table indicates that virtual reality tours are a very effective tool for building trust in hotels.

According to McLean and Barhorst (2021) Virtual reality (VR) technology is increasingly being utilized in the hospitality industry to enhance customer experiences and build trust in hotel representations. By offering immersive and interactive previews of hotel services and facilities, VR aims to bridge the gap between customer expectations and actual experiences.

Table 10: Level of Effectiveness of Virtual Reality Used by Hospitality Businesses in Quezon City in Terms of Value

Value	Mean	Verbal Interpretation
1. The virtual reality tour offers significant value to customers considering booking the hotel.	4.35	Very Effective
2. Virtual Reality helps customers feel that the hotel stay is worth the price.	4.37	Very Effective
3. The virtual reality tour provides sufficient information to justify the hotel's pricing.	4.19	Effective
4. The virtual reality experience makes the hotel stand out as a valuable choice compared to other accommodations.	4.23	Very Effective
5. Virtual Reality assists the customers in assessing the overall value of the hotel's service and facilities.	4.22	Very Effective
Grand Weighted Mean	4.27	Very Effective

Legend: "Strongly Not Effective (1.00 - 1.79)", "Not Effective (1.80 - 2.59)", "Neither Effective (2.60 - 3.39)", "Effective (3.40 - 4.19)", "Very Effective (4.20 - 5.00)"

Table 11: Level of Effectiveness of Virtual Reality Used by Hospitality Businesses in Quezon City in Terms of Trust

Trust	Mean	Verbal Interpretation
1. The virtual reality tours build trust in the hotel representation of its services and facilities.	4.41	Very Effective
2. The virtual reality experience helps trust the quality of the hotel before making a booking.	4.21	Very Effective
3. Virtual Reality assures customers that the hotel's actual environment matches what is portrayed.	4.17	Effective
4. The virtual reality experience increases confidence in choosing this hotel.	4.17	Effective
5. Virtual Reality creates a sense of reliability in the hotel's overall presentation.	4.21	Very Effective
Grand Weighted Mean	4.23	Very Effective

Legend: "Strongly Not Effective (1.00 - 1.79)", "Not Effective (1.80 - 2.59)", "Neither Effective (2.60 - 3.39)", "Effective (3.40 - 4.19)", "Very Effective(4.20 - 5.00)"

Table 12 explores the emotional connection fostered by virtual reality hotel tours. While all means indicate agreement, respondents felt most strongly that the Virtual Reality tour helped them feel emotionally connected to the hotel (4.06). The lowest mean scores (3.95) were seen in statements regarding the immersive nature of the tour fostering a personal connection and increasing loyalty to hotels using Virtual Reality. With a grand weighted mean of 3.99, the table suggests that while Virtual Reality tours show promise in creating emotional connections, there's room for improvement in leveraging their immersive nature for deeper engagement.

According to Bogicevic *et al.*, (2021), VR boosts self-brand connection, elevating visit intentions toward the hotel brand as consumers' technology innovativeness increases.

Table 13 shows survey results on how virtual reality tours affect perceptions of hotel transparency. Respondents tended to agree that Virtual Reality tours provide a transparent and honest representation of hotel services and facilities (4.19). However, they were less convinced that Virtual Reality tour transparency increases trust in a hotel's overall business practices (3.99). With a grand weighted mean of 4.07, the data indicates a generally positive view of VR tours contributing to hotel transparency, though some skepticism remains.

According to Wang (2024), Virtual reality (VR) technology within the hotel industry marks a transformative shift in the way guests experience and engage with hospitality services. Virtual reality, with its immersive and interactive capabilities, enables hotels to provide a novel and engaging environment for guests.

Table 12: Factors of Virtual Reality Tours that Affect Customer Loyalty with Regards to Emotional Connection

Emotional Connection	Mean	Verbal Interpretation
1.The virtual reality tour helped me feel more emotionally connected to the hotel.	4.06	Agree
2.The virtual reality tours enhance my emotional attachment to the brand by allowing me to explore the property.	3.97	Agree
3.The emotional appeal of the virtual reality experience increases my desire to return to the hotel in the future.	4.04	Agree
4. The immersive nature of the virtual reality tour fosters a strong personal connection with the hotel.	3.95	Agree
5.I am more likely to stay in a hotel that uses virtual reality tours to create an emotional experience.	3.95	Agree
Grand Weighted Mean	3.99	Agree

Legend: "Strongly Disagree (1.00 - 1.79)", "Disagree (1.80 - 2.59)", "Neutral (2.60 - 3.39)", " Agree (3.40 - 4.19)", "Strongly Agree (4.20-5.00)"

Table 13: Factors of Virtual Reality Tours that Affect Customer Loyalty with Regards to Transparency

Transparency	Mean	Verbal Interpretation
1.The virtual reality tour provides a transparent and honest representation of the hotel's service and facilities.	4.19	Agree
2.The virtual reality tour makes it easier for me to trust the hotel's description and promises.	4.05	Agree
3.I believe the virtual reality tour is a clear and accurate tool for viewing the hotel without hidden surprises	4.02	Agree
4.The transparency in the virtual reality tour increases my trust in the hotel's overall business practices	3.99	Agree
5. Hotels that use virtual reality tours to showcase their facilities appear more trustworthy to me.	4.10	Agree
Grand Weighted Mean	4.07	Agree

Legend: "Strongly Disagree (1.00 - 1.79)", "Disagree (1.80 - 2.59)", "Neutral (2.60 - 3.39)", " Agree (3.40 - 4.19)", "Strongly Agree (4.20-5.00)"

Table 14 investigates the relationship between virtual reality tours and hotel loyalty programs. Respondents showed the greatest inclination to recommend a hotel that integrates Virtual Reality tours with its loyalty programs (4.16).

Table 14: Factors of Virtual Reality Tours that Affect Customer Loyalty with Regards to Loyalty Programs

Loyalty Programs	Mean	Verbal Interpretation
1. I am likely to participate in a loyalty program after experiencing a virtual reality tour of a hotel.	3.86	Agree
2. The virtual reality tour increases my likelihood of staying loyal to the hotel's brand due to its innovative approach.	3.99	Agree
3. I would be more inclined to recommend a hotel that integrates virtual reality tours with its loyalty program.	4.16	Agree
4. The use of virtual reality in the hotel's loyalty program enhances my overall satisfaction as a loyal customer.	3.99	Agree
5. Virtual reality tours combined with exclusive loyalty program benefits would increase my engagement with the hotels.	4.11	Agree
Grand Weighted Mean	4.02	Agree

Legend: "Strongly Disagree (1.00 - 1.79)", "Disagree (1.80 - 2.59)", "Neutral (2.60 - 3.39)", " Agree (3.40 - 4.19)", "Strongly Agree (4.20-5.00)"

However, they were less enthusiastic about participating in a loyalty program simply after experiencing a Virtual Reality tour (3.86). With a grand weighted mean of 4.02, the data suggests that while Virtual Reality tours can positively influence loyalty program engagement, their impact is stronger when combined with other incentives.

According to Cayahuallpa-Paquirachi, Pacheco, and Uribe-Hernández (2024), Virtual reality applications in the tourism industry significantly increase brand loyalty and customer retention, contributing to sustainable industrialization.

Table 15 highlights issues and challenges associated with using virtual reality tours in hotels. Poor training, which prevents staff from effectively assisting guests with Virtual Reality experiences, was the most frequently encountered challenge (4.22). However, lack of engaging content in virtual reality can lead guest satisfaction (3.37). With a grand weighted mean of 3.92, the data indicates that hotels often encounter a variety of challenges in implementing and maintaining effective Virtual Reality tours.

Table 15: Issues and Challenges of Virtual Reality Tours in Quezon City

Issues and Challenges of Using Virtual Reality tours	Mean	Verbal Interpretation	Ranking
1. Poor training prevents staff from effectively assisting guests with virtual reality experiences.	4.22	Always Encountered	1
2. Neglected maintenance of virtual reality equipment frequently disrupts the user experience.	4.13	Often Encountered	2
3. Limited guest feedback collection restricts our ability to improve virtual reality services.	4.06	Often Encountered	3
4. Insufficient marketing means many guests are unaware of the virtual reality options available.	4.05	Often Encountered	4
5. A lack of variety in virtual reality experiences means we do not cater to diverse guest preferences.	3.90	Often Encountered	5
6. Ineffective user interface can create confusion for a guest navigating virtual reality experience.	3.88	Often Encountered	6
7. Inadequate privacy features in our virtual reality setups may make guests uncomfortable.	3.83	Often Encountered	7
8. Insufficient immersion of virtual reality experience fails to enhance the overall hotel experience.	3.75	Often Encountered	8
9. Inadequate support often leads to technical issues within our virtual reality systems.	3.55	Often Encountered	9
10. The lack of engaging content in our virtual reality offerings can lead to guest dissatisfaction.	3.37	Often Encountered	10
Grand Weighted Mean	3.92	Often Encountered	

Legend: "Never Encountered (1.00 - 1.79)", "Rarely Encountered (1.80 - 2.59)", "Sometimes Encountered (2.60 - 3.39)", "Often Encountered (3.40 - 4.19)", "Always Encountered (4.20 - 5.00)"

According to Sundar et al., (2019) studies the operational problems of integrating VR into hotel services, especially with regard to technical assistance and training. The authors stress that staff proficiency in using and troubleshooting VR technology is just as important as the technology itself. Staff members may find it difficult to help visitors

Without the right training, which could result in a worse visitor experience. The study also notes that in order to prevent interruptions, the technological complexity of Virtual Reality systems necessitates regular assistance and maintenance.

Table 16 examines the implications of adopting virtual reality technology for hospitality businesses in Quezon City, Philippines. Respondents strongly believe that Virtual Reality tours help differentiate hotels and attract higher bookings

Table 16: Implication of Adopting Virtual Reality Technology for Hospitality Industry in the Quezon City

Implication of adopting Virtual Reality technology for hospitality industry in the Quezon City	Mean	Verbal Interpretation
1. Virtual reality can make it easy for hotels to show their facilities and services much more vividly and interactively.	4.37	Strongly Agree
2. Virtual reality tours allow hotels to reach worldwide markets.	4.29	Strongly Agree
3. Virtual reality can increase visitor interest while booking at the hotel.	4.22	Strongly Agree
4. Introducing virtual reality experience will strengthen our guest engagement at their hotels.	4.29	Strongly Agree
5. Virtual reality technology makes our hotels unique compared to the other competitors.	4.22	Strongly Agree
6. Virtual reality tours help differentiate hotels and attract higher bookings.	4.47	Strongly Agree
7. Using virtual reality technology can be recommended to other hotels for marketing purposes.	4.35	Strongly Agree
Grand Weighted Mean	4.32	Strongly Agree

Legend: "Strongly Disagree (1.00 - 1.79)", "Disagree (1.80 - 2.59)", "Neutral (2.60 - 3.39)", "Agree (3.40 - 4.19)", "Strongly Agree (4.20-5.00)"

(4.47). While still receiving strong agreement, the lowest mean score (4.22) suggests that using Virtual Reality may increase visitor interest while booking and make hotels stand out against competitors. Overall, with a grand weighted mean of 4.32, the data indicates strong support for the positive impact of Virtual Reality technology on the hospitality industry in Quezon City.

According to McLean and Barhorst (2022), combining virtual reality (VR) with online reviews increases customer trust by giving them a more comprehensive and engaging grasp of hotel offers. Potential guests can digitally tour rooms, amenities, and facilities with immersive previews, which lowers anxiety and boosts confidence when making reservations. This is consistent with more general research in the hospitality and tourism industries, where trust plays a significant role in shaping consumer behavior.

5. Summary, Conclusions, And Recommendations

This section offers a full overview of the study, summarizing its key Components and presenting the findings derived from the gathered data. It also discusses the Conclusions drawn based on these findings, offering a deeper understanding of the research Outcomes. Finally, the chapter includes practical recommendations formulated by the Researcher to address the issues explored in the study and guide future actions or research.

5.1. Summary of Findings

Based on the result of the data and information data gathered, the following findings were derived:

1. The study's findings are grounded in the characteristics of the respondents. The majority (28.67%) were young adults aged 18–22, indicating a strong skew towards younger demographics. This suggests that the findings may be more applicable to younger generations, who are more inclined to adopt new technology such as VR. While the lowest distribution is 16% for a smaller group of 23-27 years old. Additionally, the highest percentage of respondents in educational attainment (46%) held a college graduate degree, suggesting the findings might be more relevant to individuals with higher education levels. This indicates a high level of educational attainment among the participants, with a small representation of individuals with qualifications outside traditional categories. While the lowest of respondents in educational attainment (1.33%) held the others in educational attainment.

2. Factors that influence virtual reality in customer booking decisions in terms of photos the highest weighted mean (4.29) strongly agree that virtual reality helps guests to visualize the hotel's atmosphere and facilities. The lowest weighted mean (4.10) corresponds to the quality of the images in virtual reality tours, which increases their faith in the hotel's services.

In terms of Videos highest weighted mean (4.33) agreed that the virtual reality tours give a realistic sense of the hotel environment while the lowest mean (4.04) the quality of the virtual reality tours videos enhances their trust in the hotel.

In terms of Reviews highest weighted mean (4.28) customer reviews shown in the virtual reality tour provide valuable insight for their decisions. while the lowest mean is (4.06) reviews included in virtual reality tours impact perceptions of the hotel's trustworthiness.

3. Level of effectiveness of virtual reality used by the hospitality industry in Quezon City in terms of Quality highest weighted mean (4.38) virtual reality provides a high quality viewing experience of the hotel while the lowest mean (4.09) the visual clarity and resolution of the virtual reality content effectively represents the hotel's facilities.

When it comes to Value the highest weighted mean (4.37) Respondents feel strongly that these tours help the customer to feel a hotel stay is worth the price. while the lowest mean (4.19) indicated that virtual reality tours provide sufficient information to justify the hotel pricing through the responses "effective" rather than "very effective".

In terms of Trust the highest weighted mean is (4.41) respondents strongly agreed that virtual reality builds trust in the hotel representation of its service and facility. While the lowest weighted mean (4.17) respondents are less convinced that virtual reality tours assure customers that the hotel's actual environment matches what is portrayed.

4. Factor of virtual reality tours affect customer loyalty in terms of Emotional connection the highest weighted mean (4.06) respondents agreed that virtual reality helped them feel emotionally connected to the hotel while the lowest mean (3.95) seen in the statement regarding the immersive nature of the tour fostering a personal connection and increasing loyalty to hotels using Virtual Reality.

When it comes to Transparency the highest weighted mean (4.19) the respondents agreed that virtual reality tours provide a transparent and honest representation of the hotel service and facilities while in lowest weighted mean (3.99) less convinced that virtual reality tour transparency increases trust in the hotel's overall business practices.

In terms of Loyalty Program the highest weighted mean (4.16) greatest inclination to recommend a hotel that integrates virtual reality tours with its loyalty program while the lowest weighted mean (3.36) less enthusiastic about participating in loyalty program simplify after experiencing virtual reality tours.

5. **Issues and Challenges of Implementing VR Tours.** The effective execution of virtual reality (VR) tours encounters several obstacles, notably in the areas of staff training and technical assistance. Staff training has been recognized as a significant hurdle for the successful deployment of VR, with (4.22) of respondents rating it as “Always Encountered.” Conversely, while lack of engaging content on virtual reality can lead guest dissatisfaction as indicated by (3.37) of the respondents rating it as “often encountered”. This underscores the necessity of tackling the challenges associated with VR implementation, especially those pertaining to staff training and lack of engaging content VR to facilitate successful adoption.”
6. **Implications of Adopting VR Technology for Hospitality Businesses.** Virtual reality technology presents considerable opportunities for the hospitality sector. The highest weighted mean (4.47) Respondents strongly believe that Virtual reality tours differentiate hotels and attract higher bookings. While the lowest weighted mean (4.22) suggest that using virtual reality may increase visitor interest while booking and make the hotels stand out against competitors.

6. Conclusion

These are the conclusions gathered based on the findings of the study:

The study concluded that while virtual reality (VR) tours hold potential as a marketing tool in the hospitality industry, several limitations hinder their effectiveness in influencing customer booking decisions. In terms of visual elements such as photos, videos, and reviews, customers expressed low confidence in their ability to accurately represent the actual quality of the hotel. Guests were uncertain whether the visuals presented through VR truly reflected the real hotel environment, reducing their trust in the content. Similarly, reviews included within VR tours were not seen as reliable indicators of actual guest experiences, further weakening their impact on consumer trust.

When evaluating the effectiveness of VR tours in terms of quality, value, and trust, respondents indicated that the visual clarity and resolution of the tours were insufficient in accurately showcasing hotel facilities. Participants also felt that VR tours did not provide enough information to justify hotel pricing or to assure that the real hotel environment matched the virtual representation. This suggests a disconnect between what VR presents and what guests experience in reality.

In terms of emotional engagement, transparency, and loyalty, the study found that VR tours failed to create strong personal connections with the hotel. Guests were less convinced that VR increased transparency in business practices or encouraged them to participate in loyalty programs, highlighting the lack of emotional resonance and motivational influence in current VR offerings.

Additionally, key challenges were identified in implementing VR tours, notably the lack of engaging content. While appealing visuals are important, guests prioritized accessibility, affordability, and a seamless experience. These factors were deemed more critical than aesthetics alone, emphasizing the need for practical and user-friendly VR applications.

Finally, regarding the broader implications of adopting VR technology, the study revealed that guests may not fully recognize its strategic value. Although VR can increase interest and help hotels stand out from competitors, it was considered less impactful than more immediate and tangible factors such as cleanliness, comfort, and service. Overall, the findings suggest that while VR has potential, its current implementation falls short in building trust, fostering emotional connection, and influencing booking behavior. Enhancing content quality, improving user experience, and educating guests on the benefits of VR could help bridge these gaps..

6.1. Recommendation

Based on the conclusions of the study, the following recommendations are hereby offered.

To successfully integrate virtual reality (VR) tours into hotel marketing strategies, hotels must adopt a comprehensive and strategic approach. First, it is essential to develop high-resolution, professionally edited visuals—both images and videos—that capture the essence of the property. These should include smooth transitions and a compelling storyline to immerse potential guests, with synchronized audio effects for a multisensory impact. Incorporating real guest reviews within the VR experience adds social proof and builds trust, creating a powerful and engaging marketing tool that attracts and retains customers.

Equally important is the regular updating of VR content to reflect any changes in the property, such as renovations, new amenities, or seasonal themes. Partnering with professional producers ensures that the virtual experiences remain fresh, high-quality, and well-branded. Integrating VR into the hotel's booking platform allows potential guests to virtually explore rooms, amenities, and services before making a reservation. Making the content mobile-friendly and compatible with VR headsets enhances accessibility and usability.

To encourage customer interaction, hotels should link VR tours with promotions and loyalty programs. For example, guests can receive instant rewards—such as discounts or complimentary services—after completing a VR tour. Gamifying the experience by allowing users to earn points or rewards during the virtual visit adds another layer of engagement. Tailoring these incentives based on guest preferences ensures a more personalized and relevant experience.

Ensuring the reliability of VR platforms is also critical. Hotels should use stable, affordable technology and seek feedback to refine the experience. Promoting VR content through various channels—such as websites, social media, and newsletters—can attract guests looking for immersive and informative previews, especially during off-hours.

Staff training is another key aspect of successful VR integration. Employees should be well-versed in the setup, operation, and marketing of VR tools. This includes assisting guests, troubleshooting issues, and incorporating VR experiences into customer interactions and sales efforts. VR can also be used for corporate and event planning presentations, further expanding its utility.

Lastly, effective implementation requires identifying key guest segments and tailoring VR content accordingly. For example, younger, tech-savvy travelers may prefer immersive, interactive tours, while older guests might appreciate simpler, more straightforward experiences. Access should be available across devices, and the content should highlight features relevant to different audience needs—such as family amenities or business facilities. Collecting and responding to user feedback ensures continuous improvement and helps integrate VR into a broader, results-driven marketing strategy. Ultimately, VR tours offer a dynamic, immersive, and personalized way to boost customer satisfaction, trust, and booking conversions.

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