



البحث السادس - مشترك

عنوان البحث

**The effect of immersive technologies on tourist satisfaction and loyalty: the mediating role of customer engagement and customer perceived value.**

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**Abstract**

**Purpose:** This research paper aims to investigate the predictors and outcomes of immersive technology adoption in tourism. **Design, methodology, and approach:** PLS-SEM is used for data collected from tourists visiting the UAE and Egypt to examine predictors and consequences of adoption. **Findings:** It is revealed that perceived ease of use, enjoyment, immersion, usefulness, and attitude towards technology predict immersive technology adoption. It is also revealed that the adoption affects tourists' perceived value and engagement, which, in turn, affects tourists' satisfaction and loyalty. **Originality/value:** The study has integrated a research model that combines both the antecedents and consequences of immersive technology adoption. Few empirical investigations were revealed to draw conclusions in this research area. Also, missing relationships have been included and tested in the research model.

**Keywords:** Immersive technology adoption, Perceived value, Perceived engagement, Tourist satisfaction and loyalty.