

UNLOCKING THE POTENTIAL OF VIRTUAL REALITY TOURISM FOR PSYCHOLOGICAL WELLBEING AND SUSTAINABLE BEHAVIOURAL INTENTIONS

Minh Nhan

This research aims to explore the psychological wellbeing derived from VR tourism experiences and investigate how the sense of wellbeing manifests from VR tourism and consequently influence intention to adopt responsible and preservation behaviours at natural heritages. This research will take a mixed-method approach, leveraging physiological measures in tandem with self-report methods of interviews and surveys. This research will contribute in several ways. Theoretically, this research will provide a comprehensive understanding of both hedonic and eudaimonic wellbeing resulting from engaging in virtual nature-based tourism experiences, and the intention to practice sustainable behaviours. Methodologically, this research expects to contribute a novel application of physiological measures in VR tourism research to assess virtual tourist experiences, wellbeing, and sustainable behavioural intentions. Practically, this research will inform destination management organisations (DMOs) to develop virtual tourism experiences to cater wellbeing needs of tourists and motivate sustainable behaviours at natural heritages.

Supervisors: Associate Professor Anna Kralj and Professor Brent Moyle

Email: minh.nhan@griffithuni.edu.au