How virtual hospitality of tourist destinations shapes tourists' online experience

DEVNATH Ashesh
PhD Student
Université Jean Moulin Lyon 3, Magellan Research Laboratory, Lyon, France
ashesh.devnath@univ-lyon3.fr

BATAOUI Soffien
Full Professor
Université Jean Moulin Lyon 3, Magellan Research Laboratory, Lyon, France
soffien.bataoui@univ-lyon3.fr

Abstract: This research examines virtual hospitality of tourist destinations and its effects on tourists' online browsing experience and subsequent behavioral intentions. Using a between-subjects experiment (N = 100), manipulating the degree of hospitality of a destination website, we assess how virtual hospitality influences tourists' behavioral intentions through destination image, perceived novelty, and cognitive absorption, key consequences of online engagement. The findings extend hospitality theory to digital tourism and provides a framework to integrate hospitality dimensions into destination website design.

Keywords: Virtual hospitality, destination website, destination image, cognitive absorption, travel intention.

Introduction

In an era marked by digital transformation, tourism has undergone a profound shift in how destinations are marketed and experienced (Law et al., 2014). Hospitality, traditionally understood as a moral and social practice (Brotherton, 2001), is central to tourism, which creates lasting impressions on the tourists' minds (Lugosi, 2021). Once limited to face-to-face encounters, tourism interactions increasingly unfold online, as travelers explore destinations through websites, mobile applications, and immersive technologies before physically arriving (Zheng et al., 2022; Zhou et al., 2020). With the rise of Virtual Reality (VR), Artificial Intelligence (AI), and social media, tourists increasingly expect a continuity of hospitality between online and offline experiences (Huang et al., 2022; Kim et al., 2020). While physical hospitality has been theorized extensively (King, 1995; Lashley & Morrison, 2001), its transposition to digital environments remains an emerging area of research.

Recent efforts by Bataoui (2017, 2022) and Mani (2012) have defined and operationalized virtual hospitality, hospitality transposed to a digital environment, highlighting how websites can act as hosts. Yet, surprisingly, the concept of virtual hospitality has received limited attention in the digital tourism sector, despite the centrality of hospitality to the field (Chau & Yan, 2021). This gap is especially critical because destination websites are not only gateways to information but also experiential spaces (Pallud & Straub, 2014) that can influence perceptions and behavioral intentions long before physical arrival (Chung et al., 2015).

This study addresses the gap by exploring the question: *"How do destination websites demonstrate virtual hospitality, and through which cognitive and affective pathways does it shape tourist behaviors?"* After presenting a literature review on the concept of hospitality and its evolution into virtual hospitality, this article introduces an experimental study designed to examine its impact on tourist behavior. The research design, including the operationalization of virtual hospitality on destination websites, will be detailed, followed by the presentation and discussion of results. These findings will highlight how different levels of virtual hospitality influence key evaluative perceptions and immersive experiences, and how these, in turn, shape tourist behavior.

When the website becomes the host: the evolution of hospitality

Historically, hospitality was closely linked with the concept of the "home," which carried the feelings of comfort, security, and refined cultural tastes (Lynch, 2001). Hospitality ties communities together through tangible (food, accommodation) and intangible qualities (warmth, generosity) (Brotherton, 2001; Lynch et al., 2007). King (1995) claims that the intangible elements will lose their grounding without the support of the physical aspects, and vice versa. This interdependency is the foundation of many theoretical debates on what it truly means to be hospitable.

Traditional hospitality is usually considered a form of ethical reciprocity, where the host's actions create a lasting impression on the guest's mind that encourages future mutual exchanges (Lashley & Morrison, 2001). The host-guest relationship, rooted in reciprocity and mutual trust, is central to this discourse (King, 1995). Digital transformation is now redefining these interactions. Research on the CASA paradigm (Computers Are Social Actors) shows that users often respond to computers as if they were social beings, displaying behaviors such as politeness and trust (Nass et al., 1999). Similarly, para-social presence, created through personalized language, images, or conversational cues, can foster psychological bonding with websites (Kumar & Benbasat, 2002). This connection is vital for transposing hospitality concepts into online platforms which leads to the idea of *virtual hospitality*, the provision of traditional hospitality concepts through digital platforms (Bataoui, 2022; Mani, 2012).

Early conceptual work proposed hospitality as a metaphor for information systems (Ciborra, 2002). Piccoli et al. (2004) described this notion as a supplementary service that makes customers feel welcomed and valued in an online setting. Bataoui (2022) further advanced the concept by arguing that websites *"become more human"* by integrating hospitality concepts into their design and service delivery. Virtual hospitality suggests that website design elements can indeed promote a sense of hospitality, similar to human connections we can have in a host's house, for example. From this standpoint, we propose four interrelated dimensions that capture how hospitality can be mobilized in virtual spaces:

Spatiality is about connecting the bridge between the external and internal world and welcoming the guest into the host's space (Barnett, 2005). In traditional settings, navigating a physical space is inevitable. In virtual hospitality, the home page of a website serves a similar function; it acts as the doorway where the visitor transitions from an external environment into a digital space (Bataoui, 2022). To impose the feelings of comfort that can be experienced in a physical space, a digital space must offer a good navigation system (Piccoli et al., 2004).

Sociality captures the convivial, relationship-building dimension of hospitality that makes a place more alive, in favor of exchange and conversation (Montandon, 2004). Wang et al. (2007) found that using social cues on retail websites raised feelings of socialness, which led to favorable consumer responses to the sites. By including community spaces, real-time interaction tools, and personalized greetings, websites can demonstrate sociality (Wakefield et al., 2011).

Reciprocity has been a foundation of hospitality since the beginning of time, where it was implied as a mutual exchange between the host and the guest (Lashley & Morrison, 2001; Lynch et al., 2007). Hosts provided shelter, food, and protection, while guests reciprocated through respectful behaviors (Brotherton, 2001). Websites can offer comprehensive information that helps users in decision-making (Chung et al., 2015; Horng & Tsai, 2010), and this information exchange creates the notion of reciprocity by valuing user input and providing relevant content (Moghavvemi et al., 2017; Yousaf & Xiucheng, 2018).

Recreation further enriches the hospitality experience by creating delightful and engaging moments. Although it has not received much attention in the hospitality literature (Lugosi, 2008), it remains an important dimension that generates memorable experiences (Palmer, 1992; Telfer, 2001). A website transforms into a vibrant, interactive space by incorporating multimedia content, gamification, virtual tours (Kieanwatana & Vongvit, 2024; Kim et al., 2020), and narrative storytelling (Pallud & Straub, 2014) to demonstrate a sense of playful engagement.

This framing provides the basis for examining virtual hospitality in the context of tourist destinations, a domain where, surprisingly, the concept has not yet been applied.

Virtual hospitality of tourist destinations

Tourism is fundamentally about welcoming outsiders into new places, and destination websites now play a pivotal role in this process. Virtual hospitality (VH) provides a useful lens to understand these effects, as it operates through both evaluative perceptions and immersive experiences (Del Bosque & Martín, 2008). In this study, we focus on three key psychological consequences of online experience:

Destination Image (DI) represents the mental impressions tourists form about a place (Crompton, 1979; Chen & Tsai, 2007). Typically, websites emphasize functional information, but hospitable cues, such as warm language, rich visuals, and personalized narratives, may

strengthen the vividness and positivity of this image (Jeong et al., 2012; Kieanwatana & Vongvit, 2024).

H1: A high level of VH (vs. a low level) will positively influence DI.

Perceived Novelty (PN) reflects how unique or unexpected a destination feels (Blomstervik & Olsen, 2022; Lee & Crompton, 1992). Most websites prioritize standard information delivery, meaning that hospitable features, such as personalized greetings, interactive storytelling, or immersive VR tours, stand out as distinctive. Such features can trigger stronger curiosity and memorability (Kim & Kim, 2015; Zhang et al., 2021).

H2: A high level of VH (vs. a low level) will positively influence PN.

Cognitive Absorption (CA) refers to deep engagement and flow (Agarwal & Karahanna, 2000). By integrating emotional warmth, smooth navigation, and playful interactivity, hospitable websites foster immersion and sustained attention (Balakrishnan & Dwivedi, 2021; Jumaan et al., 2020). This immersion enhances user satisfaction and motivates return.

H3: A high level of VH (vs. a low level) will positively influence CA.

A vivid destination image, novel experience, and immersive engagement motivate users to return online for gathering more information and subsequently, planning the trip (Kieanwatana & Vongvit, 2024; Zheng et al., 2022).

H4: A more positive DI will increase website revisit intention (RI).

H5: Higher PN will increase RI.

H6: Higher CA will increase RI.

Beyond their direct effects, DI, PN, and CA may also act as mediators in the relationship between VH and website revisit intention. For instance, a hospitable website may increase perceived novelty, which in turn motivates users to return online. Similarly, cognitive absorption may carry the emotional weight of the experience and lead to online re-engagement.

H7: DI will mediate the relationship between VH and RI.

H8: PN will mediate the relationship between VH and RI.

H9: CA will mediate the relationship between VH and RI.

Furthermore, website revisit intention reflects continued online engagement, but it also signals planning behavior that may translate into offline travel decisions (Chung et al., 2015). Thus, it may act as a behavioral bridge between virtual hospitality and actual travel intention.

H10: Higher RI will increase travel intention (TI).

H11: RI will mediate the relationship between VH and TI.

Study protocol and findings

Data collection. The study employed a between-subjects experimental design to test the hypothesized effects of virtual hospitality (VH) on tourists' perceptions and behavioral intentions. Two versions of a fictional destination website were created, representing high vs. low VH. The manipulation was implemented across four dimensions of VH identified in the literature, whereas all other visual and structural aspects were held constant, ensuring internal validity (Appendix 1).

The experimental websites presented the Spanish village of Valverde de los Arroyos, located in the Sierra Norte of the Guadalajara region. This choice was made to ensure that participants

were unlikely to have prior familiarity with the village, thereby avoiding potential biases in their perceptions of the destination. Participants were randomly assigned to one of the two website versions and instructed to freely explore the site as though planning a real trip. After this task, they were redirected to a questionnaire that measured their perceptions (VH, DI, PN, CA) and behavioral intentions (RI, TI) using validated multi-item Likert scales (Appendix 2). Control questions ensured data quality.

Independent-samples t-tests confirmed that participants perceived the two websites differently in terms of VH. The high-VH website was evaluated as significantly more hospitable ($M = 3.689$, $SD = 0.644$) than the low-VH website ($M = 3.056$, $SD = 0.597$), $t(97.46) = -5.10$, $p < .001$, Cohen's $d = -1.02$. Furthermore, all constructs demonstrated excellent reliability (Cronbach's $\alpha > .86$, $CR > .88$). Convergent validity was confirmed with AVE values $> .50$. Full details of manipulation check and construct reliability are available in Appendix 3.

A total of 100 valid responses were collected. Demographic characteristics show a balanced gender distribution and a diverse age profile. Randomization across conditions was effective, as no significant differences were found between experimental groups on gender (χ^2 (2) = 0.163, $p = 0.922$) or age (χ^2 (4) = 6.731, $p = 0.151$) (Appendix 4).

Data analysis. Tests of the first three hypotheses (H1–H3) showed significant differences between low- and high-VH conditions on destination image, perceived novelty, and cognitive absorption, hence validating hypotheses H1 to H3. However, no significant differences were found for RI ($p = .093$) and TI ($p = .157$).

Table 1: Results of hypothesis tests (t-tests for H1–H3)

Hypothesis	Independent Variable	Dependent Variable	Mean (Low VH)	Mean (High VH)	p-value	Result
H1	Virtual Hospitality	Destination Image	3.496	4.120	< .001	Supported
H2		Perceived Novelty	2.396	3.028	0.001	Supported
H3		Cognitive Absorption	2.574	3.145	< .001	Supported

Simple linear regression analyses showed that DI ($\beta = 0.584$, $p < .001$), PN ($\beta = 0.715$, $p < .001$), and CA ($\beta = 0.749$, $p < .001$) each positively influenced RI, supporting H4–H6. RI, in turn, significantly predicted TI ($\beta = 0.774$, $p < .001$), supporting H10.

Additionally, SEM analysis revealed that PN ($\beta = 0.220$, $p = .004$) and CA ($\beta = 0.453$, $p < .001$) significantly mediated the relationship between VH and RI, supporting H8 and H9. However, DI had no mediating effect ($\beta = 0.013$, $p = .854$), rejecting H7. RI also mediated the link between VH and TI ($\beta = 0.622$, $p < .001$), supporting H11.

Table 2: Summarized results of regression and mediation analyses

Hypothesis	Path	β (Std.)	p-value	Remarks
H4	DI → RI	0.584	< .001	Supported
H5	PN → RI	0.715	< .001	Supported
H6	CA → RI	0.749	< .001	Supported
H7	VH → DI → RI	0.013	0.854	Not Supported
H8	VH → PN → RI	0.220	0.004	Supported
H9	VH → CA → RI	0.453	< .001	Supported
H10	RI → TI	0.774	< .001	Supported
H11	VH → RI → TI	0.622	< .001	Supported

Model fit indices were mixed: CFI = 0.909, SRMR = 0.077, while RMSEA = 0.250 indicated poor fit. Despite this, model validity remains acceptable due to strong path significance (details in Appendix 5).

Results. The results demonstrate that websites designed with higher levels of virtual hospitality significantly enhance destination image, perceived novelty, and cognitive absorption compared to low-VH sites. Among these mediators, cognitive absorption is the strongest predictor of website revisit intention ($\beta = 0.453$, $p < .001$), followed by perceived novelty ($\beta = 0.220$, $p = .004$).

Interestingly, while destination image was positively influenced by VH ($\beta = 0.758$, $p < .001$), it did not significantly mediate website revisit intention ($\beta = 0.013$, $p = .854$). This suggests that emotional immersion and novelty may matter more than cognitive evaluations for virtual re-engagement. Importantly, website revisit intention strongly predicted actual travel intention ($\beta = 0.774$, $p < .001$), confirming that virtual hospitality can translate into real-world travel behavior. Mediation analysis shows partial mediation in H11 (VH → TI through RI, $\beta = 0.622$, $p < .001$), indicating that website hospitality can directly and indirectly foster travel decisions.

Finally, it should be noted that even the "low VH" website was not perceived as entirely inhospitable (M = 3.056/5). This indicates that users may already expect a baseline of hospitality online, suggesting future studies should manipulate VH in more nuanced, incremental ways to determine optimal hospitality levels.

Conclusion

This study explored how destination websites can act as virtual hosts by demonstrating virtual hospitality (VH). It provides one of the first theoretical and empirical contributions to the emerging field of VH in tourism. The experimental manipulation demonstrates that when websites are designed with spatial, social, reciprocal, and recreational qualities, users perceive the destination more vividly (destination image), feel more immersed (cognitive absorption), and experience greater novelty.

Theoretical contributions. This study extends hospitality theory into the digital domain by conceptualizing and mobilizing VH through four measurable dimensions. Importantly, it differentiates VH from adjacent constructs such as usability, service quality, or information richness. Whereas these constructs focus primarily on functionality, VH captures the holistic transfer of hospitality's social and moral essence into the digital sphere. Empirical validation further shows that VH influences behavior through specific internal pathways, offering a framework to understand how digital experiences translate into real-world travel intentions.

Managerial implications. Findings also offer actionable guidance for destination marketers and website designers. For example, adding interactive storytelling or gamified features (recreation) can increase cognitive absorption, while personalized responses and engaging narratives (reciprocity, sociality) foster perceptions of novelty. Clear, intuitive layouts (spatiality) strengthen first impressions and facilitate engagement. Together, these strategies can increase the likelihood that online exploration converts into offline visits.

Limitations. Several limitations must be acknowledged. First, while the experimental design allows causal inference, the use of simulated websites may not fully capture the complexity of real browsing environments. Second, the sample size (N = 100), though diverse, may limit generalizability. Third, the "low" VH condition was not perceived as strongly inhospitable (M = 3.06/5), which may have attenuated contrasts between conditions. Finally, RMSEA in the SEM indicated weaker model fit despite significant path coefficients, suggesting potential measurement noise or model complexity.

Future research. To build on these findings, future studies could extend this work by testing the model with real destination websites to improve ecological validity and with an improved sample size. Incorporating additional constructs, such as trust, well-being, may enrich the understanding of virtual hospitality. Furthermore, measuring the optimal level of hospitality that triggers users' decision-making process could be an interesting aspect for research. Lastly, with the advancement of AI, exploring its role in portraying hospitality will uncover new horizons in the interdisciplinary field.

To conclude, this study demonstrates that hospitality can be portrayed online and it can strategically guide website design choices that bridge the gap between online exploration and real-world travel decisions.

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Annexes

Appendix 1: Experimental conditions

Dimensions	Low Virtual Hospitality	High Virtual Hospitality
Spatiality	Poor visual layout: cluttered interface, small text, no clear menu or navigation tools.	Clear, intuitive layout with user-friendly font sizes, a readable color scheme, and a top navigation bar with categorized links.
Sociality	Low quality photographs and personalized content; absence of community interaction.	Inclusion of vibrant destination images, engaging narratives, and visitor reviews or comment sections.
Reciprocity	Limited details of the destination and service; no pricing and background of the location.	Rich informational content including accommodation prices, destination overview.
Recreation	Static website lacking engaging content; no immersive or recreational elements.	Integration of interactive features such as a quiz, travel-themed game, or event calendar.

Figure 1 Experimental website with low level of VH

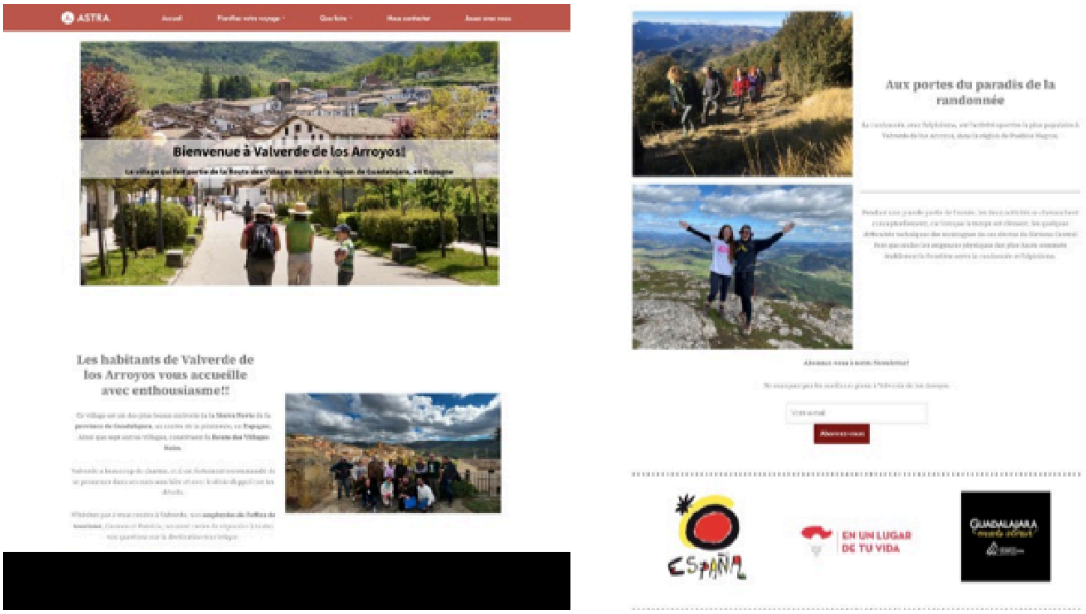

Figure 2 Experimental website with high level of VH

Appendix 2: Psychometric properties of the measurement items

Perception of virtual hospitality and its four dimensions, adapted from Bataoui (2017):

Dimensions and items	**KMO**	**λ**	**α**	**% Var. Exp.**
Spatiality	0.819		0.854	60.300
When I browse this website, I can easily find the information I need		0.756		
This website is easy to use		0.594		
This website is pleasant to use		0.815		
Navigation on this website is intuitive		0.738		
Sociality	0.788		0.882	65.621
This website allows me to discuss and exchange with other actors (tourists, visitors, locals)		0.902		
I feel that there can be real sharing in my relationship with this website		0.784		
On this website, there is a sense of closeness among the different actors (tourists, visitors, locals)		0.865		
There seems to be interactivity between different actors (tourists, visitors, locals) on this website		0.971		
Reciprocity	0.839		0.864	56.404
I have the feeling that this website is not trying to rip me off		0.674		
This website does not only aim to sell a tourism service		0.608		
The individuals who created this website seem sincere		0.656		
This website takes care of its visitors		0.785		
The people behind this website seem dedicated to the visitors		0.728		
Recreation	0.825		0..897	69.436
On this website, I have the possibility to relax		0.771		

I feel that it is possible to have fun on this website		0.981		
This website offers me entertainment		0.972		
This website is fun and entertaining		0.868		

Other constructs:

Constructs and items	**KMO**	**λ**	**α**	**% Var. Exp.**
Destination Image (adapted from Chen & Tsai, 2007)	0.871		0.863	56.510
The website presents the destination as safe, welcoming, and high in quality		0.625		
This website showcases vibrant attractions like nightlife, shopping, and entertainment		0.655		
The destination appears rich in nature and culture through the content on this website		0.803		
Based on this website, the destination seems enjoyable and appealing to visit		0.791		
The overall image created by this website is positive and trustworthy		0.817		
Perceived Novelty (adapted from Lee & Crompton, 1992)	0.858		0.901	66.191
This website offers a refreshing experience that stands out from others		1.080		
The content on this website gives me a sense of adventure and curiosity		1.026		
Navigating this website feels like a break from routine travel planning		0.950		
I often come across unexpected or surprising elements while browsing this website		0.680		
Overall, this website presents something new and different that captures my attention		0.990		
Cognitive Absorption (adapted from Agarwal & Karahanna, 2000)	0.917		0.963	76.128
Temporal Dissociation	0.876		0.946	80.002
Time appears to go by very quickly when I explore the website		0.766		
I often lose track of time while engaging with the website		0.785		
Time flies when I am immersed in the website experience		0.911		
I tend to spend more time on the website than I originally planned		1.119		
I usually spend more time on the website than I intend because it is so engaging		1.065		
Focused Immersion	0.808		0.904	67.072
During my visit to the website, I was able to easily ignore distractions (noise, etc.)		0.712		
I was totally absorbed by the content of this website		0.990		

I was deeply immersed during my visit to the website		0.950		
My attention remained focused on the website while I was browsing it		0.780		
I was fully engaged and immersed while visiting the website		1.066		
Heightened Enjoyment	0.870		0.943	80.765
I have fun interacting with the website		1.037		
Exploring the website provides me with great enjoyment		0.993		
I genuinely enjoyed my experience on this website		1.016		
I find the website consistently engaging		0.956		
Control	0.714		0.858	67.320
When navigating the website, I feel in control of my experience		0.882		
I can easily control my interaction with the website		0.913		
The website allows me to personalize how I interact with the content		0.769		
Curiosity	0.737		0.903	75.962
Interacting with the website excites my curiosity		1.130		
The features of the website make me eager to learn more about the destination		1.004		
This website sparks my imagination about the destination		1.010		
Revisit Intention (adapted from Chung et al., 2015)	0.759		0.957	88.419
I intend to return to this website the next time I plan a trip		1.095		
I will likely bookmark this website and revisit it for future travel planning		1.126		
I expect to use this website again when exploring this destination		1.209		
Travel Intention (adapted from Chung et al., 2015)	0.762		0.918	78.997
Given what I saw on this website, I intend to visit this destination in person		0.941		
I am likely to include this destination in my upcoming travel plans		0.971		
I will consider this place as my next travel destination thanks to this website		0.988		

Appendix 3: Manipulation check & construct reliability

Group Descriptives

	Group	N	Mean	SD	SE	Coefficient of variation
Virtual Hospitality	Low VH	50	3.056	0.597	0.084	0.196
	High VH	50	3.689	0.644	0.091	0.174
Destination Image	Low VH	50	3.496	0.775	0.110	0.222
	High VH	50	4.120	0.687	0.097	0.167
Perceived Novelty	Low VH	50	2.396	0.898	0.127	0.375
	High VH	50	3.028	0.991	0.140	0.327
Cognitive Absorption	Low VH	50	2.574	0.718	0.102	0.279
	High VH	50	3.145	0.871	0.123	0.277
Revisit Intention	Low VH	50	2.340	1.116	0.158	0.477
	High VH	50	2.734	1.197	0.169	0.438
Travel Intention	Low VH	50	2.746	0.999	0.141	0.364
	High VH	50	3.033	1.008	0.143	0.332

Independent Samples T-Test

						95% CI for Cohen's d	
	t	df	p	Cohen's d	SE Cohen's d	Lower	Upper
Virtual Hospitality	-5.100	97.462	< .001	-1.020	0.225	-1.435	-0.600
Destination Image	-4.260	96.596	< .001	-0.852	0.217	-1.260	-0.440
Perceived Novelty	-3.342	97.048	0.001	-0.668	0.211	-1.070	-0.264
Cognitive Absorption	-3.578	94.565	< .001	-0.716	0.212	-1.119	-0.309
Revisit Intention	-1.698	97.522	0.093	-0.340	0.203	-0.734	0.056
Travel Intention	-1.427	97.991	0.157	-0.285	0.202	-0.679	0.109

Note. Welch's t-test.

Construct Reliability and Validity

	No. of items	Cronbach's α	CR	AVE
Virtual Hospitality	17	0.931	0.940	0.486
Destination Image	5	0.863	0.885	0.666
Perceived Novelty	5	0.901	0.911	0.716
Cognitive Absorption	20	0.963	0.968	0.595
Revisit Intention	3	0.957	0.958	0.922
Travel Intention	3	0.918	0.920	0.860

Appendix 4: Demographic characteristics and randomization checks

Contingency Tables

	Virtual Hospitality Level		
Gender	Low VH	High VH	Total
Male	26	24	50
Female	23	25	48
Other / Prefer not to answer	1	1	2
Total	50	50	100

Note. Each cell displays the observed counts

Chi-Squared Tests

	Value	df	p
X^2	0.163	2	0.922
N	100		

Note. Continuity correction is available only for 2x2 tables.

Contingency Tables

	Virtual Hospitality Level		
Age	Low VH	High VH	Total
18-24	5	8	13
25-34	26	18	44
35-44	13	9	22
44-54	2	5	7

Contingency Tables

	Virtual Hospitality Level		
Age	Low VH	High VH	Total
≥ 55	4	10	14
Total	50	50	100

Note. Each cell displays the observed counts

Chi-Squared Tests

	Value	df	p
X^2	6.731	4	0.151
N	100		

Note. Continuity correction is available only for 2x2 tables.

Appendix 5: Regression and mediation analyses

Model fit

				n(Parameters)		Baseline test		
	AIC	BIC	n(Observations)	Total	Free	X^2	df	p
Model 1	880.278	911.540	100	12	12	58.100	8.000	< .001

Note. Model test is standard. Information matrix is expected. Standard errors are standard.

R-Squared

	R^2
Destination Image	0.575
Perceived Novelty	0.634
Cognitive Absorption	0.764
Revisit Intention	0.562
Travel Intention	0.588

Fit indices

Index	Value
Comparative Fit Index (CFI)	0.909
Tucker-Lewis Index (TLI)	0.830

Fit indices

Index	Value
Bentler-Bonett Non-normed Fit Index (NNFI)	0.830
Bentler-Bonett Normed Fit Index (NFI)	0.898
Parsimony Normed Fit Index (PNFI)	0.479
Bollen's Relative Fit Index (RFI)	0.808
Bollen's Incremental Fit Index (IFI)	0.910
Relative Noncentrality Index (RNI)	0.909
Root mean square error of approximation (RMSEA)	0.250
RMSEA 90% CI lower bound	0.192
RMSEA 90% CI upper bound	0.313
RMSEA p-value	6.918×10^{-8}
Standardized root mean square residual (SRMR)	0.077
Hoelter's critical N (α = .05)	27.691
Hoelter's critical N (α = .01)	35.579
Goodness of fit index (GFI)	0.970
McDonald fit index (MFI)	0.778
Expected cross validation index (ECVI)	0.821
Log-likelihood	-428.139
Number of free parameters	12.000
Akaike (AIC)	880.278
Bayesian (BIC)	911.540
Sample-size adjusted Bayesian (SSABIC)	873.641

Regression coefficients

Outcome	Predictor		Std. estimate	Std. Error	z-value	p	95% Confidence interval	
							Lower	Upper
Destination Image	Virtual Hospitality	H1	0.758	0.036	21.140	< .001	0.688	0.829
Perceived Novelty	Virtual Hospitality	H2	0.796	0.030	26.279	< .001	0.737	0.855
Cognitive Absorption	Virtual Hospitality	H3	0.874	0.019	47.070	< .001	0.838	0.910
Revisit Intention	Destination Image	H4	0.017	0.092	0.184	0.854	-0.163	0.196
	Perceived Novelty	H5	0.277	0.094	2.935	0.003	0.092	0.461
	Cognitive Absorption	H6	0.518	0.096	5.416	< .001	0.331	0.706
Travel Intention	Revisit Intention	H10	0.767	0.040	19.231	< .001	0.688	0.845

Defined parameters

Name	Std. estimate	Std. Error	z-value	p	95% Confidence interval	
					Lower	Upper
H7	0.013	0.069	0.184	0.854	-0.123	0.149
H8	0.220	0.076	2.907	0.004	0.072	0.369
H9	0.453	0.084	5.361	< .001	0.287	0.619
H11	0.622	0.053	11.754	< .001	0.519	0.726

Direct effects

			Std. estimate	Std. error	z-value	p	95% Confidence Interval	
							Lower	Upper
Virtual Hospitality	→	Revisit Intention	0.290	0.146	1.985	0.047	-0.007	0.560

Note. Estimator is ML.

Indirect effects

					Std. estimate	Std. error	z-value	p	95% Confidence Interval	
									Lower	Upper
Virtual Hospitality	→	Destination Image	→	Revisit Intention	-0.039	0.076	-0.516	0.606	-0.186	0.110
Virtual Hospitality	→	Perceived Novelty	→	Revisit Intention	0.194	0.109	1.780	0.075	-0.020	0.419
Virtual Hospitality	→	Cognitive Absorption	→	Revisit Intention	0.284	0.129	2.194	0.028	0.019	0.534

Total effects

			Std. estimate	Std. error	z-value	p	95% Confidence Interval	
							Lower	Upper
Virtual Hospitality	→	Revisit Intention	0.729	0.046	15.810	< .001	0.627	0.811

Note. Estimator is ML.

Total indirect effects

			Std. estimate	Std. error	z-value	p	95% Confidence Interval	
							Lower	Upper
Virtual Hospitality	→	Revisit Intention	0.439	0.125	3.518	< .001	0.213	0.714

Note. Estimator is ML.

Path coefficients

			Std. estimate	Std. error	z-value	p	95% Confidence Interval	
							Lower	Upper
Destination Image	→	Revisit Intention	-0.052	0.099	-0.525	0.600	-0.238	0.148
Perceived Novelty	→	Revisit Intention	0.244	0.137	1.785	0.074	-0.025	0.524
Cognitive Absorption	→	Revisit Intention	0.325	0.146	2.227	0.026	0.021	0.600
Virtual Hospitality	→	Revisit Intention	0.290	0.146	1.985	0.047	-0.007	0.560
Virtual Hospitality	→	Destination Image	0.758	0.046	16.317	< .001	0.642	0.827
Virtual Hospitality	→	Perceived Novelty	0.796	0.034	23.669	< .001	0.720	0.855
Virtual Hospitality	→	Cognitive Absorption	0.874	0.022	38.932	< .001	0.823	0.911

Path coefficients

			Std. estimate	Std. error	z-value	p	95% Confidence Interval	
							Lower	Upper

Note. Estimator is ML.

Direct effects

			Std. estimate	Std. error	z-value	p	95% Confidence Interval	
							Lower	Upper
Virtual Hospitality	→	Travel Intention	0.163	0.092	1.785	0.074	-0.020	0.345

Note. Estimator is ML.

Indirect effects

					Std. estimate	Std. error	z-value	p	95% Confidence Interval	
									Lower	Upper
Virtual Hospitality	→	Revisit Intention	→	Travel Intention	0.477	0.071	6.767	< .001	0.351	0.638

Note. Estimator is ML.

Total effects

			Std. estimate	Std. error	z-value	p	95% Confidence Interval	
							Lower	Upper
Virtual Hospitality	→	Travel Intention	0.641	0.055	11.595	< .001	0.517	0.739

Note. Estimator is ML.

Path coefficients

			Std. estimate	Std. error	z-value	p	95% Confidence Interval	
							Lower	Upper
Revisit Intention	→	Travel Intention	0.655	0.083	7.905	< .001	0.480	0.811
Virtual Hospitality	→	Travel Intention	0.163	0.092	1.785	0.074	-0.020	0.345
Virtual Hospitality	→	Revisit Intention	0.729	0.046	15.946	< .001	0.632	0.807

Note. Estimator is ML.