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Eco-friendly performance as a determining factor of the Adoption of Virtual Reality Applications in National Parks.

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RESUMEN:

The purpose of this study is to find the key factors of influence for the use and acceptance of Virtual Reality (VR) by tourists visiting National Parks in Costa Rica. The aim is to find whether tourists are willing to use VR to contribute to the eco-friendly performance of the area they visit and to determine whether they are willing to use VR in environmental tourism to protect flora and fauna. This study is quantitative and uses the theoretical Unified Theory of Acceptance and Use of Technology (UTAUT) Model and a survey as the research instrument to obtain data. Data analysis was carried out using a PLS-SEM statistical analysis. The data collection procedure consisted of 50 people being surveyed in the initial pre-test phase and later 455 tourists in the fieldwork phase with national or foreign people over the age of 18 who visit or have visited the national parks of Costa Rica. The results show that there is a positive relationship between eco-friendly performance and the intention to use VR technology, as well as the actual use of VR for the benefit of the environment. The UTAUT2 model was used to find the effect of eco-friendly performance on the intention to use VR, as well as the use of this technology during visits to tourist destinations. The originality of the work is in answering the question of how to develop sustainable tourism in Costa Rica with the use of VR devices and applications that also allow the conservation of flora and fauna.

PALABRAS CLAVE:

Sustainable economy; Environmental tourism; UTAUT2; PLS-SEM; VR; Eco-friendly performance; Virtual Reality.