

Designing memorable synchronous technology-mediated tourism experience: Insights from hosts

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Abstract

Synchronous technology-mediated tourism (STT), such as Airbnb Online Experiences, is a new type of virtual tourism, mediated by both synchronous technology (e.g., Zoom) and the host. The advent of STT has been greeted with enthusiasm; however, knowledge regarding what constitutes a memorable experience in this context remains scarce. This study seeks to explore how to create a memorable STT experience by conducting in-depth interviews with STT hosts. The findings revealed six features that determine a memorable STT experience: interactivity, personalization, socialization, sensory immersion, destination attractiveness, and uniqueness. The present study not only expands the existing literature on STT but also provides valuable insights for STT service providers to optimize and refine their offerings, thereby leading to a more memorable experience for tourists.

Subject Areas: *Hedonic Products, Service Marketing*

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