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The Role of Immersive Technology in Fostering Mindful Guest Experiences: Evidence from Five-Star Hotels in Delhi NCR

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Abstract:

Hotels are increasingly using immersive technologies to create better and more engaging guest experiences. This study looks at how immersive technology influences mindful experience and whether these experiences encourage guests to revisit hotels. Immersive tools such as digital and interactive features help guests feel more involved, relaxed, and present during their stay. The study focuses on understanding the connection between these technology-based experiences and guests' feelings and future intentions.

Based on responses from 110 hotel guests, the results show that immersive technology has a strong positive link with mindful experience ($r = 0.928$, $p < 0.01$). Guests who feel more mindful and emotionally engaged are also more likely to plan a return visit ($r = 0.715$, $p < 0.01$), and immersive technology itself is significantly associated with revisit intention ($r = 0.726$, $p < 0.01$). This suggests that meaningful and well-designed immersive experiences can improve both guest satisfaction and loyalty. Rather than focusing only on comfort and service, hotels can benefit from creating experiences that help guests feel mentally and emotionally connected.

The study highlights the growing role of immersive technology in shaping modern guest experiences. It also offers useful insights for hotel managers who wish to improve guest engagement and encourage repeat visits. Future studies can explore this topic further with larger samples and different hotel settings.

Keywords: Immersive Technology, Mindful Experience, Guest Engagement, Revisit Intention, Hospitality

1. Introduction:

The luxury hospitality industry is increasingly adopting immersive technologies such as Virtual Reality (VR), Augmented Reality (AR), and interactive digital environments to enhance guest experiences and deliver personalised services. Modern luxury travellers are no longer satisfied with traditional comfort alone; instead, they seek meaningful, mindful, and emotionally enriching experiences that promote relaxation, awareness, and overall well-being (Gretzel et al., 2015;

Tussyadiah, 2018). In response, Indian luxury hotels are integrating immersive technologies into wellness programs, experiential storytelling, and digital guest engagement platforms.

Mindful guest experiences emphasise present-moment awareness, emotional connection, and sensory engagement, which align strongly with the capabilities of immersive technologies. These tools enable hotels to create interactive and personalised environments that enhance guest involvement and satisfaction. Despite the growing importance of immersive technology in hospitality, limited research has examined its role in shaping mindful guest experiences and influencing behavioural outcomes such as satisfaction and revisit intention within the Indian luxury hotel context.

Therefore, this study aims to explore the adoption of immersive technologies, analyse their influence on mindful guest experiences, and assess their impact on satisfaction and revisit intention.

1.1 Research Objectives:

1. To examine the adoption and implementation of immersive technologies in Indian luxury hotels and evaluate guests' perceptions of these technologies.
2. To investigate the influence of immersive technologies on mindful guest experiences, with particular emphasis on guest engagement, awareness, relaxation, and emotional well-being.
3. To evaluate the impact of immersive technology-enabled mindful guest experiences on guest satisfaction and revisit intention in Indian luxury hotels.

1.2 Research Hypotheses:

H1: Immersive technology adoption has a significant influence on mindful guest experiences in Indian luxury hotels.

H2: Mindful guest experiences positively influence revisit intention in luxury hotels.

2. Literature Review:

Immersive technologies such as Virtual Reality (VR), Augmented Reality (AR), and mixed-reality systems are increasingly transforming the hospitality industry by creating interactive and personalised guest experiences. **Neuhofer, Buhalis and Ladkin (2015)** highlighted that smart, technology-enabled services can significantly enhance personalised guest experiences and engagement in the hospitality domain. Similarly, **Gretzel et al. (2015)** explained that smart tourism technologies contribute to innovative and interactive hospitality environments.

Research by **Tussyadiah et al. (2018)** demonstrated that immersive technologies enhance perceived presence and emotional connection, which positively influence visitor attitudes and behavioural intentions. Supporting this, **Beck, Rainoldi and Egger (2019)** found that AR and VR applications improve service interaction and guest satisfaction in hospitality settings. Furthermore, **Flavián, Ibáñez-Sánchez and Orús (2019)** emphasised that immersive digital environments enhance sensory engagement and create memorable experiences.

The growing interest in mindful tourism experiences has encouraged hotels to adopt

technologies that support relaxation, awareness, and emotional well-being. **Voigt, Brown and Howat (2011)** identified wellness and mindfulness as key drivers of modern luxury travel. Similarly, **Brown and Ryan (2003)** explained that mindfulness enhances emotional regulation and present-moment awareness, which are essential components of meaningful guest experiences.

Studies have also shown that immersive technologies influence engagement and experiential involvement. **Pine and Gilmore (1999)** introduced the Experience Economy theory, highlighting the importance of interactive and memorable experiences in service industries. **Yung and Khoo-Lattimore (2019)** further argued that immersive technologies increase visitor participation and perceived authenticity. Additionally, **Bogicevic et al. (2019)** found that technology adoption in hotels positively affects customer perceptions and service innovation.

Technology-driven experiences also contribute to behavioural outcomes such as satisfaction and revisit intention. **Rodrigues et al. (2019)** reported that immersive experiences increase emotional attachment to destinations. Likewise, **Israel et al. (2019)** observed that VR marketing tools influence booking decisions and guest expectations. **Wei (2019)** further highlighted the role of immersive technologies in shaping tourist decision-making processes.

Digital transformation in hospitality has been widely explored by **Buhalis and Law (2008)**, who noted that information and communication technologies are central to service innovation. **Zeng et al. (2020)** also demonstrated that digital engagement tools improve guest interaction and satisfaction. In addition, **Tyagi et al. (2023)** emphasised the growing role of immersive marketing strategies in hospitality promotion.

From a psychological perspective, **Ryan and Deci (2000)** explained that experiences supporting autonomy and well-being enhance satisfaction and loyalty. **Other studies have similarly observed that virtual tourism experiences can increase emotional involvement and perceived enjoyment. Moreover, Bayang et al. (2022)** identified experiential quality as a key predictor of revisit intention.

Despite growing research on immersive technologies and experiential hospitality, limited studies specifically explore the integration of immersive technology with mindful guest experiences in Indian luxury hotels. Therefore, this study aims to fill this research gap by examining technology adoption, mindful engagement outcomes, and their influence on satisfaction and revisit intention.

3. Research Methodology:

This study adopted a quantitative descriptive research design to examine the relationship between the research variables. Primary data were collected through a structured questionnaire distributed via Google Forms. A total of 110 valid responses were obtained using a convenience sampling technique. The collected data were coded and analysed using SPSS software (Pallant, 2020). Descriptive statistics and frequency analysis were used to present the demographic profile of

respondents, while correlation analysis was conducted to examine relationships among the study variables. Participation was voluntary, and respondents' confidentiality was maintained throughout the research process.

4.Data Analysis:

4.1 Age of the Respondents:

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21–30	78	70.9	70.9	70.9
	31–40	7	6.4	6.4	77.3
	41–50	21	19.1	19.1	96.4
	51 and above	4	3.6	3.6	100.0
	Total	110	100.0	100.0	

Table1: Age Group of the respondents.

The age distribution of the respondents reveals that the majority of the sample comprised individuals in the 21–30 years age group, accounting for 70.9% of the total ($n = 78$), indicating that the study predominantly captured the perspectives of young adults. This was followed by respondents in the 41–50 years age bracket, who constituted 19.1% of the sample ($n = 21$). A smaller proportion of participants, 6.4% ($n = 7$), belonged to the 31–40 years age group. The least represented category was respondents aged 51 and above, forming only 3.6% of the total sample ($n = 4$). The total valid responses recorded were 110, with no missing values reported. Overall, the age profile of the respondents suggests a younger demographic dominance in the study population.

4.2 Gender of the Respondents:

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	53	48.2	48.2	48.2
	Female	57	51.8	51.8	100.0
	Total	110	100.0	100.0	

Table 2: Gender of the respondents.

The gender distribution showed 57 females (51.8%) and 53 males (48.2%), indicating nearly equal representation of both genders and reducing potential gender bias in responses.

4.3 Education of the Respondents

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	58	52.7	52.7	52.7
	Postgraduate	45	40.9	40.9	93.6
	Doctorate	3	2.7	2.7	96.4
	Other	4	3.6	3.6	100.0
	Total	110	100.0	100.0	

Table 3: Education level of the respondents

The educational qualifications of the respondents were distributed across four categories. The largest proportion of participants were Graduates, comprising 52.7% of the total sample ($n = 58$), indicating that more than half of the respondents held an undergraduate degree. Postgraduate degree holders formed the second largest group, constituting 40.9% of the sample ($n = 45$), reflecting a considerable representation of higher-educated individuals in the study. Respondents falling under the Other educational category accounted for 3.6% ($n = 4$), while Doctorate holders were the least represented, forming only 2.7% of the total sample ($n = 3$). The cumulative valid responses totalled 110, with no missing data observed. The educational profile of the respondents suggests that the sample was largely composed of individuals with formal higher education, which lends credibility to the quality of responses obtained for the study.

4.4 Income level of the Respondents:

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 30,000	11	10.0	10.0	10.0
	30,000 – 60,000	23	20.9	20.9	30.9
	60,000– 1,00,000	38	34.5	34.5	65.5
	1,00,000 – 2,00,000	18	16.4	16.4	81.8
	Prefer not to say	20	18.2	18.2	100.0
	Total	110	100.0	100.0	

Table 4 : Income level of the Respondents

The frequency distribution of respondents based on their monthly income reveals a diverse economic profile within the sample. The highest proportion of participants reported a monthly income

in the range of ₹60,000 – ₹1,00,000, accounting for 34.5% of the total sample (n = 38), suggesting that a significant segment of respondents belonged to the upper-middle income bracket. This was followed by those earning between ₹30,000 – ₹60,000, constituting 20.9% of the sample (n = 23). A notable 18.2% of respondents (n = 20) chose to **not disclose their income**. Respondents with a monthly income between ₹1,00,000 – ₹2,00,000 formed 16.4% of the sample (n = 18), while those earning **below ₹30,000** were the least represented, comprising 10.0% of respondents (n = 11).

4.5 : Purpose of the Visit to the Hotels:

Purpose					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leisure	65	59.1	59.1	59.1
	Business	17	15.5	15.5	74.5
	Other	28	25.5	25.5	100.0
	Total	110	100.0	100.0	

Table 5 : Purpose of visit in the hotel

The distribution of respondents based on their purpose of visit indicates that leisure travel was the predominant motivation among the sample population. The majority of respondents, constituting 59.1% (n = 65), visited for Leisure purposes, suggesting that the study largely captured the experiences and perceptions of recreational travellers. Other purposes of visit accounted for the second largest share, comprising 25.5% of the total sample (n = 28), which may include purposes such as family visits, medical tourism, pilgrimage, or educational trips. Respondents travelling for Business purposes formed the smallest category, representing 15.5% of the sample (n = 17).

4.6 Frequency of visit in a year.

Frequency					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First time	61	55.5	55.5	55.5
	Occasionally (1–2 times a year)	11	10.0	10.0	65.5
	Frequently (3–5 times a year)	16	14.5	14.5	80.0
	Very frequently (More than 5 times a year)	22	20.0	20.0	100.0
	Total	110	100.0	100.0	

Table 6: Frequency of visit of the respondents in a year.

The majority of respondents, accounting for 55.5% of the total sample ($n = 61$), were **first-time visitors**, indicating that a significant portion of the guest base comprised new customers experiencing the property for the first time. **Very frequent visitors**, defined as those visiting more than five times a year, formed the second largest group, constituting 20.0% of the sample ($n = 22$), reflecting a loyal and returning segment of guests. Respondents who visited **frequently**, that is, between three to five times a year, represented 14.5% of the sample ($n = 16$), while those who visited **occasionally**, comprising one to two visits per year, were the least represented among repeat visitors, accounting for 10.0% ($n = 11$).

Table 7 : Summary of Reliability Statistics

S.No.	Construct	No.of Items	Cronbach's Alpha (α)	Interpretation
1	Immersive Technology	6	0.894	Good
2	Mindful Experience	3	0.838	Good
3	Revisit Intention	1	—	Single Item ^a
	Overall Scale	10	—	—

Source: Primary Data, SPSS Output (2026)

^a Single-item construct; reliability analysis not applicable.

As presented in Table 7, the Cronbach's Alpha value for Immersive Technology was 0.894, indicating good reliability, while Mindful Experience recorded a Cronbach's Alpha of 0.838, also reflecting good internal consistency. Both values comfortably exceed the minimum threshold of 0.70 recommended by Nunnally (1978) and Hair et al. (2010), confirming that the multi-item scales demonstrate satisfactory reliability. Revisit Intention was operationalised as a single-item measure and was therefore not subjected to reliability analysis, which is consistent with established practice in behavioural research (Bergkvist & Rossiter, 2007; Wanous, Reichers, & Hudy, 1997).

5. Data Analysis:

To examine the relationships among the study constructs, Pearson's product-moment correlation analysis was conducted using IBM SPSS Statistics. The analysis was performed between three key variables: Immersive Technology, Mindful Experience, and Revisit Intentions ($n = 110$). A two-tailed test of significance was applied, and correlations significant at the 0.01 level were flagged accordingly.

Table 8: Summary of Correlation Results

Relationship	r Value	p Value	Strength	Direction
Immersive Technology ↔ Mindful Experience	0.928	0.000	Very Strong	Positive
Mindful Experience ↔ Revisit Intentions	0.715	0.000	Strong	Positive
Immersive Technology ↔ Revisit Intentions	0.726	0.000	Strong	Positive

Source: Primary Data, SPSS Output (2026)

5.1 Correlation between Immersive Technology and Mindful Experience:

The Pearson's correlation analysis between Immersive Technology and Mindful Experience revealed a statistically significant and very strong positive correlation ($r = 0.928$, $p < 0.01$, $n = 110$). This indicates that as the level of immersive technology experience increases, the degree of mindful experience among respondents also increases substantially. The exceptionally high correlation coefficient suggests a robust and meaningful association between these two constructs, implying that immersive technological environments are closely associated with present-moment awareness and attentiveness among guests, which is a key dimension of mindful experience. As this is a correlational finding, the direction of this relationship cannot be confirmed without further experimental or longitudinal evidence.

5.2 Correlation between Mindful Experience and Revisit Intentions:

The correlation analysis between Mindful Experience and Revisit Intentions yielded a statistically significant strong positive correlation ($r = 0.715$, $p < 0.01$, $n = 110$). This finding suggests that respondents who reported higher levels of mindful experience demonstrated a greater intention to revisit the property. The result highlights the important role of mindfulness in shaping guest behavioural intentions, indicating that when guests feel more present, engaged, and aware during their stay, they are more likely to express a desire to return.

5.3 Correlation between Immersive Technology and Revisit Intentions:

The relationship between Immersive Technology and Revisit Intentions was also found to be statistically significant, with a strong positive correlation ($r = 0.726$, $p < 0.01$, $n = 110$). This finding implies that immersive technological experiences positively influence guests' revisit intentions, underscoring the strategic importance of technology integration in hospitality settings. Guests who experienced higher levels of immersive technology were significantly more inclined to revisit the

property, suggesting that technology-driven experiences are associated with guest loyalty and retention.

5.4 Pearson Correlation Matrix:

Table 9 presents the complete Pearson correlation matrix for all three study constructs.

Table 9: Pearson Correlation Matrix

Variable	1. Immersive Technology	2. Mindful Experience	3. Revisit Intentions
1. Immersive Technology	1		
2. Mindful Experience	.928**	1	
3. Revisit Intentions	.726**	.715**	1

Note: ** Correlation is significant at the 0.01 level (2-tailed). $N = 110$

Source: Primary Data, SPSS Output

5.5 Overall Summary of Correlation Findings:

The findings from the Pearson correlation analysis reveal that all inter-construct correlations were positive and statistically significant at the 0.01 level (two-tailed). The strongest association was observed between Immersive Technology and Mindful Experience ($r = 0.928$), followed by Immersive Technology and Revisit Intentions ($r = 0.726$), and Mindful Experience and Revisit Intentions ($r = 0.715$). These results provide strong preliminary evidence in support of the proposed relationships among the study variables and confirm the conceptual linkages outlined in the theoretical framework. The significant correlations across all three constructs justify proceeding with further inferential analysis, including regression analysis, to establish the predictive relationships among the variables. In terms of the hypotheses proposed in Section 1.2, these results provide support for H1 (Immersive technology adoption is significantly associated with mindful guest experiences) and H2 (Mindful guest experiences are positively associated with revisit intention).

6. Results:

The results of the study indicate strong and positive relationships among immersive technology, mindful guest experience, and revisit intention. Immersive technology shows a very high association with mindful experience, suggesting that technology-enabled features are associated with guests feeling more present, engaged, and emotionally connected during their stay. Both immersive technology and mindful experience are positively related to revisit intention, indicating that guests who enjoy meaningful and engaging experiences are more likely to consider returning to the hotel. The correlations are statistically significant, confirming that these relationships are not due to chance. Overall, the findings highlight the important role of immersive technology in shaping mindful guest

experiences and influencing positive behavioural intentions.

7. Conclusion:

The findings suggest that immersive technologies are associated with guests feeling more present and engaged during their hotel stay. When guests have mindful and meaningful experiences, they are more likely to return. Overall, the study highlights the importance of using immersive technology to enhance guest experience and encourage repeat visits.

8. Limitations of the Study:

The study was conducted with a limited sample size of 110 respondents, which may restrict wider generalisation. The use of convenience sampling further limits the extent to which the findings can be generalised to the broader population of luxury hotel guests in India. The research focuses on a specific context, and results may differ across regions or hotel categories. In addition, the cross-sectional, correlational design means that causality and the direction of the relationships among the constructs cannot be established; all variables were also measured through a single self-report survey administered at one point in time, which raises the possibility of common method bias. Revisit Intention was measured using a single item, which, despite support in prior literature, offers a less nuanced assessment than a multi-item scale. Future studies can use a larger, more representative sample, a longitudinal or experimental design, and multi-item measures for all constructs to address these limitations and explore additional factors influencing guest behaviour.

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