

# **Exploring Tourist Behavior Intention in Virtual Reality Mosque Tourism Using an Extended Stimulus-Organism-Response Model**

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Virtual Reality is being developed as a part of smart tourism to provide information about destinations and attractions while showing its potential to become a new tourism service. Although virtual reality (VR) is an emerging technology in tourism, there are a few researches had been conducted on what factors make tourist destinations presented by VR. To address this gap in the literature, this study is prepared to identify the influence of Mosque Virtual Reality authentic experience on cognitive and affective responses towards generations z behavioral Intention. This study will use a quantitative research design and a cross-sectional study as the research approaches. This study will use a primary source where the information and data will obtain directly from the questionnaire distributed to 384 centennial generation that had experience using Virtual Reality in Mosque Tourism. It is hope that this study is able to help the Islamic Tourism Centre to acknowledge on the use of Virtual Tourism as one of new strategies to market Mosque Tourism product in Malaysia. It will indirectly give opportunities for ITC cater to the needs of centennials Muslim tourists all around the world.

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