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# 7 Experiences Summit 2023 of the Experience Research Society

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School of Hospitality and Tourism, Auckland University of Technology,  
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# A Systematic Review of Empirical Research of Telepresence Experience

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## Abstract

The purpose of this study is to provide a systematic review of empirical studies on customers' telepresence experience across various fields within the time period from 1992 to 2023. This discusses the process through which literature has been generated and undergone adaptation throughout its historical development. Subsequently, an assessment was conducted to determine the prospective research significance of telepresence within the contexts of hospitality and tourism, in relation to its comparative standing in other sectors. This paper offers an evaluation that examines the application of telepresence in the hospitality and tourism industries. It not only provides valuable insights but also puts forth suggestions for future research endeavors in this field.

## Keywords

Systematic review, telepresence experience, hospitality and tourism, technological application.

## Introduction

Telepresence can affect consumers' perceptions of, and attitudes towards the advertised product (Klein, 2003). As a result a user who experiences telepresence in a computer-mediated environment feels physically presence (Akin et al., 1983) although in a remote but natural environment (Draper et al., 2008). The effectiveness of the human-machine interface is frequently cited as a factor in determining the quality of an experience. The primary point of telepresence, is to offer information in a way that meets the needs and abilities of the human user; but not to replicate the physical form of the computer-mediated environment (Draper et al., 2008).

According to Klein (2003), telepresence was found to have a significant and advantageous effect on persuasion at both the attribute and product levels, and after achieving telepresence, it was relatively easy to influence consumer beliefs and behaviours. Besides, the influence of telepresence is primarily cognitive (Chen & Yao, 2022) which is one of the psychological approaches to telepresence (Draper et al., 2008). Therefore, Surovaya et al. (2020) suggest that to create the best virtual rooms and service experiences, hotels using VR as a marketing tool should be aware of which telepresence dimensions most affect consumer arousal and responses, and Ying et al. (2022) mention that telepresence was found to have a positive impact on revisiting intention through entertainment, education, and aesthetics. In other words, travellers' intentions to revisit a destination showcased in VR advertisements can be encouraged by increased telepresence (Ying et al., 2022).

With a review question : 'What is known about the telepresence to human experiences?', the purpose of this study is to provide a systematic review of empirical research on telepresence experience across various fields within the time period from 1992 to 2023. This study discusses the process through which literature has been generated and undergone adaptation throughout its historical development. Subsequently, the assessment of the practical research procedure, the impact of telepresence contributes to enhancing the theoretical understanding of telepresence's role in user psychology, and carries important implications for technology managers seeking to engage users. Furthermore, it explicitly highlights the remarkable opportunities within the hospitality and tourism sector in contrast to other industries.

## Design/Methodology/Approach

The systematic review methodology was employed as a rigorous search approach to present an updated overview of the existing literature on the telepresence experience.

The search results were evaluated based on the inclusion and exclusion criteria. To ensure the suitability of publications for inclusion in the study, they had to meet the following requirements: To be the telepresence-focused empirical research;

1. To be the telepresence-focused empirical research;
2. To have been disseminated as a journal article or a conference paper;
3. To be written in English.

After manually checking titles and removing duplicates. Next, the abstracts were then checked, based on the exclusion criteria, a comprehensive selection of 87 studies was made for the purpose of this review, with 13 of these studies conducted in the hospitality and tourism context.

## Findings

The findings indicate an increasing prevalence of telepresence empirical studies throughout the duration of history. This study reviews the various research themes, theories, and research in prior scholarly investigations to shed light on the telepresence- based users' experiences. The cross-tabulation analyses provided insightful findings for study in the hospitality and tourism industry, particularly when compared to other sectors.

## Research limitation/implications

This study contributes significantly to the existing literature by offering a comprehensive understanding of the effects of telepresence in academic domains. The research findings will contribute implications of telepresence-based human experience for future researchers and practitioners.

## Originality/value

This is the first review to comprehensively and meticulously analyze the applications of telepresence to academic research. The findings of this study provide an exhaustive review of the telepresence literature over time, thereby demonstrating the topic's relevance to the hospitality and tourism industry. In addition, it highlights the research gaps that need further investigation. In addition, suggestions to help practitioners implement telepresence are discussed.

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