

Supplementary Material A. Individual characteristics of tourism managers.

| Participant | Gender | Age | Level of education | Experience (years) | Type of structure | Function | Familiarity with immersive technologies |
|--------------------|---------------|------------|------------------------------|---------------------------|--------------------------|-------------------|--|
| G1 | Man | 29 | Bachelor's degree (Bac+3) | 4 | Hotel | Marketing | Average |
| G2 | Women | 35 | Master's degree (Bac+5) | 12 | Agency | Administrator | High |
| G3 | Man | 42 | Master's degree (Bac+5) | 20 | Museum | Cultural Officer | High |
| G4 | Women | 28 | Bac+2 | 3 | Hotel | Marketing | Weak |
| G5 | Man | 50 | Master's degree (Bac+5) | 25 | Association | Administrator | Average |
| G6 | Women | 37 | Bachelor's degree (Bac+3) | 10 | Hotel | Marketing Manager | High |
| G7 | Man | 31 | Bac+2 | 5 | Museum | Responsible | Average |
| G8 | Women | 44 | Master's degree (Bac+5) | 18 | Agency | Administrator | High |
| G9 | Man | 38 | Master's degree (Bac+5) | 15 | Hotel | Marketing Manager | Average |
| G10 | Women | 26 | Bachelor's degree (Bac+3) | 2 | Association | Project Manager | Weak |
| G11 | Man | 33 | Bachelor's degree (Bac+3) | 7 | Museum | Cultural Officer | Average |
| G12 | Women | 41 | Master's degree (Bac+5) | 20 | Hotel | Responsible | High |
| G13 | Man | 29 | Bac+2 | 4 | Agency | Administrator | Average |
| G14 | Women | 36 | Bachelor's degree (Bac+3) | 11 | Association | Project Manager | High |
| G15 | Man | 45 | Master's degree (Bac+5) | 22 | Hotel | Marketing Manager | High |
| G16 | Women | 32 | Bachelor's degree (Bac+3) | 6 | Museum | Responsible | Average |
| G17 | Man | 39 | Master's degree (Bac+5) | 17 | Agency | Administrator | High |
| G18 | Women | 30 | Bac+2 | 5 | Hotel | Marketing | Average |
| G19 | Man | 47 | Master's degree (Bac+5) | 24 | Association | Administrator | High |
| G20 | Women | 34 | Bachelor's degree (Bac+3) | 9 | Museum | Cultural Officer | Average |
| G21 | Man | 28 | Bac+2 | 3 | Hotel | Marketing | Weak |

| | | | | | | | |
|-----|-------|----|------------------------------|----|-------------|-------------------|---------|
| G22 | Women | 40 | Master's degree (Bac+5) | 18 | Agency | Administrator | High |
| G23 | Man | 36 | Master's degree (Bac+5) | 14 | Hotel | Marketing Manager | High |
| G24 | Women | 33 | Bachelor's degree (Bac+3) | 8 | Association | Project Manager | Average |
| G25 | Man | 41 | Master's degree (Bac+5) | 19 | Museum | Responsible | High |
| G26 | Women | 29 | Bac+2 | 4 | Hotel | Marketing | Average |
| G27 | Man | 35 | Bachelor's degree (Bac+3) | 11 | Agency | Administrator | High |
| G28 | Women | 38 | Master's degree (Bac+5) | 16 | Association | Project Manager | High |
| G29 | Man | 30 | Bachelor's degree (Bac+3) | 5 | Museum | Cultural Officer | Average |
| G30 | Women | 42 | Master's degree (Bac+5) | 21 | Hotel | Marketing Manager | High |
| G31 | Man | 34 | Bachelor's degree (Bac+3) | 9 | Agency | Administrator | Average |

Supplementary Material B. Individual characteristics of tourists.

| Participant | Gender | Age | Level of education | Frequency of use of VR/AR devices | Type of device used | Visitor experience | Average duration of virtual experience | Geographical origin | Main motivation |
|--------------------|---------------|------------|---------------------------|--|----------------------------|---------------------------|---|----------------------------|-------------------------|
| T1 | Man | 25 | Bachelor's degree (Bac+3) | 1-2 times | Individual RV | Cultural | <30 min | National | Cultural discovery |
| T2 | Women | 30 | Master's degree (Bac+5) | 3-5 times | VR+AR | Hobbies | 30-60 min | International | Leisure / Entertainment |
| T3 | Man | 22 | Bac | >5 times | AR on site | Mixed | >60 min | National | Immersion / learning |
| T4 | Women | 28 | Bachelor's degree (Bac+3) | 3-5 times | VR+AR | Cultural | 30-60 min | International | Cultural discovery |
| T5 | Man | 35 | Master's degree (Bac+5) | 1-2 times | Individual RV | Hobbies | <30 min | International | Leisure / Entertainment |
| T6 | Women | 40 | Master's degree (Bac+5) | >5 times | VR+AR | Mixed | >60 min | National | Immersion / learning |
| T7 | Man | 27 | Bac+2 | 3-5 times | AR on site | Cultural | 30-60 min | National | Cultural discovery |
| T8 | Women | 33 | Bachelor's degree (Bac+3) | 1-2 times | Individual RV | Hobbies | <30 min | International | Leisure / Entertainment |
| T9 | Man | 45 | Master's degree (Bac+5) | >5 times | VR+AR | Mixed | >60 min | International | Immersion / learning |
| T10 | Women | 29 | Bachelor's degree (Bac+3) | 3-5 times | AR on site | Cultural | 30-60 min | National | Cultural discovery |
| T11 | Man | 23 | Bac | 1-2 times | Individual RV | Hobbies | <30 min | National | Leisure / Entertainment |
| T12 | Women | 36 | Master's degree (Bac+5) | >5 times | VR+AR | Mixed | >60 min | International | Immersion / learning |
| T13 | Man | 31 | Bachelor's degree (Bac+3) | 3-5 times | AR on site | Cultural | 30-60 min | National | Cultural discovery |
| T14 | Women | 26 | Bac+2 | 1-2 times | Individual RV | Hobbies | <30 min | International | Leisure / Entertainment |
| T15 | Man | 38 | Master's degree (Bac+5) | >5 times | VR+AR | Mixed | >60 min | International | Immersion / learning |
| T16 | Women | 32 | Bachelor's degree (Bac+3) | 3-5 times | AR on site | Cultural | 30-60 min | National | Cultural discovery |
| T17 | Man | 24 | Bac | 1-2 times | Individual RV | Hobbies | <30 min | National | Leisure / Entertainment |
| T18 | Women | 39 | Master's degree (Bac+5) | >5 times | VR+AR | Mixed | >60 min | International | Immersion / learning |
| T19 | Man | 28 | Bachelor's degree (Bac+3) | 3-5 times | AR on site | Cultural | 30-60 min | National | Cultural discovery |

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|-----|-------|----|------------------------------|-----------|---------------|----------|-----------|---------------|----------------------------|
| T20 | Women | 34 | Bachelor's degree (Bac+3) | 1-2 times | Individual RV | Hobbies | <30 min | International | Leisure / Entertainment |
| T21 | Man | 42 | Master's degree (Bac+5) | >5 times | VR+AR | Mixed | >60 min | International | Immersion / learning |
| T22 | Women | 27 | Bachelor's degree (Bac+3) | 3-5 times | AR on site | Cultural | 30-60 min | National | Cultural discovery |
| T23 | Man | 33 | Master's degree (Bac+5) | 1-2 times | Individual RV | Hobbies | <30 min | National | Leisure / Entertainment |
| T24 | Women | 40 | Master's degree (Bac+5) | >5 times | VR+AR | Mixed | >60 min | International | Immersion / learning |
| T25 | Man | 29 | Bachelor's degree (Bac+3) | 3-5 times | AR on site | Cultural | 30-60 min | National | Cultural discovery |
| T26 | Women | 31 | Bachelor's degree (Bac+3) | 1-2 times | Individual RV | Hobbies | <30 min | International | Leisure / Entertainment |
| T27 | Man | 37 | Master's degree (Bac+5) | >5 times | VR+AR | Mixed | >60 min | International | Immersion / learning |
| T28 | Women | 28 | Bachelor's degree (Bac+3) | 3-5 times | AR on site | Cultural | 30-60 min | National | Cultural discovery |
| T29 | Man | 26 | Bac+2 | 1-2 times | Individual RV | Hobbies | <30 min | National | Leisure / Entertainment |
| T30 | Women | 35 | Master's degree (Bac+5) | >5 times | VR+AR | Mixed | >60 min | International | Immersion / learning |
| T31 | Man | 30 | Bachelor's degree (Bac+3) | 3-5 times | AR on site | Cultural | 30-60 min | National | Cultural discovery |
| T32 | Women | 39 | Master's degree (Bac+5) | >5 times | VR+AR | Mixed | >60 min | International | Immersion / learning |