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VIRTUAL TOUR AS AN ALTERNATIVE FOR DESTINATION MARKETING DURING THE PANDEMIC OF COVID-19

The 2nd International Conference on Government Education Management and Tourism (ICoGEMT)+TECH, January 15th, 2022, Bandung City, Indonesia

VIRTUAL TOUR AS AN ALTERNATIVE FOR DESTINATION MARKETING DURING THE PANDEMIC OF COVID-19

¹Sulistyo Budi Utomo, ²Triyonowati, ³Titik Mildawati

¹Management, Sekolah Tinggi Ilmu Ekonomi Indonesia, Surabaya
² Management, Sekolah Tinggi Ilmu Ekonomi Indonesia, Surabaya
² Management, Sekolah Tinggi Ilmu Ekonomi Indonesia, Surabaya

Author's email: sulistyo@stiesia.ac.id; triyonowati@stiesia.ac.id; titikmildawati@stiesia.ac.id

Abstract

This study highlighted the use of Virtual Reality as a tool for a Tour Operators to promote a destination. During the pandemic of Covid-19 many destinations were not allowed to open for public. Hence, many people who work in the tourism industry were unemployed. Thus, the use of Virtual Reality to keep the destination alive can help people in the tourism industry. In this digital world and fast booming business environment it is imperative to keep up with competitors, thus businesses incorporate new technologies to enhance their products and services. Although, Virtual Reality or Augmented Reality is a relatively new technology that most businesses have started using to give their consumers a better experience of their services. The Tourism Sector has taken this technology to a whole new level. Tour

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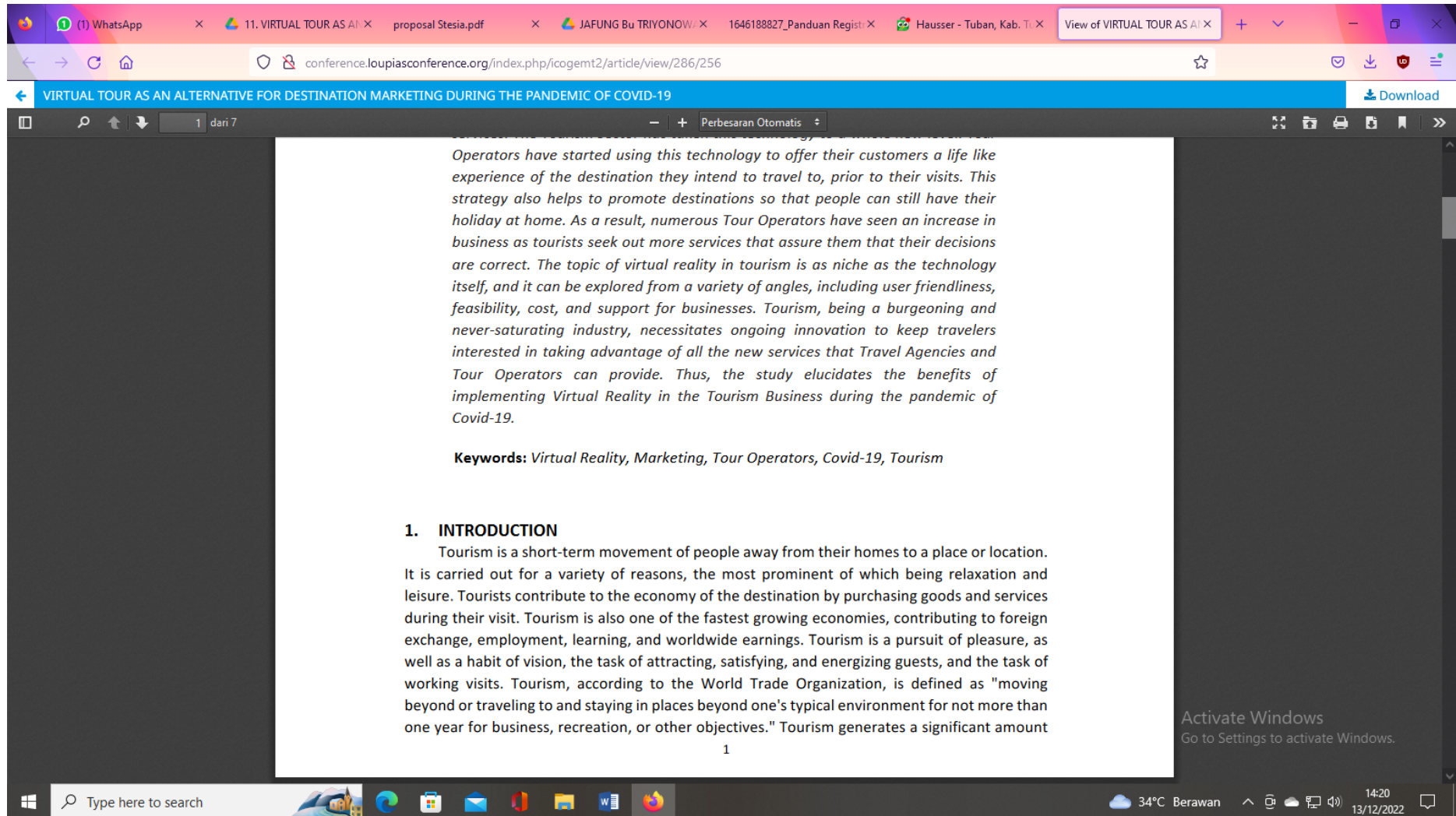
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Operators have started using this technology to offer their customers a life like experience of the destination they intend to travel to, prior to their visits. This strategy also helps to promote destinations so that people can still have their holiday at home. As a result, numerous Tour Operators have seen an increase in business as tourists seek out more services that assure them that their decisions are correct. The topic of virtual reality in tourism is as niche as the technology itself, and it can be explored from a variety of angles, including user friendliness, feasibility, cost, and support for businesses. Tourism, being a burgeoning and never-saturating industry, necessitates ongoing innovation to keep travelers interested in taking advantage of all the new services that Travel Agencies and Tour Operators can provide. Thus, the study elucidates the benefits of implementing Virtual Reality in the Tourism Business during the pandemic of Covid-19.

Keywords: *Virtual Reality, Marketing, Tour Operators, Covid-19, Tourism*

1. INTRODUCTION

Tourism is a short-term movement of people away from their homes to a place or location. It is carried out for a variety of reasons, the most prominent of which being relaxation and leisure. Tourists contribute to the economy of the destination by purchasing goods and services during their visit. Tourism is also one of the fastest growing economies, contributing to foreign exchange, employment, learning, and worldwide earnings. Tourism is a pursuit of pleasure, as well as a habit of vision, the task of attracting, satisfying, and energizing guests, and the task of working visits. Tourism, according to the World Trade Organization, is defined as "moving beyond or traveling to and staying in places beyond one's typical environment for not more than one year for business, recreation, or other objectives." Tourism generates a significant amount

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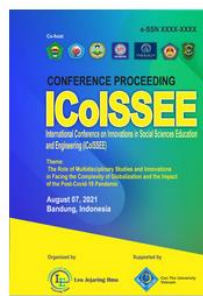
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