

# Virtual Tour for Flores Expedition Digital Footprint and Future Potential

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**Abstract.** The Covid-19 pandemic caused the worldwide tourism industry to close. This reaction, diverse all the tourism stakeholders followed to make a revolutionary approach together with the virtual exhibition to preserve their sights firmly within the minds of potential site visitors in the virtual world. This looks at has incorporated the generation popularity model and protecting action selection version of the village and the culture to decide the factors that affect someone's decision to undertake virtual exhibition as temporary alternatives for the duration of times of crises. Information had been gathered from a sample of four hundred accessed when they had qualified as a minimum one of the Virtual exhibition of Flores exhibition records web sites. The conclusions show that the qualifications of the village and visuals are powerful in predicting customers to see the virtual exhibition, reason to undertake digital exhibition and that adoption reason has an excessive quality effect on the tendency to visit the real website. Likewise, realistic implications are provided for online site managers to remember when choosing virtual exhibitions as a promotional tool.

## 1. Introduction

COVID-19 Proves Globalization's Weaknesses Bring the world to a standstill. It starts to be obvious in 2020 with the inconspicuous virus. COVID-19 takes coverage from the Chinese city of Wuhan and infects more than 21 million people, according to the [1]. It has caused more than 700,000 deaths. Government Restrictions implemented around the world, such as border closures, community lockdowns, suspensions, closure of flights and public spaces to prevent transmission Pandemic [2]. All these restrictions affect tourism most [3] – the industry often sits conveniently in non-needed areas. According to the [4] Travel Restriction Report, 100% Global destinations have implemented COVID-19 related travel restrictions and 165 of 217 travel destinations (72%) completely stop international tourism before the end of the year April 2020. International tourism is expected to drop by 80% drop in 2020 if crisis persists by the end of the year [4, 5] and many commentators predict major long-term structural and transformative changes to the tourism ecosystem [6,7]. Till currently, museums, heritage web sites, and places of tourist interest were hesitant to permit traffic to comprehensively discover their collections, capabilities, or environments on-line, due to the underlying fear that virtual imitations would dilute the experience, or, worse yet, compete with the real web sites and steal capacity traffic away. While covid-19

placed an unavoidable halt to in-individual visitations, radical and speedy adaption was wished.

It soon became apparent that if these sectors were to survive, they would need to invest in technological innovation—in other words, virtual exhibitions have become the simplest product that cultural and historical attractions may want to offer during the pandemic. For example, while pressured to end bodily excursions, the [8] started out conducting virtual exhibitions, once a week in real time, to stay connected with visitors. In addition, as they closed their doorways to the public, the big apple botanical lawn [9], the eiffel tower [10], and the Vatican museums [11] answered by liberating virtual exhibitions. Even entire locations developed in attempts to preserve touristic hobbies.

In this regard, properly mounted frameworks are appropriate, the protecting motion choice version and the technology attractiveness model. However, both the visual and the culture have only ever been investigated in isolation, and no one has ever tested the applicability of the models in situations where both are simultaneously applicable. Similarly, the sudden emphasis on virtual exhibitions from the tourism, cultural, and tour sectors has raised many questions about the overall practicality of the generation [7]. There is a lack of research measuring the usefulness of virtual exhibitions, the volume to which tourists enjoy them, and the extent to which those virtual exhibitions can update actual website visits.

Moreover, the obvious dual role of these virtual exhibitions, as intervening time products at some stage in a disaster and as promotional gear within the aftermath of

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a crisis, as well as the impact of improved pleasant and technological development at the user experience, is worthy of in addition studies. To address this research gap, this text aims to achieve related objectives. Evaluate the literature related to the idea of virtual exhibitions, the antecedents of virtual exhibition adoption during times of crisis, and the correlation between virtual exhibition adoption and the tendency to go to the actual website.

The aim of this study is to investigate the effects of five antecedents on the adoption of virtual exhibitions. The study will adopt a structural approach by integrating and investigating these antecedents: perceived ease of use, perceived usefulness, perceived enjoyment, chance-related attributes, and hazard perceptions. Furthermore, the researchers seek to extend the model and measure the effect of virtual exhibition adoption on the tendency to go to the actual tourism website. The Flores Expedition is one of the studies conducted by the Binus tourism department which aims to highlight the beauty of the city of Flores. The most prominent thing about the island of Flores is the natural beauty and tourist villages scattered throughout the island. One of the most famous tours is Labuan Bajo.

Labuan Bajo is a premium tourism destination, and the Ministry of Public Works and Public Housing (PUPR) is currently building several massive-scale infrastructures in this National Tourism Strategic Area (KSPN) [12]. Sandiaga Uno also projects Labuan Bajo as a tourism-based destination. nature and culture [13]. But not only Labuan Bajo, but Flores also has many natural and tourism resources such as Mount Kelimutu in Pemo Village which has three lakes with very attractive colors at its peak. There is also the village of Colol which is known as a producer of coffee with the best taste. And there are many more natural and tourism resources that can be explored in Flores. Therefore, it would be very interesting to create a virtual tour that is able to digitally display the beauty of the charm of Flores' natural tourism so that it is easily promoted and can attract tourists to this place. Especially during a pandemic where travel access is very limited, it feels like this is the right time to promote in the form of virtual tours with the hope that when the pandemic is over, tourists have got a big picture of the natural beauty and tourism of Flores and can plan their vacation to the island. that beautiful.

### 1.1. Objectives

The purpose of this design is to elevate Flores as one of the world's tourist destinations based on nature and culture. This virtual tour allows tourists to get a big picture of the natural beauty of Flores and excite their emotions to plan their next vacation to this island. The Flores Expedition Virtual Tour will help tourists find interesting tourist objects, such as beaches, nature, or tourist villages. It is hoped that if tourists experience a positive virtual experience, they are more likely to make reservations for their next vacation to the island of Flores. This virtual tour is also expected to make it easier for promoters and hotel managers to promote their tourist areas.

## 2. Literature Review

The term "digital excursion" has several interpretations and consequently lacks a typical definition. However, it could be defined as "a simulation of a present region that is composed of a chain of video images" [14]. The simulation is installed via a sequence of movies or photographs and is observed via text descriptions, audio publications, or sound effects. The simulated place, with all its related outcomes, is set up with the purpose of authentically re-creating the real website enjoy [15,16].

On a larger scale, google arts & culture has partnered with museums and public establishments from all internationally to offer entry to an outstanding series of virtual exhibitions [17]. The British museum within the United Kingdom, the museum of modern-day artwork within the United States of America, and the Van Gogh Museum inside the Netherlands all now offer virtual exhibition via this partnership, in conjunction with an ever-expanding listing of precise famous and collections from numerous different museums [17].

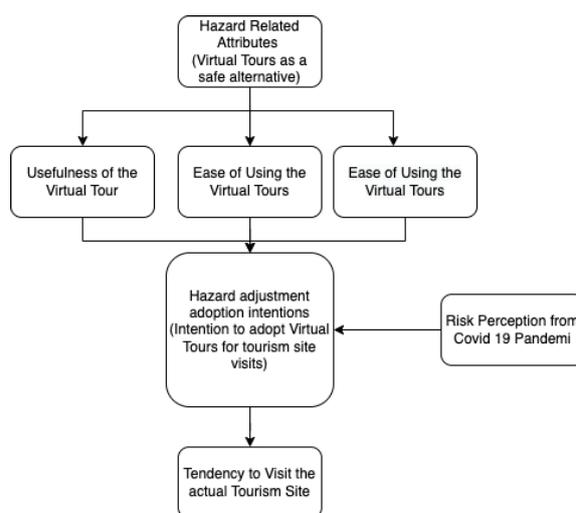
Virtual exhibition can play a vital position in stopping the overall suspension of many tourism sports during disaster periods [18], via developing new business fashions and imparting numerous opportunities for unique entities within the tourism environment. Examples of these opportunities consist of permitting travelers to experience and study unique sites and destinations during instances of journey restrictions and bans while staying safe at domestic [19], permitting museums and distinct touristic websites to remain engaged with their public [19, 20], and providing task possibilities for personnel along with tour publications through the provision of virtual exhibition -based excursion guiding [21]. In early 2020, the covid 19 pandemic started out to negatively impact the worldwide travel and tourism industry [22]. For Indonesia, a country increasingly dependent on worldwide traveler arrivals (the sector financial institution 2018; [23], this represented a huge monetary loss [24]. In April, with hopes of preserving visitor hobby in travelling to the United States at a time whilst move-border movement was not possible, Indonesia ministry of tourism and antiquities released the "discover Indonesia tourism from home" initiative thru their social media channels.

## 3. Methods

The studies concept was inspired by the initiative of the Indonesia ministry of tourism to permit human beings worldwide to Surely go to unique heritage web sites in Indonesia during the confinement duration due to the Covid-19 outbreak. The ones digital excursions have been released through a collaboration among the Indonesia Ministry of Tourism and its companions from clinical and archaeological institutes together with people in Flores to share the virtual exhibition. The ministry posted the virtual exhibition on its legitimate website and social media pages (Instagram, twitter, Facebook, and enjoy the

Flores exhibition), and it was received by exceptional humans around the arena. This research uses descriptive analysis research with a qualitative approach as a research procedure that produces data in the form of written or spoken words from people and observed behavior.

Will be used by researchers is descriptive research. In general, descriptive research is non-hypothetical or pre-estimated research. In addition, it requires triangulation research, which is one that is used in research to check, correct the validity of the data with various interview sources, in Figure 1 the conceptual model is the method used in this observation is descriptive analysis method, which describes the research pattern in an overview.



**Fig.1.** Conceptual model

Qualitative Variables are variables that cannot be categorized. Variable value qualitative is not in the form of numbers, but in the form of mutually exclusive categories. Thus, the researcher categorizes the implements of virtual tours exhibition as alternative for real tours can be developed. The qualitative variable of this research is the web developer, tourism, and user. One element that can be included in this category, so it can be said that other than the web developer, tourism and uses is not a category of this research. This research is using interviews and the respondent is expertise in the virtual tour's exhibition as the developers for website, expertise from tourism literature and for the user. The place and interview are being held using online zoom application, why using zoom is because the location some of the respondent is not in the same city. In addition, the close relationship between web developers, tourism and user are very good where researchers are part of them being involved as educators in the University and want to know how the role of community involvement in education is.

All the scales have been measured on interview, other items had been used to collect the demographic statistics of respondents, which include schooling, social fame, nationality, the tool used to enjoy the virtual excursion, maximum memorable virtual exhibition, and to what extent customers felt that virtual exhibition may want to update real web page visits. Additionally, records

associated with the respondents' age, gender, and former experience with virtual exhibition changed into accumulated, and the three variables have been dealt with as manage variables in the very last version to control their effect on the virtual tours. But the findings found out that there is no impact from any of the managed variables on the virtual tours. The solutions to the open-ended interview were cautiously considered and classified below the various studies themes and then had been used to assist the dialogue of the qualitative findings.

#### 4. Data Collection

The purpose of the research interview was to examine the perspectives, experiences, beliefs and / or motivations of individuals about specific things (eg the factors that influence their visit to the dentist). Qualitative methods, such as interview, are thought to provide a "deeper" understanding of social phenomena than can be deduced from purely interview, study event or where detailed knowledge is required from individual participants. They are also particularly suitable for exploring sensitive topics, and participants may be reluctant to talk about such matters in a group [25]. When designing an interview schedule, it is necessary to ask questions that are likely to provide as much information as possible about the study event and address the aims and objectives of the research [26]. In a qualitative interview, good questions should have an open end (i.e., more necessary than a yes / no answer), neutral, sensitive and understandable. It is usually best to start with the questions that are easy for participants to answer and then move them on. further, to move on to more difficult or sensitive topics [27]. This can help free up respondents, build trust and relationships, and often gain more data that can further improve the conversation later.

The research technique used is (purposive sampling) which is the technique used by researchers to choose sources that are appropriate in their fields, namely web development, tourism, and users of virtual tour exhibition. In-depth interviews used in this study were conducted to obtain information about the objectives of the research carried out while face-to-face questions and answers between interviewers and informants without using guidelines. Interview method. In this study, researchers tried to find information through interviews with related informants. In relation to qualitative research, the researcher determines the informants who are expected to provide information according to the research focus. These informants are selected based on certain criteria, including that the informants not only know and can provide information, but also have lived seriously because of his long involvement with the environment or activity concerned, and additional informants from one of the local residents.

Documentation is used to obtain data regarding the geographical location of virtual tour exhibition of its establishment, vision, mission and goals, state of facilities and infrastructure according to tourism information in the original tours standards. Documentation method, which is a data collection technique by collecting and analyzing

documents, whether in the form of writing, pictures, or monumental works of someone. Documentation is done by reviewing documents related to research, including secondary sources.

Earlier than filling the survey, contributors were requested to try at least one of the virtual exhibitions that changed into launched through the Indonesia ministry of tourism and antiquities. After the introduction and the invitation to revel in the virtual exhibition, the survey started out with an eligibility query asking respondents if they experienced any of the encouraged virtual exhibition or some other virtual exhibition from the sis internet site.

Based on the interview from the expertise of web development, this virtual tour's website is a solution during this pandemic, tourism can enjoy the new procedures, especially those with new aids. Virtual tour can help tourism increase physical activity during at home or any activities and learn new information by participating in an interactive experience. One of the easiest ways to use virtual tour's is to add a lesson to this exercise by allowing user to view virtual tours through screens. Virtual travel can be used in the any place as long we have access to internet and to recognize physical space and how to use the virtual model and communicate with the environment. In general, virtual tours can help many people to improve their information and holiday wishes routine, as virtual tours are a new practice that engages users. Based on the interview from the expertise of travelers, tired of your lust, but can't travel now? Even if it's due to lack of finances, low pay for work holidays and a global pandemic, most of us can't fly as often as we'd like. But it's 2020, so we can give up the place of virtual travel if our road is gray and unattractive. The extent to which travelers enjoy it and the extent to which this virtual tour can replace actual site visits in the long run. In addition, the dual role of these virtual tours as temporary products in the crisis and as a post-crisis promotion tool is evident, as is the impact of improved quality and performance. A critical review of the literature on the concept of virtual tours, the predecessors of virtual tours adoption during the crisis and the link between the intention to adopt virtual tours and the opportunity to visit a real place, on the virtual tour's adoption: perceived ease of use, perceived usefulness, perceived pleasure, risk-related behavior, risk perception. during COVID-19 and the extent to which people accept them and how they can be a long-term alternative to real site visits.

Based on the interview from the user of virtual tour, it is known that the state of declining traffic and concerns about the spread of the COVID-19 virus have been influenced by changes in tourism management standards. Tourism managers do not have a strategic plan to support their tourism because they are constrained by technology developers and virtual promotion planning during an unusual pandemic [28]. However, there is hope and encouragement from managers to increase. The concept of virtual tours is therefore a solution to support efforts to build a tourism brand in Flores villages to stimulate the increase in tourist visits and to make share any information.

Based on the problem formulation and research objectives, how is the virtual tour for Flores expedition as

digital footprint and future potential aims to find out the implementation of the results of sensory interpretation, and reality and theory, then the data analysis was carried out qualitatively. To support the necessary empirical, so that the data analysis is more comparative. The method used is an inductive method by constructing data and facts. Based on the problem formulation and research objectives, the data analysis is carried out qualitatively. To support this, an empirical study is needed. This research is field research, so the analysis used is descriptive qualitative analysis. Descriptive research studies problems in society, procedures, attitudes, views of the ongoing process that collects facts but does not test hypotheses. Descriptive Method Namely, a research method that examines the status of a group of people, an object, a condition, a fact. The resulting conclusions are in the form of descriptive which is the result.

This qualitative research focuses on the words, actions of user in recognizing the application of the tourism community. The context can be seen in the situation in question, a description of people's attitudes. Illustration of Miles and Huberman, one of the conceptually clustered matrices [29]. Analysis of the data that the researchers tried to analyze to find a new strategy data analysis method there are four important processes including data collection, data reduction, data display and data verification. Stages of data analysis researchers use several stages, including data reduction. Reduction is done by collecting data in the field, both through observation, interviews, and documentation, then the important ones are selected, categorized, and discarded which are not used. Data reduction is selected based on the process of selecting answers related to the formulation of the problem and variables as well as changing the raw data from written notes generated from the field. Information obtained from researchers.

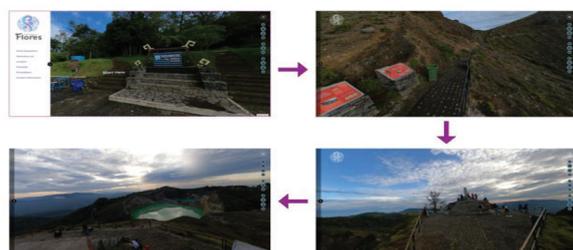
Data presentation (data display) the research was conducted by categorizing the data that had been collected in the form of brief descriptions, charts, relationships between categories, and the like so that they are easy to understand, in analysis and in determining the next step. Data display or data presentation is the activity of presenting research results by researchers drawing conclusions.

## 5. Results and Discussion



Fig.2. Visual interface for virtual tour Flores expedition.

On the Flores Expedition virtual tour interface in Figure 2, on the left panel there is the Flores Expedition logo as a marker. Then provided menus such as 'About' if the user wants to know more about the Flores Expedition and the proposed tourist area, 'Teleport' if the user wants to jump from one location point to another, 'Location' if the user wants to know the complete address and access digital map of the tourist location, 'Gallery' if the user wants to see other photos or videos of the tourist location, and 'Contact' if the user wants to get more info or make plans for their vacation. On the right-hand panel there are navigation buttons where users can play the panorama in front of them to look left, right, above, below or behind them. This navigation can also be done using the mouse if using a laptop or sliding with the finger if they are using a tablet or mobile phone.



**Fig.3.** User flow for virtual tour Flores expedition.

In this visual tour user menu in Figure 3, users can click on the points that have been provided to be able to move from one panorama to another in sequence to explore the tourist attraction. Then provided several hotspots where when users click the hotspot, they will get complete information about the object.



**Fig.4.** Option to teleport for virtual tour Flores expedition.

This interface shows users in Figure 4 can also perform shortcuts to move to the panorama point they want. This option is done so that users who have used virtual tours and have memorized all the locations, can easily reach the points of locations they want without having to go through them sequentially.

## 6. Conclusion

These studies were performed in response to the unexpected launch of a virtual exhibition by cultural and tourist points of interest at some point during the COVID-

19 pandemic, who had no other way of maintaining visitor interest during tour restrictions. The researchers wanted to highlight the factors that could affect the interest of this time and see the effect that this adoption would have on the virtual exhibition within the future. In this regard, the consequences were overwhelmingly a hit. Following a thorough evaluation of the prevailing literature, an integrated framework combining the theories together was, for the primary time, effectively evolved and tested. Using an internet survey, the researchers established that three elements from being in advertising and cultures two elements from the virtual exhibition, being a solution of catching COVID-19 pandemic, decide a person's int as a safer opportunity to real website visits.

Furthermore, the studies revealed that the int increases a people at a later stage, providing much-wanted evidence to suppress misconceptions that virtual exhibitions are competition or substitutes for actual website online visits. In this regard, the research made another model discovery, and both visual and culture of the virtual exhibition experience have been determined to mild the connection among. Is a conclusion from the analysis of the existing data. the answers to the problem formulations are credible and valid. Validation of the model concept is carried out with two people who have educational expertise and five validators and one person who has expertise in community empowerment. The teacher provides daily activity plans, teaching materials, and assessment of learning outcomes. Concussing or verification is an activity to formulate based on previous activities. This conclusion is in the form of initial and final conclusions. The stages in its implementation are based on literature review, reading listening, etc. Storage of interview transcripts recorder, data index setting, Anonymous sensitive data.

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