

Virtual Tour Method as an Alternative Tourism Experience During The Covid-19 Pandemic (Case Study of Villages Nglanggeran, Yogyakarta)

Nuryadina Augusrini¹, Yanti Suzana², Novi Handayani³, Rhamadeta Thasya Putri⁴

¹²³⁴Tourism Travel Business, Sahid Polytechnic Jakarta,
email: ¹nuryadina@polteksahid.ac.id, ²yanti@polteksahid.ac.id,
³novihandayani@polteksahid.ac.id, ⁴2018245007@polteksahid.ac.id

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ABSTRACT

Purpose: The aim of this research is to take a consumer perception and to find out the interest of consumer about virtual tour and wants to get the impact tourists feel regarding the virtual tour in Nglanggeran Village

Research method: This research uses qualitative research through observation, interview, and survey. The author makes observations by participating in virtual tours online and conducting interviews with virtual tour participants to obtain data.

Results and discussion: There are three big results obtained that the virtual tour still had much homework to fix and reach because of several factors that obstructed it. The first factor: the virtual tour cannot make visitors feeling enjoy the tour. The second factor: visitors cannot be satisfied with the tour by virtual because there is not interaction directly with nature. The third factor: another visitors are not enjoy the virtual tour because it's not real. That means virtual tour must be fixed from the internet connection, guide, time duration, facilities, and infrastructure that can make tourists feel the actual travel experience like real and live.

Implication: Virtual tours are indeed inviting tourists to carry out tourism activities during a pandemic. However, several factors can minimize the tourist experience in virtual tours. This means that Virtual tours can be used as an alternative for traveling during a pandemic, but the inhibiting factors must be seen so that they can be maximized.

Keywords: covid-19, virtual tour, nglanggeran tourism village, tourist interest, travel experience

INTRODUCTION

It was a very tough year for the whole world in 2019. The entire world feels the impact that significantly affects all sectors. One of them is the tourism sector, a very influential sector worldwide. One thing that makes the world worse is an outbreak, which is also known as the COVID-19 pandemic (Nugraha, 2021). COVID-19 is a virus that can be transmitted from one person to another. Not only that, COVID-19 is a deadly epidemic that is said to be a pandemic that can paralyze some sectors in the world, and one of them is the tourism sector. Almost all tourist attractions have felt a significant impact after the Pandemic came.

Because this paralysis lasts for a long time, therefore alternatives and things are needed to revive tourism (Widjaya, 2021).

Utilization of the digital economy is one solution that can be used by businesses in the tourism sector to survive and rise from adversity due to the COVID-19 pandemic, of course, without heeding consumer safety guarantees and complying with health protocols (Utami et al (2021: 388)). During this pandemic there have been many losses caused by the COVID-19 pandemic, so one of the things that can be done is to use the digital economy as an alternative.

Several trends of tourist are used as alternatives during the pandemic, such as Staycation, Road trips, Voluntourism, Wellness trips, Nature tourism, and Virtual tourism (bonus.ac.id, 2020). One of them is still popular nowadays such as the Virtual Tour Innovation. This innovation is one of the strategy that is often used as an alternative for traveling. Due to the development of technology, this virtual tour is very effective for some people who want to experience something different than before.

The virtual tour is a journey carried out over long distances. With virtual tours, the tourist destinations you want to visit can be visualized through video recordings. The public can access and watch videos anytime on a video virtual tour. In addition, by watching virtual tour videos, people can still feel as if they are at the tourist spot but remain safe because they stay at home. (Christiarini, R., et al (2020: 158)).

Several cities in Indonesia that carry out a Virtual Tour are the Special Region of Yogyakarta. Yogyakarta is a tourism city that are often visited for travelling. Yogyakarta are familiar with its attraction and tourist destination, such as Malioboro Street, Tugu Yogyakarta, Yogyakarta Palace, South Square, Taman Sari, Prambanan Temple, etc. One of the famous tourist attractions in Yogyakarta is Nglanggeran Tourism Village, located in Patuk sub-district, Gunung Kidul, Special Region of Yogyakarta, Indonesia. This tourist village that won Best Tourism Village 2021 from UNWTO (setgab.go.id, 2021) is one of the tourist villages in Yogyakarta and often gets awards. However, because of the enormous tourism potential and increased tourist interest, during the pandemic, Nglanggeran Village was temporarily closed; therefore, a Virtual Tour of Nglanggeran Village was conducted to re-attract tourists. The Virtual Tour in Nglanggeran Village is carried out to introduce, preserve, and increase tourist attraction outside during the COVID-19 pandemic. It is said that one of the alternative tours that can be done during a pandemic is to do nature tourism. Tourism villages can be used as an alternative to travel.

Based on the introductory description above, the formulation of the problem in this research, including how tourists are interested in Virtual tours with what can be offered when traveling in Nglanggeran Village, Yogyakarta, and what can be done so that the virtual travel experience in Nglanggeran Village can be maximized as alternative travel during the COVID-19 pandemic (Arikunto, 2019).

RESEARCH METHOD

In this study, the researcher used a research design with descriptive research by conducting observations and interviews with the sample to become a reference for the result.

The interview is a question and answer activity conducted by researchers and research respondents to obtain information. This briefing was conducted to

answer questions related to the problem under study. Observation is the direct observation of an object in a certain period and the systematic recording of the things observed (Aziz, 2003). In this study, researchers conducted online observations because of the limitations that researchers had in visiting tourist villages. In this study, the data source uses a purposive sample focused on selected informants. Purposive sampling is a sampling technique for data sources with specific considerations (Sugiyono, 2019:218).

The qualitative triangulation method is used to determine the validity of the data. There are three types of informants who will provide accurate information in this study. They are key informants, main informants, and supporting informants (Bagong, 2005).

The data analysis used in this research is case study data analysis. A case study is a process of in-depth, detailed, and detailed investigation or examination of a particular or special event. A research location is a place that is held for research. This research will be conducted through online by interviewing some informants by messages or telephone to obtain some information by interviewing.

RESULT AND DISCUSSION

Nglanggeran Tourism Village is in Yogyakarta Special Region, Patuk District, Gunungkidul Regency, Yogyakarta Special Region. It takes as much as 1 hour from the city of Yogyakarta. Nglanggeran Tourism Village is famous because there are many things to offer, such as tourist objects, village facilities, tourist attractions, atmosphere, and tourism products.

Doing a virtual tour has many versions, only the way of carrying it can be determined by the virtual tour organizer. When tourists choose to see the natural beauty of a destination using VR, they can take part in a virtual tour with

VR so that the impression is more accurate (Adytio, 2017). Virtual tours to Nglanggeran Village have often been carried out to provide an understanding of the Nglanggeran Tourism Village. During the pandemic, it was increasingly intensified because it wants to make the Tourism Village a tourist destination that would attract tourists. This Virtual Tour method is presented with different concepts according to the virtual tour organizer.



Figure 1. Virtual tour activity poster for Nglanggeran Tourism Village
[Source: medium.com]

Virtual tours to destinations will be guided by tour guides who carry out tasks like traveling directly. The tour guide will explain one by one the routes that will be passed; then, the green screen will lead to the ways mentioned by the tour guide at that time. After explaining the street, the tour guide will immediately take you to the first destination according to the goal the tourist has chosen. This activity will be repeated until the last tourist destination.

In this study, researchers had the opportunity to make online observations to see the activities and activities carried out by the organizers during the virtual tour. Researchers joined the Virtual tour of the Nglanggeran Tourism Village organized in collaboration with the Pirtual Project in May 2020. Sixty-five virtual participants in the virtual tour room wanted to experience the journey with a virtual tour of Nglanggeran Village.

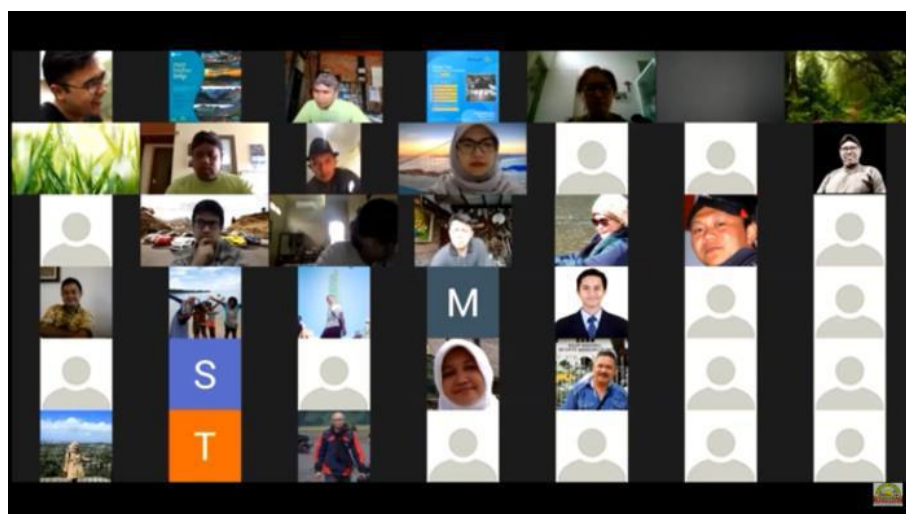


Figure 2. Participants of the Nglanggeran Village Virtual Tour
[Source: youtube.com]

During the virtual tour, tourists seemed enthusiastic about listening because they looked active during the question and answer session. The tour guides also seemed happy and understood what would be explained next. Unfortunately, when the virtual tour occurred occasionally, the main outside is like losing connection, and making the images received by tourists could be more optimal. Sometimes, the sound received by the audience could not be accepted by other tourists or the tour guide. It is perfect for virtual tours researchers to follow in terms of the tour guides. There are only a few minutes that the organizers must address.

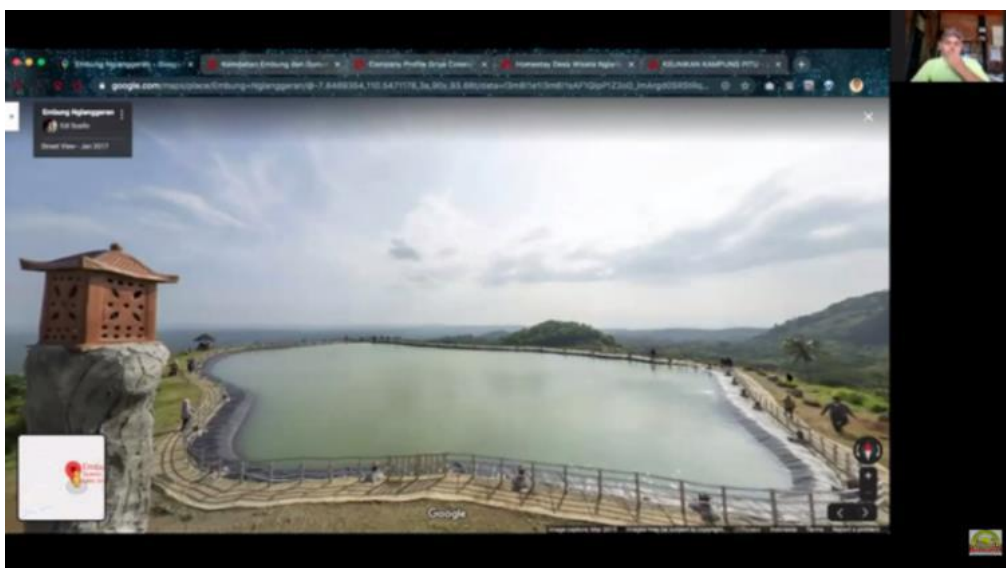


Figure 3. Description of attractions during the Virtual Tour
[Source: youtube.com]

An informant provides information to other people who do not know it. The informants are those who have done virtual tour activities and have visited these tourist destinations. The entire selection of informants was obtained by using a purposive sampling technique. The author divide three groups in information retrieval to determine the validity of the data received. Triangulation in data collection divided the informants into Key Informants, Main Informants, and Supporting Informants.

Key informants have the most control over information about the object being studied. In this case, the researcher set Key Informants as tourists who had visited the Nglanggeran Tourism Village and had several virtual tours both in the Nglanggeran Tourism Village or not. In addition, key informants have special knowledge about virtual tours and tourist villages.

Main informants are those directly involved in the social interactions studied. In this case, the researcher determines informants participating in virtual tour activities in Nglanggeran Village.

Supporting informants can provide additional information to complement the analysis and discussion in qualitative research. In this case, the researchers focus on helping informants to support the response of informants with tourist qualifications of tourists who know about virtual tours and Nglanggeran Village.

Table 1. Results of interviews with informants regarding the Nglanggeran Village Virtual Tour

Question	Name	Informant Type	Response
Do you enjoy Travelling?	Ranggita Defrianty	Key Informants	I am very happy to travel because many things can be obtained when traveling
	Rezky Apriliantini	Main Informant	Very happy.
	Dewi Fitriani	Informant Supporters	Very happy
Have you ever visited the Nglanggeran Tourism Village Virtually?	Ranggita Defrianty	Key Informants	only once
	Rezky Apriliantini	Main Informant	I did a virtual tour of Nglanggeran Village once because I was interested.
	Dewi Fitriani	Informant Supporters	I've been on the virtual tour, but it didn't finish
What activities do the organizers offer in virtual tours?	Ranggita Defrianty	Key Informants	There are many tourist attractions, although they cannot be felt, culinary in the Tourism Village, and beautiful scenery.
	Rezky Apriliantini	Main Informant	Many things can be explored. Still, the virtual tour does not provide enough experience, so I am only interested in the hospitality of the residents who answer questions and answers.
	Dewi Fitriani	Informant Supporters	During the virtual tour, I heard that there were many activities, but after the virtual tour, the experience needed improvement.
In your opinion, virtual travel	Ranggita Defrianty	Key Informants	Very soon, short. If we are at the place directly, we will likely feel the old activities while enjoying the village.
	Rezky Apriliantini	Main Informant	It's more to the eyes; if I look at the laptop too long, my eyes hurt. So

activities are exciting, monotonous, and less attractive, or do you have another idea?	Dewi Fitriani	Informant Supporters	make the eyes damaged. The rest is fine.
What is the concept of a virtual tour in your view?	Ranggita Defrianty	Key Informants	There is no feeling that is like traveling directly
	Rezky Apriliantini	Main Informant	The concept is interesting; you can walk around at home. Moreover, just looking at the laptop / PC only. It can be done everywhere, so it is pretty compelling.
	Dewi Fitriani	Informant Supporters	Much knowledge can be gained from the virtual tour. This virtual tour is a good concept.
Is the virtual tour concept suitable as an alternative tour?	Ranggita Defrianty	Key Informants	Save money.
	Ranggita Defrianty	Key Informants	Still, there is much to be improved if you want to make an alternative.
	Rezky Apriliantini	Main Informant	The virtual tour can be used as an alternative because I can feel that I am right where I am doing the virtual tour.
	Dewi Fitriani	Informant Supporters	Can be. Because during the pandemic, virtual tours are needed for tourists who want to travel. So, a virtual tour can be the cure.
Has the pandemic condition disrupted your travel activities?	Ranggita Defrianty	Key Informants	It isn't enjoyable when asked about tourist activities. Due to price factors, some objects are temporarily closed.
	Rezky Apriliantini	Main Informant	Very annoying
	Dewi Fitriani	Informant Supporters	Very annoying
Can the virtual tour concept give	Ranggita Defrianty	Key Informants	Less, because some things still need to be

<p>you a new experience?</p>			<p>improved. Many people will widely use this virtual tour when things return during the pandemic because tourists need entertainment. But if it's the same as watching a video on YouTube, a virtual tour won't impress anything.</p>
	<p>Rezky Apriliantini</p>	<p>Main Informant</p>	<p>It provides a new experience. Because never before.</p>
	<p>Dewi Fitriani</p>	<p>Informant Supporters</p>	<p>Not.</p>
<p>Can virtual tours be a choice for traveling during a pandemic / at certain times?</p>	<p>Ranggita Defrianty</p>	<p>Key Informants</p>	<p>It could be if there are changes such as tourist objects that will be given maybe more so that you don't have to be responsible, especially in the same class as a tourist village with lots of activities. More needs to be fixed. From duration to internet network. Because on a virtual tour, things like that must be resolved so that tourists don't feel like they are at a loss for taking their time to take part in traveling with this virtual tour.</p>
	<p>Rezky Apriliantini</p>	<p>Main Informant</p>	<p>If the tour guide is more attractive.</p>
	<p>Dewi Fitriani</p>	<p>Informant Supporters</p>	<p>It's possible, but pay attention to what must be prepared before starting a virtual tour.</p>

[Source: the results of interviews with the author]

A qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior (Bogdan and Taylor in Moleong, 2007: 3). In the results of interviews conducted

by researchers, it can be seen that some tourists like traveling activities. However, because of this pandemic, some tourists feel almost the same impact: the inhibition of the activities they want, namely traveling. The pandemic makes tourists have to stay at home to carry out government regulations to stay at home and keep their distance.

Therefore, a virtual tour must create an attraction so that tourists are interested in trying the virtual tour and trying to do a virtual tour in that destination. During a pandemic like this, virtual tours must be intensified again to emerge as an alternative to travel. The Nglanggeran tourism village can be effective as a chosen destination because it has several things to explore.

Tourists feel that the attractions offered are diverse when doing a virtual tour, but the duration is limited. But all of that paid off because tourists could enjoy the natural beauty of Nglanggeran Village and the information and hospitality of the residents, who responded well to tourists' answers during the virtual tour. Although tourists cannot directly experience what is happening in Nglanggeran Village, tourists can get new experiences doing virtual tours in Nglanggeran Village for several reasons. This is what makes tourists interested in visiting the Nglanggeran Tourism Village.

Each informant has various suggestions that must be made to make this virtual tour a good alternative. Some of these factors were obtained from the unrest carried out by the informants because they felt that there was still a lot that needed to be addressed from the virtual tour.

1. Tourist attraction
2. Duration
3. Internet connection
4. Tour guide
5. Information
6. Tourists don't get the same experience

Virtual tours can function well during a pandemic because they can provide medicine to tourists who miss traveling activities. However, to make it a long-term move, it must be re-managed to maximize it.

CONCLUSION

Based on the study's results using a qualitative approach, namely using the case study research method, it can be concluded that virtual tours can be an alternative to traveling during a pandemic because they can attract tourists with whatever tourist destinations offer. The research results found various things that tourists want to enjoy in carrying out tourism activities with this virtual tour method. However, in a virtual tour, tourists cannot feel the same sensation as what happens when they come directly to the original place.

It can be concluded that virtual tours do invite tourist interest in carrying out tourism activities during the pandemic. However, several factors can minimize the tourist experience in virtual tours. This means that Virtual tours can be used as an alternative to traveling during a pandemic, but still have to look at the inhibiting factors to maximize their efficiency.

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