CHAPTER I
INTRODUCTION
A. **Research Background**

The case of CoronaVirus Disease (COVID-19) that was found in Wuhan Province for the first time was reported by the Government of China, on December 31st 2019 to United Nations (UN), to which had spread around the world afterwards and brought UN to declare COVID-19 as a global pandemic. Indonesia was not an exception as it was confirmed that the first case of COVID-19 had spread to Indonesia on March 2nd, 2020. As the impacts of COVID-19 continued to ripple throughout the world, governments at both regional and national levels have so far issued and implemented policies involving travel bans, community lock-down, stay-at-home-orders or mandatory-quarantine, and other business-specific restraints to varying degrees (Gössling, Scott, & Hall, 2020; Gretzel et al., 2020). This brought the Governor of Jakarta, Anies Baswedan, to declare a citywide status of Large-Scale Social Restriction (*Pembatasan Sosial Berskala Besar*) that was defined as restriction of certain activities of citizens in an area contaminated to prevent the possibility of the spreading COVID-19. The declaration then received an approval from Indonesia's Health Minister, Terawan Purtanto, followed by New Normal (*Kebiasaan Baru*) policies that affected almost every sector in Indonesia, including the tourism sector. Looking at the crisis of COVID-19 as an opportunity to reform the tourism sector to be more sustainable (Ioannides and Gyimóthy 2020; UNWTO 2020a), the use of technology could be

put into consideration (e.g., robotic applications, mobility tracking technologies, virtual reality applications, virtual tours, digital identity controls in airports, and self-service check-in kiosks) as a safe alternative for human interactions during pandemic (Sigala 2020; Zeng, Chen, and Lew 2020), and to develop innovative and digitized tourism experiences (UNWTO 2020a). The Ministry of Tourism and Creative Economy, while cooperating with the Ministry of Health and some other related parties in order to keep in track with latest updates of COVID-19, came up with an innovative way to develop virtual tours as an alternative for the tourism industry.

One of attempts the Ministry of Tourism and Creative Economy recently worked on for tourism recovery is to develop virtual tours. Osman, Wahab and Ismail (2009) defined virtual tour as a technology that puts the user to raise their awareness, to enhance their visions and comprehension, as well as to analyse the displayed data in significance. If that definition is to be put on tourism comprehension, a virtual tour is meant to provide a service as if the tourist is in the appointed destination real-time by only watching the screen displaying the tourism destination in a 360° view while listening to the information related to that place being told by the interactive tour guide.

Considering the purposes of virtual tour development as stated by the Ministry of Tourism and Creative Economy; to keep the tourism sector running during pandemic, to provide an alternative entertainment for people to get back on traveling, to increase Indonesia's income through tourism sector as well as to

become an online-based education platform widening the knowledge regarding Indonesia's cultures and traditions, persuaded many of travel agents to provide the product for their customers as well as to offer the virtual access to both local and foreign tourism destinations. Not only travel agents, there have been several tourism destinations that use virtual tours as one of their ways to keep on the promotion running especially during COVID-19 pandemic that caused drop of numbers on the tourist arrival due to current policies.

One of the tourism destinations that had the significant drop of numbers on tourist arrivals is National Museum of Indonesia, an archaeological, historical, ethnological, and geographical museum, which according to Central Bureau of Statistics (2020) is one of the top tourism attractions in Jakarta as stated in the following table.

Table 1

Number of Tourist Arrivals at Top Tourist Attractions by Locations in Jakarta

Tourist Attractions	Number of Tourist Arrivals at Top Tourism Attractions by Location in Jakarta	
	2018	2019
Ancol Dreamland	17.575.914	9.282.441
"Beautiful Indonesia" Miniature Park	6.004.718	5.071.980
Ragunan Zoo	5.458.379	5.407.858
National Monument of Indonesia	1.973.804	12.112.946
National Museum of Indonesia	307.577	305.086
Satriamandala Museum	11.693	17.132
Jakarta Historical Museum	840.671	746.971
Sunda Kelapa	49.842	38.058
TOTAL	**32.222.616**	**32.982.472**

The table above stated how albeit National Museum of Indonesia being the largest museum in Southeast Asia, the number of visits at National Museum of Indonesia is less compared to the other leading tourism attractions in Jakarta, which are Ancol Dreamland, "Beautiful Indonesia" Miniature Park, Ragunan Zoo, National Monument of Indonesia, as well as Jakarta Historical Museum. The problem faced is in the interest of tourists to visit the museum that could be considered low because heritage tourism in Indonesia doesn't make that much of popularity and should suffice to be considered as a sign of the lack of facilities from the museum to attract visitors. A study by Zhao, Nyaupane and Andereck (2011) revealed that cultural site tourists were less motivated by relaxation, escape, and social considerations; with thoughts of the sites could not meet their needs of 'being entertained', when the image of heritage attractions is generally related to 'education', 'learning', and 'knowledge', which might be less attractive to young travelers who prefer novel and interesting activities. This finding goes along with a study conducted by Marty (2008) that found an alternative to fix the image of heritage attractions, particularly museums, by incorporating the information resources offered by museum professionals in unique online designs for the needs and expectations of their visitors. Along with the COVID-19 crisis, tourist visits to this museum have decreased drastically. Therefore, researchers are interested to see if virtual tours as a safe alternative for visitors and one of the attempts to survive in the middle of COVID-19 crisis will bring positive impact on the interest

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of visiting the National Museum of Indonesia in person. Nowadays, smart technologies hold an important role in the tourism industry. Smart technologies are used throughout the whole tourism activities, including the virtual reality experience, as recognized by the researchers to have potentials and predicted will create more diversities of smart technologies used by tourists, especially with the popularity and development of smartphones (Jeong and Shin, 2020; Pai, Liu, Kang, Dai, 2020).

With the National Museum of Indonesia offering virtual tours for promotional purposes as well as for a safe alternative for their visitors, it is important to take a deeper analysis regarding the perceived performance with the expected performance to examine whether or not it will have a positive impact on the tourists visit intention to the actual site. Considering that virtual tour is still on run as the COVID-19 pandemic has yet to cease and there has not been any familiar research regarding analysis of tourist perception toward the performance of virtual tour and how it influences their visit intention, therefore, this research is worth conducting. This study aims to analyse the tourist perception toward virtual tour in the National Museum of Indonesia and to examine its effect on their visit intention.

B. Research Objective

1. How is the performance of the virtual tour in the National Museum of Indonesia?

2. How does the performance of a virtual tour in the National Museum of Indonesia influence the tourists visit intention to the actual tourism site?

C. Research Purpose

The purpose of this research is to identify the virtual tour in the National Museum of Indonesia, to identify the visit intention after the tourist experienced the virtual tour in National Museum of Indonesia by analyzing the performance of virtual tour in National Museum of Indonesia and its effect on the tourist visit intention.

D. Limitation

In regard to limitations on this research is in its theoretical part. To examine the performance of virtual tour in National Museum of Indonesia, this study focuses on 3 (three) dimensions which are Perceived Usefulness (PU), Perceived Enjoyment (ENJ), and Perceived Ease of Use (PEOU); as to see its influence on visit intention, this study focuses on 4 (four) dimensions which are Satisfaction, Willing Purchase, Considering Purchase, and Recommendation Purchase. The finding of this research limits to whether the Virtual Tour influences Visit Intention to National Museum of Indonesia and how big of an influence of Virtual Tour is on Virtual Tour.

E. Research Benefits

In academic view, this study is expected to contribute a comprehensive theoretical understanding for knowledge development in further studies. In practical view, this study is expected to be beneficial for virtual tour providers to

improve its performance to increase the tourists intention to visit the actual tourism site.