

Virtual Reality as a Creative Marketing Strategy in the Tourism Industry

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Abstract

The study focuses on Virtual Reality as a Creative Marketing Strategy that Tour Operators can use to expand travel business. In this developing 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. 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 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 has expanded the business of various Tour Operators as travelers are looking for more services that give them the surety that their decisions are appropriate. Virtual Reality in Tourism, as a topic is as niche as the technology itself and it can be studied from various perspectives ranging from, User Friendliness, Feasibility, Expensiveness and Supportiveness towards businesses. Tourism being a booming and a never saturating industry requires constant innovation to ensure tourists take up travel on the loop, with 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 and how supportive it can be as a Creative Marketing Strategy.

Keywords: Creative Marketing Strategy, Virtual Reality, Augmented Reality, User Friendliness of Marketing Strategy, Feasibility of Marketing Strategy, Expensiveness of Marketing Strategy, Supportiveness of Marketing Strategy

Introduction

Tourism is an activity that involves the short term movement of individuals to a region or destination out of their domicile. It is carried out in order to meet various purposes, one of the most important being recreation and leisure. Tourists contribute to the destination's economy by using the products and services patronized during their course of travel and stay and Tourism is also one of the fastest growing economies that contributes to foreign exchange, employment, learning and global earnings.

Tourism is a go for joy, additionally, routine of vision, the matter of drawing in, pleasing, and enlivening visitors, and the matter of working visits. The WTO defines Tourism as going beyond or travelling to and staying in places outside one's usual environment for not more than one year for business, leisure and other purposes. The local economy earns large amounts of income due to tourism activities in the form of payments for goods and services. Tourism acts as one of the largest and attractive instruments for economic development especially in the developing countries as Tourism has helped in moving away from the dependency on agriculture and the manufacturing sector, with high growth and development rates, massive inflow of foreign currency, and the development of infrastructure and facilities. It positively contributes to the social and economic development of the country as a whole.

The two terms, 'travel' and 'tourism' can be individually termed or described together deriving three concepts, namely,

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- The movement of the people from homeland to a different destination.
- An important contributor to the economic sector.
- A broad system that caters to the needs of people wanting to travel out of their normal places of stay to different destinations and tending to their requirements.

Considering that Tourism is a recreational activity and that it is something that every individual will seek at some point of their life time, it is one that can witness momentary setbacks due to various reasons, but that which will never deplete. Various other industries apart from the destinations themselves are benefited by tourism namely, the Transportation Services, Product Suppliers at the destination, Hospitality and the Hotel Industry, to name few. Tourism dates back to the past when it was classified as Antiquity, Middle Aged and Grand Tours based on the purpose of the tour and the group that carried out the travel. This classification was made so as to systematically cater to the needs of the respective groups based on the requirements, although the Grand Tour became a major symbol for the display of class.

During the recession in the Late 2000, Tourism worldwide had slowed down drastically, another major factor that influenced the depletion of the Tourism Industry being the outbreak of the H1N1 Influenza Virus around 2008-2009. Although the industry boomed soon after this, it has been a great contributor to foreign exchange and the global economy, ever since.

Development of Technology has created massive opportunities for encouragement of new marketing strategies and various other methods for providing and crafting unique services for the tourists who are visiting destinations. This has resulted in a major boom in the Tourism Industry internally contributing to the global economy. Technology has enhanced the level of services and has made it more convenient for tourists to connect with the destination and other service providers.

Virtual Reality (VR)

The meaning of the term, 'Virtual Reality' can be derived from the two words themselves, 'virtual' being near and 'reality' being something experienced by the human

beings themselves, thus, clearly meaning 'near-reality'. Virtual Reality refers to a kind of reality emulation. In technical terms it is a three dimensional computer generated environment that is created to provide real life-like experiences and sometimes, physical environments and props are used to generate a truer experience. Virtual Reality is an experience through the two important senses, Sight and Sound.

It was in 1968 that Ivan Sutherland discovered this technology with the help of his student, Bob Sproull who created the most popularly known first head-mounted display for the use of immersive simulation applications. Such a made-up environment makes the users believe that they are in a situation that is simulated.

Facts about Virtual Reality (Palmer, 2009)

- Virtual Reality is user friendly and it is not confined to any age.
- Virtual Reality is not expensive unless it is induced to contribute to different services.
- Major brands are investing in Virtual Reality.
- Virtual Reality cannot replace real life experiences.
- Virtual Reality has nothing to do with gaming.
- Virtual Reality showed a positive Rate of Investment, with the British Travel Company Thomas Cook showing a 190 percent progression in the business of tour package bookings after the use of Virtual Reality as a Creative Marketing Strategy.

Virtual Reality in Tourism

The VR Technology is a recent implementation in the Travel and Tourism Industry. It is being commonly used by tour operators to present a live stream of the crafted tour packages to their customers. Customers can also install apps that provide the same service. With the help of Virtual Reality, travelers can review the destinations they plan on visiting and they can receive a life-like experience that will help them to decide on what they could get on the tour.

Review of Literature

An article talked about Virtual Reality being a niche market today and the various ways in which it is

contributing towards the expansion of the Tour Operator's business (Graham, 2016). The analysis showed that the use of Virtual Reality as a Creative Marketing Strategy to promote the destination and offer the customers a feel of the place before they travel has boomed business for various leading Tour Operators. With this big opportunity that Virtual Reality provided, individuals are able to curate their packages based on the destinations that suit their comfort. It is especially valuable for destinations that may not have a top-tier attraction with a lot of name recognition, but which still have numerous natural or cultural attractions that can give the travelers the confidence that the place is worth traveling to. Virtual Reality is one of the most amazing technologies in existence, but it still pales in comparison to actual reality - especially when it comes to making the memories that are inherently bound to in-real-life traveling experiences (Mandelaum, 2016). VR can give people a preview and understanding of incorporating virtual tours into their planning processes, which could help in a big way. It is a super-technological "try before you buy" tool that lets the travelers get a taste of an area or activity before they actually decide to go. VR also empowers full inundation in showcasing substances and messages, as it requires putting on a headset, which avoids outer distractions while being engrossed in the content (Barnes, 2016).

With reference to tourism, the article talks about how VR can be used as a Creative Marketing Strategy that not only increases business for tour operators but also enhances destination management strategies (Livermore, 2015). Various industries are already exploring the idea of VR and it has only created a positive impact on many. With the implementation of VR in the tourism industry it not only increases the value for tourism in unexplored destinations but also makes the tourism industry impact the global economy on a larger scale. Further the article also talks about the most trusted brands and companies that offer this facility and how it is implemented in various fields. Another article in the same year talks about VR and the many useful applications that it has to offer to the Tourism Industry and research professionals (Guttentang, 2015). As VR technology continues to evolve, the number and significance of such applications undoubtedly increases. Planning and management, marketing, entertainment, education, accessibility, and heritage preservation are six areas of tourism in which VR can prove to be particularly

valuable. Part of VR's possible utility as a preservation tool is derived from its potential to create virtual experiences that tourists may accept as substitutes for real visitations to threatened sites. However, the acceptance of such substitutes will be determined by the tourists' attitude toward authenticity and his or her motivations and constraints. As VR is further integrated into the Tourism Sector, new questions and challenges clearly will emerge. The sector will definitely benefit from future research into the topic.

The use of new media and new opportunities in Education and the risks in the use of these technologies, especially in the study of Tourism and History were discussed (Kysela, 2015). New media through a user interface facilitated the controlling of mobile applications thanks to motion and geo-location sensors and allowed for data visualization with dependence on the surroundings of the user. The article focused on the technology of Augmented Reality (AR) and described how this technology could be used in education. Augmented Reality was one of the newest technologies, which offered new ways on educating effectively and attractively. (Wang, 2014) The article showed light on the various Creative Marketing Strategies that the current business structures used, Virtual Reality being one of them with the notion of the community being a central element of the Internet, since its inception. Though research on virtual communities had been extensive, the concept appeared to be ill defined and the understanding of the members' needs remained fragmented. The purpose of the study was to identify a theoretical foundation of the concept of a Virtual Tourist Community based on the core characteristics and the fundamental needs of the community members. Perspectives of how one could define and interpret virtual communities within the Tourism Industry were discussed and issues related to the functions of the virtual communities were explored from the members' viewpoints. Implications were made regarding the virtual communities in the Travel Industry from marketing and design perspectives.

The immense influence that VR has on the industry but however speaking of Wine Tourism in specific it does not create much of an impact (Goncalves, 2014) has been studied. Technological evolution has led to a significant transformation in tourism organizations, particularly those that focus their activities on particular themes or segments, such as Wine Tourism. This can be

transposed to Portuguese Wine Tourism Organizations because the majority lacks the necessary information and communication technologies (and inherent technologies) to become globally competitive. As highlighted in the literature, for a tourism experience to become memorable, it should be emotional and immersive in such a way that the tourists become fully involved in the existing surroundings. A Virtual Reality Serious Game that allows the user to increase the knowledge about the city of Valladolid in Spain has been presented (Zarzuela, 2014). In the Game, the Main Square and some of the historic buildings in the downtown have been virtually recreated. The characteristic tiled floor of the Town Hall Square has been taken advantage of to represent a game board. Different tiled floors are squares which hide questions behind and the user plays the Game using a Natural User Interface based on Microsoft.

The booming popularity of Virtual Reality and its impact on the tourism sector is also discussed (Cheong, 2013). The concept may negatively affect tourism at various destinations. Although it is adopted by multiple tour operators to promote tourism and the quality of services provided there, it may also pose as a threat to the marketing strategies adopted by service providers at the host destinations as their products and services may go unnoticed. Twenty First Century directors need to consider the numerous open doors and dangers that online networking and innovative customers introduce and the subsequent individual moves in loci of action, power, and esteem (Naeem, 2013). To help managers understand this new dispensation, the author proposes important axioms. Namely, Social Media is always a function of the technology, culture, and government of a particular country or context, local events rarely remain local, global events are likely to be reinterpreted locally, creative consumers' actions and creations are also dependent on technology, culture, and government, and finally technology is historically dependent. At the heart of these axioms is the managerial recommendation to continually stay up to date on technology, customers, and social media. To implement this managerial recommendation, marketers must truly engage customers, embrace technology, limit the power of bureaucracy, train and invest in their employees, and inform senior management about the opportunities of social media.

While the pedagogical benefits of fieldtrips have long been recognized, our ever increasing understanding of the impacts of climate change is presenting educators with a dilemma; the benefits long associated with international fieldtrips are at odds with the world community's needs in limiting/halting climatic change. In response, the paper presented the concept of a Virtual Reality-based virtual fieldtrip as a carbon-sensitive alternative (Schott, 2013). The paper takes the case of virtual fieldtrips as a meaningful tool for experiential learning and explores both its impact on Greenhouse Gas Emissions and climate change-related learning. Not surprisingly, the difference in Greenhouse Gas Emissions between a real and virtual fieldtrip is significant while at the same time there is substantial evidence of climate change related learning. (Huang, 2013) A study was conducted to understand the acceptance of 3D technology in Virtual Reality. The article further elucidated on the virtual world of Second Life that provided opportunities for companies in communicating their marketing messages to targeted markets and capturing the attention of potential customers. Second Life is also been used by the travel and tourism industry as a collaborative and commercial tool for communicating with travelers in marketing tourism destinations as well as business management. However, few studies have applied formal theory to understand the significance of virtual worlds to tourism destination marketing. The purpose of the study was to develop a research framework identifying the factors that affect tourists' experiences and behavioral intentions within a 3D Tourism Destination by examining the applicability of the Technology Acceptance Model and Hedonic Theory. For destination managers, the study could help to an extent in designing engaging and interactive 3D tourism destination sites that might contribute to an increase in people's interests in visiting the tourism destinations in the future.

New technologies are used as Creative Marketing Strategies to promote tourist destinations (Marasco, 2012). The study aimed to investigate the impact of virtual reality experiences created with the newest generation of wearable devices with the intention to visit sites and attractions in a destination. To this end, the paper investigated whether the Perceived Visual Appeal (PVA) of Virtual Reality and the Emotional Involvement (EI) of users had a positive impact on the behavioral intentions to visit a cultural heritage site in a destination. The study results revealed that the PVA of the

VR experience with wearable devices had a positive and significant effect on behavioral intentions towards the site featured in the virtual experience. Moreover, PVA had a positive effect on EI. The study was amongst the first to empirically investigate the influence of VR experiences, enabled by the latest wearable devices, on destination visit intentions. (Jelsma, 2012) The study spoke about the various enthusiasts and business owners, a fair number of them who were up for the VR gimmick and the rest who were not aware of what it could potentially bring to the Tourism Industry. This has led to an understood fact that there is no working VR Application in the market yet that could possibly influence the ROI from a business point of view. This can cause companies to wait and see how it works, and the author also speaks about how VR offers a niche market and is mostly going to be taken up by startup companies that do not follow a conventional standard of functioning.

VR sees the new and developing minds and it is a technology for the young minds looking for niche ideas to stay hooked onto (Tussyadiah, 2010). The rapid development of Virtual Reality technology offers opportunities for widespread consumption of VR tourism content. It also presents challenges to better understand the effectiveness of VR experience in inducing more favorable attitude toward tourism destinations and shaping visitation intention. The research identified several positive consequences of the presence in VR experiences. The feeling of being in the virtual environment increases the enjoyment of VR experiences and results in stronger likings and preferences to the destination. Positive attitude leads to a higher level of visitation intention and therefore, the study provided the empirical evidence to confirm to the effectiveness of VR in shaping consumers' attitudes and behavior. Virtual Reality is a fact or fantasy that can be applied in the present Tourism Industry (Williams, 2009). VR experiences have been the subject of speculation for computer programmers, futurists and scientists for many years. More recently there have been considerable media hype and discussions about the possible uses of Virtual Reality in society. The article not only highlighted some of the potential uses of VR within the Tourism Industry, but also addressed the realistic shortcomings of VR technology. In addition, some future developments were identified, to determine when and whether VR would likely offer the potentials it promised.

The article discussed about the factors having a crucial impact of cooperation in the successful marketing of the tourism destinations, and electronic commerce offering exciting new opportunities for co-operation among tourism suppliers (McCole, 2009). This article examined the linking of websites to create "virtual" tourism destination organizations, wherein consumers could access information and purchase multiple components of a holiday online. This article also examined the theoretical and practical benefits of virtual co-operation, which examined the extent to which electronic commerce was superseding or complementing traditional hierarchical marketing organizations. Las Vegas is one among the top tourism destinations proactively embracing VR tours so as to attract and enable visitors, having recently launched a virtual reality companion app, called Vegas VR (Tull, 2009). For a destination like Vegas (with a huge host of diverse options) this VR offering allows travelers a chance to plot out a trip that suits their travel style and desires. It even offers custom-built itineraries for food lovers, first timers and more. By creating a hub for exploration, Las Vegas is driving people who may not have otherwise considered the city to book, while also making it easier for repeat visitors to plan their next trip.

(Arbalaiez, 2009) The article specifically discussed about Augmented Reality and its use as a product evaluator. The decision-making activities through all the design process are crucial for the success of the final product but presently there are only limited computational tools available to provide better support to the designer especially in the earlier stages of the process. In addition, the cost of fixing errors or making changes to a design escalates dramatically as the design advances in the product lifecycle. Moreover global design scenarios occur at different time and places, leading to more flexible and light solutions that need to be available for different users. The variance between VR and static images used to promote products and services has also been studied (Aghave, 2004). For the most part, VR may cover an extensive variety of advertising exercises, for example, advancement, statistical surveying, online deals, client benefit, mark administration and advertising. Its effects surpass that of conventional media and that of cell phones. Also, The tourism business is by all accounts mindful of the positive effects of VR, as goals, OTA's, aircrafts, inns, amusement parks and other touristic players have just been applying VR to advance media

substance of their messages and to give trials to their potential clients.

Research Gap

Virtual Reality is a relatively new technology. The Travel and Tourism Industry has started using this technology to enhance their services and stay on par with the innovative world. Although VR technology is extremely sought after and used by Tour Operators, it is still an expensive installation and a concept that may or may not benefit the operator until the service is actually put to use. Therefore the concept of Virtual Reality in Tourism is not something that will work for all economies and it has to be made more feasible.

Need for the Study

Virtual Reality is a tool that is being used by different industries to enhance the experience for their customers. The use of VR in the Travel and Tourism sector will not only entice travelers to visit a particular destination but will also help them in planning their visits. The study will help understand how VR will benefit tour operators to enhance their services and thereby increase tourism demand in the long run.

Objectives of the Study

The main objectives of the study are to understand and study the role of E-Commerce in Virtual Tourism and Destination Management, and to identify the reasons for enhanced use of Virtual Reality as a Creative Marketing Strategy by Tour Operators.

Scope of the Study

The study was conducted by acquiring information from Travelers and from few leading Tour Operators in Bangalore. Further on, the beneficiary outcomes from the study will be proposed to the Tour Operators as part of the implementation process. The concept mainly focused on the business sector, thus to understand the level of satisfaction and popularity of VR among them, the survey data was collected from the public, ranging from frequent travelers to regular vacationers.

Methodology of Research

Type of Research: The research questions resulted in exploratory and analytical answers.

Sources of Data: For the purpose of the study, data was collected from both primary and secondary sources. The primary source for collection of data included a questionnaire that was distributed to the respondents. The secondary sources included the journals, newspaper articles, Websites that were reviewed. The questionnaires were distributed online, through both mail and social media and the hard copies were distributed to the general public. The questionnaire included multiple choice questions which made it easier for the respondents and Likert Scale questions.

Sample Size: 200 respondents were selected from the Tourism and Traveling Sector of Bangalore.

Data Processing and Analysis: For the purpose of analyzing the gathered data and to draw observed conclusions and interpretations, tabulations and graphical representations were incorporated. In addition, the data processing and analysis included statistical techniques such as descriptive statistics and test applications with the support SPSS.

Interpretations from the Study

The aim of the research was to study the impact of Technology on Virtual Reality that could be used as a Creative Marketing Strategy by Tour Operators. Virtual Reality or Augmented Reality enables the users to experience a 360 degree view of a destination or an environment and it is usually used in scenarios wherein an individual would want to feel the presence of a place without actually being there.

The Travel and Tourism Industry is ever evolving and is on the constant lookout for new and innovative technologies to attract tourists to a destination or to any recreational activity that is there to offer. In such a scenario, Virtual Reality plays a major role in the industry and it is powerfully used to enhance business and travel. VR has helped unexplored destinations to attain popularity and it has also expanded the Travel and Tourism Market in various countries. As it is a technology

that can be developed or acquired very easily, many Tour Professionals have started using this technology to give their customers a life-like experience prior to their visit as they will be able to understand better what the destinations will have in store for them. For travelers, now and in the future, a VR travel experience will be the journey that will begin their journeys. From the analysis and interpretation of the collected data, the research was able to understand the various reasons as to how the listed objectives were being met.

Majority of the respondents were within the age group of 18 to 50 years as the questionnaire was mainly directed towards Millennials and members of the working class. The range of occupation of the respondents ranged from Undergraduate Students, IT Professionals, Business to Members of the Service Industry.

Majority of the respondents chose leisure travel and only very few of them took up business trips, which showed that the respondents were mainly looking forward to a getaway from their daily jobs. Data Analysis showed that the maximum frequency of travel was once a year and a good number of them also travelled every month.

Very few respondents relied on Tour Operators for planning their travel. Almost all the respondents preferred to plan their trips on their own. A good number of respondents who were working undertook curreted trips organized by their respective companies so as to meet the company requirements or even family packages that the company sponsored. Tour Operators were selected mainly through information from word of mouth marketing and their promotional efforts. Very few respondents were exposed to the advertisements brought out by Tour Operators.

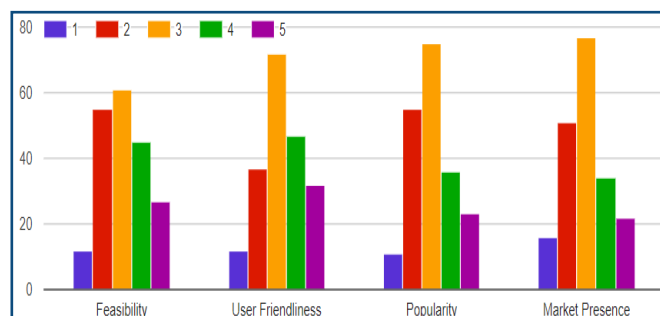
A good number of respondents believed that if not promoted at a global level, tourism in many destinations could deplete. The Study found that Tour Operators could effectively use Virtual Reality Technology to attract Tourists to a Destination.

The Study showed that the advent of E-Commerce had created a wide range of opportunities for the execution

of niche ideas and using them in real time scenarios. As majority of the respondents in the Study agreed to the idea of E-Commerce, it can be inferred that E-Commerce has certainly impacted the growth of new technology in the market and the use of the same to enhance business is imperative.

Majority of the respondents were aware of the concept of Virtual Reality Tourism and how VR Technology could influence their visit to destinations. This was because majority of the respondents in the Study were Students or Young Professionals, who were aware of the latest Trends in the Market and in Technology. They were also open to the idea of undertaking a Virtual Tour of the destination that they planned to visit. Very few respondents did not prefer the idea of experiencing a place prior to their visit. There was also a small group of respondents who were discrete to the idea of Virtual Reality that assumed that they were either unaware of the technology or were not sure if they wanted to experience it as a part of their travel, as was found from the Study.

The respondents were asked to rate Virtual Reality Tourism on a scale of 1 to 5, with 1 being very low and 5 being very high, on the parameters of Feasibility, User Friendliness, Popularity and Market Presence. As seen from the Graph below, majority of the respondents felt that VR Technology moderately satisfied all the variables.



A Correlation Analysis was performed to understand the role of E-Commerce in Virtual Tourism and Destination Management. The following Table displays the Correlation between the Variables.

<i>The Role of E-Commerce in VT (Virtual Tourism) and Destination Management</i>		<i>E-Commerce has taken over and create opportunities for execution of Niche Ideas</i>	<i>Conventional Modes of Marketing a product/service over Next-Gen Ideas</i>
E-Commerce has taken over and create opportunities for execution of Niche Ideas	Pearson Correlation	1	.034
	Sig. (2-tailed)		.633
	N	200	200
Conventional Modes of Marketing a product/service over Next-Gen Ideas	Pearson Correlation	.034	1
	Sig. (2-tailed)	.633	
	N	200	200

Pearson's Product Correlation was performed to find the significant relationship between the two variables and the result showed that there was a strong positive correlation between the two variables where $P = 0.034 > 0.05$, which means that both the variables are dependent on each other.

A Correlation Analysis was performed to understand the role of Virtual Reality as a Creative Marketing Strategy that could be used by Tour Operators. The following Table displays the Correlation between the Variables.

<i>Use of Virtual Reality as a Creative Marketing Strategy by Tour Operators</i>		<i>Use of VR by Tour Operators to attract Travelers</i>	<i>Virtual Tour of Destinations prior to visit</i>	<i>Reasons to choose a specific Tour Operator</i>
Use of VR by Tour Operators to attract Travelers	Pearson Correlation	1	.227**	.056
	Sig. (2-tailed)		.001	.430
	N	200	200	200
Virtual Tour of Destinations prior to visit	Pearson Correlation	.227**	1	.069
	Sig. (2-tailed)	.001		.334
	N	200	200	200

**Correlation is significant at the 0.01 level (2-tailed)

The Table showed that there is a strong positive correlation between the use of VR Technology by Tour Operators to attract Travelers and Virtual Tour of Destinations prior to visit ($P = 0.069$, which is close to 1).

The Analysis therefore proved that there is significant relationship between the use of Virtual Reality by Tour Operators to attract Travelers, and the Choice of Travelers to undertake a Virtual Tour of the Destinations prior to visit.

Through the Study, it was found that Social Media was a strong platform to promote Virtual Reality. In today's time, with the immense use of Social Media Platforms to communicate with the Global World, it is completely logical to consider Social Media as the best platform to promote Technologies related to Virtual Reality.

Travelers feel that by implementing Virtual Reality Technology or the 360 Degree Augmented View, Tour Operators will be able to transform their office space into a digital presence that will offer their customers an authentic life-like view of the destination they intend on visiting.

Though the Study found that a good number of respondents were doubtful about Next Gen Ideas, and their feeling that only the conventional modes of promoting and marketing travel products could still be effective, the Tour Operators believed that by designing new and more creative advertisements, and by spreading information on the use of technology in their businesses through Social Media Platforms, they would be able to attract more number of customers, across all age groups, with expanding reach, each and every minute.

VR Technology will not only enable to enhance business and offer a farfetched market presence, but it will also offer a sustained platform for interactions with the customers thus setting off an automatic concept and policy for Customer Retention.

Conclusion

In a growing economy and in this innovative world, it is imperative that new technologies and upgrades are constantly adopted in order to keep up the pace with the fast growing scale. Virtual Reality is just one of the supporting new technologies that have not only performed well on its own in the market but also helped other businesses to grow. VR has contributed to the growing economy on a large scale. Tourism being a human activity that will never saturate, it is important to stay connected with the present trends and come up with innovative ways to be top notch in the industry. In order to not only develop individual businesses but also to promote the rarely visited destinations, technologies like Virtual Reality will always play a very crucial role.

Virtual Reality in Tourism is a developing concept and has a great scope for widespread usage. VR Technology will certainly impact the Tourism Industry in a positive manner, but like many other new products or services in the market it might take some time for a larger part of the industry to include this technology, lest very soon VR is sure to create an impact.

Scope for Further Research

Virtual Reality is a technology that is developed in order to provide life-like experience of destinations. Such being the case, it will always have scope for expansion and with regard to the Tourism Industry, VR certainly will have scope for further research based on its contribution to the industry.

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