

ABSTRACT

The Covid-19 pandemic has become a momentum for the emergence of virtual tourism as an alternative solution for traveling. On the other hand, virtual tourism can be utilized for tourism promotion purposes, so its potential is not limited to the Covid-19 pandemic. However, the positive growth of the tourism industry is currently not in line with the declining growth of virtual tourism in Indonesia. For example, Indonesia Virtual Tour users are currently only around 3000-5000 visitors/ month and this number does not reach 1% of the existing tourists. Therefore, it is necessary to conduct research related to the use of virtual tourism to encourage tourists' intention to visit actual tourist destinations.

The purpose of this research is to analyze the virtual tourism usage by integrating the stimuli-organism-response (SOR) model, technology acceptance model (TAM), and flow theory. This research aims to identify the conditions of various variables that are examined in the virtual tourism usage. Additionally, it investigates the influence of information quality and interactivity on focused attention, perceived enjoyment, perceived usefulness, and perceived ease of use, which then influence virtual tourism satisfaction and visit intention.

The method used in this research is quantitative. Primary data sources are used with data collection techniques through questionnaires. The sample needed is 385 respondents with the criteria of respondents who are virtual tourism users who have used it as a tool to find information related to tourist destinations. The collected data were analyzed using descriptive statistical analysis and multivariate analysis using structural equation modeling (SEM).

This research is expected to provide a comprehensive measurement of virtual tourism usage through any device and its effect on tourist visits to actual destinations. This research will contribute to the scientific and practical aspects of developing virtual tourism in Indonesia.

Keyword: *Virtual Tourism; SOR Model; TAM; Flow Theory; Visit Intention*