Social Media and Immersive Technology Adoption for Virtual Travel Experiences

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Abstract

Indonesia has enormous tourism potential, cultural diversity, its rich nature, of course, can be further developed. The Indonesian government, then prioritizes the tourism sector through promotions up to the international level with the tagline Wonderful Indonesia. At the same time, the tourism sector faces various challenges, so it must adapt to changes, and ever-changing trends and consumer behaviors. Not to mention the COVID-19 pandemic that hit Indonesia and the world, resulting in a drastic decline in the tourism industry. The tourism sector relies heavily on consumer confidence, business sentiment, so in the face of growing pressure, strategy, creativity, and innovation are needed to improve quality, and value. Tourism industry authorities and players can only meet the challenges and opportunities of the current global market with strategies and initiatives such as using social media and adopting immersive technologies. Research on the use of social media and immersive technology is currently dominated by the hotel industry and is widely carried out in developed countries. Meanwhile, research also separates social media and immersive technology in the tourism industry. Therefore, this study tries to investigate the use of social media and the adoption of immersive technology for virtual travel experiences and destination marketing in local tourism through a literature review. This literature review is based on an existing review by adding knowledge about the use of immersive technologies in the tourism industry. Literature obtained from several reputable journal databases using search queries with the use of keywords "social media", "immersive technology", "Augmented reality ", "Virtual Reality", "tourism", is limited to literature published from 2018 to 2022.

Keywords: media social, tourism, immersive technology, augmented reality, Virtual Reality