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Through Languages, Education, and  
Tourism*

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**TOURISM**

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Dodo**

## **INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA (IIUM) STUDENT'S ACCEPTANCE ON VIRTUAL REALITY (VR) AS A TOURISM MARKETING TOOL**

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### **ABSTRACT**

Youths are very vulnerable to the rapid development of technology specifically on students. The presence of varieties online applications that can be downloaded on their smartphone have exposed them to the latest technology especially in Virtual Reality (VR) technology. Hence, Technology Acceptance Model (TAM) is applied in this study in order to understand the factors that influencing student's acceptance in Virtual Reality (VR). Technology Acceptance Model (TAM) is an assessment to predict use and acceptance of information systems and technology by individual user. Technology Acceptance Model (TAM) consists of seven elements which are Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Perceived Enjoyment (PENJ), Interest (INT), Personal Innovative (PI) Accessibility (ACC) and Anxiety (ANX). This study aims to determine the most influence variable using Technology Acceptance Model (TAM) on student's acceptance. This study is a quantitative study with questionnaires and online survey as the instrumentation in collecting the data. There are 100 students of International Islamic University Malaysia (IIUM) as the respondents of this study from three different campuses, which are Gombak, Kuantan and Pagoh campus. The result of this study displays that the most influence variable in Technology Acceptance Model (TAM) is Perceived Enjoyment (PENJ) while the least influence variable is Accessibility (ACC). This study highlights on the enhancement of the potential to revolutionize the promotion and selling of tourism from tourism player specifically marketer on how to market and promote their destination or product by implementing Virtual Reality (VR) technology in their tourism product and service. Therefore, with the implementation of the new technological advancement in tourism and hospitality industry able to boost up the industry not only to the government but also service provider that generate the benefit by applying Virtual Reality (VR) technology in their business as part of the marketing tool.

**Keywords:** *Students' acceptance; Virtual Reality (VR); Technology; Marketing Tool; Technology Acceptance Model (TAM)*

## 1. INTRODUCTION

Technology in tourism and hospitality industry is crucial nowadays due to the consumption of the internet every day in our daily life. Virtual Reality (VR) technology is a growing application that attract the attention of the practitioners and expertise in tourism and hospitality because this application really helps them to enhance the customer satisfaction and increase the number of visitor of their destination. VR technology is defined as a technology which are allowing the user to interact, experience touch a computer simulated environment whether that environment is a replication of the real world or an imaginary one in the past, future or present which has been mentioned by Guttentag (2010) and Mandal (2013). The implementation of VR technology in tourism destination is due to a great potential for destination promotion because of the immerse sensations it can offer and the ability to communicate in a long distance and experience feels.

However, marketing is one of the most widely used to promote Virtual Reality (VR) technology, and plays a key role in tourism and hospitality industry. Marketing is defined as a management activities and decision aimed at successfully addressing opportunities and risk in a progressive environment, actively signing and distributing the needs-satisfactory product proposition to the user in a manner to achieve the goals of the industry, user and community mentioned by Cronje *et al.* (2007). In addition, Prideaux, B. (2002) explained that the contribution of Virtual Reality (VR) technology to market a destination has an extensive ability due to the potential to transform the promotion and selling of tourism destination.

Virtual Reality (VR) technology is newly discovered in Malaysia, however other countries for instance London, Paris, North Korea had already discovered this advanced technology in the past few years. For instance, museum or any other cultural sites have implemented the VR technology since museum is the preferable destination to test the popularity of the potential special exhibition, and a tour company mentioned by Guttentag (2008). Xiang, Mangini and Fesenmaier (2015) explained that to enhance youth to come to museum by the integration of VR technology in museum seem effective. In general, students are more active and involved in travel planning than past generations since they are interested in using a variety of instruments to seek travel information. Thus, VR can help convey experiences, increase awareness and purchase intention described by (Huang *et al* 2016; Klein 2003). Young people or students prefer computer application which for delight in learning and VR technology presents opportunity to experience environment which for reasons of time, distance, scale and safety would not otherwise be available to many youth mentioned by Mumtaz (2001). Therefore, International Islamic University Malaysia (IIUM) students were chosen as their target respondents. The aim is to understand the student's acceptance of Virtual Reality (VR) technology as a marketing tool among International Islamic University Malaysia (IIUM) by adopting the Technology Acceptance Model (TAM).

## **2. LITERATURE REVIEW**

### **2.1 VIRTUAL REALITY (VR) IN TOURISM INDUSTRY**

Strickland (2007) described that the Virtual Reality (VR) technology experience should include three dimensional images that appear to be life-sized from the user's perspective, and the ability to track user's motions, especially the head and eye movements, and adjust the image on the display images to reflect the changes in perspective. In addition, Virtual Reality (VR) based on a three-dimensional, stereoscopic head-tracker displays, body tracking and binaural sounds. It is also known as, multi-sensory, immersive experience. An effective VR causes the user to become unaware of the real surroundings and only focus on the existence in the virtual environment. Nonetheless, Virtual Reality (VR) is the illusion of involvement in a synthetic environment rather than environment mentioned by M. Gigante (1993)

### **2.2 MARKETING TOOL**

Marketing or promotion is an everyday activity and it should be done comprehensively in order to succeed. Morrison and Alastair M. (2013) explained that the success of destination marketing may also be influenced by groups outside of Destination Marketing Organization (DMO), the organization must collect and handle the efforts of all the parties involved in order to accomplish the great result. In recent years, there has been an increasing interest in Virtual Reality (VR) technology as a marketing tools in destination marketing due to the rise number of user of the technology among youth. Marketers are now designate their attention and marketing cost to inbound promotion tactics to make sure that changes have occurred in user behaviour. Virtual Reality (VR) technology is basically one of the digital marketing where using all kinds of information and communication (ICTs) in destination marketing.

### **2.3 PREVIOUS STUDY IN VIRTUAL REALITY**

Several studies have been done related with this study, but most of the countries such as Austria, Paris, New York and others have implemented this technology but there is a small number of the study specifically in Malaysia. Virtual Reality (VR) technology is an artificial environment, that revitalices real-world experiences mentioned by Guttentag (2010). In protecting heritage, Virtual Reality (VR) technology offer realistic experience without jeopardizing and destroying heritage site and allows visit to sites with sensitive environments or situations not suitable for crowds. The study in Malaysia has been done by Kamarulzaman and Siang (2014) entitled Virtual Reality (VR) and Augmented Reality (AR) Reality Combination as a Holistic Application for Heritage Preservation in the UNESCO World Heritage Site of Melaka is focusing more on the museum itself. This study



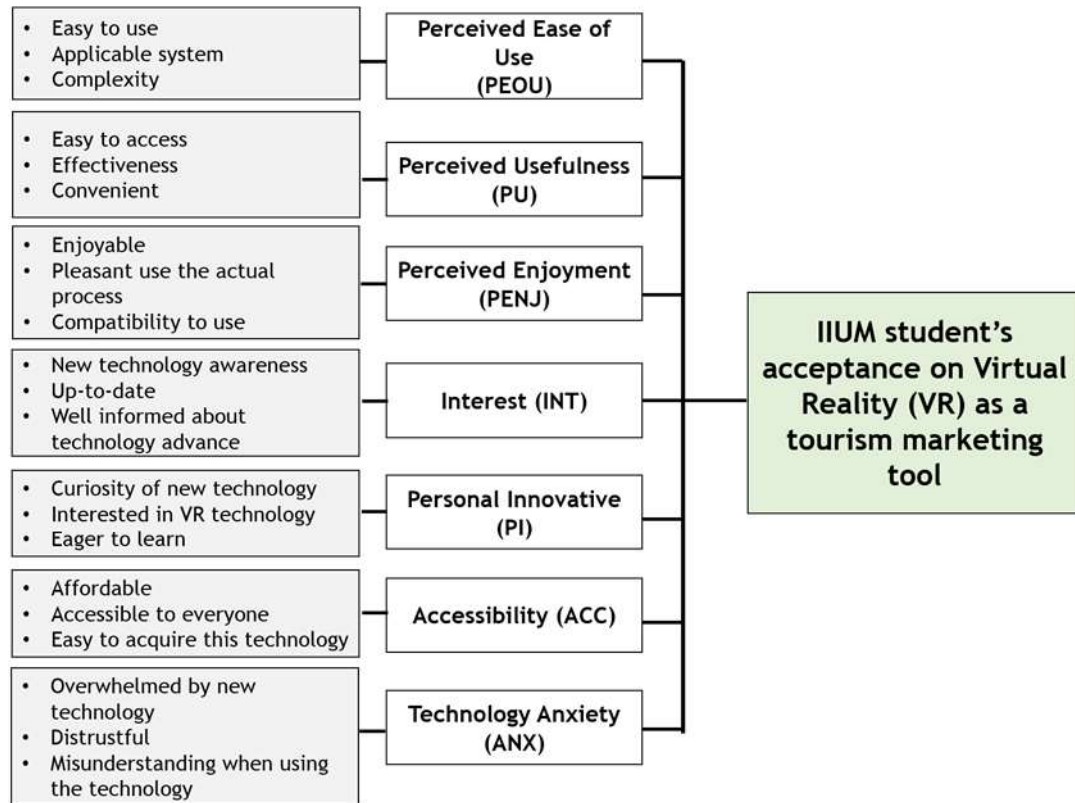
emphasized on the combination of Virtual Reality (VR) and Augmented Reality (AR) which able to give an alternative form of access to threatened heritage sites and objects that lessen the impacts of visitors' overcrowding but at the same time heighten the overall experience of the tourist when they visit to museum around Melaka.

Other than that, a study entitled Virtual Reality (VR) in destination marketing is one of the example study that has been done by Tiusanen (2017). Marketing planning, market research, market segmentation, marketing strategies and marketing control and evaluation are the main parts of the role of Destination Marketing Organization (DMO) in tourism. The aim for this study is to find out how Virtual Reality (VR) and its role in destination marketing. Thus, it shows that Virtual Reality (VR) technology can truly be a trend and mainstream technology in destination marketing to boost up the tourism industry as well as to generate income to the local community.

## **2.4 TECHNOLOGY ACCEPTANCE MODEL (TAM) OF VIRTUAL REALITY (VR)**

Technology Acceptance Model (TAM) was introduced by Davis (1989) and this model is used to determine the acknowledgement of technology and information systems by individual users. This model has been implemented widely in different studies that examine the individual technology acceptance behaviour in different system constructs. Technology Acceptance Model (TAM) it is a complicated interaction of intellectual and passionate procedures that contributes to the approval or dismissal of modernization by understanding recognition as a favorable reactive of an concept, in the context of effective readiness explained by Guttentag & D. A. (2010). Davis (1989) stated that there are two main elements in TAM which are Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Therefore, Disztinger *et al.* (2017) has modified and extended this model by including other independent variables such as Perceived Enjoyment (PENJ), Interest (INT), Personal Innovativeness (PI), Accessibility (ACC) and Technology Anxiety (ANX). It has been widely used model to help understand and explain user behavior in an information system. Therefore, the TAM was adopted as the guideline to achieve the main purpose of this study which is to understand factors that influencing IIUM students's acceptance on Virtual Reality (VR) as a marketing tool. Thus, this study is applying the Technology Acceptance Model (TAM) as an assessment to determine the most influential variable using Technology Acceptance Model (TAM) on IIUM student's perception on Virtual Reality (VR) as a marketing tool.

Figure 1: Framework of the study



### 3. METHODOLOGY

Google Form is the instrumentation for data collection in this study and there are two sections in the questionnaire which are Section A and Section B. The items was measured in multiple choice questions (nominal) for Section A and Likert scale ranking in Section B (ordinal). In Section A, it involves of the demographic profiling of the respondents in order to perceive the background of the respondents and its interrelation with the questionnaire. Section B contains of the items related with the variables on VR technology and consists of seven variables in order to understand the student's acceptance of IIUM students on VR technology as a marketing tool.

The current total population of IIUM students is 26,000 (as of December 2018). According to Krejcie and Morgan (1970), the sample size for population over 20,000 should be 377. However, Hair *et al.* (2016) explained that minimum sample size should be at least 100 respondents. Thus, 100 respondents of IIUM students have responded in order to

understand the student's acceptance on VR technology as a marketing tool. The sampling technique used in this study is convenience sampling using snowballing approach, where the link of the online questionnaire were distributed to friends who are currently studying in IIUM Gombak, Kuantan and Pagoh via Whatsapp, Facebook, Twitter and Instagram. The collected data has been coded and analysed by using IBM Statistical Package for the Social Sciences known as (SPSS) 25th version and Microsoft Excel 2013 for descriptive analysis and rank the most influence variables using statistical technique for instance frequency, percentage and mean.

#### 4. MAIN RESULTS

The variables of TAM were then tested to determine the level of acceptance of IIUM students on VR as a marketing tool. The items were constructed into questionnaire and led to a new information on the acceptance of the IIUM students towards Virtual Reality (VR) technology. The profile of the respondents is shown in Table 1 and the results of TAM for IIUM students is shown in Table 2. As shown in Table 1, the female respondents contribute to the highest percentage of 68% (N= 68) with the age group of 23-27 years old. Most of the respondents were Malaysian with 98% (N=98), and 95% (N=95) of the respondents were bachelor's degree student.

Table 1: *Profiles of the respondents*

Label	Indicator	Frequencies	Percent
<b>Gender</b>	Male	32	32%
	Female	68	68%
<b>Nationality</b>	Malaysian	98	98%
	Non-Malaysian	2	2%
<b>Age</b>	18-22 years old	38	38%
	23-27 years old	60	60%
	28-32 years old	1	1%
	33-37 years old	1	1%
<b>Level of Education</b>	Doctor of Philosophy (PhD)	3	3%
	Master's Degree	2	2%
	Bachelor's Degree	95	95%

Table 2: TAM for IIUM students

CODING	ITEMS	MEAN
<b>PERCEIVED ENJOYMENT (PENJ)</b>		<b>4.1300</b>
<b>PENJ1</b>	I think this technology is an enjoyable system	4.38
<b>PENJ2</b>	I believe that the actual process of using this technology is pleasant to use	4.09
<b>PENJ3</b>	Virtual Reality (VR) technology would be compatible to use	3.92
<b>PERCEIVED USEFULNESS (PU)</b>		<b>3.8833</b>
<b>PU3</b>	Virtual Reality (VR) technology is an effective system	4.01
<b>PU2</b>	Virtual Reality (VR) technology would be convenient to use	4.01
<b>PU1</b>	Virtual Reality (VR) technology is an accessible to access	3.63
<b>PERCEIVED EASE OF USE (PEOU)</b>		<b>3.8133</b>
<b>PEOU2</b>	I think that Virtual Reality (VR) technology is an applicable system	4.16
<b>PEOU1</b>	I believe that Virtual Reality (VR) technology is an easy to use	4.03
<b>PEOU3</b>	Virtual Reality (VR) technology is complicated system	3.25
<b>PERSONAL INNOVATIVE (PI)</b>		<b>3.7967</b>
<b>PI3</b>	I would like to learn more about computer-based methods such as Virtual Reality (VR) technology	3.93
<b>PI1</b>	I am curious about using computer-based technologies such as Virtual Reality (VR) technology	3.88
<b>PI2</b>	I already had an interest in computer-based technologies such as Virtual Reality (VR) technology system	3.58
<b>INTEREST<sup>1</sup></b>		<b>3.2700</b>
<b>INT3</b>	I keep myself informed about technological advances	3.49
<b>INT2</b>	I always try to stay up-to-date with the latest technology such as Virtual Reality (VR)	3.18
<b>INT1</b>	I often aware when a new device is launched	3.14
<b>ANXIETY (ANX)</b>		<b>3.2000</b>
<b>PENJ1</b>	I often worry about being overwhelmed by new technology such as Virtual Reality (VR) technology	3.37
<b>PENJ2</b>	I think that making a mistake when using the Virtual Reality (VR) scares me	3.28
<b>PENJ3</b>	I am distrustful of new technical devices such as Virtual Reality (VR) technology	2.95
<b>ACCESSIBILITY (ACC)</b>		<b>3.1467</b>
<b>ACC1</b>	I think Virtual Reality (VR) technology is basically accessible to everyone	3.35
<b>ACC2</b>	I find Virtual Reality (VR) technology is easy to acquire	3.23
<b>ACC3</b>	I think that almost everyone can afford Virtual Reality (VR) technology	2.86

The ranking was established and constructed in descending sequence to analyse which factor has the most influence among IIUM students. Table 2 shows that the ranking of the variables in descending order to identify which variable has the most significance to this study. The highest ranking is contribute from Perceived Enjoyment (PENJ) with 4.13 followed by the Perceived Usefulness (PU) with 3.88. This indicates the IIUM students agreed that VR technology is a technology that enjoyable and pleasant to use as a marketing tool. The third ranking is received Perceived Ease of Use (PEOU) with 3.81 where IIUM students believed that Virtual Reality (VR) technology is eased to use at any time or anywhere. The least significant variable is accessibility that influences IIUM students due to the affordability and the accessible of the technology to the other age range.

For Perceived Usefulness (PU), IIUM students had believed that using a particular system would enhance their motivation towards travelling. Moreover, majority of the respondents agreed that VR technology and they are positively influences the interest by aware with a new device is launched and stay up-to-date with the latest technology. The respondents had agreed that they are personally well informed about new technological advances and they want to learn more about the computer-based methods such as VR technology. On the other hand, majority of the respondents had disagreed that VR technology is not affordable to obtain due to the physical accessibility, even though VR technology might be expensive to buy. However, in terms of information accessibility, the respondents strongly agreed that VR technology would be beneficial for them. IIUM student perceived that they are overwhelmed and distrustful on using new technology like VR technology because they felt that VR is complicated system.

## **5. CONCLUSION**

This study was conducted to understand of the student's acceptance of Virtual Reality (VR) technology as a marketing tool among International Islamic University Malaysia (IIUM). Furthermore, this study help to provide a better understanding to the researcher about the most influential variable using Technology Acceptance Model (TAM) on IIUM student's perception on Virtual Reality as a marketing tool. Thus, Virtual Reality (VR) technology is well known technology among IIUM student's and able to attract youth especially to tourism destination that least visitors such as museum, historical building and others.

The limitation of this study is due to the integration of Virtual Reality (VR) into the tourism sector remain a limited amount of existing research has directly examined. Other than that, the respondents of this study were only focused on IIUM student's only. Future research might widen the population of the study from IIUM student's to all youth in Malaysia and the outcome of that study able to strengthen the understanding about Virtual Reality (VR) technology as a marketing tool not only focusing on the destination but it also comprises of everything in tourism industry.

Virtual Reality (VR) technology is increasing in popularity and capability, and with this, the implications for hospitality and tourism industry will evolve. As an emerging topic of interest, many have considered the possible ways Virtual Reality can boost the industry forward. The current Virtual Reality (VR) technology does not appear to offer significant challenges to the demand to visit real places, and in fact offers enhanced opportunities for marketing. But as the technology evolves in the coming years, tourism destinations and operators would be wise to ensure there are compelling reasons to actually visit the real place, and promote the distinctions from other experiences that may be replicated in the virtual world. Though many examples have been identified in this paper, however, it is difficult to truly predict yet how consumers will adapt to the usage of VR technology in tourism industry.

In conclusion, it is shown that with the implementation of the new technological advancement in tourism and hospitality industry able to boost up the industry itself but also the producer or service provider can gain the benefit by applying Virtual Reality (VR) technology in their business as part of the marketing tool.

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