

ABSTRACT

Abstract: Recently tourism industry in Malaysia is moving forwards to acknowledge virtual reality concept as Malaysia Smart Tourism 4.0 initiatives. Virtual Reality is being developed as a part of smart tourism to provide information about destinations and attractions while showing its potential to become a new tourism service. Due to this urge this conceptual study is prepared to identify the influence of Mosque Virtual Reality authentic experience on cognitive and affective responses towards tourist visit Intention. This study will use a quantitative research design and a cross-sectional study as the research approaches. This study will use a primary source where the information and data will obtain directly from the questionnaire distributed to 300 tourists. It is hope that this this study able to aid the Mosque to improve and concentrate on the promotion utilizing Virtual Reality. The advance of the technology will indirectly attract the need centennials generation increase their intention to visit Mosque as a must destination when travelling.

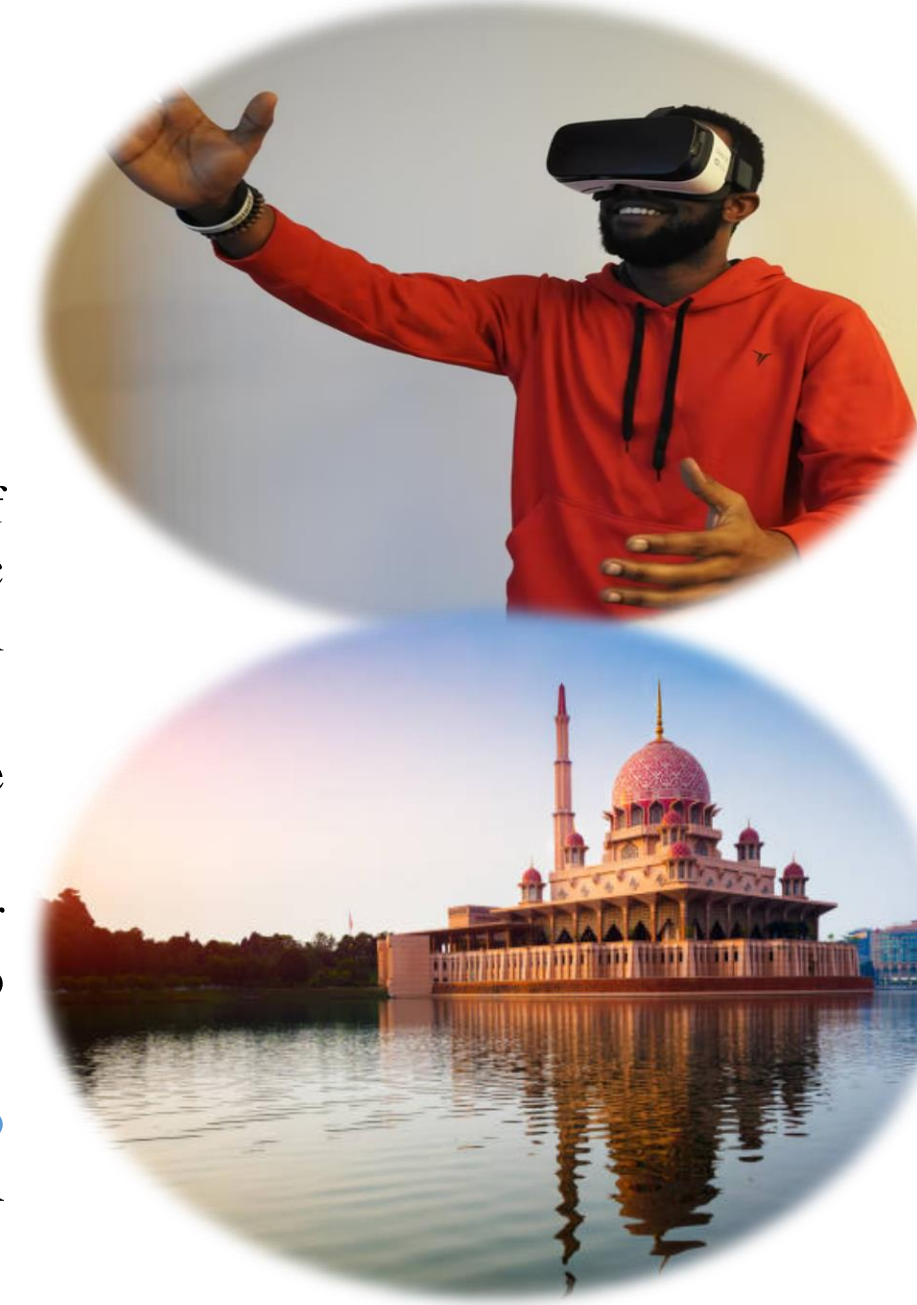
Keywords: Virtual reality, Mosque Tourism, Behavioural Intention, Smart Tourism.

INTRODUCTION

- ❑ The emerge of smart tourism in the industry has successfully helps in optimizing performance via transmission and information communication.
- ❑ Smart Tourism also facilitate tourism industry and competitiveness, generating solution for asset evaluation, shaping tourism products and services in a real-time (Rahman et al. 2020).
- ❑ New technologies, such virtual reality (VR) is making a tremendous impact on the travel industry, redefining every stage of the Muslim tourism experience, from planning and purchasing, to living the experience and sharing the adventures (Crescentrating, 2019).
- ❑ Recently tourism industry in Malaysia is moving forwards to acknowledge virtual reality concept as Malaysia Smart Tourism 4.0 initiatives (Rahman et al. 2020).

STATEMENT OF PROBLEM

- ❑ Closure of the Mosque to tours and visits takes effect on 27 January (TheStar, 2020).
- ❑ Drop in the number of tourists (Foo et, al. 2020). To drive future tourism activities, new forms of tourism like smart tourism need to be introduced (Yasir et al, 2020)
- ❑ In 2019, there was a total of 140 million Muslim tourists, representing 10% of the global travel industry. This number is expected to increase post-pandemic with the Muslim population growing at a rate of 70% compared to the global average of 32%.
- ❑ There is a need and urged for industry players to promote easily available product (Islamic Tourism Center, 2020)..
- ❑ Currently there is a **lacking intools and technology** that is responsible for enliven the mosque especially for disseminating information related to activities and events to the community (Asri, et.al 2018).
- ❑ There is lack of research identifying the main **factors that influence tourists to visit mosques** (Moghavemi et al, 2020) and especially on the influence of VR towards tourist intention to visit mosques.



CONCEPTUAL FRAMEWORK

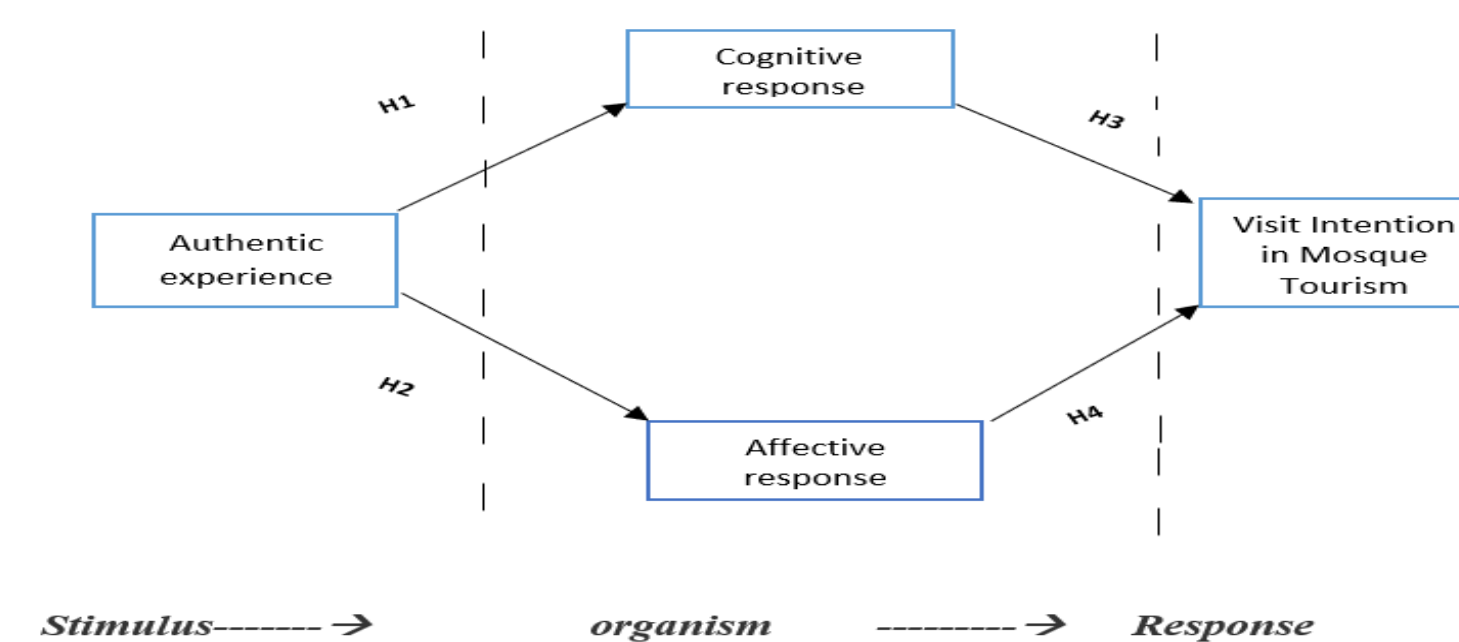


Figure 1 Research Framework

Hypothesis 1: Virtual Reality authentic experience of the mosque positively influence Centennials cognitive responses in Mosque Tourism.

Hypothesis 2: Virtual Reality authentic experience of the mosque positively influence Centennials affective responses in Mosque Tourism.

Hypothesis 3: Cognitive responses positively predict Centennials visit intention in Mosque Tourism.

Hypothesis 4: Affective responses positively predict Centennials visit intention in Mosque Tourism.

CONCLUSION

It is hope that this study able to help the Islamic Tourism Centre to acknowledge on the used of Virtual Tourism as one of new strategies to market Mosque Tourism product in Malaysia. It will indirectly give opportunities for ITC cater to the needs of Gen X, millennial, centennials Muslim tourists all around the world. Hence, industry player can actively promote VR Mosque Tourism and keep on improving the functions, to ensure the loyalty among tourists is achieved.

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