Exploration of Traveler's Experience in Virtual Tour to Batuan Village, Bali

Ekplorasi Pengalaman Wisatawan dalam Wisata Virtual ke Desa Batuan, Bali

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ARTICLE INFO	ABSTRACT
Keywords: virtual tour, online tour, traveler's experience, pandemic	Virtual tours are chosen as alternative tourism during the COVID-19 pandemic. This study aims to explore travelers' experiences in their roles as participants in a virtual tour of Batuan Village, Bali. Qualitative approaches were used; interviews and focus group discussions (FGD) were conducted before the first alpha test (conceptualization of the virtual tour). The 2nd FGD was held to understand the feedback for improvement on the 2nd alpha test. Then, the 3rd FGD was used to explore inputs that can be applied by practitioners in organizing better virtual tours. Through descriptive analysis, six points related to experience are concluded: (1) an enjoyable experience from travelers, (2) an appreciation of the destination's uniqueness, (3) a requirement of devices and platforms for a smooth virtual tour, (4) innovation to create a narrative story plot, (5) a bold character's personification, and (6) a social media account to publish the tour information. The biggest challenges of this study were the web-app development and the virtual tour platform.
INFO ARTIKEL	***ABSTRAK***
Kata kunci: *wisata virtual, wisata daring, pengalaman wisatawan, pandemi*	*Penelitian ini bertujuan untuk mengeksplorasi pengalaman wisatawan saat berwisata daring ke Desa Batuan, Bali. Wisata daring dibutuhkan sebagai alternatif wisata pada masa pandemi COVID-19. Pendekatan kualitatif digunakan untuk menggali pengalaman wisatawan dengan cara menyebarkan kuesioner sebagai tahap awal pembuatan konsep wisata daring. Pada penelitian ini dilakukan tes alfa sebanyak tiga kali. Setiap setelah tes tersebut dilakukan diskusi kelompok untuk memahami pengalaman peserta dan mendapat masukan perbaikan yang dapat diterapkan oleh praktisi pariwisata dalam menyelenggarakan wisata daring. Berdasarkan analisis deskriptif dapat disimpulkan: (1) terdapat pengalaman nikmat yang dialami peserta, (2) peserta mengapresiasi keunikan destinasi, (3) dibutuhkan platform dan perangkat yang memudahkan peserta dalam berwisata daring, (4) dibutuhkan inovasi dalam menciptakan alur narasi dari cerita yang ingin disampaikan, (5) perlu diciptakan personifikasi tokoh yang kuat dalam cerita, dan (6) perlu akun media sosial untuk penyebaran berita. Tantangan terbesar dari penelitian ini adalah batasan waktu dan teknis pembuatan situs web.*

Introduction

It is widely known that the tourism sector is one of the sectors affected by COVID-19's pandemic, with the travel ban being applied in several countries. In 2021, foreign tourists entering through Ngurah Rai Bali International Airport were counted as few as 37, while in 2019, there were more than 6.2 million (Jayani, 2021). Badan Pusat Statistik recorded that in 2020, the number of travels by domestic tourists was down 28.2% from the previous year. While there were 1033 permanent closures of hotels and restaurants, 100,000 workers in the tourism industry were laid off. Business tours, leisure tours, and educative tours were also cancelled, while all of those tours are major contributors to the tourism sector (Statistik Bulanan & Ekonomi, 2021).

With this condition, the supply and demand for online tours (whether provided by the government or the private sector) were enhanced. Government advice on physical distancing during the pandemic and positive word of mouth about online tours have significantly increased the demand (Itani & Hollebeek, 2021). With a virtual tour, it gives hope for those who still want to travel in the pandemic era. This is in line with research that shows the importance of a virtual tour in increasing one's desire to travel to several destinations (Jayendran & G, 2018). It also has become a support to the tourism sector (Chirisa, 2020) in maintaining economic stability during the pandemic (Jagadtya & Aisyianita, 2020). A study on the online experience (Cenni & Vásquez, 2022) showed that consumers felt the benefit of educational and entertainment aspects from the tour, including the search for social interaction and virtual escape. All of these are efforts so that online experiences can be applied as marketing tools for future travel (Li et al., 2022).

A virtual tour also has a positive impact on students in Indonesia, who usually go on educational excursions with their school (during the term break) to various destinations. It is known that students who have been studying online for more than a year can get stressed. Moawad (2020) suggested that a sudden and quick change in the education system can cause students to be stressed. The same condition is also found in Indonesia, where there is not-so-smooth online learning added to the many assignments given to students, which has made some students feel the stress (Churiyah et al., 2020; Wahyu & Simanullang, 2020). Educational tours are important for students, because the use of virtual and online technology provides an effective teaching process and engages students in the learning process itself (Masters & Gregory, 2010). Through built-in interaction, students will have the opportunity to practice their skills and apply their concepts in real life (Antonacci & Modress, 2008). Furthermore, students realize more about the importance of the culture of a destination after attending the online tour (Chiao et al., 2018).

Due to the new phenomenon of the virtual tour, research that focuses on participants' experiences from the tour is needed. It is crucial because a virtual tour cannot give the same experience as a direct visit to the destination. Regardless of previous research, studies about participants' experiences while involved in a virtual tour are still rare. Besides that, research that explores how a virtual tour participant is involved before, during, and after a virtual tour still does not get enough attention. This research sees a novelty and urgency in doing a study that explores virtual tour participants' experiences while they are participating in a virtual tour at a tourist village named Batuan Village in Gianyar district, Bali, Indonesia. It is a cultural village where almost everyone is born as an artist (painters, dancers, sculptors, writers, etc.). Hence, this research objective is to explore participants' experiences when involved in a live-stream virtual tour. The virtual tour was held in Zoom software, showcasing 360-degree pre-recorded video. The participants should visit a web site to get the Zoom link. The first tour (the alpha-test tour) can accommodate 20 participants, while the second tour can attract 70 participants.

Method

A qualitative approach is applied by using non-numerical data to probe the opinions expressed by informants (tour participants). We tried to capture how the participants felt and thought. A qualitative approach can help the researcher probe participants' experiences of one phenomenon (Pechlaner et al.,

2012). This study was conducted over four months, from August 10th, 2021, to December 15th, 2021, in order to answer the research problem of what is the exploration tour participants' experience while they are attending a virtual tour of Batuan Village, Bali, Indonesia?" The data was collected before and after the tour.

We combined some techniques for collecting data. Firstly, the interview was held in an initiation phase to get insights from those who have been to and have not been to a virtual community before. We gathered data from a different profile of informants, such as academicians and tour travel practitioners. It continued with three phases of focus group discussions (FGD), as shown in Table I.

Table I Data Collection Phases

Phases	Date	Number of Participants/ respondents	Objectives
First Phase (before alpha test)			
Interviews		3	
First FGD	8th October 2021	4	
Second FGD	21st October 2021	3	Expectation Mapping
Third FGD	2nd November 2021	3	
Questionnaire	November 2021	380	
Second Phase (after alpha test 1)			Feedback & Improvements
FGD	10th December 2021	12	
Third Phase (after alpha test 2)			Feedback & Evaluation
One FGD	15th December 2021	6	

A questionnaire is also used to get more data to finalize the mapping and ideation processes. The questionnaire items were designed based on study literature and FGD results. We analyzed the data using descriptive analysis for both numerical and non-numerical data (Ullah et al., 2020). From the analysis, we translated it into virtual tour concepts and activities.

Result and Discussion

Descriptive Result Toward the 1st Alpha Test

The difference in professional backgrounds among interviewees and FGD participants (travel agent, academician, student, and tour guide community) generates the interesting finding. There are many similar opinions based on their experiences while joining or holding the virtual tour that they have done before. For instance, all the informants emphasize the important role of the tour guide in holding virtual tours. It needs the skill of excellent storytelling to make a virtual tour more exciting, and the tourist, as the participant, can feel the same experience as visiting the real destination, so they are not only watching it virtually. Moreover, the other important things that should be noticed when holding the virtual tour are the quality of the content, images, videos, audio, and an internet connection. Participants will prefer images and videos with interesting content and high resolution. The existence of an audio system and an internet connection also support the virtual tour. Furthermore, the information on it can be delivered properly to the participants. The informants also have a similar opinion about the interesting segment for virtual tours which is the education segment, for example, giving information about historical places, buildings, figures, and others that are related to the tour destination.

Based on the interview and FGD, there are 16 key points of the informants' experiences and their expectations for the virtual tour that are summarized in Table II.

Table II Phase one FGD and Interview Summaries

No	Key Point	Expectations and Experiences from the Participants Perspective on Virtual Tour	Action in the Alpha Test 1
1	Virtual Tour Guide	Expect a tour guide who has excellent skills in storytelling which is informative and interactive, so he/she is not boring.	The villager's involvement (especially the headman and artist) who have good skills in communication as the tour guides, The participants of the virtual tour will get the story directly from the real source.
2	Virtual Tour Content	Expect the audio and video to be in a good quality (clear and high resolution).	The video recording is taken by a 360-degree camera with a good quality microphone.
		Expect the interaction; the participant can give their expressions or feedbacks (not only by watching)	The participant can move the cursor or mouse on the 360-degree screen display.
3	Technical execution of virtual tour	The experience of prospective participants in the virtual tour is watching the video recording or live streaming.	The combination of video recording and live streaming.
4	Virtual Tour Platform	The most frequently used platforms for virtual tours are Zoom, websites, and YouTube.	Integrated website usage for live streaming and workshops.
5	Duration of Virtual Tour	Variative, with 10 minutes as the shortest duration and 90 minutes as the longest duration.	60 minutes
6	The power of choice	Expect to choose your favorite tour attraction with the flexibility of time	The participant can choose the destination and workshop with painting or carving artists. The workshop will be guided by them. The participant will receive a starter pack that contains workshop equipment and souvenirs.
7	Types of Virtual Tour	Interest in education, historical, and nature tours.	Showing the history and education about art painting and carving that become the peculiarity of Batuan Village
8	Souvenir	Expect the souvenirs to be available in the marketplaces that are integrated with the payment gateway.	The souvenir will be sent to the participants' address.
9	Facilities	Hardware with a big screen and have a good internet connection.	Giving suggestions how to use the network and device properly.
10	Involvement the five senses	Expect to feel the weather, temperature, and culinary	Send coffee and snack to the participants' addresses.
11	Obstacles encountered.	Bad signal or network and insufficient device	Giving suggestions how to use the network and device properly.
		There is an annoying sound around the tour guide	The location of live streaming should be in a place with less noise disturbance.
12	Impact	If the virtual tour is not memorable, there will be no desire to visit.	Capture the expression and impression of desire to visit.
13	Characteristic of Virtual Tour	Virtual tours are not a substitute for direct -visit tours. Virtual tours seem like trailers before the tourist decides to visit.	Virtual tours are the marketing tools for the destination.

No	Key Point	Expectations and Experiences from the Participants Perspective on Virtual Tour	Action in the Alpha Test 1
14	Motivation of the Virtual Tour's participant	External motivation: invitation. Internal motivation: feeling bored	Sending out chain invitations with solicitation to kill boredom
15	Market Potential	Virtual tour participants come from educational institutions and offices that require travel activities during a pandemic. It can be continued although the pandemic is over	Inviting the students from schools and universities
16	Display on the User	Application display with user interface (UI) and with a user experience (UX) that is good, simple, and user friendly. Also, the application can be used for a virtual tour with the family.	Try to create a website that is easy to operate on various devices.

Questionnaires were distributed to 380 respondents as confirmation of the points from the interviews and focus group discussion (FGD). A total of 126 respondents (33%) had been in virtual tour as participants, and 254 respondents (67%) had never been in virtual tour as participants. The domiciles of the respondents who have been joining the virtual tour are spread across 14 provinces in Indonesia, with the majority coming from Jakarta, Banten, and West Java, and the majority of the respondents are students.

The destination to be visited is the main consideration for respondents in joining virtual tours (78%). Other things that emerge as their considerations are the profile of the organizer, price, the model of delivery or platform used, and the profile of the tour guide. While tourist attractions are the first choice of respondents, natural attractions are followed by adventure activities. In terms of price, the most accepted range by online tour participants is IDR 20,000 and IDR 50,000, but it can still be considered up to IDR 100,000.

For respondents, the reasons for joining virtual tours (sequentially) are: (1) to fill free time, (2) to increase knowledge, and (3) to look for references before leaving. When joining virtual tours, the majority of devices used are laptops (89%), with the rest being cell phones (5%), desktops (3%), and tablets (2%). Only 1% use a TV set when joining the tour. This information is quite useful in developing the right platform for virtual tours so that they can be enjoyed optimally via a laptop. It is important for organizers to prepare a team, hardware and software, and network because most virtual tour participants prefer virtual tours that are formed through live streaming (58%) compared to pre-recorded videos (42%).

From 126 respondents who had been virtual tour participants, information was obtained that there were three forms of interaction that were widely preferred in virtual tours, namely quizzes with prizes (69 respondents), workshops (67 respondents), and lucky draws (58 respondents). The other two options for virtual tour interactions, question-and-answer and challenges, are less desirable, with 36 and 39 respondents, respectively. On the other hand, the interaction form of physical souvenirs, gifts, and shopping is not very attractive; there was only 1 respondent. Although, during interactions in virtual tours, the souvenirs, gifts, and shopping coupons are the least desirable, participants still want to get souvenirs that are typical of the areas visited. The categories of souvenirs that are in demand are (1) clothing and fashion items, (2) handicrafts for display, and (3) handicrafts as functional goods.

For organizers who will build applications (web-app or download app), here are the lists of responsive considerations (1: most important, 10: least important):
1. Easy to download
2. Easy to search
3. Attractive appearance

4.   Easy to read or write
5.   It is not burdensome when used
6.   The small number of ads
7.   Complete features
8.   High positive reviews
9.   Easy payment/transactions
10. The app can be connected to multiple devices

While participating in virtual tours, the role of the tour guide is considered important by the participants. Therefore, it is important to know what kind of tour guide the participants like the most. Sequentially, the tour guide that was liked by the respondents from the most liked to the least liked is:
1.   Humorous
2.   Informative
3.   Knowledgeable
4.   Friendly
5.   Certified
6.   Problem solver

Descriptive Result Toward 2ⁿᵈ Alpha Test

There were five main points obtained during the second phase of the FGD activities. These five points include obtaining feedback and subsequent action on the content of the virtual tour, presenting narratives, virtual tour techniques, impressions, and recommendations. In terms of feedback on virtual tour content, informants thought that the content was interesting because it was packed with narration from the perspective of figures in Batuan Village and it was packaged theatrically. On the other hand, the story feels meaningful. For them, the storyline is still confusing, especially during transitions. The team then attempted to act by improving the transition flow while they were still maintaining virtual tour content.

In terms of recommendations, the FGD participants thought that social media channels were needed to share experiences when doing virtual tours. Therefore, the researcher also created an Instagram account, @Touree.id, in order to share virtual tour experiences and invite participants to upload their experiences to Instagram. Most of the elements discussed during the FGD were quite positive in terms of narrative, virtual tour techniques, and the general impressions of the participants. The five main points are summarized in Table III.

Table III The 2ⁿᵈ Alpha Test Implementation

No		Feedback of Alpha Test 1	Action in Alpha Test 2
1	Virtual tour content	It is considered interesting because it is packed with narration from the point of view of a character and packaged theatrically.	The story idea is maintained, a better transition is made
		The story is meaningful	
		The storyline is quite confusing when transitioning from one video to another.	
2	Narrative delivery	For young participants, the style of storytelling is considered "inappropriate". For participants who are more mature, they feel "related" to the storyline, which describes someone who is tired because of a busy schedule.	The storytelling needs to be adjusted to the profile of the participant so that it feels more "relatable", involving the Karang Taruna group to be the narrator.
		Want to hear "the young voice of Bali?" by showing how the young people of Batuan Village are	

No		Feedback of Alpha Test 1	Action in Alpha Test 2
3	Virtual tour techniques	The display of the carving workshop on the screen looks small, but still followable.	Change the platform for workshop to Zoom meeting.
		The painting workshop is confusing because there are several pictures. It's best to show the final result of the painting first as an inspiration.	Only choose one type of images showing examples of the final result of the painting.
		Not all participants can operate 360-view.	Make sure the 360-view file isn't too big
		When given a choice between carving or painting workshops, they can get confused. It's better to create a single story for them.	The opening and closing sessions are made simultaneously, then they are divided into the carving and painting art workshop sessions. The starting time of both workshops is the same, so that all participants can gather together at the closing
		The difference in the experience of the virtual tour is that some participants see all the videos, but some are left behind.	
4	Impression	More than expectations, because the participants get a tour package, neatly wrapped, and there is an explanation on the package.	Maintaining what is already good, adding greeting cards to souvenir packages, and increasing informative services to prospective participants
		Salute to the production team that shot video directly in Bali; so, it's like being invited to go straight to Bali.	
		There is someone who greets participants in carving workshops, so it feels friendly, informative. Although there are obstacles, they feel helpful. On the other hand, the painting workshop looks unprepared.	
		Participants really appreciated and surprised when they got coffee and Balinese snacks.	
		Some participants feel confused when they receive the package because some of them did not order it.	
5	Recommendation	Want to share moments that are exciting, important, unique? or then "tag" your tour guide's Instagram. But the Instagram account isn't ready yet	Activating Instagram @Touree.id and inviting participants to upload their experiences to Instagram that they feel good to share

Some improvements were made based on the feedback from participants in the first virtual tour alpha test. Some of them can be seen in the video in Table IV.

Table IV Alpha Tests Videos

No	Activities	Virtual Tour Video
1	Screen recording of a virtual tour participant on the 1st alpha test	https://youtu.be/5mlvuD6KvwE

No	Activities	Virtual Tour Video
2	Improvements in the 2nd alpha test	
	- A trailer of the virtual tour is sent to prospective participants.	https://youtu.be/fKGzp2hwDvc?t=1
	- The unboxing virtual tour package is sent to the prospective participants.	https://youtu.be/LMtEk22lytc
	- Youth and residents of Batuan Village involvement in organizing the virtual tour	https://youtu.be/clhvKy9hi1k https://youtu.be/Lg0EuKxEt4M
	- Prologue of 'The Journey to the Batuan Village"	https://youtu.be/ONJfLySl5AQ
	- 360-degree video Puseh Temple Tour with the Headman of Batuan Village as the tour guide	https://youtu.be/oV4Vvbs-_mk?t=2
	- Painting Workshop using Zoom Meeting	https://youtu.be/WGfp7p3Fvjs

In order to illustrate the experiences of virtual tour participants from the first and second alpha tests, another FGD was held with feedback in Table V.

Table V Feedback of 2nd Alpha Test 2 and The Future Corrective Actions

No		2nd Alpha Test Feedback	Corrective Actions
1	Virtual tour content	The menu is more complete than the alpha test. The story is more complete from beginning to end.	Maintaining what is already good
		The opening storyline is too short, so that the character is suddenly at the destination.	The journey to the destination is told, so that it feels exploratory in traveling
		If there are other characters, it will make the story more acceptable, like tourists on a tour	A budget to pay several people to play different characters
		There is no subtitle on the video to support the unclear audio and help the participant not get bored.	Complete with subtitles (according to language needs)
2	Narrative delivery	Narration is good, no further comments	Maintaining what is already good
3	Virtual tour techniques	It takes up quite a large amount of cellular phone data/quota (if not using Wi-Fi)	Suggest participants use laptop devices and Wi-Fi.
		When closing the display in one of the phases, the user will be brought back to repeat from the first phase. This is quite time consuming and internet quota	A checkpoint system is created so that the user only returns to one previous phase; there is no need to return to the beginning.
		Already able to operate 360 views. But if the user uses a cell phone, it should be more flexible like on YouTube. If the user moves the smartphone to the right, the 360-view display also goes to the right without operating it manually.	The development of 360-degree. views for mobile phones can be considered.
		The figure of the tour guide or tour leader is less visible. It needs to be someone who directs the user technically to enter each phase, not through written directions (via WhatsApp or PDF files). Instructions are made virtually or in the form of typical young characters from Batuan Village.	It needs an introduction to the figure of the tour leader or tour guide or the special character of the young people of Batuan Village at the beginning of the virtual tour session, which can direct participants directly.
		During live streaming, there is a platform shift from website to Zoom. It is better to do it on one platform so that it is more practical and there are not too many instructions.	All virtual tour activities will be concentrated on one platform, but there still needs to be a backup platform for live streaming as an anticipation in case there are technical problems on the main platform.

No		2ⁿᵈ Alpha Test Feedback	Corrective Actions
4	Impression	There are improvements in package delivery; there is a description of use outside the packaging so that it is clearer. There is also a notification that the package will be sent.	Maintaining what are already good
		The impression is significantly higher than it is expected. We were greeted by people wearing Balinese traditional clothes, and they gave an explanation about Batuan Village; even the headman gave a speech directly.	
		Most liked the experience when touring Puseh Temple. The historical story is interesting and delivered in detail.	
		It is so fun to operate 360-view in the temple area because you can see tour participants in the video, so it seems like you are traveling with friends.	
5	Recommendations	There is a suggestion to share photos and moments and mark the Instagram account @Touree.id, but the account is still not ready.	We need an admin who focuses on managing the @Touree.id Instagram account.
		The cinematography in the dance performance section, which is the highlight of the event needs to be worked on better. In addition, it can be added a more mystical background, such as a torch/fire, done at night to make it more memorable.	Creating peak events in the virtual tour will be made easier.
		The personification of the main character must be stronger, so that participants can feel what the main character feels from the beginning to the end of the online tour.	There is an introduction to the main character.
		There is a suggestion to make a teaser similar with the end of the film to indicate that the journey will continue to another village.	Making a teaser can be considered to attract participants to join in the next virtual tour.

Although the virtual tour can be considered as an optional activity during the pandemic, there are specific experiences from the respondents that can be highlighted. Most of them think that the device is an important thing in joining a virtual tour. A laptop or desktop computer can be the right device to enjoy a virtual tour. A cell phone might not give optimum experiences. Neuburger et al. (2018) argued that the effectiveness of a virtual tour depends on the devices used by the traveler. The laptops can provide a comprehensive experience for virtual travelers such as reciprocal responses to the host and other travelers (Qian & Teather, 2018).

Some travelers' impressions after joining the virtual tour are important to discuss. They paid attention when receiving the tour kit since it was designed to give a specific experience. Holbrook (2000) argued for the existence of the 4Es (experience, entertainment, exhibitionism, and evangelism), and Mastroberardino et al. (2021) proved it. The 4Es can be used as the fundamentals to execute a live virtual tour (Colasante, 2011).

The traveler can feel the hospitality of the tour. They highlighted the live appearances – in full set local attire – of the important stakeholders in Batuan Village (i.e., the head of the village). One of the travelers that like best about this live virtual tour is when the organizer gives the story in detail, which makes the story about Batuan Village much more interesting. A live virtual tour that contains 360-degree video will give the traveler mental imagery, immersion, and engagement with their presence in that tour

(Wu & Lai, 2021). Virtual reality (VR) software can be applied in tourism in different ways: as full virtual reality, as augmented reality, as a mixture of virtual reality and augmented reality, or as multisensory activation.

A VR technology can also give an opportunity to the marketing department to promote the destination, which might help customers' decisions in choosing a destination to visit (Pestek & Sarvan, 2020). It can lead to the conclusion that the VR technology with the 360-degree video was a fun thing to do when operating the 360-degree video based on the feedback of traveler.

A virtual tour with 360-degree video in it should note some important points: (1) Establish an emotional connection to content, (2) Create and maintain engagement, (3) Guide viewing attention, (4) Encourage exploration, and (5) Avoid technical defects (Kelling et al., 2017). The travelers cannot feel the real temperature by viewing a 360-degree video (Wagler & Hanus, 2018). The travelers feedback shows that the quality of the video should be improved. Cinematography skills in digital technology are required to give a film a unique nuance (Nuriman et al., 2020).

The tour operator may create gamification activities during the tour as a tool for telling the story to increase engagement and the immersion of the traveler (Argyriou et al., 2020). In this study, the travelers acknowledge how they immerse themselves in the village through the games and activities during the tour.

In addition, since the travelers must explore the site with the help of their devices, they point out the ease with which they can read all visuals, including captions, and if any they can make a payment. Innovation of payment gateways is crucial in the tourism sector in Indonesia, not to mention the usage of e-money (Qoirun et al., 2020). If this can be applied to the virtual tour, the traveler may have a total experience using digital money from the beginning of the journey, which is ticket buying, until the end of the tour and souvenir purchases from the local enterprises (Ilham et al., 2019).

The tour guide is one of the key successes of the AA tour (Black et al., 2019). This study shows that a tour guide should have comprehensive knowledge, be informative, and have a tour guide professional certificate. An online tour has no difference from an on-site tour (Chiao et al., 2018). Interactive activities are needed to develop during the tour, making sure the close relationship between the traveler, tour guide, and host of the destination is maintained (Smith et al., 2019). Even though, there are challenges for the tour guide switch from offline to online tour. The opportunities are wide open for an online tour certification. Since the certification is needed as a warranty that the tour guide is an official person from a responsible institution (Chiao et al., 2018). The tour guide training can be intensive, which enriches the tour guide (Bello et al., 2019).

This study shows that choosing a destination and tour attraction is a crucial process. That process is in its initial or planning stage (Rastati, 2020). This can lead to a participant's interest in joining the tour. The beauty of nature is the favorite attraction chosen by the majority of respondents, followed by adventure attractions. Osin et al. (2021) find in their study that millennial tourists come to Bali for the natural attractions. In opposite, Batuan Village-Bali doesn't have a natural attraction at all since they are a cultural art-based village. By so doing, tour organizers should create creative ideas that match tour participants' interests, with the attraction available in a destination.

In this study, tour participants gain some valuable experiences after joining the online tour. Even though the village does not have a natural attraction, other travel motives can be explored, such as gaining knowledge, adding to one's knowledge through references, and spending the free time for leisure (Ramadhanty et al., 2021). Be alert to the pricing decision. Price is still a factor that tour participants consider when selecting a tour (Anderson et al., 2022). The price range that was tolerated by the participants for an online tour in this study was between IDR 25,000 and IDR 50,000.

Conclusion

This study aims to understand participants' experiences in joining a virtual tour of Batuan Village, Bali, Indonesia. Study results showed that visitors were enjoying the overall programs that have been offered.

The device that can enhance the tour experience is a laptop or desktop computer, while mobile phones are not recommended. The participants appreciated the effort of sending a tour kit to each participant's house so they could stimulate their five senses and interactively enjoy the tour. They understand the message of the tour, and they know the uniqueness of the village, which was the richness of the arts in the village that distinguished Batuan Village from another village in Bali.

The virtual tour organizer must prepare a holistic experience for the participants. They demand an easy access for tour information, ticket, souvenir purchases, a seamless platform an interesting story with a good choice of figures, and beautifully narrated audio and video. The beta version of the virtual tour is needed for further research. In the post-pandemic era, we believe that virtual tour business opportunities are abundant. The village stakeholders can develop a variety of virtual tour programs to show their uniqueness. Business practitioners in the tourism sector might have new revenue streams by offering unlimited destinations virtually. The academia and researchers can continue and explore different areas of virtual tour research topics.

Acknowledgement

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