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**"An Analytical Study on Economy Upliftment through Virtual Tourism  
with special reference to Vasai Virar City"**

**Dr. Hiresh Luhar**

**Director, VIVA Institute of Management and Research, Shirgaon, Virar (E), Dist. Palghar, Pin-401305**

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**ABSTRACT**

In this ongoing time of pandemic where Covid 19 cases are surging up leading to negative impact to the economy resulting in a downturn in Market & Psychological Stress arising out of this scenario. the researcher is trying to identify that how Virtual tourism may play a vital role in economic up-gradation with generating second sources of revenue for the country. As we are aware from past One and a half year due to pandemic most of the tourism site is closed which has lead to disruption in the tourism sector but here researcher is trying to know that virtual tourism can reverse this negative impact and may help the economy moves in upward direction. This study is based on both primary data with 50 respondents & secondary data from pertinence sources to understand well how people are aware of virtual tours as well as their usages. This will also help in understanding expenditure patterns on virtual tourism which may lead to generating revenue from local, regional, national, and international tourists. Virtual Tourism can not replace the magic of personal visit but to some extent, it may create satisfaction with add on the introduction of Virtual Augmented Reality, resulting in the attraction of more tourist at affordable rates at an average of International Tourist Rs. 12000/- per person and for National Tourist Rs. 2400/- per person.

**INTRODUCTION & RATIONALE:**

The ability to satisfy customer needs necessitates a review of the impact of new information and communication technology on the tourism industry's growth by operators. To balance the revolutionary processes that include modern technology of Virtual and Augmented Reality, it is critical to create virtual tours and improve its framework. It enables tour operators to obtain new visual data and create new tourism items.

The research techniques used were theoretical analysis and comparative analysis. Electronic booking, electronic tickets, and electronic purchases, in general, have emerged as a result of the advancement of digital technology, allowing customers to obtain important information about hotels, local culture, and activities in

prospective destinations, as well as various excursions and tourist services. The virtual space in tourism is made up of knowledge fields, flows, services, and the technology market. It is critical to note that the advancement of information technologies in the tourism industry will not only increase the industry's operational performance but will also usher in a new era of growth through closer alignment with other sectors of the economy and new technology. Knowledge fields, flows, tools, and the technology market make up the virtual space in tourism. It is important to note that the advancement of information technologies in the tourism industry will not only increase the industry's functional performance but will also usher in a new level of growth through closer integration with other sectors of the economy and the introduction of new technology.

#### **PROBLEM STATEMENT :**

The study is necessary because India's tourism sector has been closed for more than a year, resulting in a revenue shortfall from tourism. What other options are available to mitigate this danger, such as how well virtual tourism can play a critical role in developing lost capital if put into practise, which could help our steady-moving economy to grow?.

#### **OBJECTIVES :**

#### **TO STUDY VIRTUAL TOURISM AND ITS IMPACT TOWARDS ECONOMY DEVELOPMENT:**

In a rapidly evolving world, widespread use of ICT has become a prerequisite for individual involvement in economic and socio-cultural activities. The changing nature of modern life, the abundance of knowledge, the transformation of the value system and the emergence of new standards of conduct, ethical concepts (some of which are diametrically opposed to traditional ones), and a new vision of life quality, comfort, and level of service compel us to revisit one of the most important aspects of contemporary life – leisure.

The knowledge society, which produces a digital, virtual reality with unique social, cultural, and consumer practices, has had a wide range of effects on tourism innovation processes (Augmented reality in tourism). The modern world's level of information space development influences the trajectory of developments in a variety of fields, including social, political, and economic spheres.

In December 2019, multiple patients in Wuhan, Hubei Province, China, developed pneumonia of unknown etiology. COVID-19 is the name given to this pneumonia by the World Health Organization (WHO). As of December 16, 2020, COVID-19 had spread rapidly across 200 countries, resulting in over 71.58 million confirmed cases and nearly 1,618,374 deaths. People all over the world have been affected by the COVID-19 pandemic, which has resulted in not only the risk of death from the virus but also unbearable psychological stress.

Virtual reality (VR), on the other hand, has been found to have a similar impact to tourism and exposure to nature because it stimulates a range of human senses such as visuals and/or sounds to deceive the brain into responding to the virtual experience.

New globalization processes have had a major impact on almost every aspect of our society's existence. The world has entered the information age, with the rise of the

digital economy as the main trend. The number of industries in the global economy that is unaffected by digital transformation is steadily declining. International tourism is at the forefront of these developments, the tourism market's reliance on the Internet is increasing, and the tourism digitalization process is moving at a rapid pace. The adoption of emerging technology has resulted in a shift in the tourism industry's positions, with new forms and content. International tourism is now poised to take advantage of yet another technological advance, virtual reality. Manuel Castells, a well-known sociologist and modernity specialist, coined the phrase "culture of real virtuality" in the late twentieth century. Virtualization is currently gaining popularity as a new effective technology that affects all aspects of human society. It's important to remember that the number of people who use virtual reality (VR) is exponentially increasing. Experts predict that "in two years, the number of active VR users will exceed 171 million people, and the market will expand to 70 billion dollars by 2020."

#### **HYPOTHESIS OF THE STUDY:**

H0 : Virtual Tourism may not lead in Uplifting Economy

H1 : Virtual Tourism may lead in Uplifting Economy

#### **LIMITATIONS :**

This study is limited to Vasai-Virar city, located in the heart of Vasai Taluka as part of Micro Study to analyse the hypothesis. Also population opinions may vary from geography to geography base on different factors like Literacy, environment, Awareness, behaviour etc.

#### **SCOPE OF THE STUDY:**

Future study can be done by taking wider geography than Vasai Virar City like Metropolitan Region of Mumbai, by analysing impact of economy through virtual tourism on mentioned geography this will help in identification of awareness, importance, stress relief measure and upliftment of economy in wider scope.

#### **LITERATURE REVIEW:**

1. Osman El-Said & Heba Aziz :

“Virtual tours are good at predicting whether or not users would use VTs. After experiencing at least one of the VTs simulating Egyptian heritage sites, data was obtained from a survey of 401 respondents. The Technology Acceptance Model (TAM) and the Protective Action Decision Model (PADM) were used in this analysis (PADM)”

2. Ekaterina Vladimirovna VISHNEVSKAYA, Tatiana Bronislavovna KLIMOVA, Olga Konstantinovna SLINKOVA & Yana Gennadievna GLUMOVA.

“The study's aim is to examine the current state of information technology in the tourism industry. Electronic booking, electronic tickets, and electronic transactions in general have all emerged as a result in the advancement of digital technology. It enables tourism operators to obtain new knowledge and produce new products. Official statistics on the advancement of technology and telecommunication networks in the Russian Federation and its regions were used as sources. The

research techniques were theoretical analysis and comparative analysis.”

3. Ting Yang, Ivan Ka Wai Lai, Zhao Bin Fan, & Qing Min Mo.

“This research uses a four-layer research model to look into how a virtual tour can help people feel less stressed. According to the findings, telepresence has a greater effect on producing affective-motivational states than does the sense of presence. People are given timely advice about how to cope with psychological stress before and after the pandemic.”

4. L P Voronkova :

“Virtual reality is mostly used in tourist product advertisements and guided tours. The future of virtual tourism is dependent on technological advancements. The importance of digital transformation for the creation of a digital economy is highlighted in the report.”

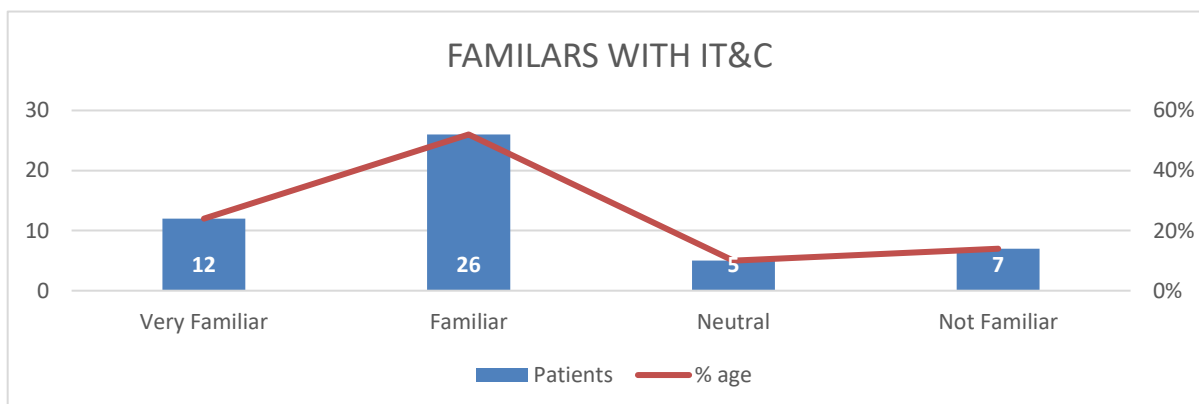
**RESEARCH METHODOLOGY :**

The present study used convenience sampling and followed the primary survey method. Respondents (male and female) were a group of investors who fell in the age group 25 to 55. The participants belonged to a small city – Vasai Virar - in the state of Maharashtra (India); the town has a population of nearly 1,222,390. Mainly, the residents of Vasai Virar, who yearly goes for a tour or who went during time of pandemic at unlock locations. A well-structured questionnaire was framed and randomly circulated among 50 Local Participant.

**DATA ANALYSIS & INTERPRETATION :**

Q1) How much familiar you are with usage of Informations, Technology & Commications ?

Days	Patients	% age
Very Familiar	12	24%
Familiar	26	52%
Neutral	5	10%
Not Familiar	7	14%
<b>Total</b>	<b>50</b>	<b>100%</b>



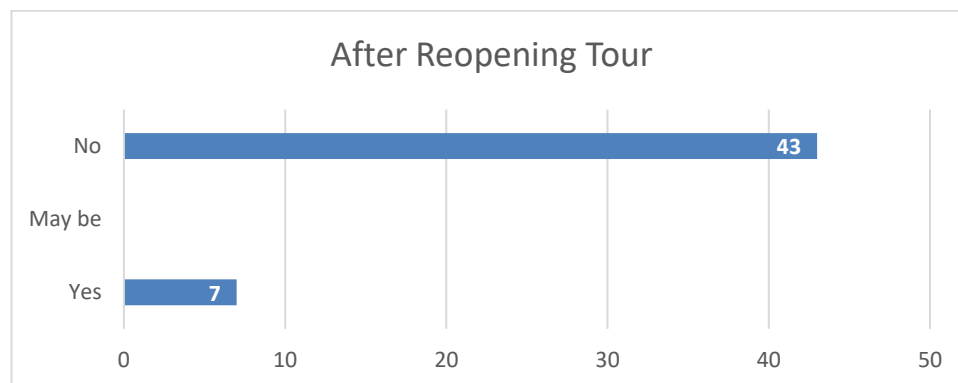
Q2) Are you aware about concept of Virtual Tourism?

Options	Responses	%age
Yes	31	62%
May be	3	6%
No	16	32%
<b>Total</b>	<b>50</b>	<b>100%</b>



Q3) During Covid-19 Phase have to gone to any tourism place after reopening?

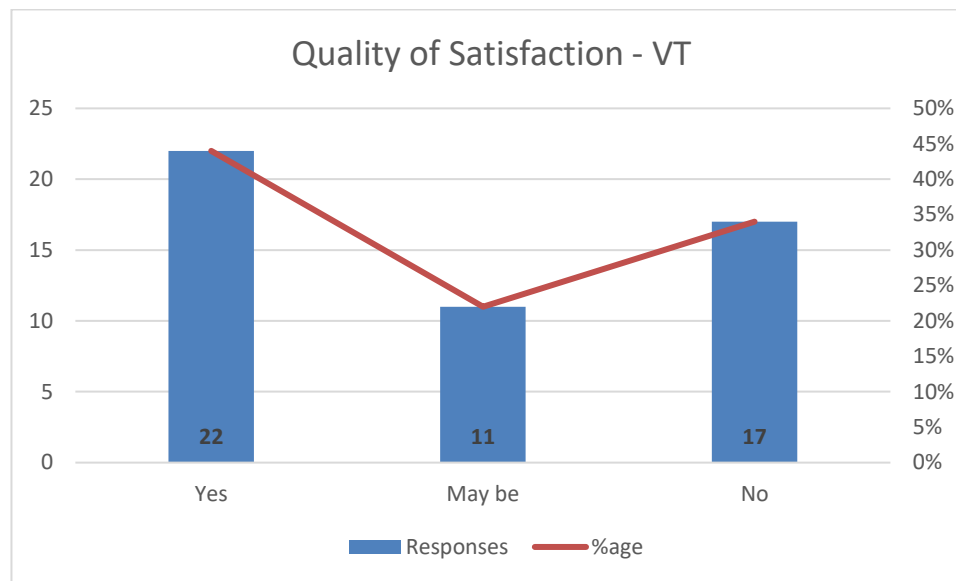
Options	Responses	%age
Yes	7	14%
May be	0	0%
No	43	86%
<b>Total</b>	<b>50</b>	<b>100%</b>



Q4) Do you feel same quality of satisfaction Virtual Tourism can provide you?

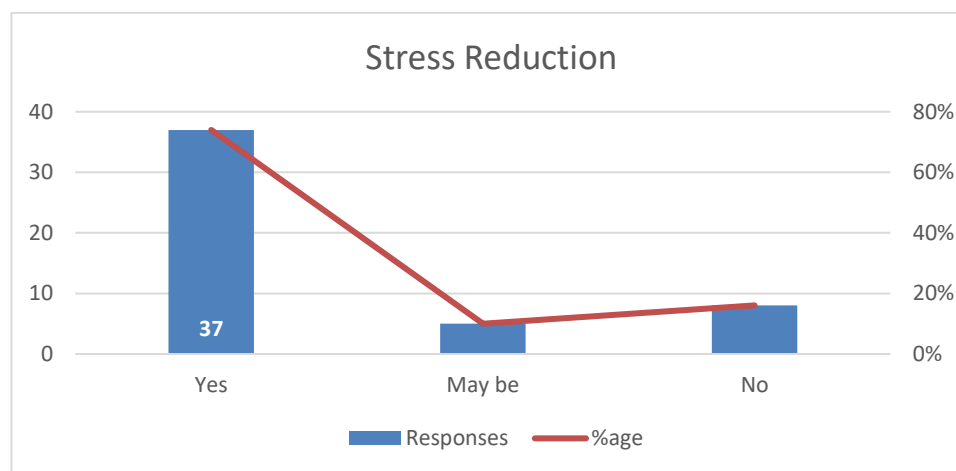
Options	Responses	%age
Yes	22	44%

<b>May be</b>	<b>11</b>	<b>22%</b>
<b>No</b>	<b>17</b>	<b>34%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>



Q5) Do you think Tourism will help in Stress reduction created due to pandemic?

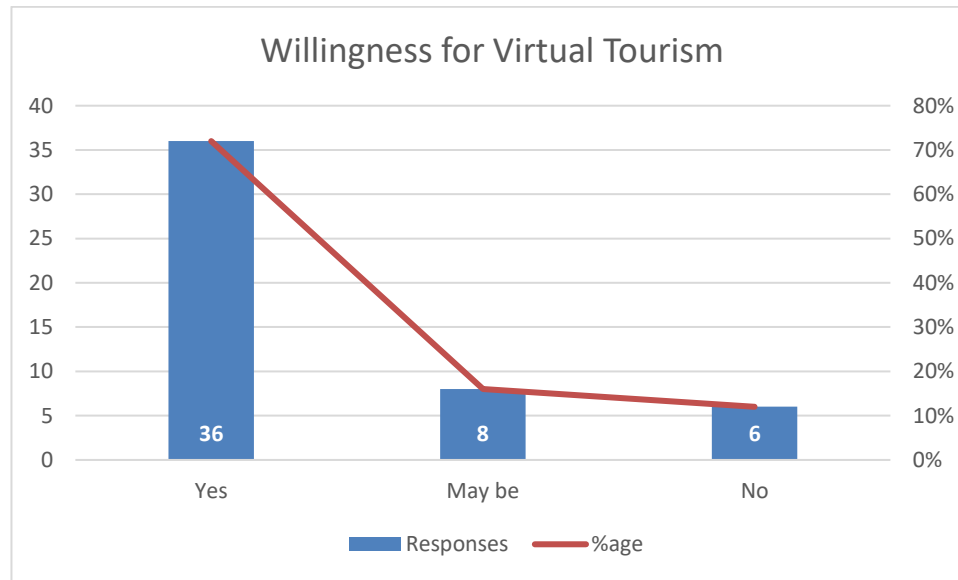
Options	Responses	%age
<b>Yes</b>	<b>37</b>	<b>74%</b>
<b>May be</b>	<b>5</b>	<b>10%</b>
<b>No</b>	<b>8</b>	<b>16%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>



Q6) Would you like to go for virtual tourism for stress relief?

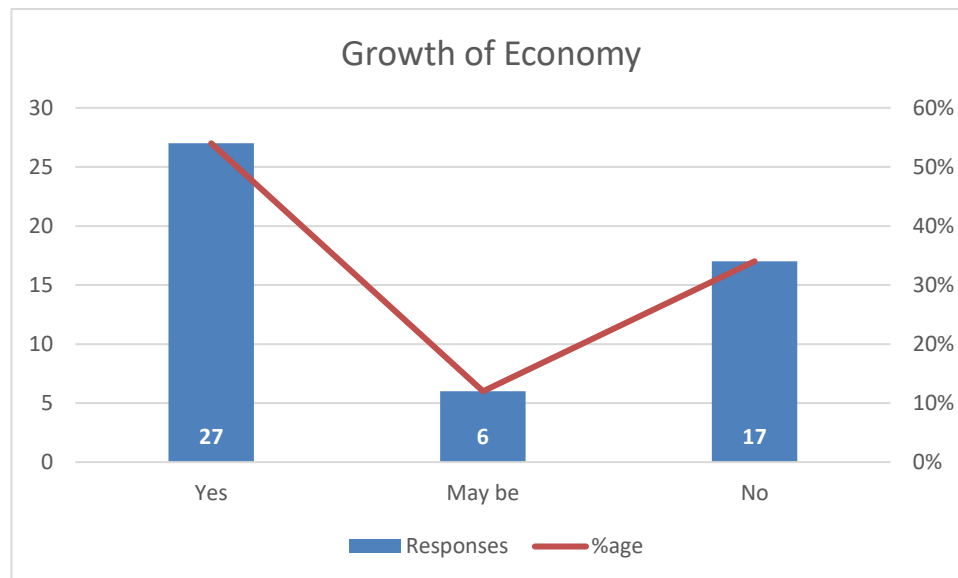
Options	Responses	%age
<b>Yes</b>	<b>36</b>	<b>72%</b>
<b>May be</b>	<b>8</b>	<b>16%</b>
<b>No</b>	<b>6</b>	<b>12%</b>

<b>Total</b>	<b>50</b>	<b>100%</b>
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Q7) How well do you think tourism have grown in our country in past year excluding pandemic impact to economy?

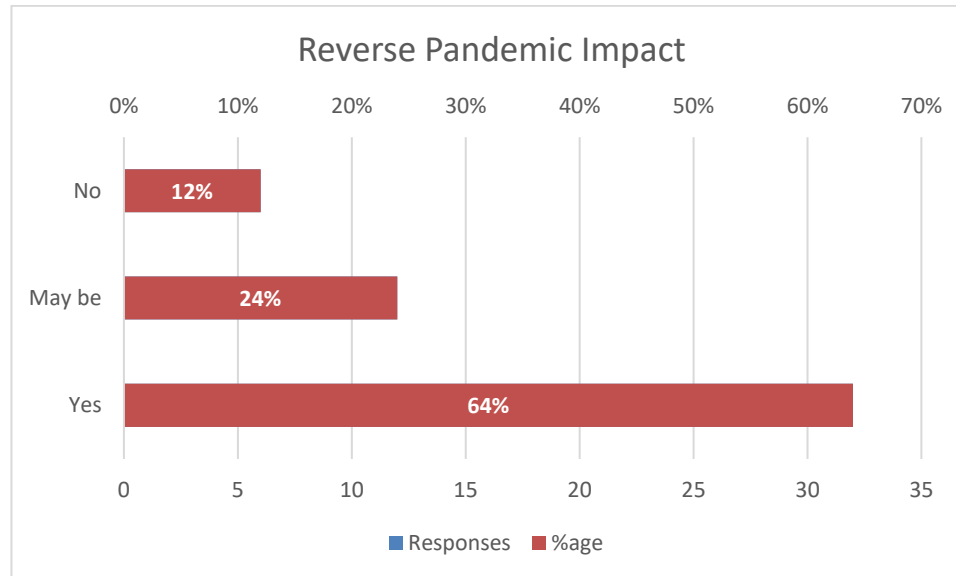
Options	Responses	%age
Yes	27	54%
May be	6	12%
No	17	34%
<b>Total</b>	<b>50</b>	<b>100%</b>



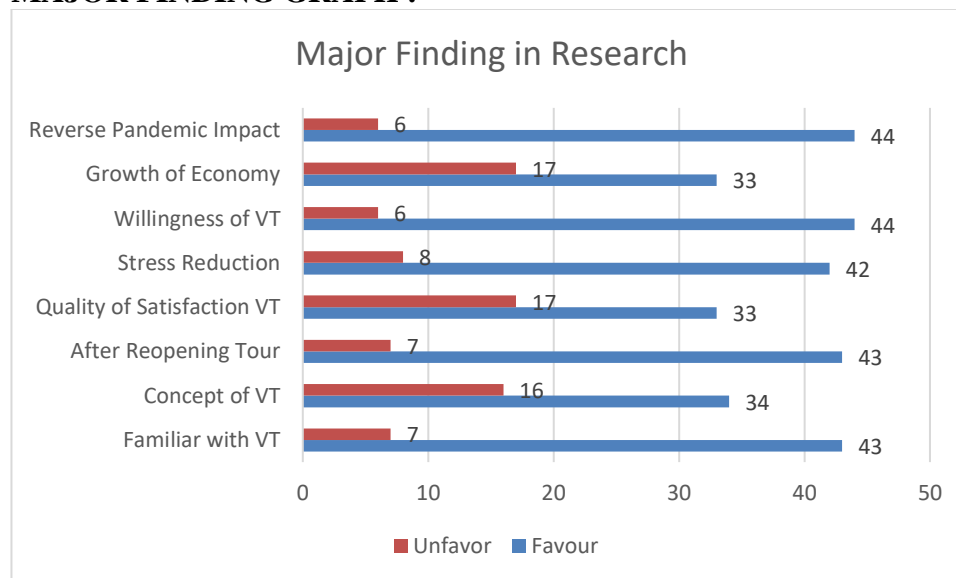
Q8) Do you feel Virtual Tourism can help to reverse impact of tourism due pandemic and can lead to boost economy?

Options	Responses	%age
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<b>Yes</b>	<b>32</b>	<b>64%</b>
<b>May be</b>	<b>12</b>	<b>24%</b>
<b>No</b>	<b>6</b>	<b>12%</b>
<b>Total</b>	<b>50</b>	<b>100%</b>



**MAJOR FINDING GRAPH :**



z-Test: Two Sample for Means

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	39.5	10.5



Known Variance	26.57143	26.57143
Observations	8	8
Hypothesized Mean Difference	0	
z	11.25176181	
P(Z<=z) one-tail	0	
z Critical one-tail	1.644853627	
P(Z<=z) two-tail	0	
z Critical two-tail	1.959963985	

Since z-value is “**11.25**” which is greater than z Critical two-tail value i.e. “**1.95**”, null hypothesis is rejected as there is definitely difference between two sample . Hence, Null hypothesis is rejected and alternate hypothesis is accepted which is, Virtual Tourism may lead in Uplifting Economy.

### **INFERENCE :**

It should be noted that the advancement of information technology in the tourism industry will not only increase the efficiency with which the industry operates, but also push the industry to a new level of growth through closer integration with other sectors of the economy and technological advancement. We may highlight the following areas of growth in the tourist virtual:

- the development of new tourist markets and companies
- the implementation of information technology in related economic sectors

Virtual reality technology development is becoming increasingly important in addressing the many challenges of modern tourism. Virtual tours have proven to be a promising method for organizing and managing the tourism industry in marketing and management.

Digital tours are commonly used by marketing specialists to draw potential clients to specific tourist destinations and tours. Visualization aids in the promotion of a favorable picture of a destination, which contributes to economic growth as a result of increased tourist numbers.

Where tourists' safety cannot be guaranteed for a variety of reasons, or there are cultural and natural heritage assets that need to be protected, virtual tourism will help both increase and decrease tourist flows. Virtual reality travel serves a variety of other purposes, such as education and entertainment.

The benefits of incorporating virtual reality into the tourism industry are important, and it has the potential to become a digital economy market. With the rise of the digital economy, virtual reality research is becoming more practical, focusing on both the advancement of IT technology and industrial digital networks, as well as the study of its effects on people immersed in the virtual world.

It raises new issues for scientists to consider. The anthropological approach must be used in the future design of virtual worlds and travel planning. It is important to consider the effect of virtual tourism on real people to develop a virtual tourism culture that will aid in the transformation of the tourism industry into a people-oriented digital economy market.

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