

**The Effectiveness of Virtual Reality in Tourism of Malaysia:
An Empirical Study in Northern Region**

A project submitted to the Faculty of Information Technology in partial
fulfillment of the requirements for the degree Master of Science
(Information Technology) University Utara Malaysia.

by

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ABSTRACT

This research is to identify the effectiveness of virtual tour in order to develop the country's tourism industry. A prototype of virtual tour and 100 questionnaires are distributed to the respondents around the northern region of Malaysia. The data analysis have been done using SPSS version 11.5. The questionnaire is tested with 0.7692 Reliability Coefficients. Overall, statistic shows that 17 % or 17 respondents are agreed that virtual reality is moderately effective and other 83 respondents of 83% think that the effectiveness of virtual reality more than moderate. None of the respondent believes that the virtual reality technology will be ineffective to tourism industry.

Keywords: *Virtual Reality, Virtual Tour, Virtual Environment, Tourism, The Effectiveness.*

ABSTRAK

Penyelidikan ini mengenalpasti keberkesanan Pelancongan Maya terhadap perkembangan industri pelancongan Negara. Sebuah prototaip Pelancongan Maya telah dibangunkan dan 100 borang soal selidik telah diedarkan kepada responden di negeri-negeri utara Malaysia. Proses penganalisaan data telah dilakukan dengan menggunakan SPSS versi 11.5. Soal selidik telah diuji dengan tahap keyakinan 0.7692. Secara keseluruhan, statistik menunjukkan bahawa 17% yang bersamaan dengan 17 responden mempersetujui bahawa “virtual reality” efektif secara sederhana. Selbihnya, iaitu 83% yang bersamaan dengan 83 responden berpendapat bahawa “virtual reality” lebih efektif daripada tahap sederhana. Tidak ada responden yang menganggap Pelancongan Maya sebagai tidak efektif kepada industri pelancongan Malaysia.

Kata Kunci: “Virtual Reality”, “Virtual Tour”, “Virtual Environment”, “Tourism”, “The Effectiveness”.

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Virtual Reality (VR) becomes a substantial and ubiquitous technology and subsequently penetrates applications for tourism. In addition to multimedia, VR places the user in a 3 dimensional environment. The user feels 'in the middle of another environment'. Most of the VR systems allow the user to travel and navigate. More promising for traveling purposes is to let the user imagine the reality of a destination (Kommers, & Zhiming, 2002).

This paper introduces the effectiveness of VR in tourism of Malaysia especially for the tour and travel agencies in order to stimulate their business by changing the way of their marketing techniques.

1.1 Introduction to Virtual Reality

New technologies do not appear from nowhere as a mystical spark of inspiration from the mind of one individual. Nor are they inevitably accepted for their self-evident benefits. A technology emerges through a process

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