Virtual Tour in the Context of Cultural Tourism in Thailand Under the Outbreak of the Corona Virus 2019

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Abstract:- Tourism industry in Thailand has been most affected due to the outbreak of the Corona virus 2019, in which cultural tourism, both in terms of cultural tourism sites and cultural tourism activities unable to proceed further flexibly due to public health response defensive measures to control and prevent the outbreak of the Corona virus 2019. That indicates the move into a situation of cultural tourism without tourists. For the aforementioned reasons, it is imperative to study and find ways to manage cultural tourism in Thailand. In order to open up the experience visiting tourist attractions and participating in new forms of cultural tourism activities under the defensive measures for the outbreak of Corona virus 2019, and is one of the factors that drive cultural tourism to continue. The main research objective is shown using the concept of the virtual tour in the context of cultural tourism under the outbreak of the Corona virus 2019 in Thailand. Data collected from students in Business Administration in hospitality and tourism program, Faculty of Liberal Arts and Management Science, Kasetsart University in Thailand by purposive sampling technique.

The findings reported that Virtual tour is absolutely appropriate in order to operate cultural tourism in Thailand under the outbreak of Corona virus 2019. The Virtual tour model starts from 3D Three-dimensional virtual tourism when developing a comprehensive and complete 3D model. Therefore, going to use 360 Video-based or 360 Virtual walks videos, it will give a clearer image of the tourist attraction. Along with tourists to be able to access and visit attractions more conveniently, it may be made as a Virtual Tour in application for tourist attractions of Cultural Tourism in Thailand, moreover; there should be more knowledge and public relations on how to use the online system to the people in Thailand.

Keywords:- Virtual Tour, Cultural Tourism, Corona Virus 2019 (COVID-19), Tourism Management, Crisis Tourism Management.

I. INTRODUCTION

Thailand is a country of diverse tourism resources, tourists can choose to travel in a variety of tourism types, such as natural tourism, Arts and Sciences Educational Attraction, Ecotourism, Agricultural tourism, Community based tourism, Creative tourism, Recreational tourism, Food tourism, and so on. One of the top-tier tourism that can generate income for Thailand is cultural tourism, which cultural tourism in Thailand has many forms. Cultural tourism is an important. This resulted in a change in the concept of cultural resource management, beliefs, traditions, religion, visiting archaeological sites, antiquities, community livelihoods. Originally aimed solely to provide evidence in conservation studies, the concept has changed. Based on the concept of capitalist economic development, it infiltrated into the form of cultural tourism. Creating guidelines for treating cultural resources in the dimension of adding value to the economy in the tourism sector, there are 2 important aspects: [1]

1. A part of "Brand" and "Branding" process to ensure that tourists are quality cultural attractions.
2. Use of cultural resources such as beliefs, traditions, religions, visiting archaeological sites, antiques, and visiting the way of life of the local resident in the community is a "capital" for products, services and tourism.

From the same idea it has resulted in the development of the creative tourism management based on culture to be involved in the management as well. This concept has changed the perspective and the way of treating cultural resources. For example: the creation and demonstration of traditions, festival, demonstration and participation of tourists in making souvenirs from the wisdom of the community, the invention of the Loi Krathong tradition, organized of the light and sound show, and so on.

In addition, the concept of cultural reproduction is also applied to create a shared tourism experience between tourists and their host (local residents) by creating a cultural activity

space for tourists to take part in action, not just to watch the demonstrations. In which the performance of such activities poses a positive effect on the economy of the province, the country, both as a whole and by the minor.

But nowadays, the outbreak of Corona virus, 2019 is caused by the new Corona virus. It started in December 2019 with it was first encountered in Wuhan of Hubei Province, China.[2][3] The World Health Organization declared the outbreak as an international public health emergency on January 30, 2020, and a widespread epidemic on March 11, 2020.[4][5]

In Thailand, the outbreak of Corona virus 2019 started on January 13, 2020 as the country to have the first confirmed cases outside of China. [6] Screening of visitors to the country, found sporadic cases throughout January 2020, which is almost all that who come from or are residents of China. The first reported local transmission of infection was confirmed as of January 31, 2020. [7] The number of cases was still low through February 2020, but the number of cases increased significantly in mid-March 2020, which has identified the cause of the infection from several groups. The largest group took place in a Thai boxing match at the Lumpinee Boxing Stadium on March 6, 2020. [8] Until now, there has been a third outbreak in which the number of infected has increased and the number of deaths has increased as well.

The effects of the outbreak of Corona virus 2019 have seriously affected Thailand's economy. The International Monetary Fund predicts that Thailand's GDP will reduce by 6.7 percent [9] in 2020 down from the original expansion by 2.5 percent, which industry that are most affected is Tourism industry that is important in generating income for Thailand is the third of all industrial sectors in Thailand.

As a result of public health response defensive measures, for example: tourism restrictions, quarantine, not allowed to leave the dwelling at night, event cancellation, closing of public places, screening is carried out by airports. As a result, many airlines have canceled flights due to reduced travel demand, the train station was closed as well, and many attractions have been closed. That prevents any number of agglomerations. As well as issued travel advisories to regions where the infection is affected. As a result of the defensive control measures of the outbreak Corona virus 2019 mentioned above has resulted in tourism not being able to continue operations, and enter the situation of tourist attractions without tourists visiting. Therefore, to study the guidelines for tourism operations under the outbreak of Corona virus 2019 in the form of tourism without tourists visiting in order to create an alternative cultural tourism that can also generate income for the community and the local area in new form and different ways.

The main research objective is shown using the concept of the Virtual Tour in the context of cultural tourism under the outbreak of the Corona virus 2019 in Thailand.

II. METHOD

Data were collected from purposive 66 students in Business Administration in hotel and tourism program, Faculty of Liberal Arts and Management Science, Kasetsart University, Thailand in the course of Cross-cultural Learning for Tourism Management in ASEAN by In-depth semi-structured interview. The interview is asking the interviewee about the ins and outs of implementing the concept of the Virtual Tour in cultural tourism operations by organizing an informal, relaxed atmosphere in a natural manner, not in a hurry. Give gradually disclose information and attitudes towards implementing the concept of the Virtual Tour in cultural tourism management to present tourism images of cultural attractions and a variety of tourism activities such as temples, archaeological sites, antiques, making local handicraft, cooking local food, lifestyle of local residents in the community, traditions, religious activities, belief activities, music performances, making musical instrument, folk singing, and so on. The interviewee can provide various insights. In matters that are freely researched, to focus on finding new truthful insights on all major issues. Both major and minor issues with the aim of being accurate and relevant to the point of information according to the opinions and ideas of the sample group of informants, and take note while interviewing on relevant issues. Then observe the respondents' gestures to gain the most truthful insights until the end of the process. Therefore, all collected data were used to categorize the data to find patterns and relationships. The period of the interview was February 2020 to March 2020.

III. DATA ANALYSIS AND RESEARCH OUTCOMES

The data analyses were 2 parts: (1) Conclusion analysis using Analytic induction and Typological Analysis with a theoretical framework. The theory used is the functional theory of Radcliffe Brown and Merton and (2) analysis by illustrative method.

The results of research were consisted of 7 sections based on interview issues as the following:

Section 1: What is Virtual Tour used in the management of cultural tourism from your point of view?

The result revealed that 85% of the interviewees commented that the concept of Virtual Tour was used in cultural tourism management. It should be divided into two categories: (A) Virtual Tour that is applied to tourism management of tourist attractions such as archaeological sites, temples, world heritage sites, should start from a format that can convey a picture of the overall tourist attraction and each sub-location. That is clearly a point to attract tourists, therefore will develop into other forms. The first format is appropriate and should be used with (A1) 3D Three-dimensional virtual tour, when developing a 3D model that is comprehensive. Then will proceed to use (A2) 360 Video-based or (A3) 360 Virtual walks videos, it will make a clearer picture of the attraction. As well as enabling tourists to access, use and visit tourist attractions more convenient. It may be made in (A4) Virtual Tour Application for tourist

attractions of Cultural Tourism in Thailand, and (B) Virtual Tour which is applied to the management of cultural tourism, the type of cultural activities and the way of life of the local resident in the community. Both of which should choose to use Virtual Tour in the format (B1) Video-based or Virtual walks videos would be most appropriate. As well as developing in the form of (B2) Virtual Tour Application for Cultural Tourism Activities in Thailand.

15% of interviewees commented that the use of the Virtual Tour in tourism management of cultural tourism attraction and cultural tourism activities. The formats (1) 3D Three-dimensional virtual tour and (2) 360 Virtual walk videos should be chosen, but the implementation of the Virtual Tour for cultural tourism management of cultural tourism attraction and cultural tourism activities are quite difficult, and have a view that if the Virtual Tour is operated how it will be touring. Because tourism is a journey from a tourist residence to another tourist destination, where there is a need to meet, discuss, exchange, learn and create tourism experiences. So that even though the concept of Virtual Tour will be used in the management of cultural tourism, but that not sure if tourists will visit in the created channel or not. Especially Thai tourists still use online systems in a narrow and social media users are also some groups.

Example of Virtual tour in cultural tourist attraction in Thailand that represent 2 famous cultural tourism attractions:
(a) Phimai Historical Park (Nakhon Ratchasima) sees in fig 1-4.
(b) Bang Kung Temple (Samut Songkram) sees in fig 5-8.

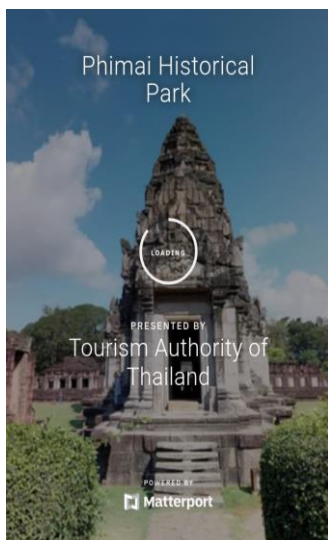**Phimai Historical Park (Nakhon Ratchasima) [10]**

Fig 1: -Title page of the Virtual tour of Phimai Historical Park
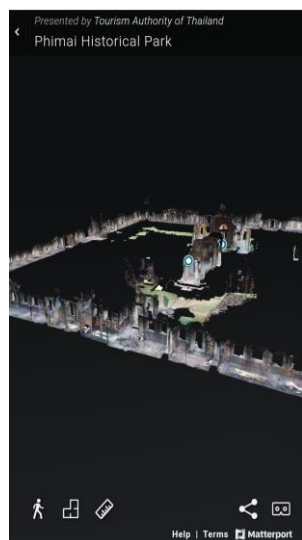

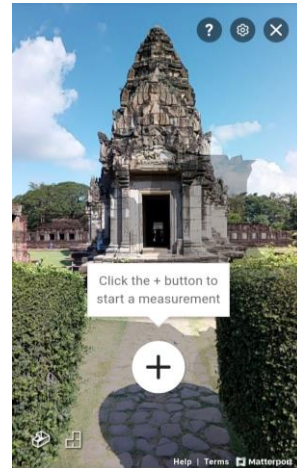Fig 2: -3D Virtual tour of Phimai Historical Park

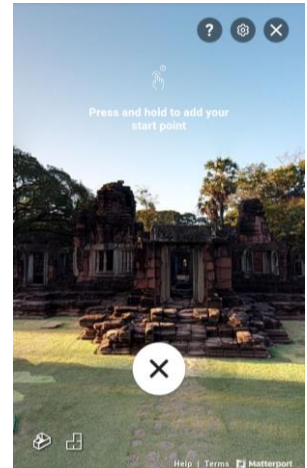Fig 3:- 360 Video-based of Phimai Historical Park

Fig 4:- 360 Virtual walks videos of Phimai Historical Park

Bang Kung Temple (Samut Songkram) [11]

Fig 5: -Title page of the Virtual tour of Bang Kung Temple
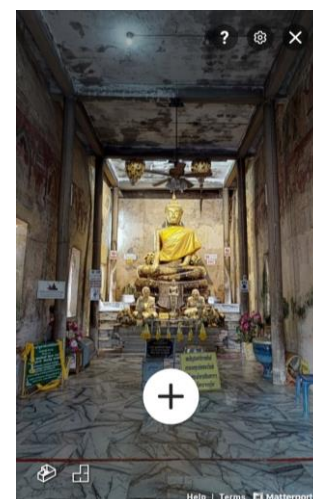

Fig 6: -3D Virtual tour of Bang Kung Temple
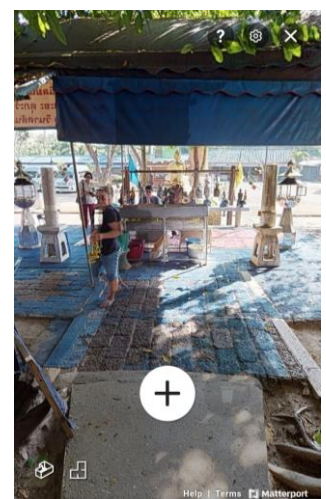

Fig 7:- 360 Video-based of Bang Kung Temple

Fig 8:- 360 Virtual walks videos of Bang Kung Temple

Section 2: If Virtual Tour is used in the cultural tourism management of tourist attraction and cultural tourism activities during the absence of the outbreak of Corona virus 2019, do you think it is appropriate or not?

The result revealed that all interviewees commented that Virtual tourism should be used in real situations, whether there is an outbreak of Corona virus 2019, or at regular times that tourists can travel to visit cultural attractions and participate in cultural tourism activities with the community. As Virtual tour will play an important role in promoting and expanding the world, it attracts tourists who plan to travel to see images before they travel to the attractions and join real cultural tourism activities. It also fosters mutual learning and understanding between tourists and local resident, and makes tourists prepare to act in accordance with the cultural tourism requirements of the tourist attraction or communities that tourists plan to visit.

Section 3: Do you think the concept of Virtual Tour is appropriate for the management of cultural tourism for tourist attractions and cultural tourism activities during the outbreak of Corona virus 2019?

The result revealed that 80% of interviewees agree that using the concept of Virtual tour in the management of cultural tourism for tourist attractions and cultural tourism activities in the situation of the Corona virus 2019 epidemic is very appropriate. Due to the outbreak of Corona virus 2019 affected by the entire economy of the tourism industry is extremely dire, which indicates the move into a situation of cultural tourism without tourists because public health response defensive measures to control and prevent the outbreak of the Corona virus 2019. For example: tourism restrictions, quarantine, not allowed to leave the dwelling at night, event cancellation, closing of public places, screening is carried out by airports. As a result, many airlines have canceled flights due to reduced travel demand, the train station was closed as well, and many attractions have been closed that to prevent any number of agglomeration. For the aforementioned reasons, in order to allow tourists to open their travel experience through virtual tourism, it is another variable that drives cultural tourism to be continued.

20% of interviewees agree that the use of virtual tours in the management of cultural tourism for tourist attractions and cultural tourism activities under the outbreak of Corona virus 2019 is not appropriate. Since if this is done, it is likely that there will not be many tourists and will not be able to meet the needs of traveling to cultural attractions and participating in cultural tourism activities to create a good experience for tourists. That is not different from viewing programs through television channels, online media, YouTube as well as various travel programs in online channels. In addition, when comparing the online travel program, there are celebrities, actors, MCs that people like to run the program, attracting more visitors than doing virtual tourism.

Section 4: Do you think that applying the concept of the Virtual Tour in the cultural tourism management of tourist attractions and cultural tourism activities in Thailand will be able to revenue-generating to the community?

The result revealed that 95% of the interviewees agreed that the cultural tourism management of tourist attractions and cultural tourism activities in Thailand through virtual tour was unable to revenue-generating into the community. Because there is no systematic income management and there is not sure that there will be tourists to visit attractions and cultural tourism activities in the form of virtual tourism, and will tourists agree to pay for the online visit or not?

5% of the interviewees agreed that the cultural tourism management of tourist attractions and cultural tourism activities in Thailand through Virtual tour could revenue-generating into the community. If there is a systematic training and management of income from tourists paying for their online visits, and show the process of verifying the source of income.

Section 5: Do you think that applying the concept of the Virtual Tour in the management of cultural tourism for tourist attractions and cultural tourism activities in Thailand will be able to preserve the art and culture of tourism to be sustainable or not?

The result revealed that 75% of the interviewees agreed that the cultural tourism management of tourist destinations and cultural tourism activities in Thailand through Virtual tour. That could be a part of the conservation of arts and culture in tourism to be sustainable during the outbreak of Corona virus 2019 by visiting cultural tourism attractions and cultural tourism activities through online media. It creates tourism that is responsible for tourism resources and the environment because it can maintain tourism resources to have uncompromising appeal, and develop the value of the environment. Not only resulting in savings, but also to protect the environment of the tourist attractions and the community environment from being destroyed as well. That improves the quality of life of the local resident in the community through the presentation of a virtual tour and training personnel in the use of technology and online media in cultural tourism attraction by inserting ideas and practices in the development of Sustainable to local personnel at all levels. That to raise the level of cultural tourism services, and finally, Virtual tourism is also a channel to offer media information (Marketing Tourism Responsibly) to tourists. It aims to create an understanding of respect for nature, society and culture that is a tourist attraction, as well as helping to raise the satisfaction of the tourists by communicating through online channels.

25% of the interviewees agreed that the cultural tourism management of tourist attractions and cultural tourism activities in Thailand through Virtual tour cannot be a part of the conservation of arts and culture in tourism to be sustainable. Since the conservation of art and culture in tourism must be carried out with consideration for tourists to take knowledge and experience related to cultural tourism attractions and tourists must be participating cultural tourism activities. The disadvantage of Virtual tour is that tourists cannot experience cultural tourism sites and cannot participate in cultural tourism activities with communities in the actual location.

Section 6: Do you think that applying the concept of the Virtual Tour in the management of cultural tourism in the dimension of cultural tourism activities in Thailand can promote and support continuous and sustainable participation of the local resident in the community?

The result revealed that all interviewees are of the view that, whether it is cultural tourism management and cultural tourism activities during normal times without the outbreak of Corona virus 2019, the community has mechanisms and processes to have the participation of the local resident in the community. Especially the community as the tourism community due to the community knows the rules and regulations for the management of cultural tourism and knows the basic standards for assessing the community tourism. Therefore, using the concept of Virtual tour is the presentation of visiting tourist attractions and participating in cultural tourism activities online. It is under the participation of people in the community and network partners. As well as stakeholders involved in the management of cultural tourism that represents the basis of community participation.

Section 7: When the situation of the Corona virus 2019 has improved and goes into normal situation, you think that the concept of Virtual Tour is applied to the cultural tourism management of tourist attractions and cultural tourism activities. Will still need to be developed in the future or not?

The result revealed that all interviewees are of the opinion that the implementation of Virtual tour should be developed in the management of cultural tourism in both the cultural tourist attraction and the presentation of cultural tourism activities continuously. As the world situation tends towards on using borderless information technology systems online. Therefore, in order to systematically expand the cultural tourism market online, the concept of Virtual tour should be developed and applied to cover tourist attractions and tourism activities in each region of Thailand. It is also a promotion and publicity. As well as attracting tourists and provide information and communicate with tourists in tourism planning to experience the culture and participate in tourism activities in real conditions.

IV. DISCUSSION AND CONCLUSION

The finding of this research supports the concept of implementing Virtual tour [12] in cultural tourism management; both in cultural tourism attraction and cultural tourism activities under the outbreak of Corona virus 2019 is absolutely appropriate. Research findings indicate that the concept of Virtual tourism has been officially adopted since 1994 (27 years old ago). It is still a modern concept that indicates a far-flung vision to innovate. This positively affects the adoption of cultural tourism in Thailand under the outbreak of Corona virus 2019. The effects of Corona virus 2019 have seriously affected economy of Thailand; especially the tourism industry is extremely dire which indicates the move into a situation of cultural tourism without tourists. Due to the public health response defensive measures to control and prevent the outbreak of the Corona virus 2019, the using of Virtual tour will be a very important part of public relations and opening up the world to attract tourists who plan to travel to see the images. Before travel to tourist attractions

and participating in real cultural tourism activities. In addition, it creates tourism that is responsible for tourism resources and the environment because it can maintain tourism resources to have uncompromising appeal develop the value of the environment. Not only resulting in savings, but also to protect the environment of the tourist attractions and the community environment from being destroyed as well. The appropriate Virtual tour model starts from 3D Three-dimensional virtual tours when developing a comprehensive and complete 3D model. Therefore, going to use 360 Video-based or 360 Virtual walks videos, it will give a clearer image of the tourist attraction. Along with tourists to be able to access and visit attractions more conveniently, it may be made as a Virtual Tour in Application for tourist attractions of Cultural Tourism in Thailand, but there should be more knowledge and public relations on how to use the online system to the people in the country. So that virtual tour will take wide attention, and an important issue that needs to be managed urgently to support the Virtual tour of Cultural tourism is the management of income via the online channel in a systematic and comprehensive manner. Although, the using of Virtual tour in the management of cultural tourism in Thailand under the outbreak of Corona virus 2019 will be a part of promoting tourism and as an alternative to solving the problem of tourism. But still does not cover the common features of cultural tourism attraction consisted of 5 features: (a) tell a story, (b) make the asset come live, (c) make the experience participatory, (d) make the experience relevant to the tourist, and (e) Focus on quality and authenticity. These characteristics are the heart of Thailand's cultural tourism management.

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