

# Virtual Restaurant as an Alternative Restaurant and Butchery Tour during the Covid-19 Pandemic Era

Tutut Herawan<sup>1\*</sup> and Wisnu Febri Wardana<sup>2</sup>

<sup>1,2</sup>Sekolah Tinggi Pariwisata Ambarrukmo Yogyakarta (STIPRAM), Indonesia

Email: tutut@stipram.ac.id, wisnufebri3@gmail.com

## Abstract

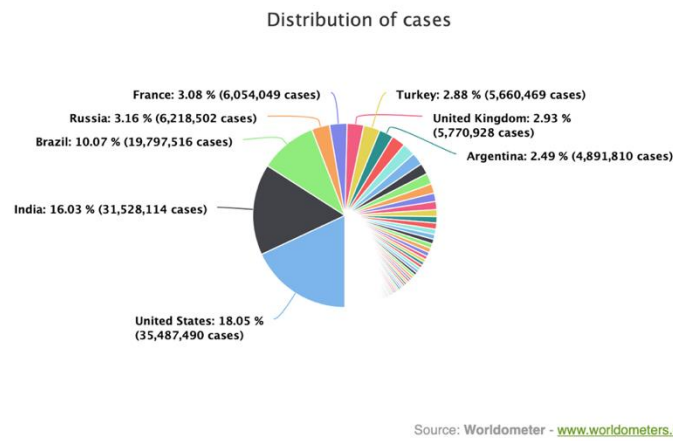
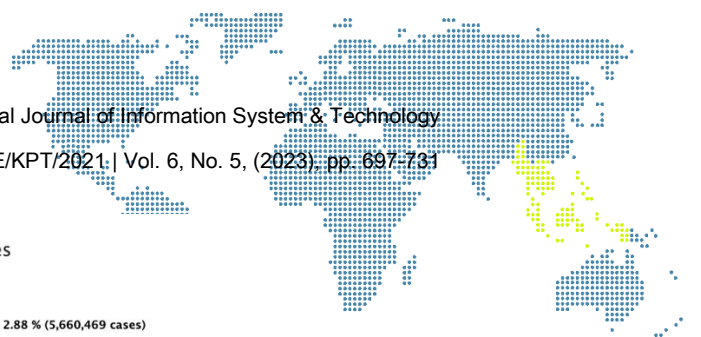
World has never faced such a hard time like this Covid-19 Pandemic, so do Tourism. This turbulence situation shifting the living of human race. Travel habit is now changing due to health protocols, technology brings the answer. Virtual tour is the alternative for business and the communities meets their needs. This draws We attention to discuss about virtual tour in culinary industry/ restaurant which are Stirling Steaks & Butchery and Tenderbest Makcik Tuckshop in Singapore in this paper. In advance, we believed that it is the new era of technology where everything is virtual, so do tourism.

**Keywords:** Virtual tour; Restaurant and Butchery; Covid-19; Pandemic Era; Technology.

## 1. Introduction

In recent decades, tourism has become an important sector of the international economy. Not only in developed country but also in developing one. It's really important in terms of government revenue also jobs and employment. Tourism is a major force and it also has other forces that interact and function. Therefore, the tourism industry is an industry that close related to human movement which dynamic and fast phase changing system, that is challenged by many factors. The cost of tourism has three main dimensions: finance and economy, social culture and environment. Tourism is clearly a fragile and sensitive activity, especially in nature tourism [1]. However, the fragility of the tourism industry explains slow disturbances and catastrophic events such as natural disasters and diseases. World has never faced such a hard time like now, so do we. Covid-19 as a new thing that worlds ever faced. The global economy really got affected. By the end of the first quarter of 2020, the Covid-19 pandemic has caused a sudden cessation of international travel and has a significant impact on the tourism industry [2]. Since some developing countries rely heavily on tourism, the shrinking of their global tourist numbers could have devastating economic consequences. Tourism has more half accounts of GDP on several countries. The GDP itself is one of the measures of national income and output for a country's economy on some period of time [3]. That said, the pandemic has effectively affected the economies of countries that depend on tourism.

The COVID19 pandemic has had a huge impact on the tourism industry, and the tourism industry, which has absorbed many jobs, has been greatly affected by the COVID19 pandemic. Although we ever knew when the pandemic will end. Based on <https://www.worldometers.info>, current Corona Virus globally by 29 July 2021 was 196,7 million cases and still counting. Causing more than 4,2 Million people deaths [4]. Almost every country in the world had this pandemic (see Figure 1).



**Figure 1.** Country distribution Covid-19 cases

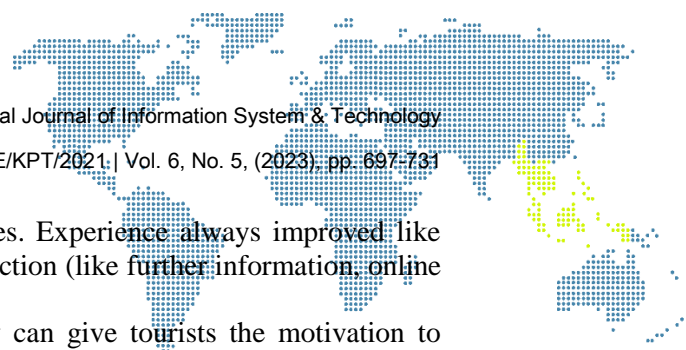
Patient with Corona Virus Disease was reported a wide range of symptoms, from mild to serious illness. These symptoms may be felt from 2-14 days after virus exposed the body. These most common symptoms are: (1) Fever; (2) Dry cough; and (3) Tiredness. Less common symptoms are: (1) Aches and pains; (2) Sore throat; (3) Diarrhoea; (4) Conjunctivitis; (5) Headache; (6) Anosmia (loss of taste or smell); and (7) A rash on skin, or discolouration of fingers or toes. Serious symptoms are: (1) Difficulty breathing or shortness of breath; (2) Chest pain or pressure; (3) Loss of speech or movement.

Dozens of local travel platforms such as Jakarta Good Guide, TelusuRI, and Outing.id provide virtual tours through Zoom and Google Meet. Local museums and tourist destinations such as Jakarta History Museum, MH Thamrin Museum, Cirebon Virtual Tour, Lawang Sewu Virtual Tour and Bali Virtual Tour also provide similar services through their official websites. Moving on to international tourist attraction, we can't deny that foreign tourist attraction was doing faster and further improvement on virtual tour. For example, the Buckingham Palace in the UK and Studio Ghibli Museum in Japan also offer virtual tours. For a few years now, academics have tried to make new innovations in the introduction of tourist destinations through virtual tourism. Such as interactive application to display the visual information has been developed of the natural tourism of North Sulawesi [5], and the research and implementation of virtual tourism as a means of regional information in the city of Manado [6]. However, due to technical limitations and Internet networks, the implementation of virtual tourism is restricted. Virtual tourism is also unpopular, because tourists prefer to experience the sensation of traveling in tourist destinations.

Virtual tourism is different from other types of tourism. This type of trip only provides destination trips using images captured with 360-degree picture, virtual reality and augmented reality technology. Travelers are deliberately made as if they were in the real life of their location, supported by sensory simulations such as sound, image and touch. In general, when a traveller goes on a trip, he has several motivations, these are:

- a) Physical motivation, traveling is for health, relaxation, comfort, exercise, etc.
- b) Wanting to learn about culture, tradition, etc. local arts.
- c) Social motivations, such as visiting friends, family, colleagues and going on pilgrimage.
- d) Travelers can bring you psychological pleasure through travel and get rid of tedious daily life.

Virtual tourism technology experienced rapid development. This virtual tourism technology allows travellers to explore a location and obtain information about the location in a way that makes it appear as if the traveller is at that location. Applying this technology would help tourist easier to access through mobile phone or pc without



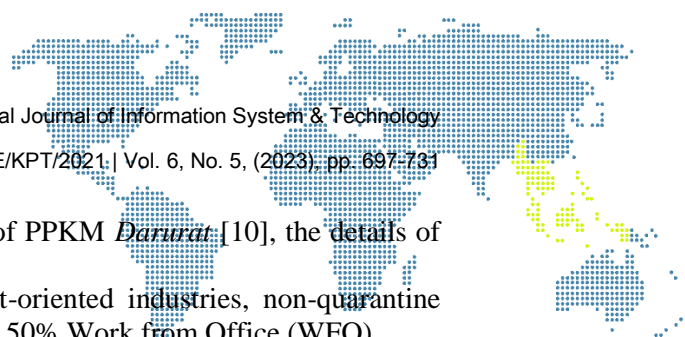
coming to certain places and doing certain activities. Experience always improved like adding sound effect and certain button with certain action (like further information, online reservation for hotel or restaurant, etc).

The advancement of virtual tourism technology can give tourists the motivation to travel; in the later stage, virtual tourism can develop into a personal assistant on the journey. Several steps to implement this application include installing it on the tourist's smartphone, which will use GPS technology to determine their current location, and if the destination is known, it'll provide further information about the tourism destination. From showing interesting places around the destination, from accommodation, culture, interesting nearby attractions to nearby restaurants, seeing how much convenience and convenience it offers, virtual tourism is right in the tourism industry, including so many purposes in the land of Indonesia.

In March 2020, Indonesia announced its first case of Covid19. Since then, travel restrictions have appeared in many areas. And PSBB (2020 Indonesia Large-scale Social Restrictions) was applied due to pressed the number of Corona Virus Disease. Several regulations was about appliance of health and cleanliness habit, using mask is a must, avoiding crowd and keep the safe distance among others. The government has adopted various measures at the central and regional levels through the implementation of the PSBB to prevent the growing spread of the coronavirus. It became a clear and binding legal basis for the implementation of PSBB in Indonesia, fulfilling some requirements [7], and implementing policies through PP No 21 2020. The PSBB was implemented in DKI Jakarta about two months later, and some indicators of the COVID19 discrepancy dropped by more than 50%. However, the movement of people in the capital region is still a threat. The spread of COVID19 in West Java has also stabilized. Since strict policies have led people to avoid going out and gathering in public, PSBB has been able to reduce the risk of infection. However, East Java health authorities (DINKES Jawa Barat) reported that the implementation of strategies such as PSBB has not yet flattened the curve as everyone expected, and the number of confirmed COVID19 cases in Surabaya and the neighbouring areas Sidoarjo and Gresik continues to rise.

To prevent large-scale unemployment, the government has launched a Pre-employment Card Program for applicants for the Employment Card Program. Laid off or unemployed workers, as well as Micro, Small and Medium-sized Enterprises (MSMEs) can also close their businesses due to the impact of the spread of COVID19. The total budget for the pre-employment card program is IDR 20 billion, which can be used by approximately 5.6 million participants. The Minister of Economic Coordination stated that the central government had made many expectations before deciding to implement the PSBB in a region, considering its possible impact on businessmen. Especially for those departments that are not involved in the care of basic public needs, such as the provisions of Ministry of Health regulation of the PSBB guidelines in number 9, 2020[8]. For people working in the informal sector, the direct impact of PSBB is very obvious.

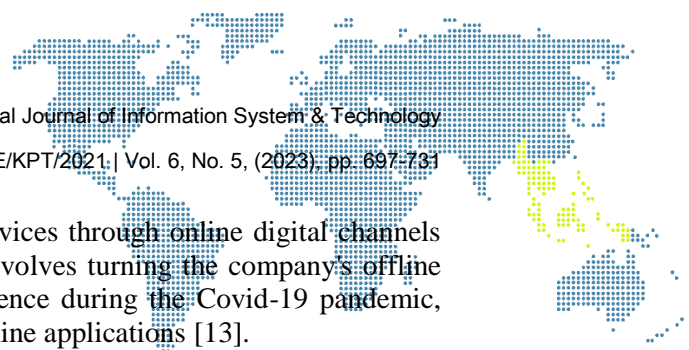
Recent regulation should be arranged due to high rising of Covid-19 case in Indonesia, called PPKM (Community Activities Restrictions Enforcement). It was applied in Java and Bali Island where both islands had more cases and densely populated. Up until now, new regulation has been applied, namely PPKM *Darurat* (Emergency Community Activities Restrictions Enforcement). PPKM *Darurat* was announced by President Joko Widodo at a press conference held at the Presidential Palace on July 1, 2021. The conference announcing the restrictions on community activities in Java and Bali from July 3 to July 20, 2021. The current policy is based on the latest epidemiological data (as of June 21, 2021, the number of cases in Indonesia during the second wave has increased by 381%), the existence of the delta variant of COVID19, and political considerations. PPKM *Darurat* more strictly manages community activities on Java and Bali. According to the press release issued by the National COVID19 Working Group on July 1<sup>st</sup> 2021[9], PPKM *Darurat* is conducted in accordance with the zoning management policy of the



World Health Organization. Within the framework of PPKM *Darurat* [10], the details of the flow arrangements and activities are as follows:

- a) Essential sectors (such as finance, ICT, export-oriented industries, non-quarantine hotels) apply 50% Work from Home (WFH) and 50% Work from Office (WFO),
- b) Essential-Government sectors providing public services that cannot be delayed apply 25% WFO,
- c) Critical sectors (such as energy, health, security, logistics and transportation, basic utilities) apply 100% WFO,
- d) Non-essential sectors to implement 100% WHO,
- e) Educational institutions to conduct online learning,
- f) Shopping centres, grocery stores, small shops and traditional markets, at 50% capacity, to close at 20:00 local time (WIB/WITA/WIT),
- g) Restaurants, cafés and food stalls only serve take away/delivery and do not accept on site dining,
- h) Places of worship are temporarily closed,
- i) Pharmacies and drug stores can operate 24 hours a day,
- j) Art, culture, sports and social activities are suspended,
- k) Weddings can be attended by a maximum of 30 people, food shall not be provided at the reception,
- l) All mass transportation, including online based transportation, will serve at 70% capacity,
- m) The use of a face shield must be word with a mask that covers the mouth and nose,
- n) Long distance travellers must show a vaccine card (at least the first dose of vaccine) and PCR test result two days prior (for planes) or rapid antigen test result one day prior (for busses, trains, private vehicles (cars and motorcycles) and sea transportation).

However, the tourism industry must continue to move forward and enter a new normal. The era of the new normal brings new roles, new paths and new expectations to the tourism industry. Because large and small companies are part of the economic system, the adoption of digital technology is critical to achieving business sustainability both now and, in the future [11,12]. The speed of digitization has exceeded expectations. Tourism companies must adapt to the new situation, readjust their business model strategies and survive in the new normal by adjusting technological development. The government recommends new promotional activities using technologies that can be accessed remotely through the Internet. One of them includes virtual tours. This means that if tourism is affected, the creative industries will also be affected. The brand must be restored so that after the epidemic, the tourism industry and its creative industries can grow as soon as possible. Businesses that depend on physical space, such as restaurants, supermarkets, fitness, shopping malls, traditional food markets, movie theatres, and car dealerships, suffer losses [13]. This is the opposite of the online market. In such as hard time like this epidemic, technology is the best solution to maintain business continuity [14]. Hence, me companies, especially small businesses, do not have enough knowledge of digital skills to run their business online so this situation forces them to learn and use online business tools [15]. However, consumers where can get on with their lives with digital technology by providing services such as Amazon, Google Cloud, Web services and Microsoft Azure, and with the help of apps like Google Classroom, Zoom meetings, Netflix, and other cloud meeting and streaming programs [16]. At the time of the implementation of restrictions on community activities (PPKM) Covid-19 turned out to be the right time for companies to be more flexible and adaptable in different situations. This has encouraged them to develop different strategies to provide goods and services based on their business needs [13]. The implementation of covid-19 restrictions on community activities (PPKM) should not be a barrier for companies to increase their sales because companies can adopt



new technologies to promote their products and services through online digital channels [17]. The adoption of digital technology strategy involves turning the company's offline store into online, for consumer safety and convenience during the Covid-19 pandemic, companies can increase their promotions through online applications [13].

Nonetheless, the result must be interpreted with caution and number of limitations should be borne in mind. Considering that this study is case based study so the study will only take the case which is foreign case as the main topic. The topic itself is more specific in one industry and two tourism destinations, which are Culinary Industry in Singapore; Stirling Steak and Butchery and Tenderbest Makcik Tuckshop. Hence, the topics beyond that will need more time and more source of data. With all that limitation, we hope that this study will have a deep focus and quality data. Hence, this study can provide the best outcome for the sake of knowledge. This study was written with the objectives as follows.

#### **a. Supporting and creating sustainable tourism during Covid-19 Pandemic.**

Corona Virus Disease has been a global pandemic where every country suffers facing health problems. One of the government undertakings was to avoiding and limiting mass gathering. Such as MICE, any cultural ceremony, sport events, and any other activities which cause huge social impact. Low tourism output and decreasing tourism labor productivity was really felt in present and past. And due to health risk cause by social mobility, tourism demand is swing like a waterfall. Speaking about waterfall, natural sources has been a great asset for many countries to provide tourism. But a lot recreational resource like waterfall, beaches, lake, etc. was creating a pollution cause by non-responsible tourist and this impact the community's life. Not only waste problem, but also other environmental problems like air, water, soil, forest, noise pollution etc. All in all, this Pandemic Covid-19 was created positive impact in environmental, with several action like maintaining mass gathering, PSBB/PPKM situation, decreasing pollution and limiting of natural resources usage. The future development of tourism must consider several environmental factors, such as pollution, ecosystems and biodiversity, natural resources usage, recreational activities limitation and waste management. Moreover, virtual tourism was pointed to be the way of technology as positive invention on tourism in the near future.

#### **b. Supporting business that affected by Covid-19 Pandemic**

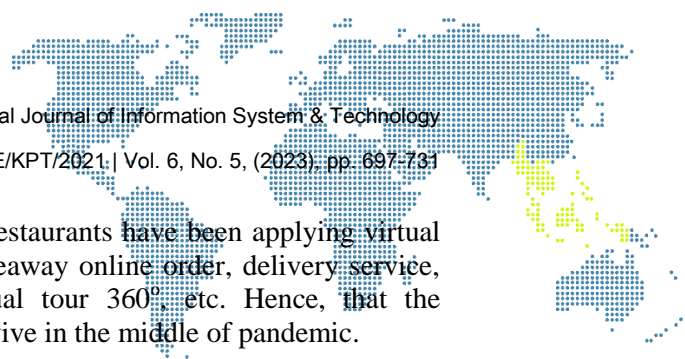
On these uncertain conditions, business really suffer to death to survive. Start from airlines, hotelier and hospitality, tour and travel, to small and medium enterprises (UKM). Travel ban is the one of the kick starts of suffering. Prohibition on travel activities cause the decreasing economic activities at whole. Hence, with virtual travel, it can be the way on supporting business and help the economic activities.

#### **c. Implementing, developing and utilize technology, especially on Virtual Tour**

Technology was something that has been ignored on tourism back in the days. It seems really lack of innovation and implementation reflecting on how tourism need nowadays. Tech is something we need on this full of limitation world. With technology we can access what we desire, for example tour and travel virtually. Hence, it is answer tourist problems with providing services on their finger touch. Virtual tour has been the example of made impossible thing possible.

#### **d. Help customer to experiencing tourism product virtually**

Virtual tour demand has been rising lately, people tend to bored when it comes to government protocols where the communities was prohibited to do any tourism activities physically. Hence, we can say that virtual tour is an answer to cure of missing tourism activities. In other case, some people might miss to spend their Friday night with the love ones or their family to get some dinner. When PSBB and PPKM limiting our mobility, we



can't reach our favorite restaurant. Hence, several restaurants have been applying virtual technology to provide customer needs. Such as takeaway online order, delivery service, online reservation, online customer service, virtual tour 360°, etc. Hence, that the customer meets their needs and the business can survive in the middle of pandemic.

**e. Preventing and reducing/ decreasing Covid-19 Disease outbreak**

It is an obvious thing; we all know that mass gathering can caused Covid-19 outbreak. In order to prevent it, we have to realize that we should avoid the crowds and stay still at home. For that we need to fulfil our daily needs, food, etc. Virtual tour seems the way to solve the problems, so the business can provide the customer needs virtually. That way we are reducing the Virus outbreak together. With applying strict health and hygiene sanitation on the business and in our life, together we get through this uncertain pandemic situation.

**f. Indirectly help local tourism department to earn income and decreasing number of unemployed citizens**

Communities are not only struggling with the prohibition of social distancing, but for those people that hang their economic on the business that affected by pandemic are struggle on survive their jobs or business. Hence, it's also affected the general district revenue. The economic sector is in the positions that we together should help each other out. With customer support, business increase their revenue and number of unemployment citizen decrease.

With those objectives written above, we hope that this study will has the significance as follows.

**a. To get a semi-real picture of some of the destinations abroad (before visit them)**

Some people tend to travel abroad frequently. But in this pandemic situation, traveler is disappointed by the travel restriction. Travel restriction force us to stay at home and mind our health. Virtual tour comes with solution to bring tourism activities such as walking tour, virtual 360° tour, AR and VR tour, guided live virtual tour, webinar tour, etc. It's also eyes opening and opportunity for traveler who have not had time to travel abroad. To give the impression to the tourists before they can visit physically.

**b. To acknowledging overseas virtual tourism destinations**

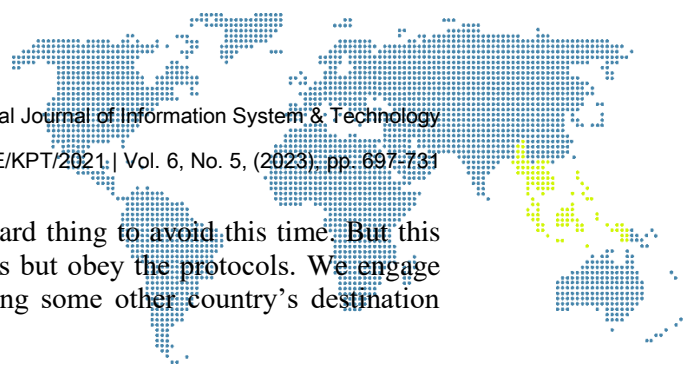
Not only giving the impression to the traveler, but also acknowledging them. A lot of new tourism destination they don't know are actually worth to visit virtually. Especially other countries tourism destination, it is a good thing to digging knowledge from there. Beside tourism destination, there's also several destinations that we can visit virtually. Namely some universities, library, museums and other public places. Hence, not only having fun on some virtual tour to tourism destinations, but also, we can get to know or have sightseeing on other countries' public places destinations.

**c. To introducing and experiencing new trend of tourism, virtual tour in other country**

Some people might didn't recognize or realize that virtual tour is the perfect way to having a tour in this Covid-19 Pandemic era. Elderly and boomers are tending to ignore or late on knowing the technology innovation and existence. Hence, with this study, we introduce a new trend of tourism, which knowing as virtual tour. Writing this paper, we also want to invite and persuade the reader to experiencing virtual tour abroad.

**d. To preventing and reducing/ decreasing Covid-19 Disease outbreak**

We believe that together we are stronger to fight this Covid-19 Virus. With virtual tour we are preventing this virus outbreak together. Visit some destinations virtually are giving the traveler a new experience on how we can enjoy travelling without risking our health in



this uncertain condition. Mass gathering is such a hard thing to avoid this time. But this way it's easier and more fun to do tourism activities but obey the protocols. We engage the reader to stay healthy but still can enjoy visiting some other country's destination virtually.

**e. To evaluate the implementation of technology on virtual tour**

There's always improvement on implementation of technology on any businesses, in this case virtual tour. We address to whom are having a tech company and business to improve and applying the technology in the best way. Hence, the virtual tour visitor can have the best experience on their trip. Adding some other small details on the virtual tour can significantly rising the visitor experience. For example, adding sound effect and interactive button on 360° virtual tour can make the visitor really felt the atmosphere of the destination the visit. Business has to consider on how to maximize visitor experience on implementing other details on to their virtual tour.

**f. To help customer and business meet their needs.**

We all know that business is struggling to survive in the middle uncertain situation. Virtual tour has been an effort to surviving their business in the era where technology is everything. Customers are also having the same problem on fulfil their needs. And again, with this online thing, is the way that customer can rely on. Hence, with this paper, we hope that the customer and business can meet their needs.

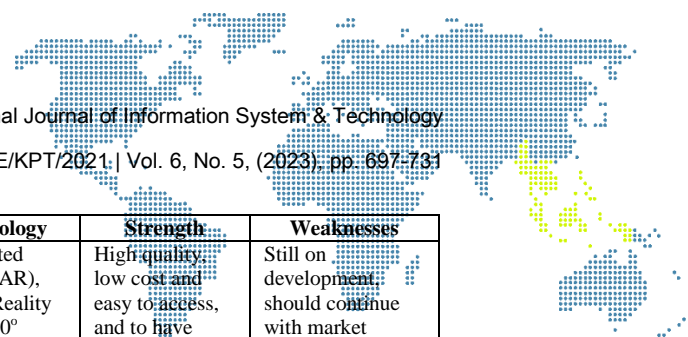
The remainder of this paper is organized as follows. First section, we introduce the main topic of this study. From the background of the study, motivation, objective, and significance of this study. Section 2 discusses about the related works or literature review of this paper. Whereas We mention related study, evaluate relevant research, find the difference, and how the works related to this study. The next one is Chapter 3, mainly describe about data collection and method. On this section, author explain how the data collected and what method this study use. Finally, we describe the main discussion on the Chapter 4. In this part, we describe the research result, statement of result, explanatory text, and discussion. Moving on to the last section, Chapter 5. In this chapter We reveal the conclusion and recommendations. The recommendations are pointed out to the reader, industry and tech developer.

**2. Literature Review**

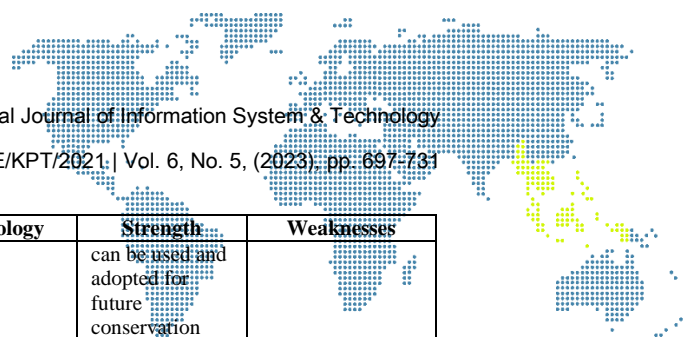
The related works of this study is about Virtual tour and its technology. The data shown in Table 1 below will mention the virtual tour around the world provided in table as follows.

**Table 1.** Summary of some virtual tour around the world.

Author (year)	Location	Topics	Technology	Strength	Weaknesses
Sari, <i>et al.</i> (2020), Ref [18]	Indonesia	Virtual Jeep-Tour for Sustainable Tourism at Jurang Jero, Merapi during Covid-19 Pandemic	Virtual tour 360° and 3D also Virtual Jeep Tour (Video)	Most of participant willing to join even expensive, various content choices.	New design stage and needs to be implemented
Anita, <i>et al.</i> (2021), Ref [19]	Singapore	Smart Tourism Experiences: Virtual Tour on Museum	Virtual tour website base	Easily acceptable to the public, personalized, interactive, risk free, display of the museum on the screen looks very clear and clean, including all museum collections can be easily seen.	Over all cannot be found



Author (year)	Location	Topics	Technology	Strength	Weaknesses
Repo (2021), Ref [20]	Finland	Developing New Virtual Tourism Experience Based on Customer Value: Case Experience Kalevala	Augmented Reality (AR), Virtual Reality (VR), 360° videos, guided live virtual tours, Webcam-travel	High quality, low cost and easy to access, and to have some specific theme or topic, interactive	Still on development, should continue with market testing, planning the promotion of the product, and finally launching and selling the product
Ansori (2021), Ref [21]	Indonesia	Virtual Escape & Tours During Covid-19 Pandemic was developed in Terengganu	VR, 360° virtual video, Mobile App,	Experience of the stunning panoramic view of world's best tourists spot, Real environment of the real world that can give real experience, time management and information about other country	Still on development, needs to develop the application's requirement for application, hardware and software
Akkeson, <i>et al.</i> (2020), Ref [22]	Costa Rica	Create and developing a virtual tour of the Santa Elena Cloud Forest Reserve (SER) in Monteverde, Costa Rica to expand their outreach and promote further donations	360° virtual tour	Uniquely immersive experience, easy to update and maintain	There's several issue like navigation, sound, connection and technical issue, need improvement
Soumia, Assia (2021), Ref [23]	Dubai	Virtual Tourism as an option for City Marketing to Dubai during of the Coronavirus Pandemic	Video tour	Low cost, easy access, provides an opportunity to analyze visitor data,	Over all cannot be found
Rastati (2020), Ref [24]	Indonesia	The participant's experiences with the virtual tour via Zoom and Google Meet such as the Jakarta Good Guide and TelusURI.	Virtual webinars	Most participants are happy and meet their expectation, accessible	There are people who do not have the resources, economic capacity, spare time, and access (ex: people with disabilities), can't experience the smells, depends on internet connections.
Lee, <i>et al.</i> (2013), Ref [25]	Antartica	AntarcticAR: An Outdoor AR Experience of a Virtual Tour to Antarctica	Augmented Reality (AR)	Immersive, interactive, accessible, compatible, allowing users to experience the virtual scene they were exploring,	Need to improving AR visualization and adding multimodal interaction, and also further investigating the contribution of the real environment in a virtual tour by exploiting transitional interfaces.
Napolitano, <i>et al.</i> (2017), Ref [26]	Canada	Virtual Tour Environment of Cuba's National School Of Art	360° virtual tour,	efficient in terms of time, cost, and data management,	The project's needs, budget, and time constraints,



Author (year)	Location	Topics	Technology	Strength	Weaknesses
				can be used and adopted for future conservation and analysis projects to aid users in conveying and understanding conservation problems in 3D	
Pahlevi (2021), Ref [27]	Indonesia	Increase tourist visits to Kajoetangan Heritage Village through applying technology to create a virtual tourism portal application, thereby raising the attractiveness of thematic village tourist destinations in Malang City.	Virtual Tour video, VR,	Cross platform media (Mobile & PC),	New design stage and needs to be installed separately on each computer, High cost for maintenance and update

From the Table 1 above We find various study that shows various technology appliance, in many countries with its strength and weaknesses. That being said, this study can reflect from the previous paper as shown above so the topics should be better from before. The study shown above is close related with this study because the paper mainly discusses about virtual tour and the technology that applied. But what makes this study different from other study mentioned that this study is basically discuss about the virtual tour as the solution in the middle of this Covid-19 Pandemic era. Hence, this case has to be the background of the study that differentiate this study from others.

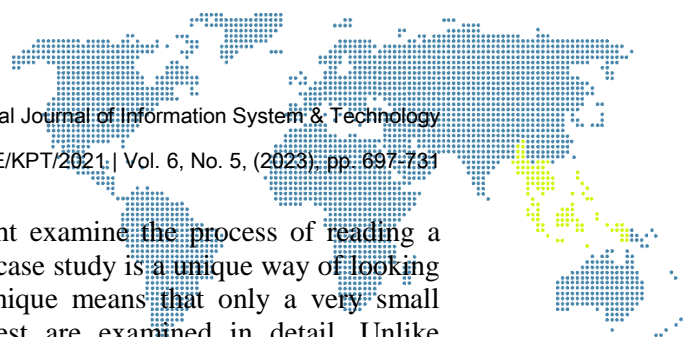
### 3. Material and Proposed Method

#### 3.1. Data

Because of this turbulence situation, this study faces a limitation with the offline and mass gathering activities that can occur Covid-19 Virus outbreak. Hence, we choose to collect the data virtually, by literature review, and online data collecting. Clearly with qualitative data, we collect the source of database on experience, ideas, and study. And last but not least, this study combines primary and secondary data collection. Because We provides the observation through the experience and at the same time gather information from study that has been did before.

#### 3.2. Method

We use case study method that allows us to analyze data in a specific context. In most cases, the case study method selects a smaller geographic area or a very limited number of individuals as the research object than the other study methods. The true essence of the case study is to explore and study the case as a research method to study contemporary real-life phenomena through detailed background analysis of a limited number of events or conditions and their relationships. A case study method as an empirical investigation that investigates contemporary phenomena in a real life context; when the boundary between the phenomenon and the context is not clear; and multiple sources of evidence are used. In some cases, in-depth longitudinal inspections of individual cases or incidents are used. Longitudinal inspection provides a systematic way to observe events, collect data, analyze information, and report results over a long period of time. For example, this longitudinal case study method can be used to study children's language development. Data collected by observation is recorded to determine the child's language development.



In another example, we conduct a case study might examine the process of reading a single topic over a period of time. In other words, a case study is a unique way of looking at any natural phenomenon in a data set [28]. Unique means that only a very small geographic area or a number of topics of interest are examined in detail. Unlike quantitative analysis, which observes data patterns at a macro level based on the frequency of observed phenomena, case studies observe data at a micro level.

## **4. Results and Discussion**

### **4.1. Result**

#### **A. Virtual Tour as an Alternative During Covid-19 Pandemic**

##### **1) Safe time, safe money**

Unlike the past, customer now didn't have to come visit the business when they are intended to check or book the services, because it is waste their valuable time and money. Only by open their mobile phone, the customers can choose and see the place/destination they desire. Now, planning a dinner with college or family members are a lot easier, customer can also look at the online menu first before they decide to book a reservation. With that, customer can safe their time and money.

##### **2) Avoiding Corona Virus Disease transmission**

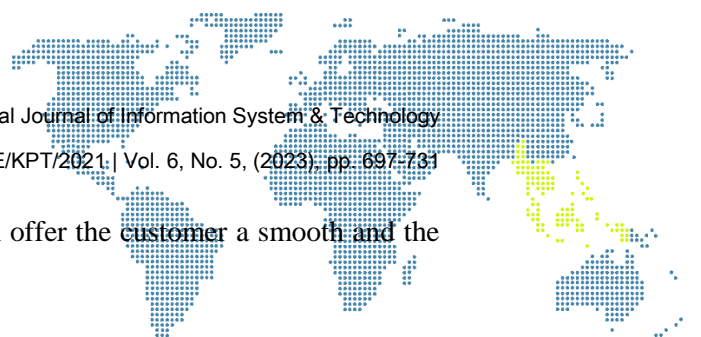
Covid-19 is a virus that can be transferred through surfaces, droplet and physical touch. In tourism industry, that two thing are not avoidable. As mentioned, it is assumed that the human-to-human transmission of Covid-19 virus occurs mainly through respiratory droplets, when the patient coughs, sneezes, or even speaks or sings. Generally, the propagation distance of droplets cannot exceed 6 feet (nearly 2 meters), and the time to stay in the air is limited. However, Covid-19 remains intact, is infectious in droplets (less than 5 microns in diameter), and can be suspended in the air for up to three hours [29]. For that, physical distancing, mass gathering restriction, and other protocols are applied in public area or places that can cause mass gathering. Virtual tour is an innovation of traveling or simply going to places without physically come to the place. Hence, it can reduce mass gathering, and with that Covid-19 transmission can be minimized.

##### **3) Flexible access media without distance, space and time limitation**

Virtual Tour that available online/ virtually are available on any devices. Hence, the any customer with gadget like pc or mobile can access the tour on their finger touch without have to come physically. Other than that, the virtual tour was available 24/7 for the customer. No matter what time the customer want to take a tour and look for the place even in their close time or midnight. It doesn't stop there, the customer also can access the tour anywhere they want, as long as there's internet access they are good to go. That being said, all potential customers can preview the business and make purchases or bookings from the convenience of their mobile phones or tablets anywhere at any time they want. The flexibility is a plus point to attract the customer.

##### **4) UpToDate and continuous improvement technology**

Nowadays customers are tend to keeping themselves up to date, what's happening out there they were curious and willing to try because the customer are feel more bored and want to try new thing. There's a new term called FOMO or acronym from Fear of Missing Out which most of them are young generations and millennials. That tells that younger generation are tend to looking for a fresh activities and new thing. Therefore, Virtual Tour that it is a new thing and new activity seems fit on the trends among young generations and millennials. All new things doesn't come in perfect pieces at first, there's always a bug and something missing. Hence, do virtual tour, tech developer are still improving the



quality and technology. Hence, that the business can offer the customer a smooth and the perfect experience as the customer expected.

#### **5) Smart and effective marketing approach**

Ever heard a word “Pictures speak more than 1000 words”, We is hundred percent agree on that. Speaking to young generations, they usually get bored quickly, and more like a visual thing. As proof, news now are mostly served on picture, videos and infographic. Because news industry also adapts on what are the reader habit and interest. Tourism should be adapted too especially in this pandemic, where new habit and new normal are applied. With creating eye catching and appealing content, it can attract more audience. For instance, visual content like Virtual Tour is a smart and effective marketing approach for now situation.

#### **6) Reach a boarder market**

Now, business has been helped by the online and technology. Marketing strategy ia also being shifted. All the old style paper print is now changed to online visual approach. And to be remembered that virtual tour is one of the new approach towards new marketing strategy. This spectacular tool will place the business ahead of the competitors. Because there is some business that still doing the traditional way to reach their market. Which now is not effective anymore. With the restriction and all the limitation during Covid-19 Pandemic, traditional approach will not attract and reach to the customer, instead the customer spend more time with their gadget which now businesses are put their content of marketing such ads and virtual tour online. Hence, the customer are easily notice their product and services in this situation. Also boarder market will reached and the business can still run and compete with other.

#### **7) Low maintenance and easy to use**

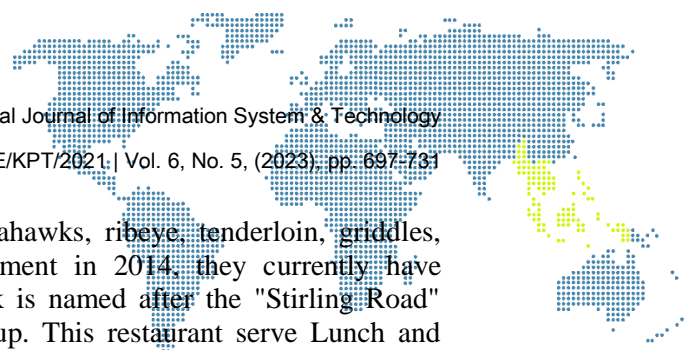
Create a world-class tour for business without having to incorporate extra IT skills. Nowadays, there is numerous virtual 360° video service provider that spread in all over the world. They provide professional virtual tour for business, property, government and others. With their help, business should no longer worry about how to provide and how to maintenance their virtual tour services. Only have to contact the providers and they good to go. Paid by work is also the advantages of this service providers, instead of hiring IT staff that the business should paid monthly even though the IT staff was not working every day. Hence, there is no reason for business to not provide virtual tour services, and remember it is the way to survive this era also.

#### **8) Provide abundance of visual and interactive information**

We believe that Image, photo, video is containing more information than only text. Because in one visual content different people will describe different explanation despite their point of view. Hence, more information can be input in one picture only, and imagine in two or more picture or even moving picture or videos. The big amount of information will be extracted on to the visual content. That being said, visual content is the effective way to approach wider market and providing more information. The information that the business want the customer know. And the visual information available in the virtual tour will answer most of the questions that guests have.

### **B. Virtual Tour Destinations**

On this paper, we will be doing case study in two different restaurants. Both are located in Singapore, South East Asia. First restaurant named Stirling Steak and Butchery. Stirling Steak is a steakhouse that specializes in charcoal-grilled steaks with the popular Stirling sauce. Smoky flavor in slowly grilled over traditional charcoal is their signature.



Offering 10 types of cuts of meat. Including tomahawks, ribeye, tenderloin, griddles, hangers, and other cuts of meat. Since establishment in 2014, they currently have branches in Singapore and Vietnam. Stirling Steak is named after the "Stirling Road" (Queenstown) where the founder lived and grew up. This restaurant serve Lunch and Dinner with different type of menu variety. The famous beef dish, appetizers, poultry, seafood, side dish and dessert. They also provide beverages menu such as beer, wine and soft drinks. Last but not least, the butchery service which they provide fresh and frozen various beef cuts, poultry, seafood, lamb and pork.

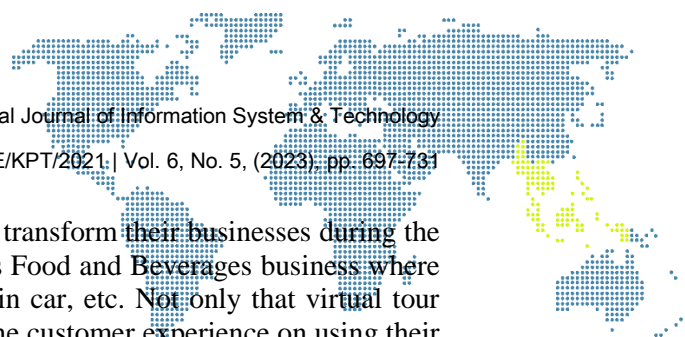
The second one is also a restaurant located in Singapore. It is Tenderbest Makcik Tuckshop. Their signature was serving up a nostalgic tuckshop food that's familiar and delicious in a casual environment ideal to *lepak* (chilling) around. Tuckshop according on Cambridge Dictionary is a small shop in or near a school that sells food to school students, traditionally sweets and soft drinks. We basically more familiar with canteen, or *warung*. The concept of this restaurant is a restaurant with clean and modern ambience which suite for their market which was student and young generation. Offering more than 400 menus, including Halal Tze Char from Asyura Paste, fried chicken and barbecue from Tenderfresh, also Mr Teh Tarik group's signature Teh Tarik, Pratas and Nasi Goreng. Encompass islandwide delivery service in association with Grab and Food Panda.

Stirling Steak and Butchery and Tenderbest Makcik Tuckshop were located in Singapore, Stirling Steak has a branch in Vietnam but in this paper will take the 115 East Coast Road Singapore branch and Tenderbest has some branch also but this paper is going to look up in 246 Jalan Kayu Singapore branch. Both restaurant are approximately have same distance from the famous Singapore Changi Airport which can be accessible 15 minutes by car. When look up at the maps, Tenderbest Makcik Tuckshop more in north area of Singapore, near Jalan Kayu and Lorong Tanggam Park and 3 minutes away from shopping center Seletar Mall and Sheng Siong Supermarket. In the other hand, Stirling Steak and Butchery located in south area of Singapore, it's surrounded by shopping center namely Katong Square, Katong Shopping Center, Katong V, Roxy Square, The Odeon Katong The Flow, etc. And also surrounded by famous tourism destination such as Joo Chiat Road Historic Center, Sri Senpaga Vinayagar Temple, Houses with Preserved Facade, etc.

#### 4.2. Statement of results

It is generally believed that today our economy is becoming more digital. The term "digital economy" was coined to describe this fact. The digital economy, in simple terms, is that it is increasingly being affected by digital technologies such as the Internet, mobile internet, cloud computing, artificial intelligence (AI), the Internet of Things (IoT), robotics, and other digital technologies. In this context, digitization refers to the digitization of interactions, communications, business activities, and business models. Therefore, a digital company is an organization that digitally partially or fully manages important business processes and relationships with its stakeholders (suppliers, customers, employees, business partners...) [30]. Through digitization, companies are changing economic rules and the economy becomes more globalized and digitalized. Therefore, digitalization and globalization are two parallel phenomena that have promoted each other in recent years.

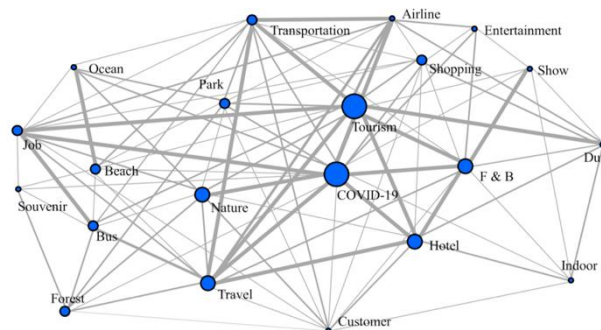
Digital transformation clearly means the use of digital technology to promote major changes in the business model of the company. The history of Covid-19 Virus has accelerated the digital transformation of companies and entire industries (such as retail, restaurants and education). Regardless of the digital technology used, digital transformation implies changes in the business) [31]. For example, although e-learning existed before the pandemic, the COVID19 pandemic has accelerated and expanded the digital transformation of traditional education organizations at all levels, which is the only possible way to continue activities during the PPKM/PSBB and under the new normal era.



The results of how schools and universities digitally transform their businesses during the lockdown period are quite good. Another example is Food and Beverages business where now provide take aways, delivery, drive thru, dine in car, etc. Not only that virtual tour and online reservation are one of way to maximize the customer experience on using their service virtually. With this feature the customer can feel the ambience of the Restaurant or Bar just by their mobile phone or pc, and also reserve a table, look up the menu, order delivery services at once.

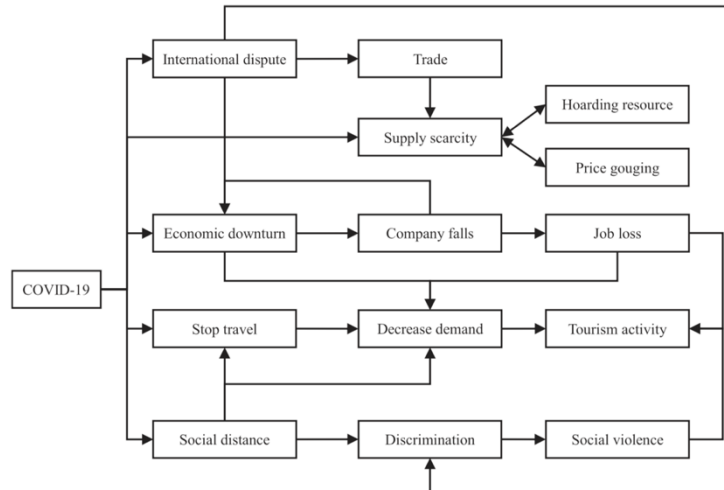
### 4.3. Discussion

Tourism has been one of the most popular industry in the world. We all know that vacation is not only for pleasure, but needs. Needs that everybody want to fulfil in the spare time or even shorter. It's been a culture in many country to travel from their own country to another. Not only for fun, for some people travel is one of accomplishment. Hence, me goals that already set far from the date. The type of accomplishment is various, from own pleasure, get to know other country's culture, education or business purposes, and some people don't hesitate to seek serenity or escape from hectic day. Business traveller has less control on what they will doing on the trip. They usually obey the tour arrangement because they travel to meet certain goals. Business trip also more like short period of time but in luxury accommodation and transportation. Other than business travel, or we can say leisure travel has various period and facilities, because mostly they have full control on how the trip will be arranged. But that explanation are taken before pandemic situation, which now this Covid-19 have full control on how all trip will be arranged. Tourism has really affected by the pandemic.



**Figure 2.** Affected area of tourism industry by Covid-19 [32]

As we can see on the Figure 2 above, it is noticeable that some words in this context are areas, are in different size of dot and thickness of the line. It determines that bigger the dot, represent more frequency of word and importance and the thickness of the line represent the relationship among the areas/theme. It clearly seen that Covid-19 and Tourism has the biggest dot considering those two are the main topic in this paper. Following with Nature, Travel (Tour and Travel Agent), Hotel, and of course F&B (Food and Beverage Industry) which that define our case on this study. The purpose of figure above is to define correlation among the theme or areas affected by pandemic. For example Food and Beverage has strong correlation with Shopping and Customer, which tells that F&B Industry really depends on those two and vice versa.



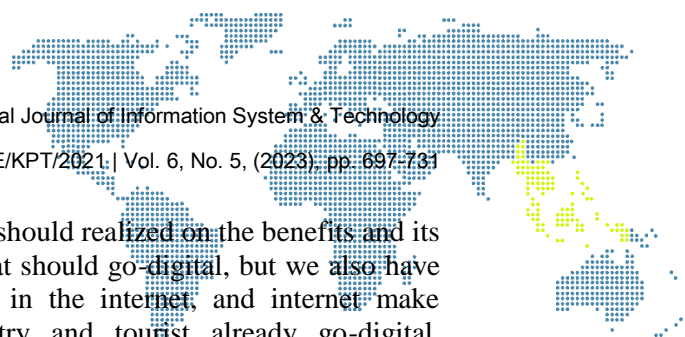
**Figure 3.** Causality chart of the impact of Covid-19 on tourism industry [32]

Following with Figure 3 above that talks about the pandemic impact and causality of it on tourism industry. One of impacts is related to the economy. Businesses, especially those related to travel, are suffering. This has led to stagnation, the implementation of unpaid leave and many extreme number of unemployment. For example, TV celebrity and chef at a time, Gordon Ramsay just laid off 500 employees due to the pandemic [33]. Business failures and unemployment further exacerbate the fragile economy by reducing tourism demand, creating a vicious cycle that affects the broader economy. In addition, policies to monitor social distancing are also necessary, but they can generate mistrust among people and can lead to discrimination and violence. Social events, large-scale events, and other crowded events are prohibited. Activities to promote tourism have also been affected. In countries with large immigrant populations, the problem is even more serious. Some people may find it difficult to return to their home country or place of work. In some cases, it may be difficult for them to find shelter during observation and isolation.

Before the pandemic happen, it's an obvious thing that tourism was really help the economic for countries that rely on the tourism sector. Many developed and developing country has feel the multi-dimension economic impact. In fact some countries have economic dependency on tourism sector because of the economic impact. Start from the farmer who sell their vegetables to traditional market to artists who create art on the art shop was felt the impact. It's no longer secret that tourism industry also open the tourism-related jobs vacancies. From hotelier, travel agent, tour guide, public transportation, etc. The international tourism industry has been growing at an annual rate of 4% to 7%. After experiencing the Great Recession in 2008 and 2009, it rebounded earlier than other industries. According to data from the World Tourism Organization, by 2030, the number of international tourists will reach 940 million from 2012 and is expected to increase to 1.8 billion [34].

In the other hand, pandemic shifting the tourism paradigm. Tourist was the core of tourism industry, all the tourism developing is none other than to fulfil the tourist satisfaction. But in pandemic era, tourist frightened and begin to aware on going travel. The Corona Virus outbreak was disastrous on the time where everybody avoid the social interaction. It is a new thing that the world ever faced, so do tourism. There was not much solution by the time, so tourism industry was collapsed. It's clearly that tourism industry need to do some innovation facing this huge phenomenon.

Post-pandemic tourism forced us to improve on the technology industry. Technology seems have a solution that can be applicable on this situation where everything goes

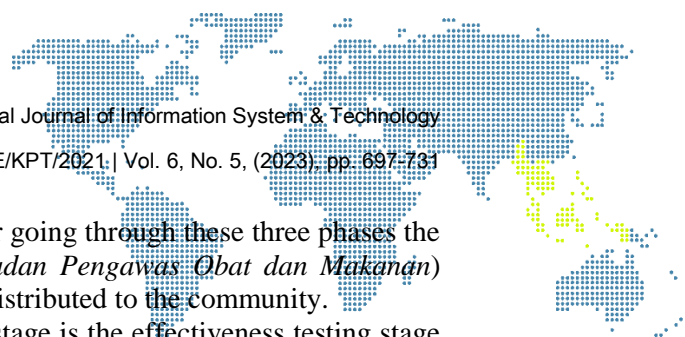


digital. Digitalization will be a thing that everybody should realized on the benefits and its help on simplify thing. Not only thing around us that should go-digital, but we also have to think digitally. Now everything can be found in the internet, and internet make impossible thing possible. When tourism industry and tourist already go-digital, everything seems to be promising in the middle of pandemic. Other than that, we should consider the government strategy on how to face this pandemic. Tourism is not on the main focus on nowadays issue, but health instead. Public health was number one priority on surviving on Covid-19 Pandemic, health was beyond everything. Hence, government strategy to help the tourism recovery is to make sure all tourism activities was pay attention on keep the healthiness. UNWTO (United Nation World Tourism Organization) has released Global Guidelines To Restart Tourism on May 2020. For example on hotelier. Hotel, resort, cottage and restaurant has to apply certain operation protocols in order to lower the Covid-19 Virus Disease outbreak. In Indonesia, Ministry of Tourism requires accommodation and restaurant to practices the CHSE (Cleanliness, Health, Safety and Environment) program following the UNWTO guidelines at the beginning of October 2020. It consists of 12 areas of health protocol, such as hotels, restaurants, tourist attractions, homestays or tourist lodges, MICE, diving businesses, mountaineering tours, golf tours, marathon tours, rafting tours and paragliding tours that those can ensure continues disinfection on tourist destinations. The objectives of implementing the CHSE protocol are:

- a) The increase in public awareness of Indonesia and the world towards hygiene, health, safety, and environmental sustainability due to the Pandemic Covid-19.
- b) The pattern of demand and behavior of tourists in the future will be strongly influenced by awareness of cleanliness, health, safety, and environmental sustainability.
- c) The world of tourism must be prepared to be able to provide guarantees of cleanliness, health, safety, and environmental sustainability of products and services provided to tourists.
- d) An important component that becomes the main pull factor of tourist visits is the tourist attraction, namely everything that has uniqueness, beauty, and value in the form of diversity of natural, cultural, and man-made products that are targeted or the purpose of tourist visits.
- e) Need a practical guide for tourist attractions in preparing products and services that are clean, healthy, safe, and environmentally friendly.

Uniform travel and health rules are essential to restore confidence and restart the tourism industry, which will aid global economic growth. Given the current situation, there is an immediate need to formulate policies that provide reasonable methods for balancing the protection of public health and returning in part to the normal state of the pre-pandemic era. Vaccines are biological products or made from weakened viruses to help the body recognize the original virus and train the immune system to fight it, microbes that contained in the vaccine will act as an antigen and stimulate the immune system in order to produce antibody that can fight a disease. Hence, if the body got. exposed to the virus, the body will immediately form antibodies and attack the virus and then destroyed or neutralized by antibodies. The manufacture of vaccines through stages until the vaccine can be applied to the human body safely [35]. The stages in the manufacture of vaccines include three phases of clinical trials in humans, namely:

- a) Phase I clinical trials, conducted vaccine safety and immunogenicity tests on some low-risk people to test for tolerability against vaccines.
- b) Clinical trial phase 2, monitoring the safety of vaccines that have the potential for side effects, immune response, determining the optimal dose and vaccination schedule.
- c) Clinical trial phase 3, in this phase to see the efficacy of vaccines in targeted disease prevention and further observations about vaccine safety in a more diverse



population and over a long period of time. After going through these three phases the vaccine still needs to wait for the BPOM (*Badan Pengawas Obat dan Makanan*) permit after obtaining a vaccine permit can be distributed to the community.

- d) Clinical trial phase 4, the phase 4 clinical trial stage is the effectiveness testing stage after the vaccine is circulated and marketed in the general public. The effectiveness of vaccines is the level of vaccine protection to the population of the community.

Recently, Covid-19 Vaccine was finally found that everyone this is a hope to get through this Covid-19 Pandemic. Virologists conducted research to make the vaccine covid-19. Indonesia has not been able to produce Covid-19 vaccine independently, therefore for the procurement of vaccines Covid-19, Indonesia imported the vaccine from vaccine making companies. Procurement of raw materials and vaccines covid-19 the government stipulates the types through the circular of the Decree of the Minister of Health [35] on the Determination of Types of Vaccines for the implementation of vaccination Covid-19, Indonesia set six types of vaccines to be used, namely:

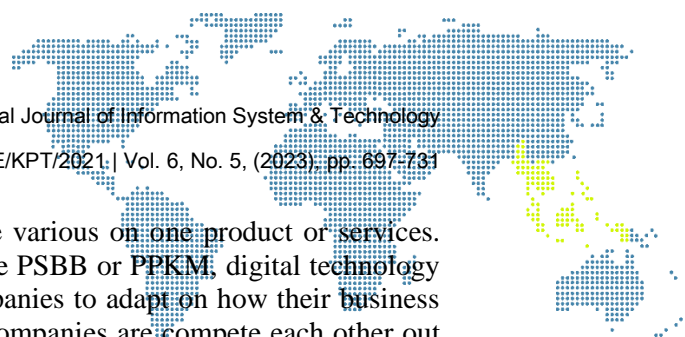
- a) PT. Bio Farma (Persero)
- b) AstraZeneca
- c) China National Pharmaceutical Group Corporation (Sinopharm)
- d) Moderna
- e) Pfizer Inc. and BioNTech
- f) Sinovac Biotech Ltd. In Indonesia

Vaccine was officially distributing in Java and other land/region around Indonesia up until now. This transition to a good state of tourism is a good time to prepare the tourism sector before it really recovers. Predicted, the foreign exchange value of Indonesian tourism is expected to jump 7 times by 2024 [36].

The discussion of technology has never been enough, its evolve and always innovate. We all agree that in this situation where we have limited mobility, the implementation of technology is one of the best way to survive. Numerous business are already applying online technology to reach their customer. It is one of the strategy that all business should copy. Because not only effective on this pandemic situation but also effective regarding budget, environment friendly, healthy wise, and maintain wise.

Speaking about marketing, there is two types of marketing namely inbound and outbound marketing. Those two play different approach, way of market, media, target audience, and also interaction. In broad outline, outbound marketing mostly doing the marketing by traditional way such printed content, magazine, billboard, etc. And inbound is the other way around, inbound marketing using more modern approach such as blog, social media, etc. Hence, for this situation, every business massively markets their product and services with inbound marketing. Not only the media can reach the customer but with this approach, the customer target is more specific. For example, Facebook Ads and Instagram Ads, they targeting their ads to certain person who interested in their product or services using AI (Artificial Intelligence). Hence, it is such a great way to approach customer not wasting to random prospective customer, but instead they got qualified lead. Hence, virtual tourism, it is one of example of inbound marketing that proving that this approach was the perfect way to market the product or services in this pandemic era. Where people are tend to spend their time mostly surfing on online or their social media. Those make easier to found qualified lead here in online and social media. People who are have interest on certain thing could have what they desire too by ads that pops on their phone or pc.

It became obvious when all business owners are realized and awaken on the importance of technology implementation to run their business in this uncertain condition. Business owner will get more specified customer also by applying inbound marketing approach. Hence, they should focus on improving their product and services online/virtually. It became challenge on how to compete with other business who applying the same approach. But this is the opportunity for customer to choose which one is more suite



product and services to them because of a lot more various on one product or services. What we currently know is that especially during the PSBB or PPKM, digital technology has made our lives easier, while also allowing companies to adapt on how their business will survive. Big start-ups, unicorn, and many big companies are compete each other out to reach their customer by digitalized model business. Namely Gojek, Grab, ShopeeFood, Blibli Mart, Klik Indomart, and bunch of others are sound familiar for most of the communities nowadays. Recent data shows that from December 2019 to May 2020, Internet traffic has increased by 60%, highlighting that video conferencing traffic has increased by approximately 120% compared to the level before the outbreak [37].

#### 4.4. Discussion

##### 4.4.1. Virtual Tour Destination Attractive Aspect

###### a) Amenities

All tourism destination is needing a support facilities and amenities to complete and fulfil customer needs. Such as toilet, place to do prayer, park, souvenir shop, etc. Where the facility can help to provide the customer what they need when travelling to a tourism destination. With the complete amenities, a tourism destination are tend to attract the tourist because they are feels like being reck. The destination that author choose on this paper which a restaurant that usually provided is a toilet and place to pray. The basic needs that can be provided by knowing customer's habit and needs. On Tenderbest Makcik Tuckshop there's toilet and condiments corner as shown in the Figures 4 and 5 below.

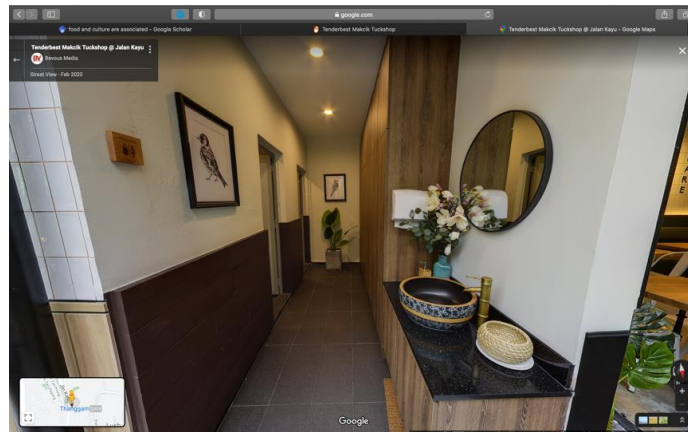


Figure 4. Toilet in Tenderbest Makcik Tuckshop (Source: [shorturl.at/wENSW](https://shorturl.at/wENSW))

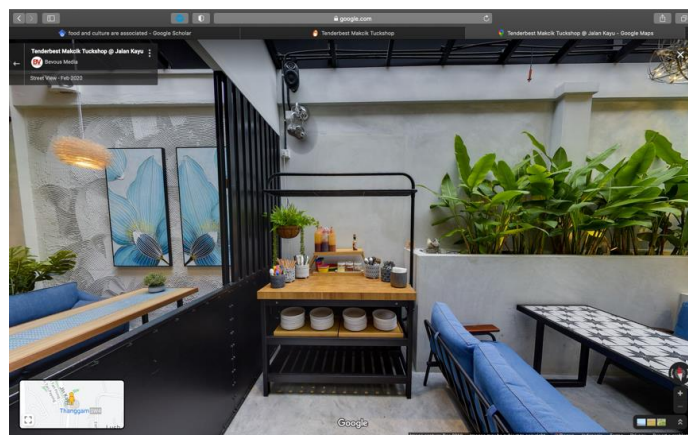


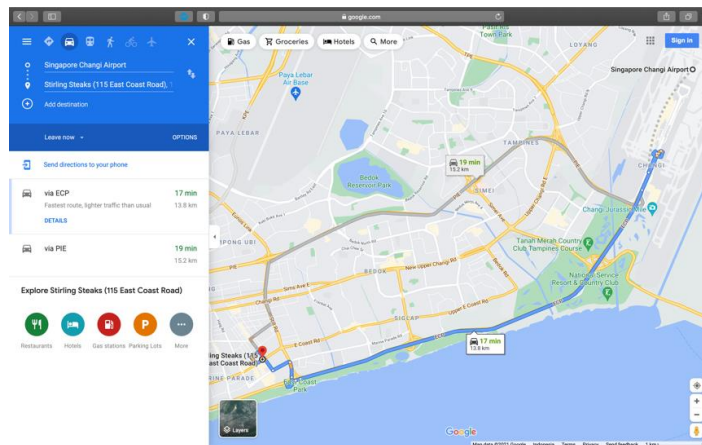
Figure 5. Condiments corner in Tenderbest Makcik Tuckshop (Source: [shorturl.at/wENSW](https://shorturl.at/wENSW))



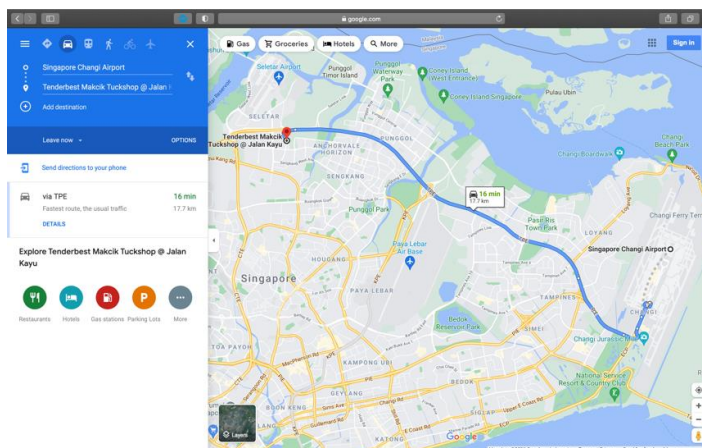
When talking about Stirling Steak and Butchery We didn't find any amenities which every restaurant should have one.

**b) Accessibility**

Both restaurant are easy to access if the customer were come from Changi International Airport. Only takes 15-20 minutes (depends on the traffic and route) by car, with main road that are well built and wide. Every tourist in Singapore were never complain about the Singapore's infrastructure. As developed country, no wonder that Singapore has well developed infrastructure. Hence, never hesitate to visit Singapore, where tourist will never disappointed with the experience, of course when the pandemic end and the travel ban has been opened. Singapore also famous with its MRT (Mass Rapid Transit). It is an underground commuter line that spread across the country. Singapore's MRT also provide bus station where can take the tourist almost whenever they want in around the island. Talking about route that the customer should take to go to the restaurant, both restaurants has almost the same distance if we come from the airport. Stirling Steak are located in south part of Singapore, whereas the Tenderbest Makcik Tuckshop are more in North area (See Figures 6 and 7).



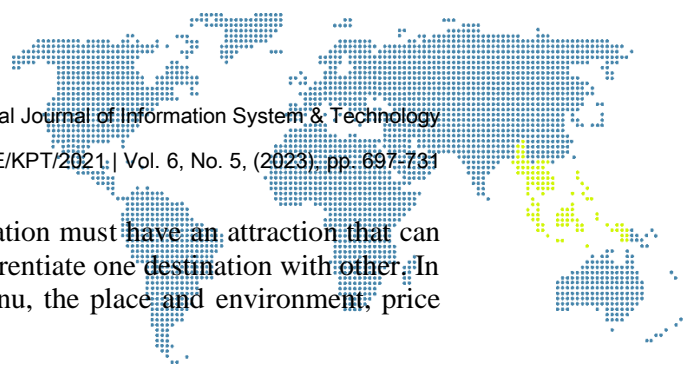
**Figure 6.** Route from Changi International Airport to Stirling Steak (Source: <https://www.google.com/maps/>)



**Figure 7.** Route from Changi International Airport to Tenderbest Makcik Tuckshop (Source: <https://www.google.com/maps/>)

**c) Attraction**

The main thing when we talk about to discussing tourism destination is attraction. Because all the development and marketing way is to attract the tourist, wider and more



tourist are better. Hence, with that, a tourism destination must have an attraction that can be a pull factor. Not only that, attraction can be differentiate one destination with other. In restaurant the attraction was obvious, either the menu, the place and environment, price and promotion, services, or facilities.

### 1) Menu

Stirling Steak and Tenderbest Makcik Tuckshop was two restaurant that mainly provide beef and poultry dish, but also dessert and beverages (See Figure 8-11). But Tenderbest Makcik Tuckshop offers wider menu such as pasta and seafood as shon on the Figure 12-16. Hence, menu wise Tenderbest are attract more customer because the menu range so it can suite more customer.



Figure 8. Stirling Steak and Butchery’s menu shown on 360° Virtual Tour (Source: - <https://360tours.sg/360/stirlingsteaks/>)

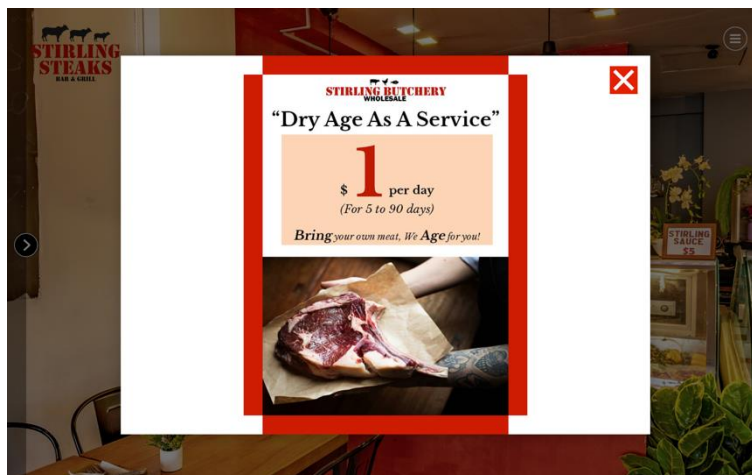


Figure 9. Stirling Steak and Butchery’s Dry Age Service shown on 360° Virtual Tour (Source: - <https://360tours.sg/360/stirlingsteaks/>)



Figure 10. Stirling's Butchery Service menu shown on 360° Virtual Tour (Source: - <https://360tours.sg/360/stirlingsteaks/>)



Figure 11. Stirling's Frozen Food menu (Source: <https://stirlingsteaks.com>)



Figure 12. Tenderbest Makcik Tuckshop chicken menu accessible pdf file (Source: <https://bit.ly/3AYcTRd>)



**Figure 13.** Tenderbest Maccik Tuckshop pasta menu accessible pdf file  
(Source: <https://bit.ly/3AYcTRd>)



**Figure 14.** Tenderbest Maccik Tuckshop beverages menu accessible pdf file  
(Source: <https://bit.ly/3AYcTRd>)



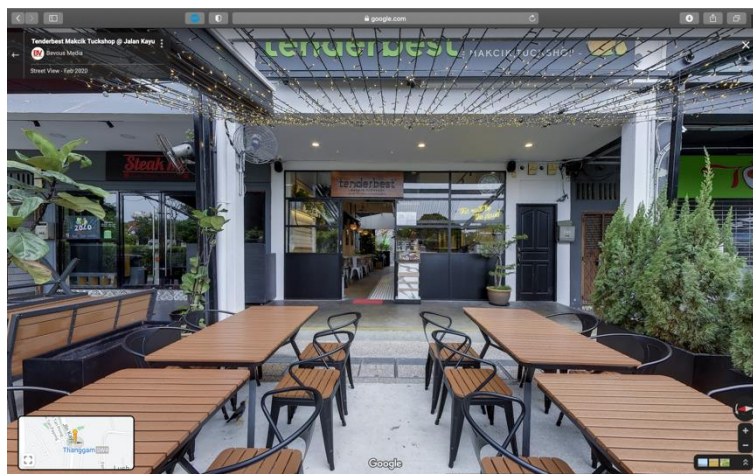
**Figure 15.** Tenderbest Maccik Tuckshop desserts menu accessible pdf file  
(Source: <https://bit.ly/3AYcTRd>)



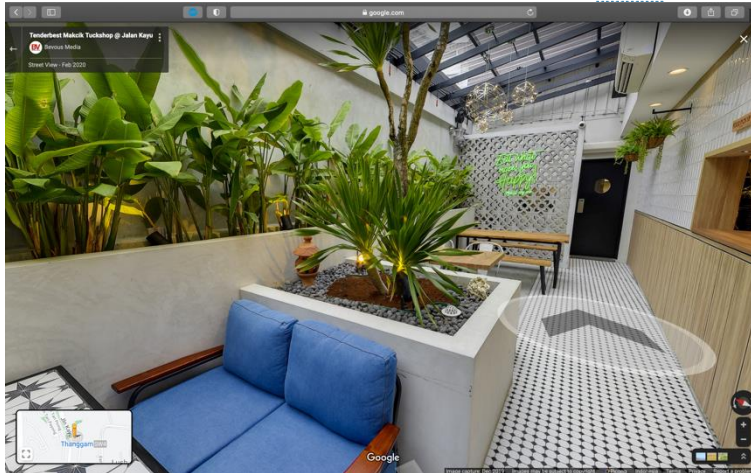
**Figure 16.** Tenderbest Makcik Tuckshop seafood and meat menu accessible pdf file (Source: <https://bit.ly/3AYcTRd>)

## 2) Place and Environment

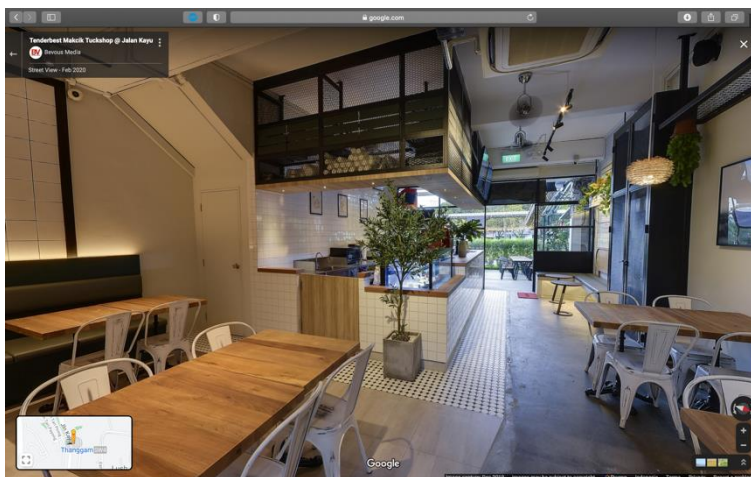
Both restaurant has different concept and ambience. Stirling Steak and Butchery are classic and small branch, dominated with red paint which believed can raise up our petit (See Figure 20-22). Remembering that Stirling also provide Butchery service, so that they are not focused on the invironment but the service. Tenderbest Makcik Tuckshop was 180° different. This restaurant is really looks that they really pay attentions to their environment and the interior consept. Speaking about consept, Tenderbest Makcik Tuckshop offering industrial concept with touch of wood accent, clean and green environment. They really suite the young generations and nowadays trend where simplicity and industrial concept is up (shown in Figure 17-19). There's also a led lamp in the corner, a sweet spot to doing selfies as shown in Figure 18.



**Figure 17.** Tenderbest Makcik Tuckshop 360° Virtual Tour outside area of the restaurant accessible on Google Street View (Source: [shorturl.at/wENSW](http://shorturl.at/wENSW))



**Figure 18.** Tenderbest Makcik Tuckshop 360° Virtual Tour outside area of the restaurant accessible (Source: [shorturl.at/wENSW](https://shorturl.at/wENSW))



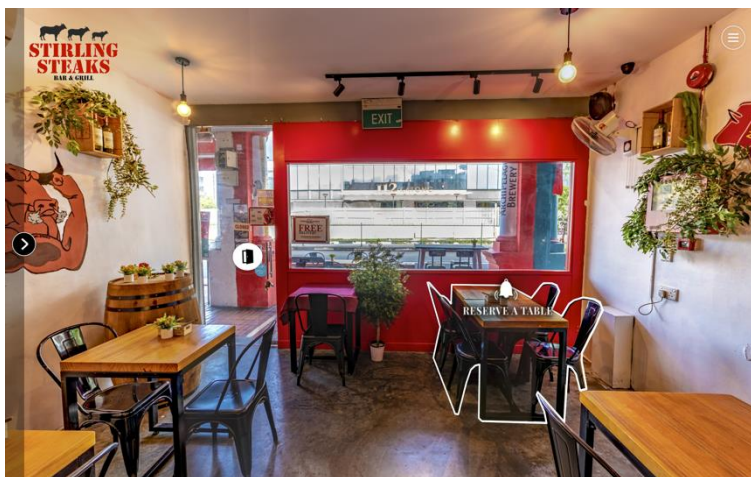
**Figure 19.** Tenderbest Makcik Tuckshop 360° Virtual Tour outside area of the restaurant accessible (Source: [shorturl.at/wENSW](https://shorturl.at/wENSW))



**Figure 20.** Stirling Steak and Butcher 360° Virtual Tour outside the restaurant (Source: - <https://360tours.sg/360/stirlingsteaks/>)



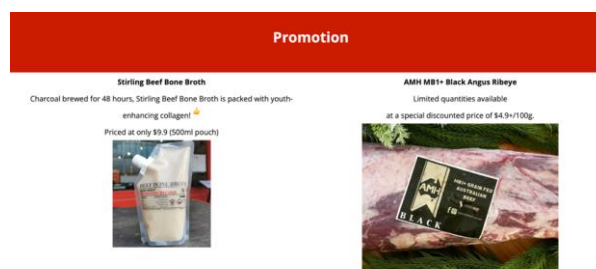
**Figure 21.** Stirling Steak and Butcher 360° Virtual Tour outside the restaurant (Source: - <https://360tours.sg/360/stirlingsteaks/>)



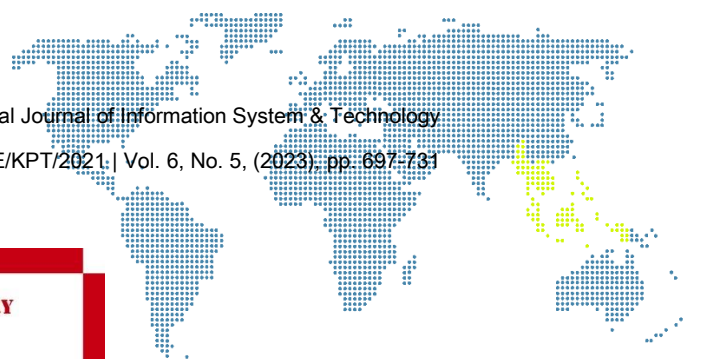
**Figure 22.** Stirling Steak and Butcher 360° Virtual Tour outside the restaurant (Source: - <https://360tours.sg/360/stirlingsteaks/>)

### 3) Price and Promotions

Price is really depend on each customer, so we cannot say that it is cheap or expensive just by the price. But we have to see how the menu is being prepared, the display, and the ingridient quality also. Hence, that we can decide is the food worth to buy or not. Both restaurant offer different range of price depend on the menu, but in promo menu Stirling Steak seems often do a promotion price like seen on the website (See Figure 23-25). With that Stirling did their best to offer the better value buy on their product and services.



**Figure 23.** Stirling Steak and Butchery's Promotion (Source: <https://stirlingsteaks.com>)



**STIRLING BUTCHERY**  
WHOLESALE

**30% Discount**  
(>2kg purchase)

Sirloin \$4.1/100g <small>\$5.8/100g</small>	Ribeye \$4.8/100g <small>\$6.0/100g</small>	Tenderloin \$5.5/100g <small>\$7.8/100g</small>
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Figure 24. Stirling Steak and Butchery's Promotion (Source: <https://stirlingsteaks.com>)

Hi **Easties**, let's be **Besties!**

**STIRLING BUTCHERY**  
WHOLESALE

**FREE DELIVERY**  
**EAST AREA**  
(Postal Code: 38 to 48)

\*Subject to minimum spend of \$50 and 1 day advance notice

+63 9788 2583 | StirlingButchery.com

Figure 24. Stirling Steak and Butchery's Promotion (Source: <https://stirlingsteaks.com>)

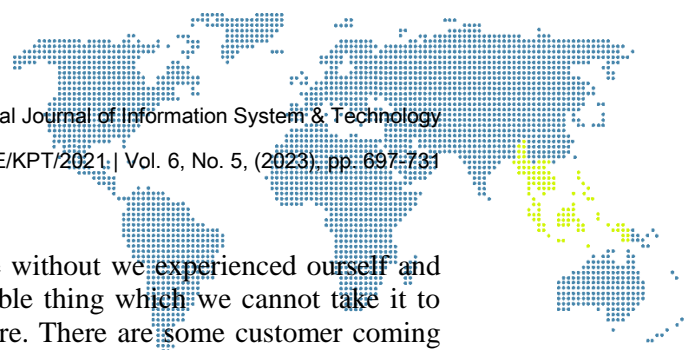
**STIRLING BUTCHERY** WHOLESALE | **STIRLING STEAKS**

**MEMBERSHIP**

Monthly Membership Fee (\$10/month)  
Annual Membership Fee (\$60/year)

**20% DISCOUNT** Valid for: **STIRLING STEAKS & STIRLING BUTCHERY**

Figure 25. Stirling Steak and Butchery's Promotion (Source: <https://stirlingsteaks.com>)



#### 4) Services and facilities

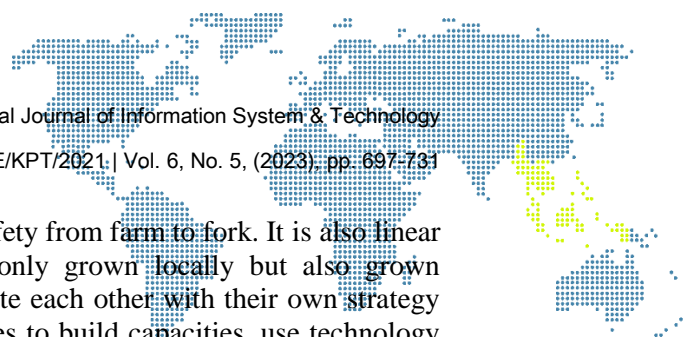
We cannot have an knowledge about the service without we experienced ourself and went there. Because service is an example of tangible thing which we cannot take it to other place and we cannot feel it without going there. There are some customer coming over and over again or regulars just because the service was excellent and the facilities was meet their expectation. Hence, services and facilities cannot be taken easy. The business should be concern about those two things to make sure the customer are satisfied and their business can still running. But how do they keep their services good in the middle of technology and online era is the next question. Now the services are available online with Online Customer Services, within that the business can have a conversation and build a relationship with the customers. How the business treat the customer with Online Customer Services is should be improved for maximizing customer's experience virtually.

#### d) Ancillary

Speaking about ancillary, it is all about support, where business support the agency or organizations and the organizations giving hand to the business. Both of them have a strong relation to help each other out. It is a mutualism relations that build stronger to face this turbulence conditions. With that Stirling Steak and Butchery already realize that it is important to create bond with the organizations. Hence, Stirling Steak offer a promotion during SAP (Singapore Armed Forces) days in 2019. The promotion provides all soldiers with Wagyu Tomahawks, but the price is slightly adjusted to US\$120++ (enough for 3-4 persons) to achieve more sustainable business operations. As a local company in Singapore, Stirling Steaks is proud to pay tribute to the Singapore soldiers.

Other than create relation with organizations, business should be monitored and controlled by related organizations. For example for Halal Restaurant business in Singapore like Tenderbest Makcik Tuckshop, there is an independent organization that concern about that. Namely Singapore Halal Culinary Federations. The Singapore Halal Culinary Federation is an independent organization that aims to achieve the goals of social enterprise. SHCF is an organization managed by a voluntary executive committee. The executive committee is composed of chefs and professionals who are committed and passionate about reaching out to and educating the community about our unique position. This federation is composed of culinary and service professionals. Its purpose is to promote the vitality of halal food to the culinary community and teach food service providers to provide service quality and best practices needed to achieve higher profits. Past connections with the World Chefs Association (WACS), Singapore Chefs Association (SCA), Singapore Pastry Alliance (SPA) and Singapore Junior Chefs Club have strengthened our position and commitment to improve the local and global gastronomic environment. SHCF is the first company in the world to join the food and beverage industry and other industries in the hotel industry as partners and members. In addition to chefs, their professional circle also includes coffee/tea experts, catering suppliers, food technology experts, nutritionists, food business consultants, hotels, lifestyle and life skills trainers.

On top of that, in Singapore there is an agency under government authorities named The Singapore Food Agency (SFA). SFA was established on April 1, 2019 as a statutory committee under the Ministry of Environment and Water Resources (MEWR) to oversee the food safety and food safety of Farm-to-fork. Ministry of Environment and Water Resources has been renamed to Ministry of Sustainable Development and Environment (MSE). SFA brings together food-related functions performed by the former Singapore Food and Veterinary Authority, National Environment Agency, and Health Sciences Agency in Singapore. As the lead agency for food-related matters, SFA's mission is to ensure and protect the safe food supply in Singapore. SFA works hand in hand with industry and consumers to develop our three "food baskets": diversified imported sources,



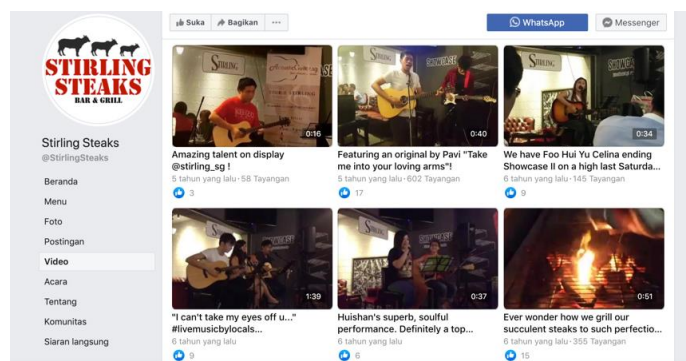
grown locally and grown abroad, and ensure food safety from farm to fork. It is also linear with now conditions which business should not only grown locally but also grown internationally. Hence, other business can be compete each other with their own strategy and marketing. SFA also works with food companies to build capacities, use technology to increase productivity, conduct research to develop new businesses, and promote industry transformation to ensure food safety.

**e) Activity**

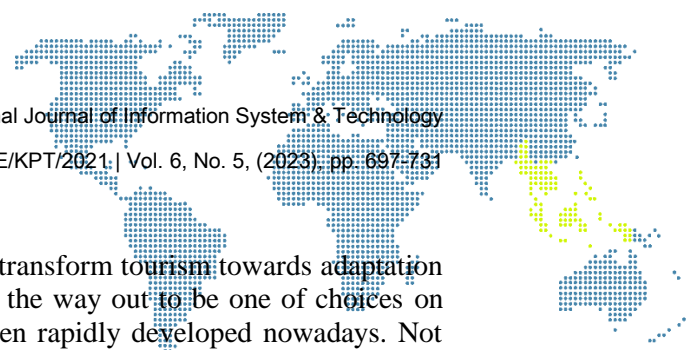
When we decide to come to a restaurant, obviously we are going to eat and drink. But it's so yesterday, now there is so many other activities that we can do in the restaurant beside eating and drinking. For example celebrating public holidays, celebrating birthdays and anniversary, enjoying live music, and other exciting events and activities. The activity could provide by either the business owner or the customer itself. Celebrating birthday and anniversary is one of the most common activity did in restaurant. The customer usually bring their relatives, college or family members to join their celebrations, as shown in Figure 26, The Stirling Teak customer celebrating Christmas. There's also a customer that need the healing and enjoy with him/herself with live music as shown in Figure 27, or doing their activities such as finishing their work or paper with different vibe.



**Figure 26.** Christmas Celebration at Stirling Steak  
 (Source: <https://instagram.com/stirlingsteaks>)



**Figure 27.** Live Music at Live Stream Stirling Steak Facebook Page  
 (Source: <https://www.facebook.com/pg/StirlingSteaks/videos/>)



#### 4.4.2. Virtual Tour Destination Technology

There is enough explanation on how technology transform tourism towards adaptation in new normal era. We all agree that virtual tour is the way out to be one of choices on travelling in this pandemic era. Virtual tour has been rapidly developed nowadays. Not only offering basic visual but its already taken to another level where the traveler/customer will be served by appealing content and media. Such as sound effect on 360° virtual tour, guided live virtual tour, Virtual Reality (VR), Augmented Reality (AR), Webcam travel, Mobile app, and bunch other creative and innovative technology. In this paper, author will mention that implemented on both case study destination which are Stirling Steak and Butchery and Tenderbest Makcik Tuckshop.

##### a) 360° Virtual Tour

We can say that the basic feature of virtual tour was 360° technology. Many tourism destination, public places, university, property, and also Hotel and Restaurant has been applied this feature. Instead of showing flat photo or picture, this feature offering 360° viewing angle that the viewer can move and see what they want. Hence, the viewer have their own freedom decision on what angle or view that they want to see. Now, 360° technology are easily to implemented when many tech companies offer 360° feature making. Hence, the business owner can hire the tech companies to make their place can be accessible in 360° view virtually. Tech companies had the responsibility on preparing, making, and maintenance the feature. They often also offer website to maximize the customer experience.

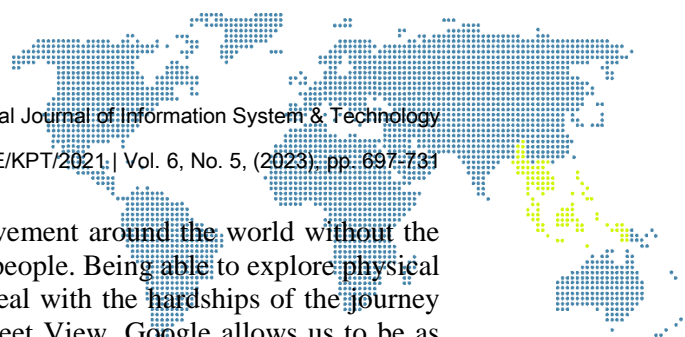


**Figure 28.** Stirling Steak 360° view website (Source: - <https://360tours.sg/360/stirlingsteaks/>)

As shown on the Figure 28 above, Stirling Steak offers 360° view website that provided by 360 Tours Singapore. The company is focusing on web and app development. As now they had been providing 360° feature for numerous public space or business, be it a cafe, retail store or even e-commerce. On the Stirling Steak 360° view website there's also added some other feature like sound effect, functional button for menu and online reservation. The image shown was very clear and high definition, there is no lag or bugs found. Overall we have a very seamless experience on when discovering the website.

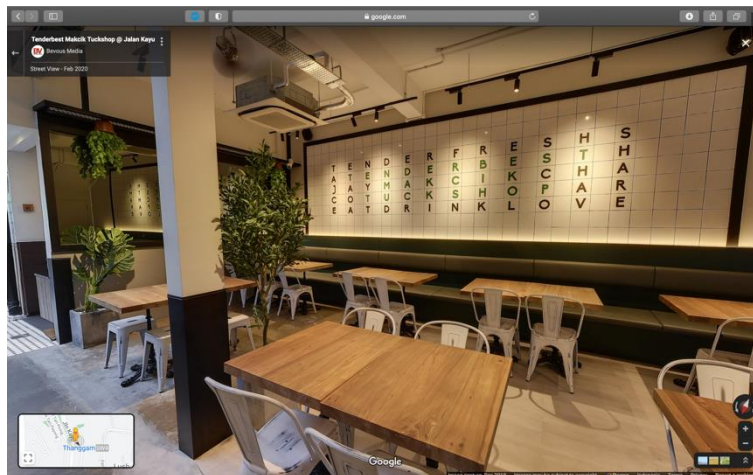
##### b) Google 360° Street View

It was originally a camera connected to Larry Page's car (CEO of Google) [38], and street view technology has been added to trucks, cars, backpacks, bicycles and other. Since its launch on May 25, 2007, it has become the eye of all Google's visions of how



we see the world virtually. The concept of free movement around the world without the need for "physical" travel is the holy grail for many people. Being able to explore physical space thousands of miles away without having to deal with the hardships of the journey feels like something in science fiction. Through Street View, Google allows us to be as close as possible to the transmission, of course without actual physical material transfer. In Page's car, a Street View team made up of several random Google employees used 20% of their time to attach some cameras to a pickup truck equipped with GPS and some lasers. The laser will capture the data so that the team can know the distance between the camera and the exterior wall of the building. Spatial recognition helps Google put all the images together and give them a 3D feel. The camera took a lot of photos, these devices were connected to the computer raid behind the truck, and then this unique data set was part of the street view, which accumulated. However, it's not that good back in the day if we compare to now. But improvement was never stop until now.

Google Street View was improved a lot now, not only view from the outside but also coming in to the building. This is one of perfect media for Virtual Tour where the viewers can discover and sightseeing what is in the inside of some buildings before actually coming. Tenderbest Makcik Tuckshop is one of example of the business that offer 360° Virtual Tour via Google Street View as can be seen on Figure 29.

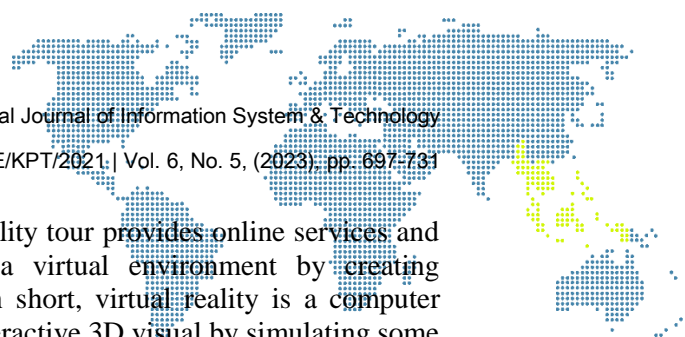


**Figure 29.** Tenderbest Makcik Tuckshop 360° Virtual Tour inside the restaurant accessible on Google Street View (Source: [shorturl.at/wENSW](https://shorturl.at/wENSW))

After taking virtual tour in Google Street view, the customers can point out on how the interior design is, the table layout and also the ambience of the restaurant. Hence, it helps the customers decide if the restaurant suite their need or suite their activities or agenda. By then, without going physically there, the customer can check the place first so it can save their time and cost.

### c) Virtual Reality (VR)

Throughout the era of technology, more and more realistic content (including mobile) is available online. It stimulates the five senses through virtual reality (VR) and augmented reality (augmented reality). Virtual reality refers to a system that creates three-dimensional visual and auditory experiences in real time and expresses objects in simulated form. The concept of virtual reality began to be used as a theoretical method in the field of HCI (Hyper Converged Infrastructure) in the mid-1970s, but began to be used actively in the 1980s. Several studies and attempts have been made in the field of virtual reality. In addition, with the increase in related content, various distributions related to culture, art, sports and tourism are also being made. In the future, games, education, healthcare, manufacturing, e-commerce, and other fields using virtual reality technology



are expected to increase. In tourism field, virtual reality tour provides online services and unreality for tourists to experience tourism in a virtual environment by creating multimedia elements and simulating real visual. In short, virtual reality is a computer technology that create a simulated environment in interactive 3D visual by simulating some senses at once such as vision, hearing, touch, and even smell. VR technology is also applicable in many types of devices like mobile, web pc and console. As provided by Stirling Steak and Butchery, VR feature on the web pc and mobile was now improved and become the favourite choices for business to digitalize their building or property.



**Figure 30.** Stirling Steak web based Virtual Reality accessible on mobile phone  
 (Source: - <https://360tours.sg/360/stirlingsteaks/>)

From Figure 30 seen the graphic was splitted to two. The VR was only can be visible if we use google cardboard or any VR box as shown in Figure 31 that available on the market. Any mobile phone that already has gyroscope sensor can give you experience to enjoy 360° vision.



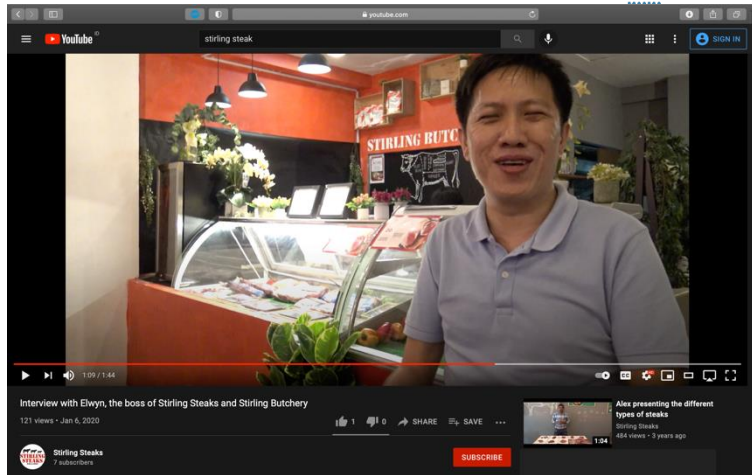
**Figure 31.** Google Cardboard  
 (Source: <https://i.ytimg.com/vi/YRRwLD4g73I/maxresdefault.jpg>)

**d) Online Video Tour (YouTube and Facebook)**

One of social media that hype recently, basically YouTube is a platform for people to upload their video for educational purposes, entertainment, event, etc. From this platform, people can be just enjoying video content or be the YouTube creator itself. Hence, everyone has a freedom on sharing their content, of course under several guidelines such as age restriction and copyrighting. YouTube is a world leader in the video streaming market, with over 1 billion videos viewed every day. YouTube went public on December 15, 2005, and the total number of people currently using YouTube: 1,300,000,000 followers and 300 hours of videos are uploaded to YouTube every minute, and nearly 5

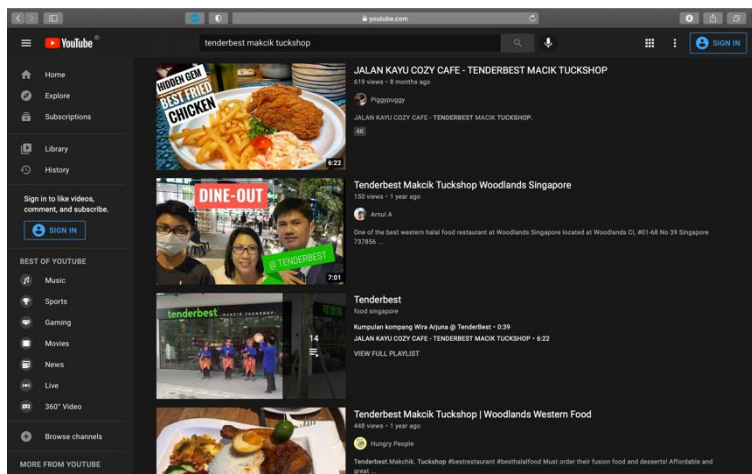


billion videos are viewed on YouTube every single day [39]. In this short period of time, YouTube has seen astonishing growth. Since they attract a large audience.



**Figure 32.** Stirling Steak YouTube video  
 (Source: <https://www.YouTube.com/watch?v=qpGvnp9EaGQ>)

As we can see together in Figure 32, Stirling Steak and Butchery YouTube Account has only 7 subscriber but over 122 views on that video but in other video can reach up to over 400 views. The video is a little helps the customer to understand the restaurant, like explained on the video “Alex presenting the different types of steak” and “How to get to Stirling Steaks at 115 East Coast Road”. Tenderbest has no official YouTube Account yet, but many YouTube Content Creators was made videos about Tenderbest Makcik Tuckshop Restaurant. If we search about Tenderbest Makcik Tuckshop on YouTube Page there’s bunch videos that talking about the restaurant and reviewing the food while vlogging as shown in Figure 33.



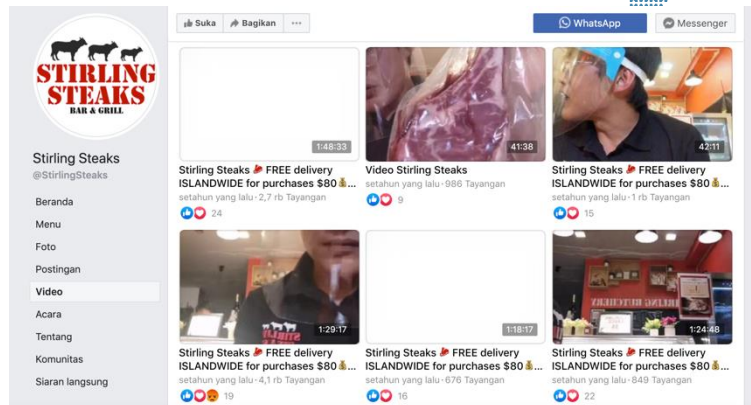
**Figure 33.** YouTube search result Tenderbest Makcik Tuckshop  
 (Source:

[https://www.YouTube.com/results?search\\_query=Tenderbest+Makcik+Tuckshop](https://www.YouTube.com/results?search_query=Tenderbest+Makcik+Tuckshop))

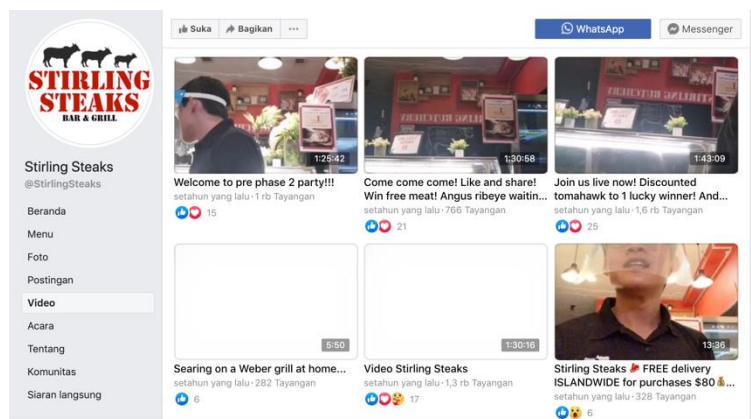
Facebook is another choice of sharing information could be text, pictures, or video. With this platform business can also put their promotion in Facebook Ads, a service to provide advertising by Facebook to market the business to the other Facebook audience. Other than that, Facebook also provide live streaming video services that business and everyone can stream and watch activity virtually. It can be also a marketing technique to



reach out the customer online and say hello with them. Like Stirling steak does in their Facebook Page in Figure 34 and 35 below.



**Figure 34.** Live Stream at Stirling Steak Facebook Page  
 (Source: <https://www.facebook.com/pg/StirlingSteaks/videos/>)

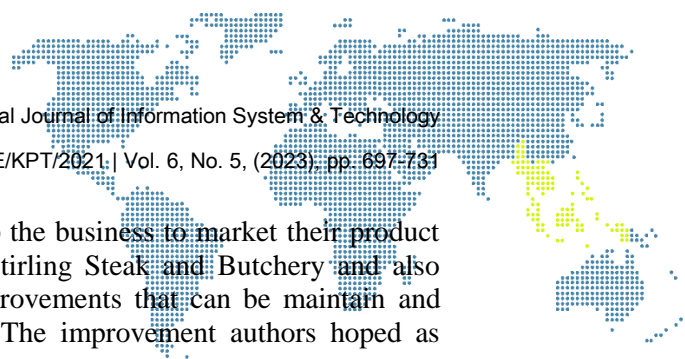


**Figure 35.** Live Stream at Stirling Steak Facebook Page  
 (Source: <https://www.facebook.com/pg/StirlingSteaks/videos/>)

## 5. Conclusion

We truly believe that world will get through this suffer even though the world has never face such a hard time before. This pandemic has been shifting the habits of the communities to mind the health protocols due to avoid Covid-19 Virus outbreak. Hence, do the tourism industry, adapt with innovation and appliance of technology bring hope to the tourist and the tourism industry. With that, virtual tour has been the answer to this turbulence situation for business and their customer to meet their needs. Culinary industry is one of the example of virtual tour implementation, like Stirling Steak & Butchery and Tenderbest Makcik Tuckshop. Which both restaurant provide virtual tour but in different media but with the same concept and goals which are virtual tour to reach the customer virtually. In line with the innovation and improvement of technology, virtual tour will be the next trend of travelling in this decade.

We write this paper in self-quarantine conditions after diagnosed of Positive Covid-19 infection is highly reminds the reader to mind healthier life, obey the protocols, stay safe, this pandemic is not over yet. We have to stay sane to protect our beloved ones and of course ourself. Use mask, wash hands frequently, avoid mass gathering, keep the social distancing, eat healthy and drink enough water. Don't forget to keep travelling virtually, so that together we can survive this turbulence condition. Technology is a thing should be improved by the time. Especially in this Pandemic era, technology has been massively



improved for the sake of human race including help the business to market their product and services. For virtual tour business including Stirling Steak and Butchery and also Tenderbest Makcik Tuckshop, there is several improvements that can be maintain and something that can be added on the virtual tour. The improvement authors hoped as written below.

**a) Content – Improving content elements to maximize customer experience**

The virtual tour is mainly focus to provide new experience to the user to travel virtually. With this, business also want to take advantage of the technology to survive in this Pandemic. Hence, virtual tour and business have same goals which is the customer satisfaction. Now the thing is how to treat the customer and make them satisfied with the service. It is to improving and add content elements, so that customer can have a maximum experience without any difficulties. The content element referred was the online customer services, guided access, interactive button and sound effect. With that addition, We believe it will increase the user satisfaction.

**b) Technology – Applying cross platform media to reach wider market**

We had enough discussion that technology is improving continuously. That being said, virtual tour especially on this context is in Stirling Steak and Tenderbest Makcik Tuckshop should be integrated with other platform such as social media. With that the business can reach wider market and the traffic is also increased. Other than that, improved VR technology and well organized YouTube Channel is the next important thing. VR is a new trend in nowadays life, everyone will have 360° experience without physically going there. Finally YouTube content, there's no doubt that YouTube provide billion user per days that full of curious. With that business can put their advertisement and content so that the customer can noticed and the business income will increased.

**c) Visual – Improving User Interface in order to increase customer engagement**

On the virtual tour, visual is a thing that cannot be take it easy. It is one of the reason why the customer interest to do it. Hence, visual is the pull factor of tourist attraction in virtual tour. It is a clear thing that visual should be appealing, but that is not enough. Customer engagement will increase if the User Interface (UI) has been improved. With addition of sensory experience like sound and interactive touch button. Those two thing will make virtual tour more attractive. Stirling Steak and Butchery had doing a great job for adding those two things in their 360° virtual tour. And for that other business that apply virtual tour should add those too, including Tenderbest Makcik Tuckshop.

**d) Services – Improving virtual customer services to build personal connection with the customers**

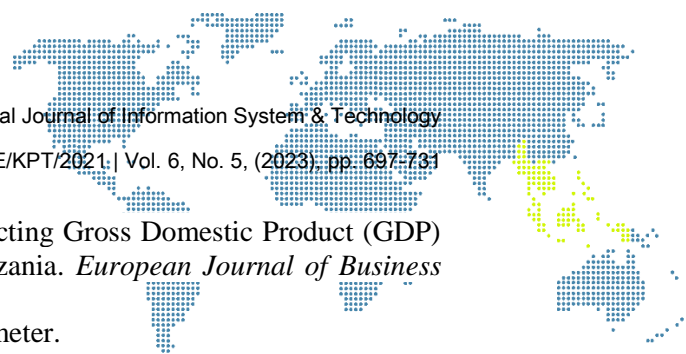
In order to maximize customer experience, business have to provide excellent service. Remember that this is an online service so that the service should be provided virtually. With the excellent online service customer will feel like they had a good time and being well served. It need to be concern for business including Stirling Steak and Tenderbest Makcik Tuckshop. Hence, that the customer and the business will have a personal connection.

## Acknowledgement

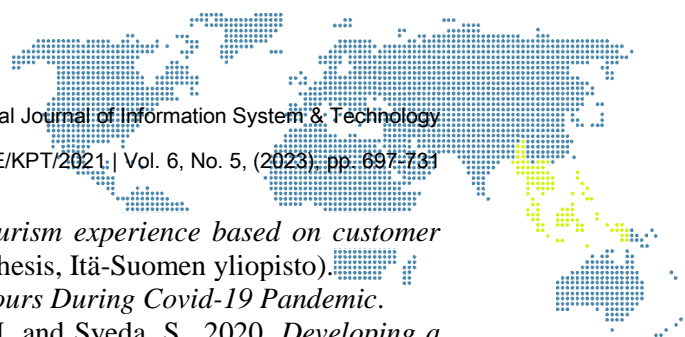
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