

INTRODUCTION

Amidst the COVID-19 pandemic's profound impact on global tourism, with nations enforcing movement constraints to curb transmission, international tourism revenues plummeted by 74%. Responding to this issues, innovative offerings in virtual tourism (VT) have emerged, reshaping the industry. Yet, VT remains nascent in both Malaysia's tourism sector and educational domain.

OBJECTIVE

“ This study investigates undergraduates' behavioral intention to adopt VT using the Value-based Adoption Model (VAM).

RELATED LITERATURE

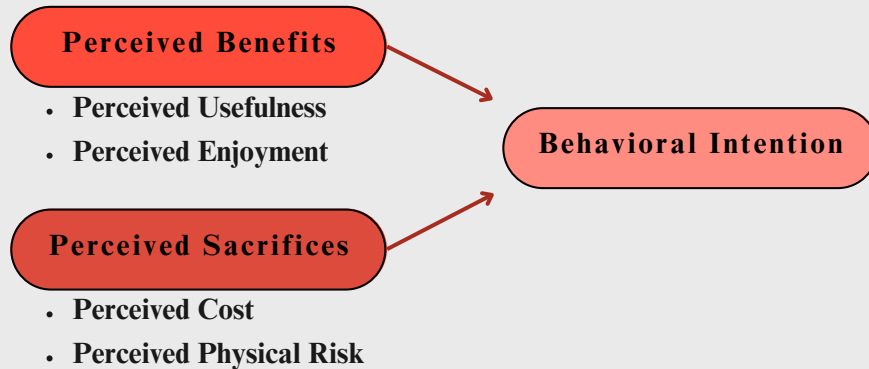


Figure 1: Theoretical Framework (VAM)

VAM was adapted to technology acceptance according to the theory of consumer choice and decision making where it demonstrates that customers' perception of the value of a technology service is a primary factor in the intention to use (Kim et al., 2007). VAM includes benefits (usefulness and enjoyment) and sacrifices (technicality and perceived cost) as the main factors influencing behavioral intention and analyzes the intention to use.

Research hypotheses:

- H1: Perceived Benefits affect students' Behavioral Intention towards VT adoption.
- H1a: Perceived usefulness would positively affect Behavioral Intentions towards VT adoption.
- H1b: Perceived enjoyment would positively affect Behavioral Intentions towards VT adoption.
- H2: Perceived Sacrifice affects students' Behavioral Intentions towards VT adoption.
- H2a: Perceived Cost would negatively affect the Behavioral Intentions towards VT adoption.
- H2b: Perceived Physical Risk would negatively affect the Behavioral Intentions towards VT adoption.

METHODOLOGY



Quantitative method

- Respondents: Undergraduate students in Malaysia
- Population: Universities in Malaysia
- Sampling: Simple random sampling
- Sample size: 306 undergraduate students in Malaysia
- Data analysis: Descriptive and Structural Equation Modelling (SEM)

FINDINGS

Respondents Demographics

Items	Frequency	Percentage (%)	
Gender	Male	132	43.14
	Female	174	56.86
Age	Below 19	6	1.96
	20 - 25	290	96.73
	Above 25	10	3.27
Year	1st Year Students	46	15.03
	2nd Year Students	82	26.80
	3rd Year Students	178	58.17
Marital Status	Single	286	93.46
	Married	18	5.88
	Divorce	2	0.65
Travelling Frequencies	Twice a year	78	25.49
	Every year	172	56.21
	Once every 2 years	56	18.30

Reliability Test

Variables	Label	Mean	% / SD	α
Perceived Usefulness (PU)				0.9398
Item 1	PU1	4.39	0.68	
Item 2	PU2	4.38	0.68	
Item 3	PU3	4.39	0.68	
Perceived Enjoyment (PE)				0.7038
Item 1	PE1	4.15	0.81	
Item 2	PE2	4.13	0.77	
Item 3	PE3	4.20	0.73	
Item 4	PE4	3.16	1.32	
Perceived Cost (PC)				0.9215
Item 1	PC1	3.41	1.13	
Item 2	PC2	3.37	1.08	
Item 3	PC3	3.50	1.08	

Perceived Physical Risk				0.9213
Item 1	PPR1 PPR2 PPR3	3.73	1.09	
Item 2		3.62	1.05	
Item 3		3.64	1.11	
Behavioral Intention (BI)				0.9103
Item 1	VTA1 VTA2 VTA3	3.92	0.88	
Item 2		3.82	0.82	
Item 3		4.01	0.97	

SEM Analysis

CFA Results

CFA	Statistic
RMSEA / Pclose	0.158 / .00
CFI	0.818
TLI	0.785
CD	1

SEM Results

Path	β	S.E	z	Psig	95 conf. interval	
					Lower	Upper
H1: PU \rightarrow BI	0.145	0.073	2.00	0.046***	0.003	0.288
H2: PE \rightarrow BI	0.587	0.079	7.41	0.000***	0.432	0.742
H3: PC \rightarrow BI	0.173	0.050	3.45	0.001***	0.075	0.271
H4: PPR \rightarrow BI	-0.028	0.051	-0.57	0.570	-0.128	0.070

DISCUSSION

Hypothesis 1a and 1b were accepted as PU and PE were both showing the result of being positively correlated with BI towards VT adoption. Meanwhile, Hypothesis 2a, were showing different results from the hypothesis, it turns out that the PC was positively correlated with BI. Unlike Hypothesis 2a, Hypothesis 2b, which is PPR, negatively affects BI towards VT adoption.

CONCLUSION

Beyond enriching the VT discourse, these findings hold vital implications for stakeholders in tourism and education. As the world navigates evolving paradigms, comprehending factors that mold individuals' VT engagement disposition offers potential for strategic decision-making, industry innovation, and transformative experiential learning. In an era of shifting norms, embracing these insights can illuminate uncharted avenues for growth and adaptation.

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