

Chapter 11

Virtual Globetrotting: Tech's Influence on Tourism Trends

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ABSTRACT

The tourist sector is being significantly transformed by the current trend of virtual globetrotting, which is driven by technological breakthroughs. This phenomena utilises state-of-the-art technologies such as virtual reality (VR) and augmented reality (AR) to provide immersive and realistic experiences of famous and unique locations. The appeal of these duplicated sites, renowned for their cultural importance, has played a role in the enormous popularity of virtual tourism. In addition to being a kind of entertainment, virtual globetrotting also addresses concerns of accessibility by offering a practical alternative for persons with physical restrictions. The virtual experience is enhanced by high-quality graphics and immersive technologies, resulting in a seamless and compelling exploration of the universe.

INTRODUCTION

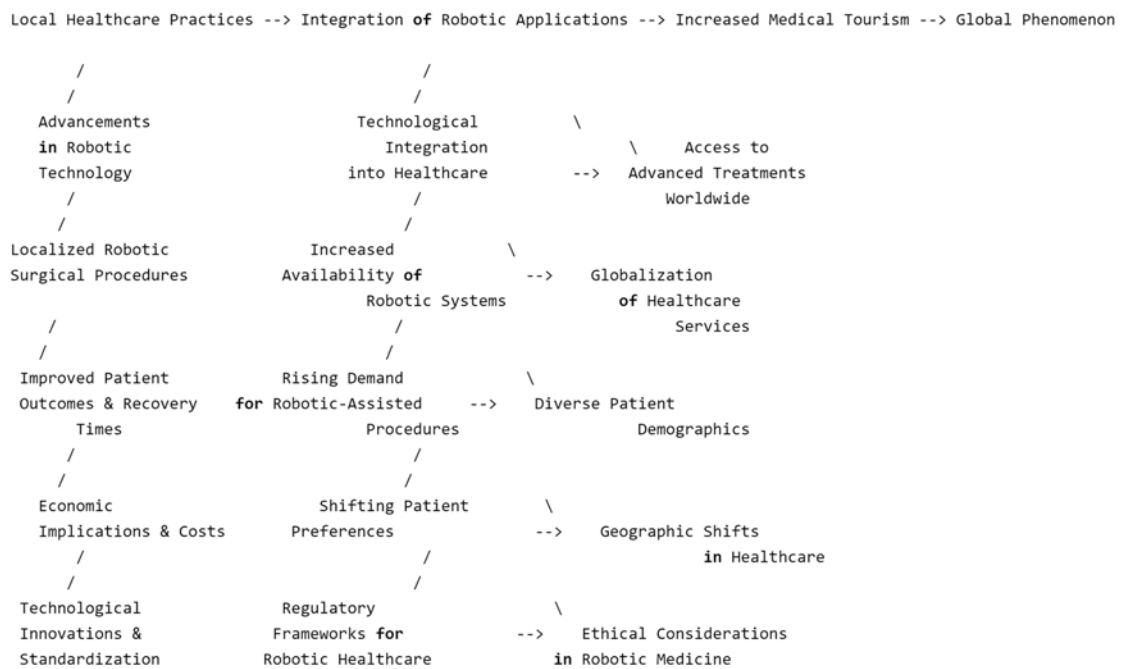
The pervasive integration of technology into various aspects of our daily routines has been the primary catalyst for the significant transformation that has occurred in the worldwide tourist sector. Throughout the duration of the revolution, this has served as the predominant driving force. The notion of “virtual globetrotting” has arisen as a novel phenomenon that merges the innate human inclination for exploration with the technical progress that has occurred in recent times. The concept underlying this notion is the ability to engage in virtual travel throughout the globe. The ongoing revolution is currently transforming the way individuals plan, experience, and communicate about their travel experiences, as a direct consequence of this trans-formative event. Prior to delving into the examination of the influence of virtual globetrotting on tourism trends, it is imperative to possess a comprehensive comprehension of the manners in which technology has progressively become intertwined with travel, the determinants that motivate individuals to partake in virtual exploration, and the wider ramifications that this phenomenon carries for the tourism industry. It is vital to possess a comprehensive comprehension of the manners in which

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technology has progressively integrated with the realm of travel (Cavalheiro et al., 2021). In recent years, the tourism industry has witnessed some significant technology advancements, including the following:

Each of the recent technological advancements significantly influences the methods by which we travel to various regions across the globe. The interconnection between technology and tourism is deeply entwined, with each of these improvements exerting a significant influence, as illustrated in Figure 1.

Figure 1. Interdependent link between the tourism sector and technology



The advent of the internet revolutionized the methods of conducting research and making travel reservations. Consequently, this transformation resulted in the emergence of online reservations and digital travel organization. However, the process of evolution did not cease entirely at that specific moment, despite the expectation that it would. As the level of explicitness increased, the statement persisted. The advent of smartphones has facilitated the seamless navigation of foreign destinations for travelers (Cornejo & Malcolm, 2020; Kaur, 2024). The feasibility of this is facilitated by the advanced applications and global positioning system (GPS) functionalities inherent in cellphones. The proliferation of social media platforms has enabled individuals to rapidly disseminate their experiences to a global audience, transforming them into virtual travel diaries for the purpose of documenting their journeys. A notable advancement in the ongoing technological revolution is the emergence of virtual globetrotting, a type of virtual travel. The advancements in virtual reality (VR) and augmented reality (AR) technology have enabled individuals to engage in virtual travel across the globe. These advancements have enabled anyone to go to virtually any location worldwide. According to Duan et al. (2020), the utilization of immersive technology enables individuals to access secluded landscapes, renowned landmarks, and cultural arte-

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