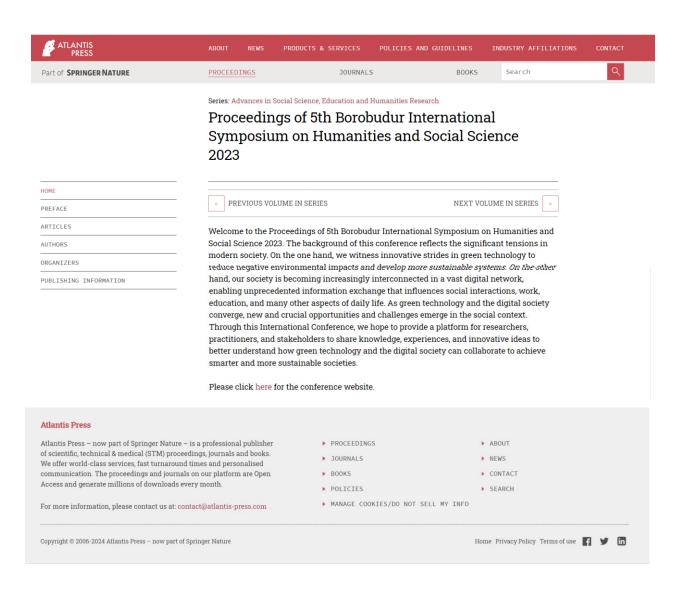
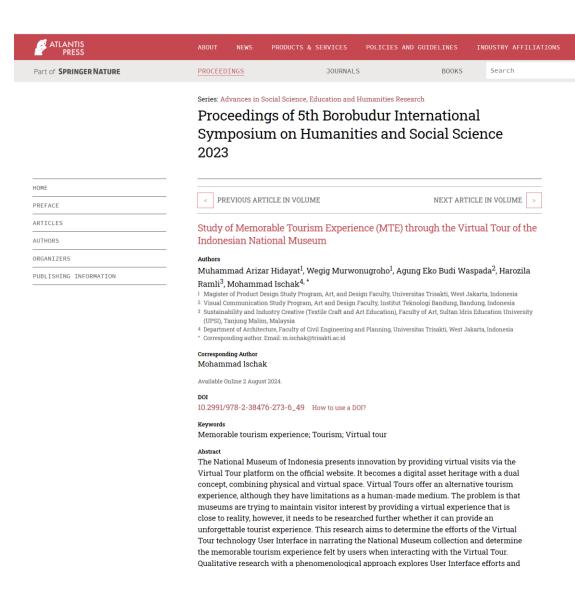
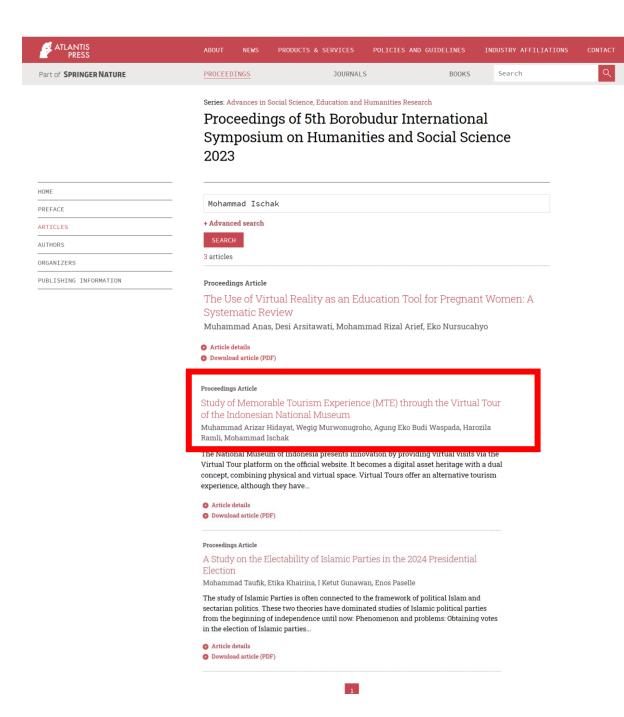
https://www.atlantis-press.com/proceedings/bis-hss-23



https://www.atlantis-press.com/proceedings/bis-hss-23/126002280





Series: Advances in Social Science, Education and Humanities Research

Proceedings of 5th Borobudur International Symposium on Humanities and Social Science 2023



Study of Memorable Tourism Experience (MTE) through the Virtual Tour of the Indonesian National Museum

Author

Muhammad Arizar Hidayat¹, Wegig Murwonugroho¹, Agung Eko Budi Waspada², Harozila Ramli³, Mohammad Ischak^{4, *}

- ¹ Magister of Product Design Study Program, Art, and Design Faculty, Universitas Trisakti, West Jakarta, Indonesia
- ² Visual Communication Study Program, Art and Design Faculty, Institut Teknologi Bandung, Bandung, Indonesia
- 3 Sustainability and Industry Creative (Textile Craft and Art Education), Faculty of Art, Sultan Idris Education University (UPSI), Tanjung Malim, Malaysia
- 4 Department of Architecture, Faculty of Civil Engineering and Planning, Universitas Trisakti, West Jakarta, Indonesia
- * Corresponding author. Email: m.ischak@trisakti.ac.id

Corresponding Author

Mohammad Ischak

Available Online 2 August 2024

DOI

10.2991/978-2-38476-273-6_49 How to use a DOI?

Keyword

Memorable tourism experience; Tourism; Virtual tour

Abstrac

The National Museum of Indonesia presents innovation by providing virtual visits via the Virtual Tour platform on the official website. It becomes a digital asset heritage with a dual concept, combining physical and virtual space. Virtual Tours offer an alternative tourism experience, although they have limitations as a human-made medium. The problem is that museums are trying to maintain visitor interest by providing a virtual experience that is close to reality, however, it needs to be researched further whether it can provide an unforgettable tourist experience. This research aims to determine the efforts of the Virtual Tour technology User Interface in narrating the National Museum collection and determine the memorable tourism experience felt by users when interacting with the Virtual Tour. Qualitative research with a phenomenological approach explores User Interface efforts and user experiences when interacting with the National Museum Virtual Tour. From the discussion analysis, it is known that the Indonesian National Museum Virtual Tour user interface presents a narrative that traps users as if they were in a physical museum. This immersion when exploring the collection virtually. The presence or absence of a memorable tourism experience in the User Experience becomes dynamic and varies depending on the interaction and interrelation between the User Experience description points and the seven components of the memorable tourism experience.

Copyright

© 2024 The Author(s)

Open Access

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (http://creativecommons.org/licenses/by-nc/4.0/), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

Download article (PDF)

NEXT ARTICLE IN VOLUME

Volume Title Proceedings of 5th Borobudur International Symposium on Humanities

and Social Science 2023

Series Advances in Social Science, Education and Humanities Research

Publication Date 2 August 2024

ISBN 978-2-38476-273-6

ISSN 2352-5398

DOI 10.2991/978-2-38476-273-6_49 How to use a DOI?

Copyright © 2024 The Author(s)

Open Access Open Access This chapter is licensed under the terms of the Creative

> Commons Attribution-NonCommercial 4.0 International License (http://creativecommons.org/licenses/by-nc/4.0/), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative

Commons license and indicate if changes were made.

Cite this article

ris enw bib

TY - CONF

AU - Muhammad Arizar Hidayat

AU - Wegig Murwonugroho AU - Agung Eko Budi Waspada

AU - Harozila Ramli

AU - Mohammad Ischak

PV - 2024

DA - 2024/08/02

TI - Study of Memorable Tourism Experience (MTE) through the Virtual Tour of the

Indonesian National Museum

BT - Proceedings of 5th Borobudur International Symposium on Humanities and Social

Science 2023

PB - Atlantis Press SP - 447 EP - 455 SN - 2352-5398

Artikel

https://www.atlantis-press.com/proceedings/bis-hss-23/126002280