

tourism

by Kk Mm

Submission date: 30-Oct-2020 06:13PM (UTC+0300)

Submission ID: 1431286990

File name: Current_event_in_tourism.edited.docx (17.98K)

Word count: 463

Character count: 2991

Current Events in the Tourism Industry

Name

Institutional Affiliation

Date

One event that witnessed in the tourism industry in recent times is the increase in virtual tourism events. Virtual tourism refers to the simulation of the existing location through a sequence of videos or still images. Though traditionally used predominantly for marketing purposes, Virtual tourism has gained popularity among the tourism stakeholders in recent times, especially due to the emergence of the COVID-19 pandemic that has limited traveling due to the social distancing rules(Chandler, 2020).

Amazon and Airbnb are two companies that have led the way in holding events through virtual tourism. Amazon launched a platform known as Amazon Explore that seeks to offer a virtual experience through tour guides. Through these experiences, which are focused on creativity and learning, Amazon offers virtual tours of distant places such as discovering cultural landmarks or offering experiences in local shopping. Amazon seeks to offer the viewers the feeling of “being there” through offering a one-on-one session between viewers and the hosts. They achieve this by adopting a one-way video and two-way audio. Airbnb, which launched its marketplace in April this year, seeks to reduce distractions for people in quarantine by offering live virtual experiences (Koksal, 2020). The company, however, does not offer live virtual experiences.

Two stakeholders in the tourism industry likely to be affected by the surge in these types of events are the Air transportation sector and the travel intermediaries. Being a key stakeholder in the tourism industry, the air transportation sector has experienced a substantial level of damage, which has risked its survival in case the pandemic drags for a much longer period. The passenger numbers have plummeted, thus risking the survival of this sector. Virtual tourism, which may continue to exist even after the pandemic, also significantly reduces tourist travels, impacting the air transportation sector (Ragheb, 2020). Regarding the travel intermediaries, these stakeholders who assist in the distribution of travel products to travelers. At times, it involves travel sales intermediate who engage themselves in the sale

and brokerage of travel and travel-related services such as tours, cruises, rentals, among others. The rise in the adoption of virtual tourism events means that travel intermediaries' services are in less demand (cbi.eu, 2020). Unless they adapt to the change, the survival of this industry is now at stake.

References

Chandler, S. (2020). *The Age Of Virtual Reality Tourism Is Fast Approaching*. Forbes.

Retrieved 30 October 2020, from

<https://www.forbes.com/sites/simonchandler/2020/01/09/the-age-of-virtual-reality-tourism-is-fast-approaching/?sh=3a5dfc9c70da>.

How to respond to COVID-19 in the tourism sector. Centre for Promotion of Imports.

(2020). Retrieved 30 October 2020, from <https://www.cbi.eu/market-information/tourism/how-respond-covid-19-tourism-sector>.

Koksal, I. (2020). *Amazon Starts Offering Virtual Tourism With Amazon Explore*.

Forbes. Retrieved 30 October 2020, from <https://www.forbes.com/sites/ilkerkoksal/2020/09/30/amazon-starts-offering-virtual-tourism-with-amazon-explore/?sh=44c046f463a5>.

Ragheb, L. (2020). *How is COVID-19 changing airports?*. World Economic Forum.

Retrieved 30 October 2020, from <https://www.weforum.org/agenda/2020/09/how-is-covid-19-changing-our-airports/>.

tourism

ORIGINALITY REPORT

0%

SIMILARITY INDEX

0%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

Exclude quotes Off

Exclude bibliography On

Exclude matches Off