Is the Advertising Effect of Virtual Experience Always Better or Contingent Upon Different Travel Destinations?

Abstract

Virtual experience has started to play a significant role in marketing and promotion of the tourism industry. This study aimed to examine the comprehensive advertising effects of the interaction between the methods of presentation (Brochures and Virtual experience) and the types of travel destination (Natural parks and Theme parks). The results of the experimental study demonstrated that methods of advertisement using virtual experience had a greater effect on theme parks than natural parks. Additionally, the effects of using brochures and virtual experience as advertising methods did not reveal any significant differences when directed at natural parks. This research concluded that it is critical to take into consideration the characteristics of the promoted targets when choosing the appropriate media of advertising.

Key words: Brochures; Comprehensive advertising effects; Natural parks and theme parks; Virtual experience