

## ABSTRACT

Popularity of virtual tours based on video conference applications in Indonesia emerged as the government put travel restrictions to its citizen due to the spread of COVID-19. Using the Technology Adoption Model (TAM) and Protective Action Decision Model (PADM), this research analysed factors influencing tourists' attitude towards using virtual tours as well as its impact to intention to reuse, intention to recommend and tourists' tendency to visit actual sites. From 205 respondents who have took virtual tours, data were collected and analysed using SMART-PLS. This research found that perceived usefulness, perceived ease of use, and perceived enjoyment from TAM positively affects virtual tourists' attitude towards the use of virtual tour. However, two variables from PADM namely risk perception of COVID-19 and perception of virtual tours as a safer alternative proved to be non-significant in its relation to tourists' attitude towards virtual tour. Further, this research also finds that tourists' attitude significantly influence tourists' intention to re-use virtual tour, tourists' intention to recommend, and tourists' tendency to visit actual sites.

Keywords: technology acceptance model (TAM), protective action decision model (PADM), virtual tour.

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