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📧 **Kotak Masuk** 179

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📄 **Draf** 14

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15-Sep-2020

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Please log in to <https://mc.manuscriptcentral.com/cvp-cit> to take action on this paper. It can be found in the 'External Submission in Draft' folder, within your admin centre.

Sincerely,
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Dear Nyoman Sri,

Manuscript ID CIT-7690 entitled "The Practices of Virtual Reality Marketing in the Tourism Sector, A case study of Bali, Indonesia" which you submitted to Current Issues in Tourism, has been considered by the editors. Their decision is to reject the paper in its current form and ask you to resubmit it taking into account the comments of the editors below.

Michael and I are handling the papers for the special issue personally and liaising on each. We have both read your paper and feel that the contribution lies in the results rather the background material on the pandemic. We would therefore like you to significantly shorten your paper and focus more on the results and their contribution.

Please note that resubmitting your manuscript does not guarantee eventual acceptance, and that your resubmission will be refereed before a final decision is made.

To submit a revision, go to <https://rp.tandfonline.com/submission/flow?submissionId=205249060&step=1>. If you decide to revise the work, please submit a list of changes or a rebuttal against each point which is being raised when you submit the revised manuscript.

If you have any questions or technical issues, please contact the journal's editorial office at RCIT-peerreview@journals.tandf.co.uk.

Please upload a resubmission of your paper within the next six months. If you can't meet this deadline we will have to consider any resubmission as a completely new submission.

I look forward to a resubmission.

Best wishes,

Chris Cooper
Co-editor, Current Issues in Tourism
C.P.Cooper@leedsbeckett.ac.uk

Comments from the Editors and Reviewers:

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Dear Nyoman Sri,

Manuscript CIT-7690.R1 entitled "The Practices of Virtual Reality Marketing in the Tourism Sector, A case study of Bali, Indonesia" which you submitted to Current Issues in Tourism, has been refereed. The comments of the referee(s) are included at the bottom of this letter.

The referee(s) have recommended publication, but also suggest some minor revisions to your manuscript. We would like you to take account of the referee(s)' comments and revise your manuscript accordingly.

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Your manuscript number will be extended to denote a revision once you have submitted your revised manuscript.

Once again, thank you for submitting your manuscript to Current Issues in Tourism and we look forward to receiving your revision.

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Best wishes,
Prof. Chris Cooper
Editor, Current Issues in Tourism

Comments from the Editors and Reviewers:
Referee: 1

Comments to the Author
Review of The Practice of Virtual Reality Marketing in The Tourism Sector,
A case study of Bali, Indonesia.
Manuscript ID: CIT-7690.R1

This was an important and well-conducted study. There were some minor issues I found it especially valuable to see how they integrated and presented their qualitative results through a triangulation approach.
It is pleasing to see the authors choose this topic for their research. It is an area that is up and coming and is causing some debate on its effectiveness as a promotional tool for marketing. It is a well-written, needed, and useful summary of the current status of "Virtual Reality Marketing" from a particular perspective.

Title
The title is appropriate for the content of the article.

Abstract
The abstract is concise and accurately summarizes the essential information of the paper.

Introduction
The introduction is well written and gives the reader a good overview of the study that is being undertaken. It provides a good background as to the reason for this study, why the destination was chosen and the overall aim.

Literature Review
The author clearly addresses in their literature review findings that relate to previous research in this area, however it is unclear what the connection is between online payments and the subject-specific scope of VRM could be expanded to provide the reader with insights of how VRM can benefit or not benefit the tourism sector.

Methodology
The framework for this study has been well researched, and the use of the diagram provides the reader with a good understanding. The use of qualitative and descriptive research applied using a netnography approach is favourable and an ideal methodology for this type of study.

Results and Discussion
The subsections were well presented, and evidence of the triangulation testing across all themes.
While it is stated that VRM can assist Niche Markets, it is not clear how?. The authors have missed a crucial area concerning Moro et al. (2019) literature which stated that there is a threat to the tourism industry conventional marketing

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Results and Discussion

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While it is stated that VRM can assist Niche Markets, it is not clear how?. The authors have missed a crucial area concerning Moro et al. (2019) literature which stated that there is a threat to the tourism industry conventional marketing

Do the authors accept the Moro et al. (2019) argument? This is an important area which warrants a more balance argument towards the pros and cons of VRM. While VRM can assist tourism in providing a taste of the real experience, there is the danger that it will give the consumer enough satisfaction not to visit the destination. This is an important debate that is currently ongoing in the tourism industry at present and should be included to give an overall balance to the study.

While the author provided useful information on Sustainable tourism and how they believed VRM was a form of tourism, there was very little information to back up this statement. The reference to VRM under this section was confusing. The author went off the track at times discussing other technological advances, i.e. e-commerce and online payments which is difficult to see how they are linked and could be confusing for the reader. The section under Economic tourism was well presented.

Findings/Conclusion

Finally, the takeaway message is very clear identifying the findings from the research ends; however, it would have benefited from some suggested directions or immediate challenges to overcome or call to action. What do the authors want us to take away from this paper?

Overall, though, this is a timely and needed article. It is well researched and nicely written with modifications addressing the detailed comments above. This will be a worthwhile paper on virtual reality marketing.

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Current Issues in Tourism - Decision on Manuscript ID CIT-7690.R3 Kotak Masuk x



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Dear Nyoman Sri,

We are delighted to say that we would like to accept your revised manuscript, 'The Practices of Virtual Reality Marketing in the Tourism Sector, A case study of Bali, Indonesia' (CIT-7690.R3), for publication in *Current Issues in Tourism*, subject to an originality check using the Crossref Similarity Check™ software. Once the originality check is complete, the paper will be forwarded to the publisher for copy editing and typesetting. Thank you for your contribution to our journal.

You will receive your proofs for checking and instructions for transfer of copyright from our production team in due course.

Best wishes,

Chris Cooper and C. Michael Hall
Editors, *Current Issues in Tourism*

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Article DOI:	10.1080/13683500.2020.1870940
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