# Article information:

The use of 360-degree virtual tours to promote mountain walking tourism: stimulus–organism–response model | SpringerLink  
<https://link.springer.com/article/10.1007/s40558-021-00218-1>

# Article summary:

1. The COVID-19 pandemic has increased the demand for outdoor walking, such as mountain walking, as a form of recreation and relaxation.

2. 360-degree virtual tours can be used to promote mountain walking tourism by providing potential visitors with a pre-purchase ‘trial’ experience.

3. This study uses the Stimulus–Organism–Response (S–O–R) model to investigate how the vividness of a 360-degree virtual tour influences audiences’ sense of presence, emotional involvement, flow state, and enjoyment, and then how these four responses influence audiences’ intention to take real mountain walking tourism.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "The use of 360-degree virtual tours to promote mountain walking tourism: stimulus–organism–response model" is an informative piece that provides insight into how virtual reality can be used to promote mountain walking tourism during the COVID-19 pandemic. The article is well written and provides a comprehensive overview of the topic at hand. It is clear that the authors have conducted extensive research on the subject matter and have provided evidence to support their claims.

However, there are some areas where the article could be improved upon in terms of trustworthiness and reliability. For example, while the authors provide evidence for their claims regarding the benefits of mountain walking tourism, they do not explore any potential risks associated with it or discuss any counterarguments that may exist. Additionally, while they discuss how 360-degree virtual tours can be used to promote mountain walking tourism, they do not provide any evidence or examples of this being done successfully in practice. Furthermore, while they discuss how presence influences emotional involvement and flow state in relation to virtual tours, they do not provide any evidence or examples of this being done successfully in practice either.

In conclusion, while this article provides an informative overview on how virtual reality can be used to promote mountain walking tourism during the COVID-19 pandemic, it could benefit from further exploration into potential risks associated with it as well as providing evidence or examples of successful implementations in practice.

# Topics for further research:

* Risks associated with mountain walking tourism
* Examples of successful virtual tours for mountain walking tourism
* Impact of presence on emotional involvement in virtual tours
* Impact of presence on flow state in virtual tours
* Benefits of mountain walking tourism
* Challenges of promoting mountain walking tourism during COVID-19

# Report location:

<https://www.fullpicture.app/item/7c144b9558854b8e44597b6cbc2dfa40>