If You Build It They Will Come!!

Patrick Horan
Technological University Dublin, patrick.horan@tudublin.ie

Follow this and additional works at: https://arrow.tudublin.ie/tfschmtcon

Part of the Technology and Innovation Commons

Recommended Citation
Horan, P., “If You Build It They Will Come!!” Seminar for Hospitality Ireland (Co-operation North), Monaghan, Ireland, April, 1997.

This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 License
“The World is What You Make It.”
An Application of Virtual Reality to the Tourism Industry.

Patrick Horan.
School of Hotel, Catering & Tourism Management,
Dublin Institute of Technology,
Cathal Brugha St.,
Dublin.
Tourism Definition.

The consumption, production and distribution of services for travellers in some place other than their domicile or workplace for at least twenty four hours. Shorter sojourns are regarded as mere excursions

(Schmid, 1994).
Overview of the Tourism Industry.

Two Words That Best Describe the Tourism Industry are:

- Growth.
- Change.
Growth.

- Tourism is the largest contributor to the Global Economy.
- Despite the recession in other industries, Tourism is growing faster than international economic growth.
- Estimated to sustain a 5% growth over the next decade.
- Tourism Employs 255 million world-wide (11% of the Global Workforce).
Change.

- Tourists are becoming more discerning in their choice of Holiday destination - Requiring better Value for Money.
- Tourists are travelling more frequently and greater distances.
- Tourists are becoming more knowledgeable and adventurous.
- Tourists are demanding a more individualised service.

Patrick Horan, DIT Cathal Brugha St.
Properties.

- Fragmented.
- Perishable.
- Heterogeneous.
- Volatile.
- Largely Intangible.
Information.

- Timely
- Accurate
- Relevant
Traditional Types of Tourist Information.

- Text
- Pictures
- Sound
- Video
Definition of Virtual Reality.

Virtual Reality is a human-computer interface where the computer and its devices create a sensory environment that is dynamically controlled by the action of the individual so that the Virtual Environment appears real to the participant.

(Latta, 1991)
Applications of Virtual Reality in Tourism.

These applications manifest themselves at two distinct levels:
Applications of Virtual Reality in Tourism.

These applications manifest themselves at two distinct levels:

Macro Level
Applications of Virtual Reality in Tourism.

These applications manifest themselves at two distinct levels:

Macro Level - Tourism Policy and Planning.
Applications of Virtual Reality in Tourism.

These applications manifest themselves at two distinct levels:

Macro Level - Tourism Policy and Planning.
Micro Level
Applications of Virtual Reality in Tourism.

These applications manifest themselves at two distinct levels:

**Macro Level** - Tourism Policy and Planning.

**Micro Level** - The provision of information and marketing of the Tourism Product.
The Virtual Reality Model.

<table>
<thead>
<tr>
<th>Actual Environment</th>
<th>Virtual Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Environmental Tools</td>
</tr>
<tr>
<td></td>
<td>Environment Model</td>
</tr>
<tr>
<td></td>
<td>Interaction Model</td>
</tr>
<tr>
<td></td>
<td>Resources</td>
</tr>
<tr>
<td>Individual</td>
<td>Operational Description</td>
</tr>
<tr>
<td></td>
<td>Hardware &amp; Software</td>
</tr>
<tr>
<td></td>
<td>Other Environments</td>
</tr>
</tbody>
</table>

Virtual Reality System

- Devices
- Network
- Sensors
- Effectors
The Variables Influencing Virtual Reality.

Virtual Reality

Human Experience

Technology

Vividness

Interactivity

Depth

Breadth

Range

Mapping

Patrick Horan, DIT Cathal Brugha St.
The Dimensions of Virtual Reality - Traditional Representation.

Vividness

Interactivity

Patrick Horan, DIT Cathal Brugha St.
The Dimensions of Virtual Reality.

- Real-Time
- Non-Real-Time
- Interactive
- Non-Interactive
- High Vividness
- Low Vividness

Patrick Horan, DIT Cathal Brugha St.
The Multimedia Model - Non-Real Time.

Patrick Horan, DIT Cathal Brugha St.
The Multimedia Model - Real Time.

Environment Design  Operations Model  Resources

Operations Environment

Delivery Medium  Hardware & Software

Individual

Interaction  Video & Sound

Multimedia Platform

Devices

Network  Media Sources

Patrick Horan, DIT Cathal Brugha St.
Exploration of Packages.

- **ID-Engine**
  - Prototype: Top Floor of College
  - : Glendalough

- **VIRTUS Walkthrough**
  - Prototype: Top Floor of College
  - : Glendalough

- **Multimedia Software**
  - Astound
  - Asymetrix Multimedia Toolbook
Conclusion.

- The Tourism Industry is a very **Information Intensive** Industry.
- This application is a **decision making tool** - it is not a Tourism substitute.
- This application has the **potential to revolutionise** the promotion and selling of the Tourism Product.
“The World is What You Make It.”
An Application of Virtual Reality to the Tourism Industry.

Now onto the Demonstration

Patrick Horan.
School of Hotel, Catering & Tourism Management,
Dublin Institute of Technology,
Cathal Brugha St.,
Dublin.