If You Build It They Will Come!!

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“The World is What You Make It.”
An Application of Virtual Reality to the Tourism Industry.

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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.
- Tourist are travelling more frequently and greater distances.
- Tourists are becoming more knowledgeable and adventurous.
- Tourists are demanding a more individualised service.
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:
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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.

Virtual Environment

Environmental Tools
- Environment Model
- Interaction Model
- Resources

Virtual Reality System

Individual

Sensors

Effectors

Devices

Operational Description

Hardware & Software

Network

Other Environments

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The Variables Influencing Virtual Reality.

Virtual Reality

Human Experience

Technology

Vividness

Depth

Breadth

Interactivity

Range

Mapping

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The Dimensions of Virtual Reality - Traditional Representation.

Vividness vs. Interactivity

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The Dimensions of Virtual Reality.

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

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The Multimedia Model - Non-Real Time.

- Interface Design
- Storyboard
- Resources

Production

Delivery Medium

Hardware & Software

Individual

Interaction

Video & Sound

Multimedia Platform

External Interfaces

Other Platforms

Devices
The Multimedia Model - Real Time.

- Environment Design
- Operations Model
- Resources

Operations Environment

- Delivery Medium
- Hardware & Software

Multimedia Platform

- Interaction
- Video & Sound

Devices

Selected image text:

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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.

رز 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.
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Now onto the Demonstration 🏡

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