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

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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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*Micro Level*

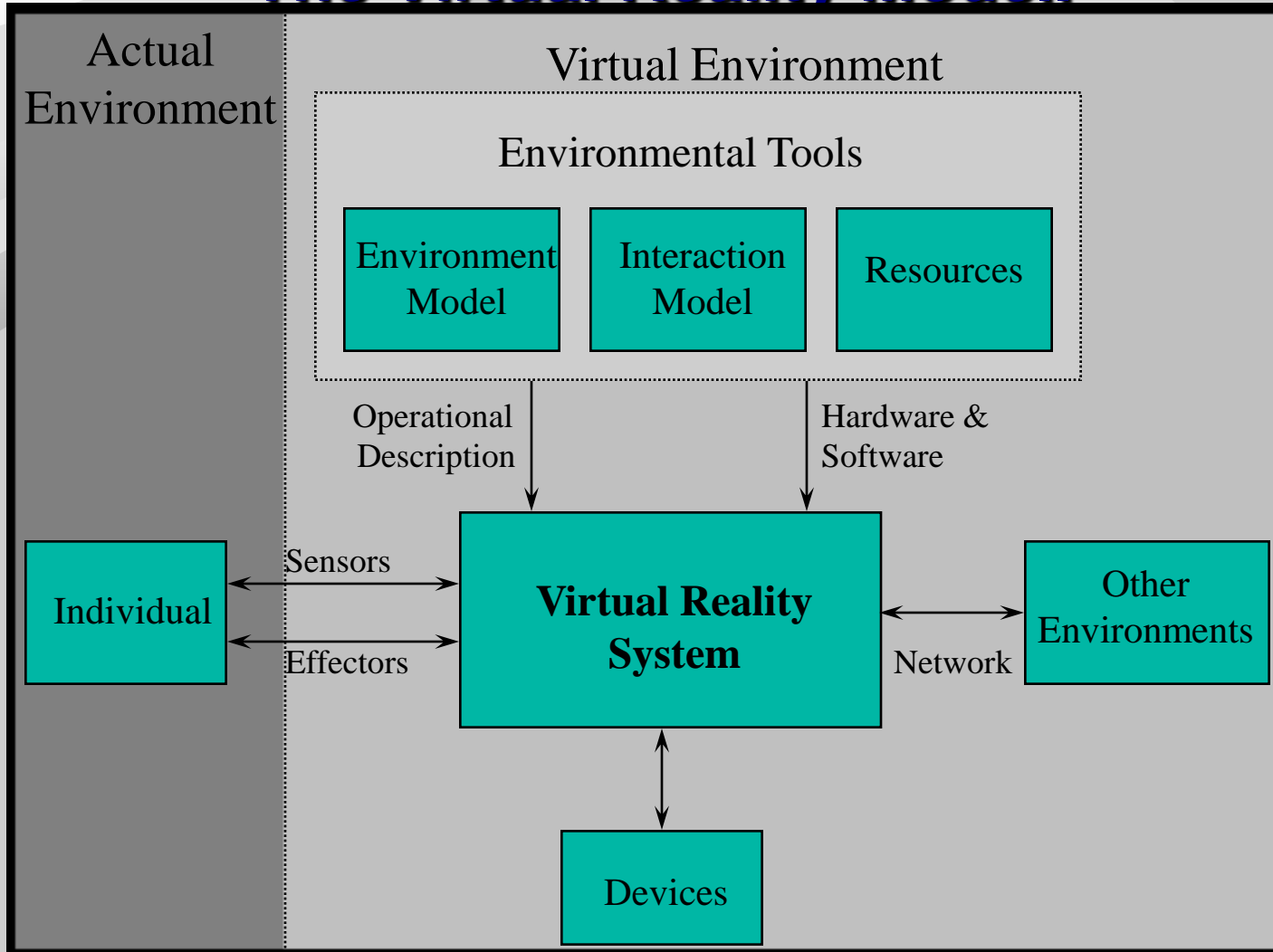
# **Applications of Virtual Reality in Tourism.**

*These applications manifest themselves at two distinct levels:*

*Macro Level - Tourism Policy and Planning.*

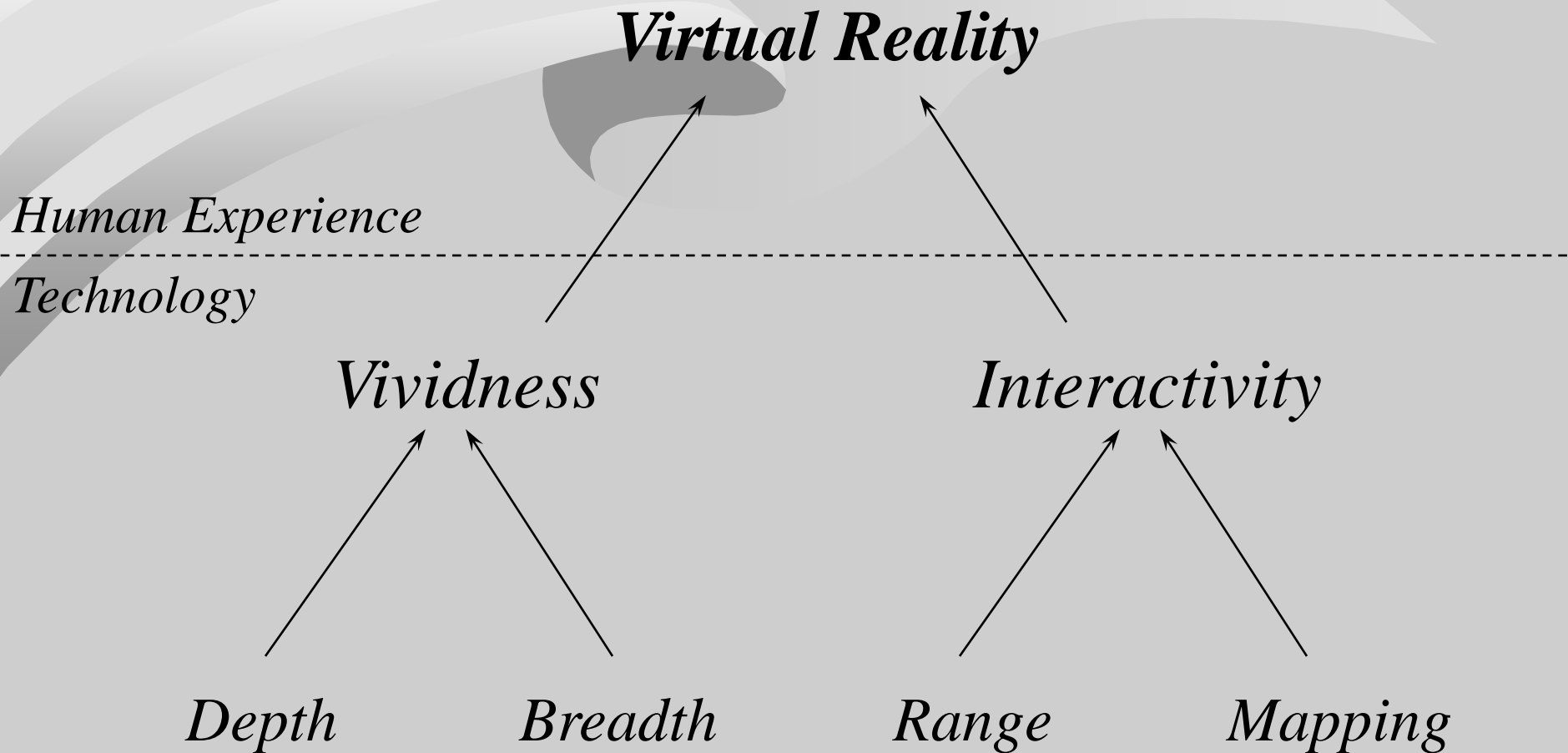
*Micro Level - The provision of information and marketing of the Tourism Product.*

# The Virtual Reality Model.

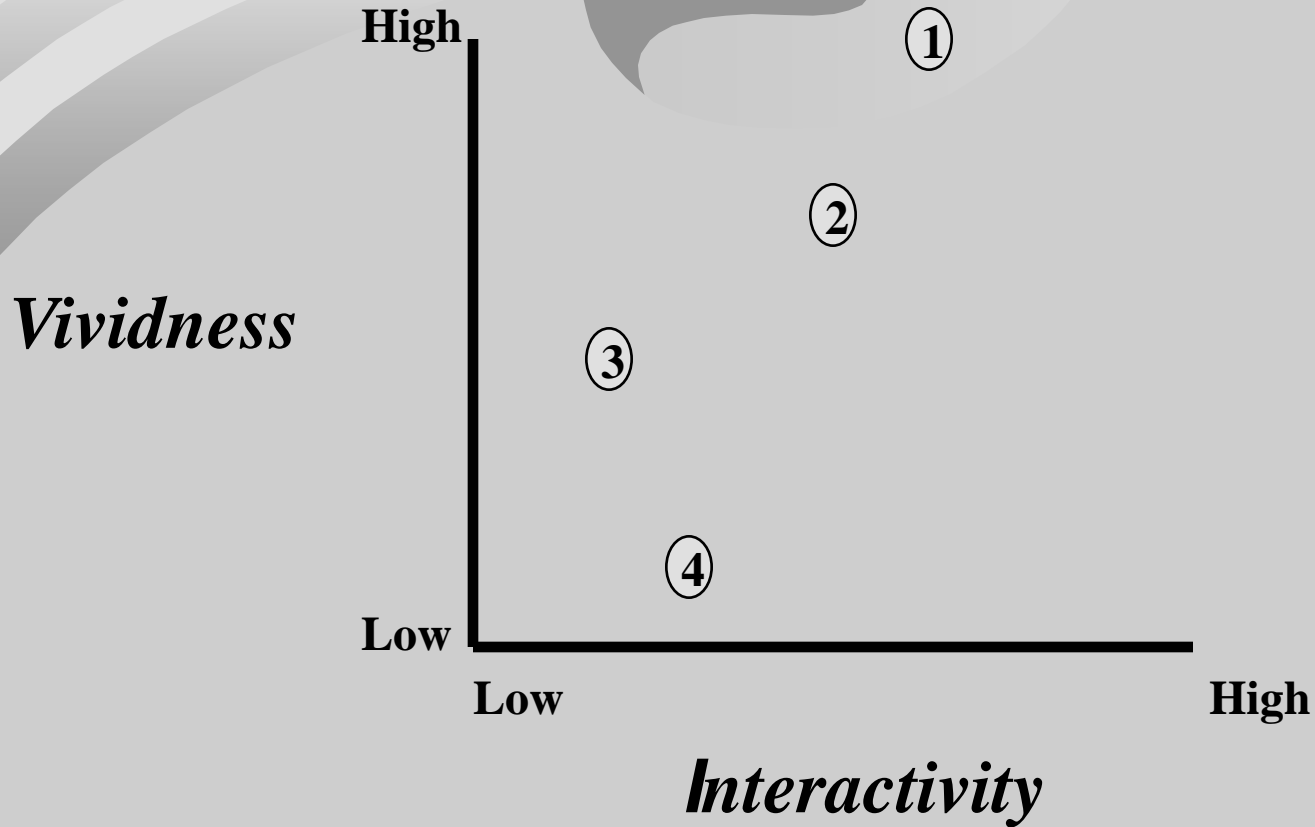




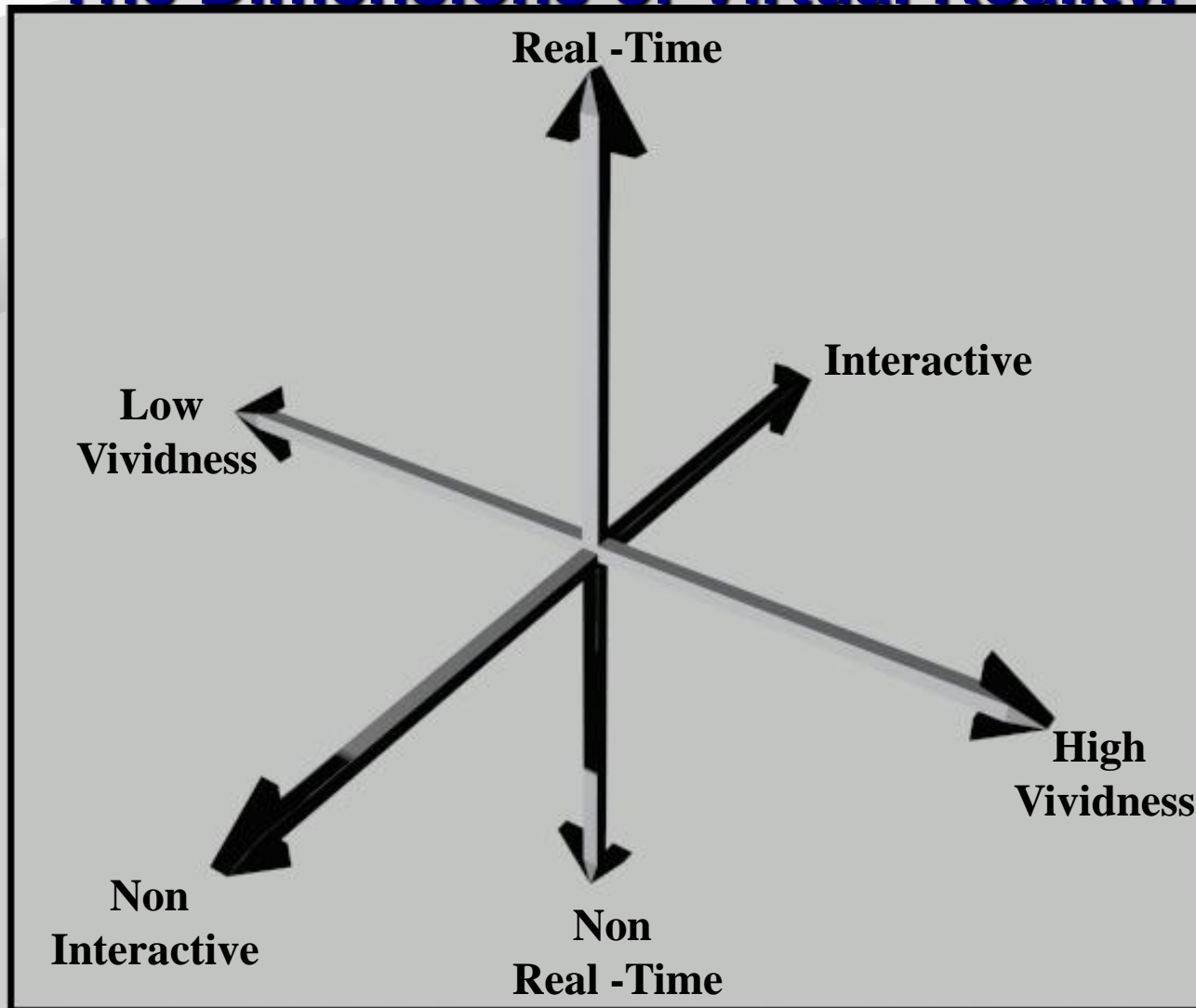
# The Variables Influencing Virtual Reality.



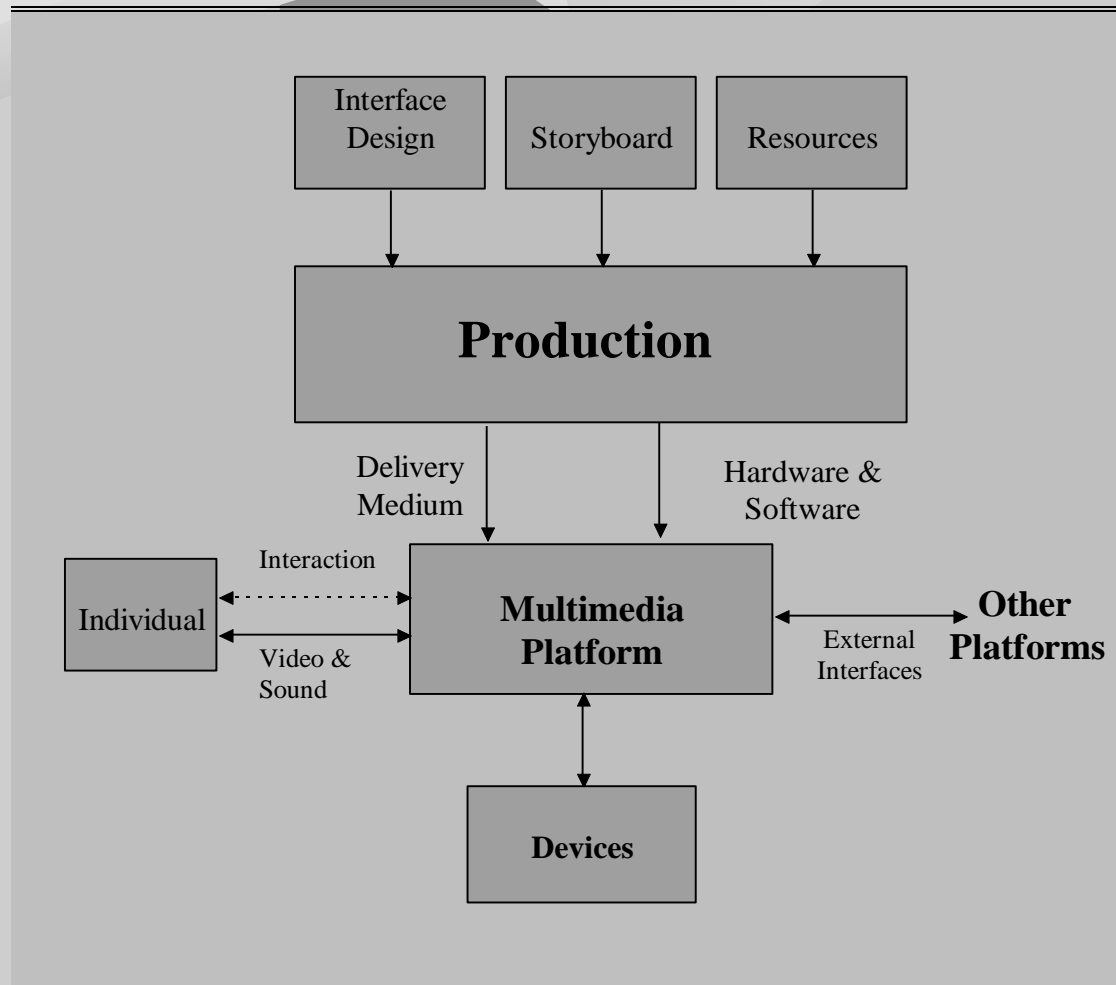
# The Dimensions of Virtual Reality - Traditional Representation.



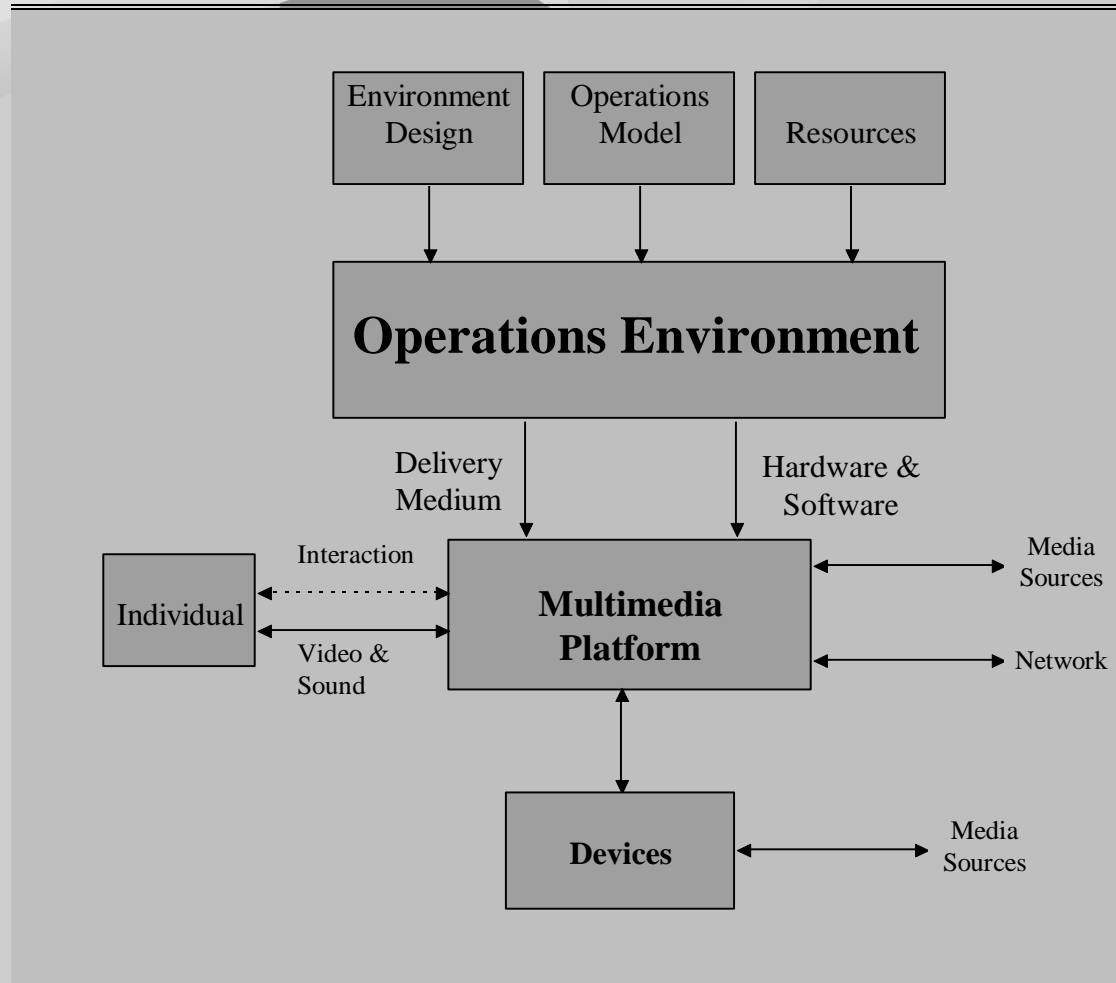
# The Dimensions of Virtual Reality.



# The Multimedia Model - Non-Real Time.



# The Multimedia Model - Real Time.



# 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* 



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