If You Build It They Will Come!!

Patrick Horan  
_Dublin Institute of Technology_, patrick.horan@dit.ie

Follow this and additional works at: [https://arrow.dit.ie/tfschmtcon](https://arrow.dit.ie/tfschmtcon)  
Part of the [Technology and Innovation Commons](https://arrow.dit.ie/tfschmtcon)

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

⊙ 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**
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
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.
The Variables Influencing Virtual Reality.

Virtual Reality

Human Experience

Technology

Vividness
  Depth

Interactivity
  Range
  Mapping

Breadth
The Dimensions of Virtual Reality - Traditional Representation.

<table>
<thead>
<tr>
<th>Vividness</th>
<th>Interactivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>High</td>
<td>High</td>
</tr>
</tbody>
</table>

1. High Vividity, High Interactivity
2. Low Vividity, High Interactivity
3. Low Vividity, Low Interactivity
4. High Vividity, Low Interactivity
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.
The Multimedia Model - Real Time.

- Environment Design
- Operations Model
- Resources

Operations Environment

- Delivery Medium
- Hardware & Software

Multimedia Platform

- Interaction
- Video & Sound

Devices

- Media Sources
- Network

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

Patrick Horan, DIT Cathal Brugha St.
Conclusion.

 준 The Tourism Industry is a very Information Intensive Industry.

 준 This application is a decision making tool - it is not a Tourism substitute.

 준 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.