

TOURISM PRESENTATION SYSTEMS BASED ON VIRTUAL REALITY

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Abstract. *Currently, in Romania, travel booking companies present their products through traditional methods like folders, audio or video advertising, banners, etc. Implementation of new presentation technologies, including the successful virtual reality, could provide an attractive method from the above mentioned. Submitting tenders through interactive tables, offers to potential customers a greater and more concrete vision of the products to be purchased, products there are not "spot" as with other stores.*

Key words: *booking, virtual reality, interactive surface.*

INTRODUCTION

Technology development, the emergence of online marketing and the explosion of information on the Internet is revolutionizing tourism intermediation, affecting how tourism will be distributed, booked and sold. New actors appear in the rich (and complex) tourism market intermediation. The evolution of information technology in the past two decades has revolutionized business operations worldwide. His impact was most felt in industries dependent on information, like tourism. For many years tourists had access to information and computerized reservation systems only through travel agencies. Today, however, increasingly more tourists get their information directly via the Internet, in a more efficient way.

RESEARCH RESULTS

These systems are increasingly used to provide potential customers with more complete information on offer. There are specific software that provides user interaction allowing zooming, views in detail and other elements related to virtual reality. From simple images, movies and even continuing to broadcast live images via camera systems with a high degree of acuity and mobility (distance/near the image, angle, sound, etc.), systems based on virtual reality presentation contribute to a better and accurate information to potential tourists and also assist in making a buying decision faster holiday location.

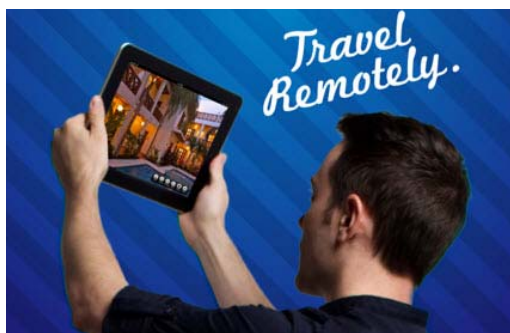


Figure 1. Virtual tourism [3]

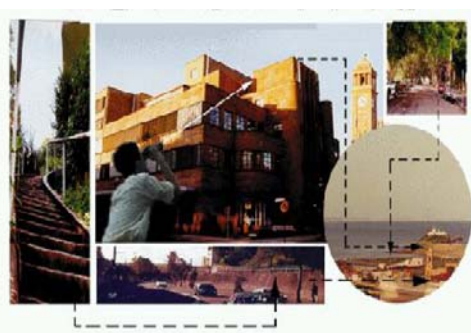


Figure 2. Presentation system that use virtual reality

Presentation systems based on virtual reality can be successfully used both for providing information on purchasing, information and documentation as well as for employees of travel agencies that are in direct contact with tourists, from which travel agents and guides are the most advantaged.

Unfortunately such virtual systems are currently used only by organizations from countries with a long tradition and experience in the hospitality industry, who realize that the investment made for such a system can help increase sales and streamlining the flow of tourists

As the first provider of travel reservation software solutions for Microsoft Surface, there were presented as bookings are made now and in the future, with an amazing piece of hardware, basically this is the next generation of interaction between user and computer, using the new "natural interface User" of Microsoft Surface.

Unique Microsoft Surface technologies, combined with tourism demand, create a new interesting way to book a vacation. The service provider will be able to provide travel content in an Avant-garde mode, using sensorial and tactile means.

Microsoft Surface is a computer that responds to natural movements, hand and touching and real objects that are placed on its surface. "Natural user interface" allows selection of objects with a sensitive touch surface, for moving and changing their size. Over a large area, multiple users can work simultaneously with information, content and physical objects.

The 4 main attributes of Microsoft Surface are:

- Handling multiple users simultaneously;
- Multitouch;
- Direct interaction;
- Object recognition.

Advantages:

- More people can watch and at the same time create a trip together;
- It becomes an experience, a pleasant journey for client;
- Identification: customers with an optical key can create special offers depending on their preferences;
- Automatic identification of personal cards such as business cards and credit cards (through separate devices);
- Microsoft Surface and new application allows to book hotels, flights, rental cars, cruises and packages.

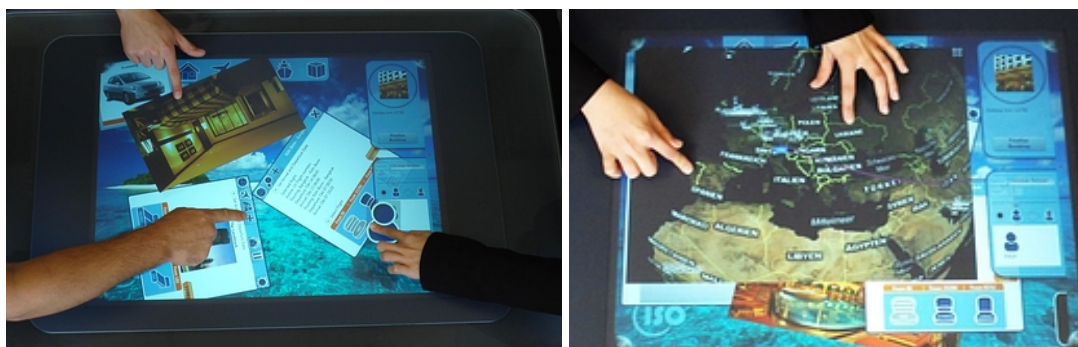


Figure 3. "ISO with Touch" – Microsoft Surface application

Choosing begins with a brochure or in interactive mode, with the world map, where you can choose your favorite products putting your finger on the table. If you need more information about a service or a destination, no problem, with an intuitive menu you can have access to all content available. Images can be separated and extended with a finger. Users can move all objects, with one hand on the surface and put into the shopping cart and, of course, all products can be reserved and paid immediately.

Additional data may be collected from other reservation systems connected, such as Amadeus, Sabre or Worldspan, for flights, Fidelio, GTA, Pegasus and other camera systems for hotels.

Data like "business partner" can be taken by Customer Relationship Management System ISO Emerald, in this way, the system can offer customer specific tenders.

Scope

Microsoft Surface can be used in different ways and for different product distribution in different scenarios.

With interactive and dynamic interface, Microsoft Surface is a natural tool for tour operators. Microsoft Surface can act as an additional sales channel for their products. When Microsoft Surface is connected to the own tour operator software, can distribute personalized products.



Figure 4. Usage of Microsoft Surface application

Using the interface of Microsoft Surface, the "value added" and the services versatility, justifies the prices of technology. Microsoft Surface can also stimulate "sales of cooperation" between travel agencies as a friendly bridge for increased benefit.

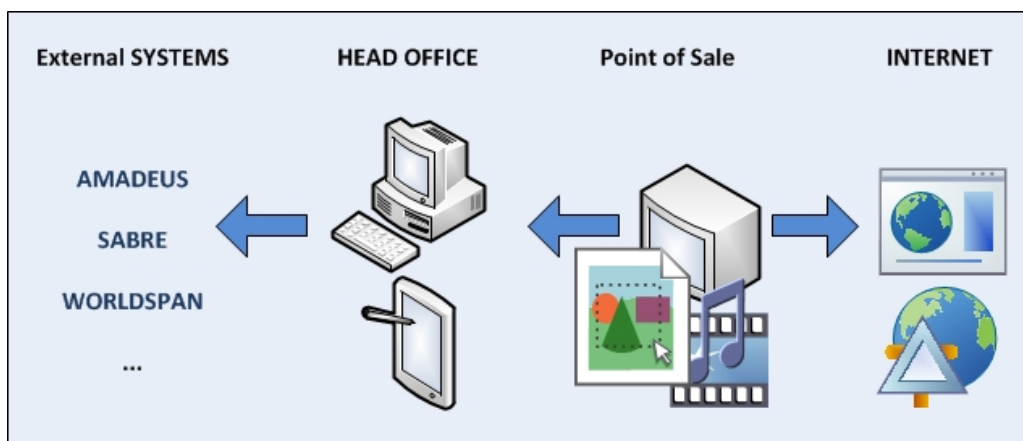


Figure 5. Connections through application

Multi-touch refers to a broad category of devices that allow interaction from multiple users at once.

The software implemented is a mobile concierge application that gives tourists an

engaging, media-rich way to research tourist attractions. It provides the ability to shortlist data into a personalized, geotagged itinerary that can be uploaded to the visitor's iPhone, Android or Microsoft Windows Phone device, with convenient booking agency links and maps.

Using the application on Microsoft Surface, tourists will be able to create a personalized itinerary which can be uploaded to their smartphone for later offline viewing. The details will contain links to an online booking service, as well as geotagging and links to maps, so tourists can navigate easy from one location to the next.

The type of interaction on a multi-touch device, is so rich, so normal and so attractive that it breaks down barriers. It allows people that have never used a computer before, to readily interact with the surface device with minimum or even no instruction. It allows a conversation to take place between people about something that is displayed on it in ways that are not possible with a stack of papers or data on a standard monitor.

CONCLUSIONS

Further possible usage of system:

Collaboration

From groups of people playing games or ordering food to families designing a house through to customers or a consultant customizing a trip, the surface is all about collaboration.

Visualization

Surface allows display and manipulation of three-dimensional images in a very natural manner. This visualization capability is perfect for displaying products and for accessing and manipulating increasingly detailed data.

Self-service

As people are drawn to the device, the device adds value over a brochure rack by simply displaying pictures and basic information.

Depth of information

Surface provides the ability to link from items on the device to online information, information, and so on in a seamless manner. It can package requests for information and 'package' information for people to take away on mobile devices or view later at home.

Object interaction

A unique capability is the interaction with physical objects that are placed or moved on it. This creates a whole range of new scenarios and rich ways to have customers interact with the device.

What if analysis

By allowing visualization of data, allows consultants to guide a customer through a complex scenario such as choosing the right holiday in an intuitive, understandable and engaging way unlike any other approach.

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