

## TYPES OF VIRTUAL TOURISM

PETROMAN CORNELIA\*<sup>1</sup>, IANCU TIBERIU<sup>1</sup>, MARIN DIANA<sup>1</sup>,  
VĂDUVA LOREDANA<sup>1</sup>, PETROMAN IOAN<sup>1</sup>

<sup>1</sup>*Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timisoara, Faculty of Management and Rural Tourism*

\*Corresponding author's e-mail: c\_petroman@yahoo.com

**Abstract.** *Isolation problems, due to the pandemic, have managed to rehabilitate the virtual domain, after in the literature from various fields, the virtual was accused of all bad things, lack of direct contact in virtual academic communication, difficulty communicating in virtual teams, addiction of youth by virtual and the falsity of friendships, the major risks of virtual communication, manipulation in communication or even feelings of sadness, melancholy and virtual depression. Recommended solutions for an easier isolation at home such as listening to radio programs, exercise, cooking, hobbies Games, games, reading, working in the garden, crocheting, individual study, watching movies and TV programs can also be added to virtual tourism, because the computerization process is present in organizations and tourist destinations. In order to reduce the isolation impediment, are necessary new marketing management practices, home shopping, teleworking, tele-entertainment, distance learning and telebanking. In this way, consumers of any kind and those of virtual tourism will live in smart homes and will be served by virtual enterprises or virtual travel agencies through interactive communication, not having to travel to a certain place. By using information technology, the players on the tourism market must improve their connectivity by integrating horizontally, vertically and diagonally, and they must improve their virtuality.*

**Key words:** *pandemic, virtuality, virtual tourism, interactive communication*

### INTRODUCTION

According to the opinions of specialists in various fields of activity, the Coronavirus pandemic, managed to rehabilitate the virtuality or virtual domain that was accused of:

- absence of direct contacts in communication [9,15];
- difficulty in communication [7];
- addiction of young people to the virtual world [16];
- false friendships on Facebook [6];
- risks in virtual communication [17];
- manipulation of communication [18];
- behavioral disorders [3].

Computerization in tourist organizations and destinations has been present since the 1990s, when some researchers stated [5,12] that new electronic practices will profoundly change daily activities, consumers will live in electronic homes and will be served by virtual businesses. Within the tourism industry, information technologies will contribute to:

- improving connectivity with certain tourist destinations;
- will improve the virtuality through the cooperation between the hotel networks, the rental companies;
- strengthen intra- and inter-organizational functions for the procurement of tourism services and products.

Information and communication technology has been implemented so strongly in tourism that it has led to the emergence of:

- e-tourism [1]

The presence of new communication and virtual information technologies for new tourism consumers has contributed to the diversification of the acquisition and

consumption activity of tourist services. The most well-known virtual organisms that appear in the field of the tourism industry are represented by:

- ❖ online travel agencies - destinations, accommodation, transport;
- ❖ Open Tourism Alliance - NGO working to establish a common electronic vocabulary for the exchange of tourist information;
- ❖ travel TV channels - travel serials;
- ❖ car entertainment - control panels;
- ❖ online reservations - tickets, combined tickets, accommodation, various rentals;
- ❖ web travel - various documentaries from destinations;
- ❖ hotel services - agrotourist farms, reservation of accommodation places;
- ❖ map web services - Google Maps;
- ❖ travel websites - cycling websites, hotel services, online travel agencies, route planning websites, search engines of travel ticket;
- ❖ route planning software - route planning software for mobile phone users;
- ❖ E-Guide tourist applications [10,14,21];
- ❖ intelligent transport - schemes to avoid heavy traffic.

### **MATERIAL AND METHOD**

In this scientific approach, taking into account the measures on the pandemic that requires the isolation of a time at home, in addition to telework in the case of active people, tele-school for pupils, students, masters, doctoral students, free time must be spent harmoniously, thus to facilitate isolation at home in addition to known activities, radio programs, cooking, sports, we also recommend virtual tourism or e-tourism, which will contribute to the formation of new interpersonal relationships and changes in tourist behavior, in tourism industry and in decision-making process within travel agencies. The application of virtual reality technology in digital tourism systems will be based on the real tourism landscape in order to use virtual reality technology to simulate and create above realistic scenes and to build a three-dimensional virtual tourism environment without having to leave home. Virtual tourists can be in the 3-D virtual environment to enjoy the picturesque beauty thousands of miles away from home with clear, detailed and vivid images, buying services from tour operators, these virtual tourism technical solutions can help to develop modern forms of tourism proposed by travel agencies and facilitate isolation by reviewing destinations or accumulating knowledge about future top destinations.

### **RESULTS AND DISCUSSIONS**

Virtual reality is considered to be also in the field of tourism industry:

- simulation generated by the computer of a three dimensional image;
- of an environment with which they can interact in a seemingly real or physical way by a person using electronic equipment.

The areas in which virtual reality is particularly valuable are given by:

- accessibility to information related to destinations;
- leisure and cultural and recreational-fun activities;
- marketing of services [1,2,];
- leisure planning;
- destination management;
- preservation of the natural and anthropic heritage [8].



**Figure 1. Operational domains of virtual reality**

We consider that virtual reality offers the potential to create experiences of tourist substitution in the periods of:

- pandemic, when movement cannot take place due to restrictions regarding movement of people;
- must be ensured the conservation of the resources.

Virtual tourism, e-tourism or armchair tourism is considered to be today for classic tourism consumers or new tourists, a tool:

- based on information and communication technologies;
- which uses digital images and sensory feedback to simulate the tourist attractions available from different destinations on Earth.

For practicing this type of tourism involves the use of several types of technologies such as live web cam or camcorder that feeds or streams an image or video in real time to or through a computer to a computer network, the internet. It is used in the following fields of activity: space photography, trade and health, video monitoring, laser beam profiling, video calling, video conferencing, transmission of digital photos and videos including tourism.

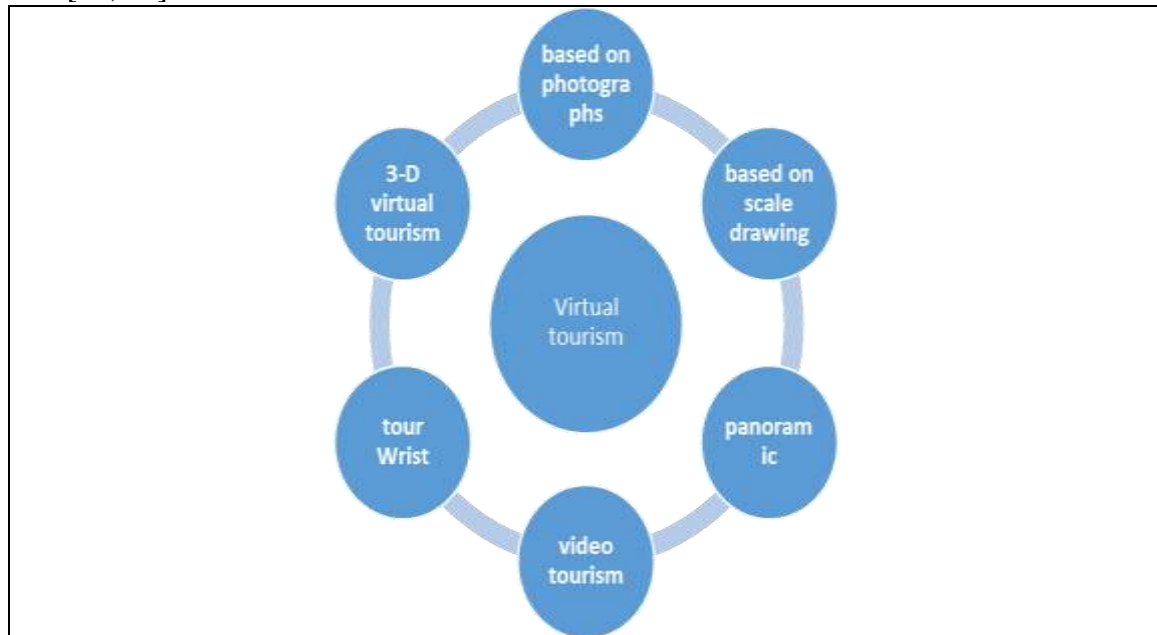
A type of virtual tourism practiced with the help of webcams can be the one that transmits live Western Wall cameras that happen in real time, for example in Unirii Square in Timisoara the most complete baroque market, where the operators of these cameras can offer tickets to concert at the Catholic Dome, thus allowing virtual tourists to see the square with its buildings and participate to the concert without traveling there during the period when they are forbidden to travel. Virtual tourism in Unirii Square in Timisoara will consist of.

- location simulation using sequential market and concert videos, religious service, from the Dom;
- location simulation using static images: Dome, Baroque Palace, Pharmacy Brük, the restaurants of yesteryear;

Other multimedia elements can be used, such as scale drawings of anthropogenic resources in the market, sound effects, music, which help to recreate a realistic representation of reality. This virtual form of tourism helps to present:

- images in pandemic conditions for Timisoara residents and other tourists from around the world in real time, depending on the season;
- offers an interesting and excellent alternative to a virtual visit to the center
- history of the city for Banat residents and a virtual trip for tourists now when the trip is impossible;
- a possibility to travel, when time is not an issue, but security measures do not allow you to leave your home/country.

Today the most used several **types of virtual tourism** depending on the technology used [12, 19]:



**Figure 2. Types of virtual tourism**

1. virtual tourism based on photographs - virtual tour made by combining photographic images with the overlap of visual fields to produce a high resolution image or a segmented panorama;

2. virtual tourism based on scale drawing - virtual tour made of two-dimensional diagrams that describe a place or communicate construction instructions used in architecture;

3. panoramic virtual tourism - virtual tour made with the help of omnidirectional cameras that have a field that covers almost the entire sphere;

4. video tourism - video of the complete movement of a location which, unlike the static sensation of wrapping the virtual. Walking filming is frequently used in the tourism industry:

- in the accommodation units;
- in the promotion of tourist destinations.

These forms of virtual tourism or virtual tours are used to describe a variety of video, environments, drawings or photography. The virtual tour is very suitable for presenting a museum, for example the Art Museum of Timisoara, located in Unirii Square, through a 3-D representation through a computer-controlled laser disk system. The term panorama indicates an uninterrupted view of photos or videos and the phrases panoramic tourism and virtual tourism are two notions associated with virtual tours, consisting of a series of photos taken from a single point of view, using static cameras.

5. tour Wrist is a platform accessible to all, free of charge that offers tourism consumers and businesses the opportunity to:

- to discover, photograph and share 360 grade panoramic images via computers, tablets and smartphones;
- to collect panoramic images.

This form of virtual tourism helps consumers to take educated decisions, with orientation through location, by previewing virtual tours of destinations.

6. 3-D virtual tourism is the realistic three-dimensional geo-visualization of virtual environments, which allows the user to explore physical places without making physical trips. 3-D virtual tours can be designed and built using 3-D interactive mapping technologies, allowing tourists to explore certain destinations before choosing a place to visit. The use of these technologies will allow:

- creation of cultural and historical educational resources;
- documentation of historical buildings and objects for restoration;
- providing virtual tourism and virtual museum exhibits;
- interaction with artifacts without risk of damage;
- reconstruction of partially disappeared historical monuments;
- viewing resources with accessibility issues.

## CONCLUSIONS

Virtual reality involves the simulation generated by the computer of a three-dimensional image, of an environment with which they can interact in an apparent real way by a person using electronic equipment. The domains of virtual reality refer to accessibility, entertainment, marketing management and the preservation of the natural and anthropic patrimony, offering in conditions of crisis experiences of tourist substitution with the help of some vivid, clear and detailed images. Virtual tourism is considered a special tool to meet the requirements of tourism consumers in crisis, when they cannot travel due to restrictions or when the degree of affordability of some destinations is exceeded. Practicing of it, according to the intensity of tourist flows, restrictive conditions that limit travel to destinations, involves the use of several types of live web cam technologies, tourWrist, 3-D virtual tourism, allowing tourists to explore certain destinations before choosing a place to visit physical. Unlike real tourism, 3-D virtual tourism is accessed from your phone or computer, evoking experiences going through a real place, but without a real trip. Virtual tourism platforms allow travelers to see resources with a vocation as they were in the past, providing an environment in which they can explore and interact online, sharing tips and recommending potential tourist destinations.

## REFERENCES

- [1]. AVRAMESCU DANIELA, PETROMAN I., CONSTANTIN ELENA CLAUDIA, VARGA MELANIA, 2015, Interdisciplinary use of marketing communication, *Procedia-Social and Behavioral Science* 197, pp. 715-721
- [2]. ALCAÑIZ M., BIGNÉ E., GUIXERES J., 2019, Virtual Reality in Marketing, A Framework, Review, and Research Agenda. *Frontiers in Psychology*, 10, pp. 1-15, DOI: 10.3389/fpsyg.2019.01530
- [3]. AMBROSE A.J.H., 2016, The Virtual Blues: Facebook and Depression in Young Adults, *The American Journal of Psychiatry Residents' Journal*, 1-6
- [4]. BĂBĂIȚĂ CARMEN, ISPĂȘ ANDREIA, GHENESCU RALUCA FLORETINA, HĂLĂLAU ALEXANDRA, 2010, An Important Element Between Hotel and Travel Agency Professional Relationship, *Studia Universitatis Babeș-Bolyai, Negotia*, IV, pp. 25-34

- [5]. **BUHALIS D.**, 1998, Strategic Use of Information Technologies in the Tourism Industry, *Tourism Management*, 19(5), pp. 409-421, DOI: 10.1016/S0261-5177(98)00038-7
- [6]. **FRÖDING BARBRO, PETERSON M.**, 2012, Why Virtual Friendship Is No Genuine Friendship, *Ethics and Information Technology*, 14, pp. 201-207, DOI: 10.1007/s10676-011-9284-4
- [7]. **FURUMO KIMBERLY, PEARSON J.M.**, 2007, Gender-Based Communication Styles, Trust, and Satisfaction in Virtual Teams, *Journal of Information, Information Technology, and Organizations*, 2, pp. 47-60
- [8]. **GUTTENTAG D.A.**, 2010, Virtual Reality: Applications and Implications for Tourism. *Tourism Management*, 31, pp. 637-651, DOI: 10.1016/j.tourman.2009.07.003
- [9]. **LUKMAN REBEKA, KTAJNC MAJDA**, 2012, Exploring Non-traditional Learning Methods in Virtual and Real-world Environments, *Educational Technology & Society*, 15(1), pp. 237-247
- [10]. **MOHD N.S., ISMAIL H.N., JAAFAR S.M. R.S., ISA N.**, 2020, Experience Co-Creation of City Visitors from the Perspective of Technological Engagement, *Earth and Environmental Science*, 447, pp. 1-15, DOI: 10.1088/1755-1315/447/1/012002
- [11]. **PĂUNA D.**, 2017, E-Tourism. 12<sup>th</sup> International Conference on European Integration– Realities and Perspectives, At Danubius University of Galati/Romania, pp. 280-290
- [12]. **PETROMAN I., MARIN DIANA, PETROMAN CORNELIA**, 2015, Bazele turismului, Editura Eurostampa, Timișoara
- [13]. **PETROMAN CORNELIA, TĂUT I.F., RISTEA I., ADAMOV TABITA, VĂDUVA LOREDANA, PETROMAN I.**, 2019, The typology of national and international tourism destination, *Lucrări Științifice Seria I, Management Agricol*, 21(1), pp. 179-185
- [14]. **PETROMAN I., PETROMAN CORNELIA, MARIN DIANA, CIOLAC RAMONA, VĂDUVA LOREDANA, PANDUR IOANA**, 2013, Types of cultural tourism, *Scientific Papers Animal Science and Biotechnologies*, 46(1), pp. 385-388
- [15]. **RADA R.**, 2001, *Understanding Virtual Universities*. Bristol, Portland, OR: Intellect™
- [16]. **RUNCAN PATRICIA LUCIANA**, 2010, One Minute More: Adolescent Addiction for Virtual World. *Procedia Social and Behavioral Sciences*, 2, pp. 3706-3710, DOI: 10.1016/j.sbspro.2010.03.576;
- [17]. **RUNCAN R.**, 2015, The Hidden Face of Facebook: Informing the Youth of the Risks of Virtual Communication, *Revista de Informare și documentare: activitate științifică și profesională*, VIII, pp. 119-126
- [18]. **RUNCAN R.**, 2015, *Virtual Communication: Another Form of Communication?* București: Editura Didactică și Pedagogică, R.A
- [19]. **SHAIKH S., BOKDE K., INGALE AMYA, TEKWANI B.**, 2018, Virtual Tourism, *International Research Journal of Engineering and Technology*, 5(4), pp. 2044-2046
- [20]. **ŠTETIĆ SNEŽANA, ŠIMIČEVIĆ D. & MILIĆEVIĆ SNEŽANA.**, 2017, Information and Communication Technology as A Driving Force of Changes in Tourism, *Quaestus*, VI(10), pp. 142-161;
- [21]. **WALI M., AKBAR R., IQBAL T., AL-BAHRI F.P.**, 2019, Development of An Android-Based Tourism Guide (A Case Study: Sabang City, Indonesia), *International Journal of Scientific & Technology Research*, 8(11), pp. 887-893