THE ROLE OF VIRTUAL TOURISM IN CREATING NATIONAL WEALTH

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Abstract:

Nowadays, advancement of IT and modern sciences predict variation of products and competition among manufacturers which rapidly expands a new industry called virtual tourism, that is, almost all countries of the world now use this concept for tourist attraction, marketing and introducing their tourist attractions. The process of creating wealth via virtual tourism has been completely described by a context diagram.

Keywords:

Tourism, Virtual, Virtual Tourism, National Wealth, Virtual Tour.

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1. Introduction:

New life happens on screen. Now human experience has become visual and picture-dependent more than anything; from satellite footages to people's bodies. Visual culture relates to those visual happenings in which the consumer is looking to obtain information about visual technology and enjoy it. One of the shocking things about new visual cultures, is its odd tendency to visualize things that are not visual by themselves. Like graphs that show sizes in comparison. Technological power has reach to a level that can visualize stuff unable to been seen by the naked eye; things like internal organs of human body via X-ray and faraway galaxies via telescope. Martin Heidegger calls such world "Picture-based world". This concept, isn't a picture of the universe, but is a world that can be perceived as a picture [1].

With the arrival of Photography and advancement in technology, this human need rapidly grew and the rise of internet showed the term virtual culture to the world, in a way that now the earth is called global village. In today's world, many women and men easily make money via internet and virtual world [13].

Virtual tourism is a business based on technology.

2 virtual tourism

2.1 tourism

Tourism, Travel and exploration are interchangeable terms that have been provided with different definitions. Tourism contains some formal definitions that have been addressed via international institutions; for example, the definition provided by UN in 1964, defines tourist as a person who "travels to a foreign land for the purpose of leisure, visiting spots, diagnosis, study, experience, sport or pilgrimage, provided that his/her time of residence at that land is not less than 24 hours and no more than 6 months."

The first definition provided about travel and tourism in the UN conference in 1936 at Rome, divided the visitors in two groups: Tourists: temporary visitors who reside in a

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country at least 24 hours for the purposes of leisure or business. Explorers; temporary visitors who reside in a country with the mentioned purposes for less than 24 hours. These definitions are still the core of travel and tourism definitions.

Other definitions like that of Oxford dictionary, addresses this concept thoroughly and does not consider time or place limits for it. In Oxford dictionary, these definitions have been used for tourism "a short term journey in which place or different places are visited", "short journey or passing by a place" and "an industry which generates considerable amount of money for countries via the exchange that tourists bring with themselves ".

Hence, most of the above definitions, talk about the goal and duration of the journey and type of residence, but Bronze offers a relatively complete categorization of current definitions in his book "An introduction to tourism and anthropology". He states that: "while there's no exact definition of the term tourism, there is an agreement that tourism consists of four basic foundations: 1) Travel demand 2) Tourism agents 3) Destination effects and 4) A scope of interactions which is the result of the first 3 foundations.

Others have a more economic view towards tourism: "Tourism is an activity in which people, for the purpose of business or leisure, travel outside of their place of residence and provides services and channels for travelers and consists of expenses that the tourists cover or their presence causes this sort of expenses."

In sum, tourism does not have a unified, satisfactory definition for everyone, but Bole believes that in the definition of travel and tourism, everyone accepts that these are included: "needs and incentives of the explorer, his behavior in choosing the kind of exploration and its limitations, travelling to a place far from home, reciprocal relationship between the explorer and the suppliers of his desired goods in the market, the effects of travelling and exploration on the explorer, the host, the economy and the environment" [25].

2.2 Virtual

The term virtual can also cover a relatively wide scope of definitions. With a glance at these definitions, we can see that all of them acknowledge a component named

"unrealistic", but the term unrealistic itself covers a wide area of meaning. The term "Virtual" is not a new thing; although its universality is new, in a way that this concept might be its popular meaning or meaning.

Today, Michael Him's definition towards "virtual" is more general. He defines virtual in a philosophical style of expression: "Not real but pseudo real".

A definition of the word virtual has been provided in Oxford dictionary for operational purposes: "We can look at virtual space as an institution. "Virtual" could be used, in effect as "fictional", meaning that "virtual institution" does not exist in real definition but exist instead of something real. "Virtual" is also used to distinguish an object or an event that has features similar to an object or an event that can replace it [25].

2.3 Virtual Tourism:

Virtual tourism is a trend that is less than twenty years old. Virtual Tourism, is the presence at digital land of Web and observation of audio, textual and visual data in our physical world that allows the users who want to visit tourist spots or people who can't visit these places, to travel virtually and enjoy natural beauties of tourist spots. Exploring the world in 80 days became possible, now by internet super texts, and only with one click. Using museums' websites and ancient places of the world, we can obtain massive textual and visual information about the icons of ancient history and aspects of historical-ancestral tourism [3].

Cyberspace of tourism is a new approach using 3D display on the command of the user and the direct relationship with him which is more effective than other methods with considerably lower cost. Cyberspace with many applications like simulation of recreation centers, buildings, neighborhoods, markets, factories and etc., teaching with the ability to connect with real environment and recording live events at the same time on cyberspace, tracking abilities before the trips and even commercial or cultural applications, has now become a very powerful tool for advertisement [9].

Virtual reality is one of the advanced technologies of the late 20th that has affected all industries, especially tourism and by using consecutive technologies, aims to create an environment in which people can experience and via interacting with real-life

simulations, connect with the environment or create a picture of it for themselves and create the virtual tourism society and take part in their interests, common goals, activities and desires and be happy with understanding and meeting each other's needs.

As a result, virtual reality can provide experiences that are beyond the abilities of a normal person and that, is transmission from the physical world to the world of picture and imagination. In fact, virtual reality technology, virtual geography and virtual places, as a result create virtual tourism which consists of the virtual reality experience [1].

One of the famous figures in this field, defines virtual tourism as follows:" virtual tourism is the digitalization of all processes and value chains in the industries of tourism, travelling, hosting and food. In the tactical level, virtual tourism, includes e-commerce and apples communication and information technologies to maximize the performance and the effect of tourism institution".

Paply believes that electronic tourism can be defined as follows:" electronic tourism, is using new techs especially in the fields of communication and information in the two dimensions of supply and demand in which, in addition to offering necessary services for tourists, basis of marketing and destination tourism prospects will be provided".

There are other definitions in this area. In most definitions, the goal is to say that by using IT, necessary services for tourists will be done easier, with more quality and less cost. Offering services known as electronic tourism are as follows: Clear updates, accuracy and credit, doing all formalities for getting a visa, hotel reservation and recreation – tourism spots, renting and reserving transportation vehicles, getting plane, train and bus tickets, buying trip plans and different tours and many other services that are created daily [25].

2.4 Features of virtual tourism:

The essence of virtual tourism does not have the limitations of environmental tourism which are as follows:

1. Lack of time limit

2. Lack of location limit

3. Lack of space limit

4. Lack of accidents like bad weather, road block or etc.

These factors are the reason that boundary is not defined in cyberspace, as a result owners look to monopolize cyberspace or become superpowers in this area and accordingly, the winner of capitalization in the virtual tourism industry is the custodian of virtual tourism [8].

2.5 Advantages of virtual tourism:

Easy access, paying costs, access for all sections, removing environmental-cultural obstacles and limits and agents, removing time limits and eclipse geographical borders, diversity of figures and services, constant development (to protect the environment, preventing from different pollutions and diseases, decreasing damage to ancient artifacts and cultural heritage). Other advantages of virtual tourism are as follows: [2]

Online access 24/7	Taking physical disasters like fire, accidents, explosion and earthquakes and other mortal events, like strikes to a minimum level
Creating balance in distribution and productivity of service spaces and equal access for all sections of society	More quality and facilities for the customer and the ability to get services anytime
Improving productivity index on a personal, organizational and social scale	Decreasing costs of office, service-recreational and cultural spaces
Creating more diversity in service spaces and facilitating city and affair management	Environmental advantages; because less people commute to work
The ability of effective supervision on the performance of individuals and organizations	Less traffic and less city travel demand

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2.6 virtual tour

Virtual tour is the combination of pictures, 3D views, panorama views (369 degrees), video, audio and etc. which models an actual space and allow the users to tour this place virtually and obtain desired information from it [23].

3. The role of virtual tourism in creating national wealth:

Now all the world has engaged in cyberspace and it becomes more and more every day. In fact, world's economy owes cyberspace, tourism industry which is on the top of all industries, when engages with the industry of internet and creates a new industry called electronic tourism, creates a synergy by which all the problems of human in terms of creating jobs, employment and making money can be solved [10].

Today many industrial, manufacturing and service companies use virtual tour for international marketing. In the section of virtual tourism advantages for industrial, service and manufacturing companies, we talked about the benefits of virtual tour and said that these companies use virtual tour to sell their services and products more easily. In recent years, the efficiency and availability of virtual tours has been improved to a great extent, in a way that in virtual tours, users are allowed to control the tour via a map that is provided for them. Anyhow, considering the fact that tourism industry like all other industries is rapidly growing, experts believe that in near future virtual tours will be the most fruitful section of this industry and hence will affect the life of people from all over the world.

Accordingly using animations, videos, graphics and virtual tours is on the rise. These capabilities are applied along texts, maps and designs.
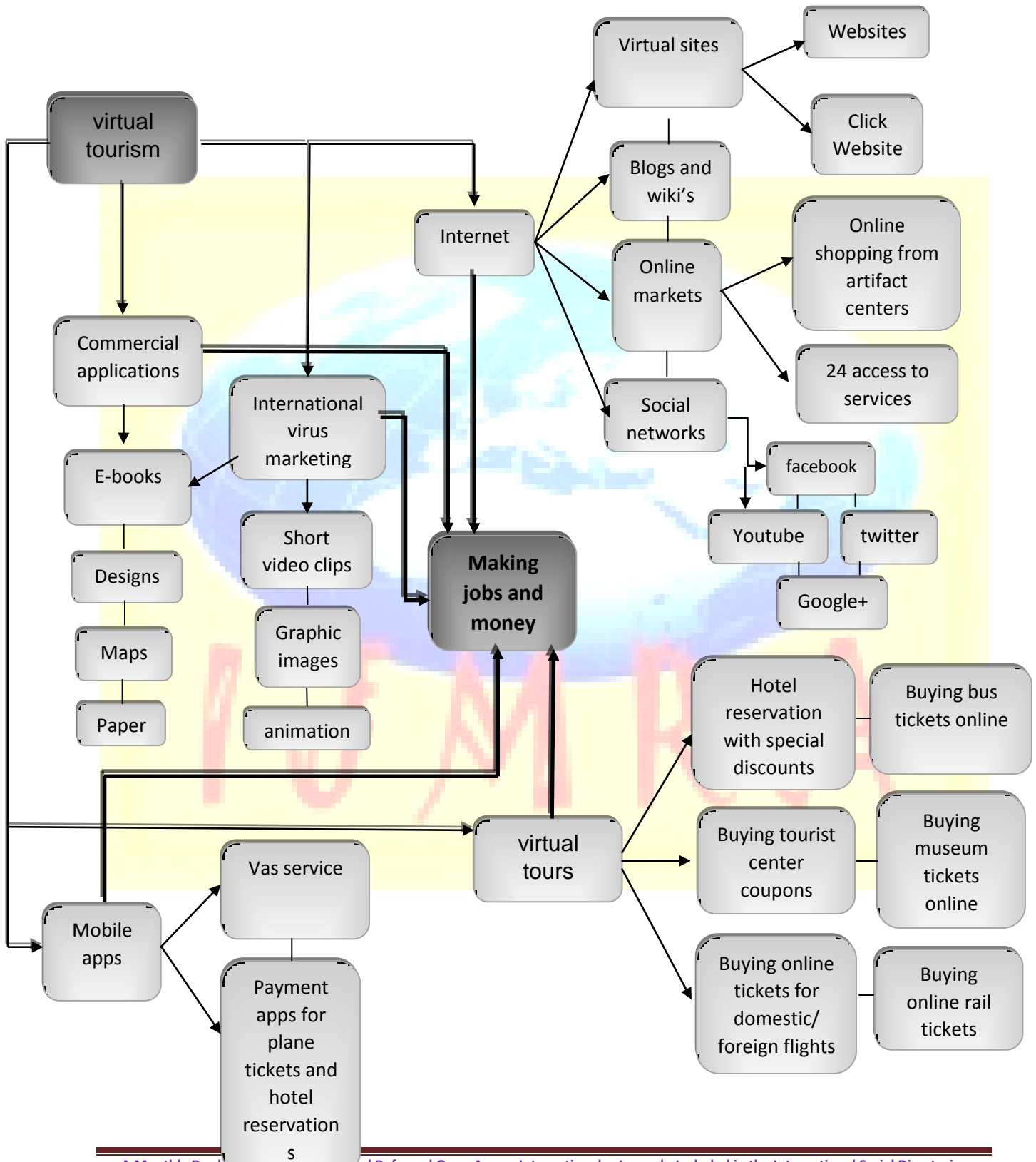
Other applications of virtual tour are wide application in tourism industry, auto industry and parts manufacturing, creating special effects for movies, remote resource management, geographical studies, efficient management of electronic government and etc [23].

In fact, using features of virtual tourism we can say that new horizons are open for tourism industry which is one of the most profitable. As a result, countries can advertise their spots at less cost. Also using web can decrease energy resource waste and

transportation costs. It is an essential partner which relates the consumer and the supplier in an international level. On the other hand, tourism is also an information based activity. Variable vague services of tourism cannot be physically inspected before sale and majority of its products naturally are purchased before consumption and from a remote place. So, tourism products depend heavily on introduction, description and display, meaning that information are conveyed via text, video and audio [11].

Tourism → Most profitable industry

Tourism + Internet → virtual tourism → Creating job

making money

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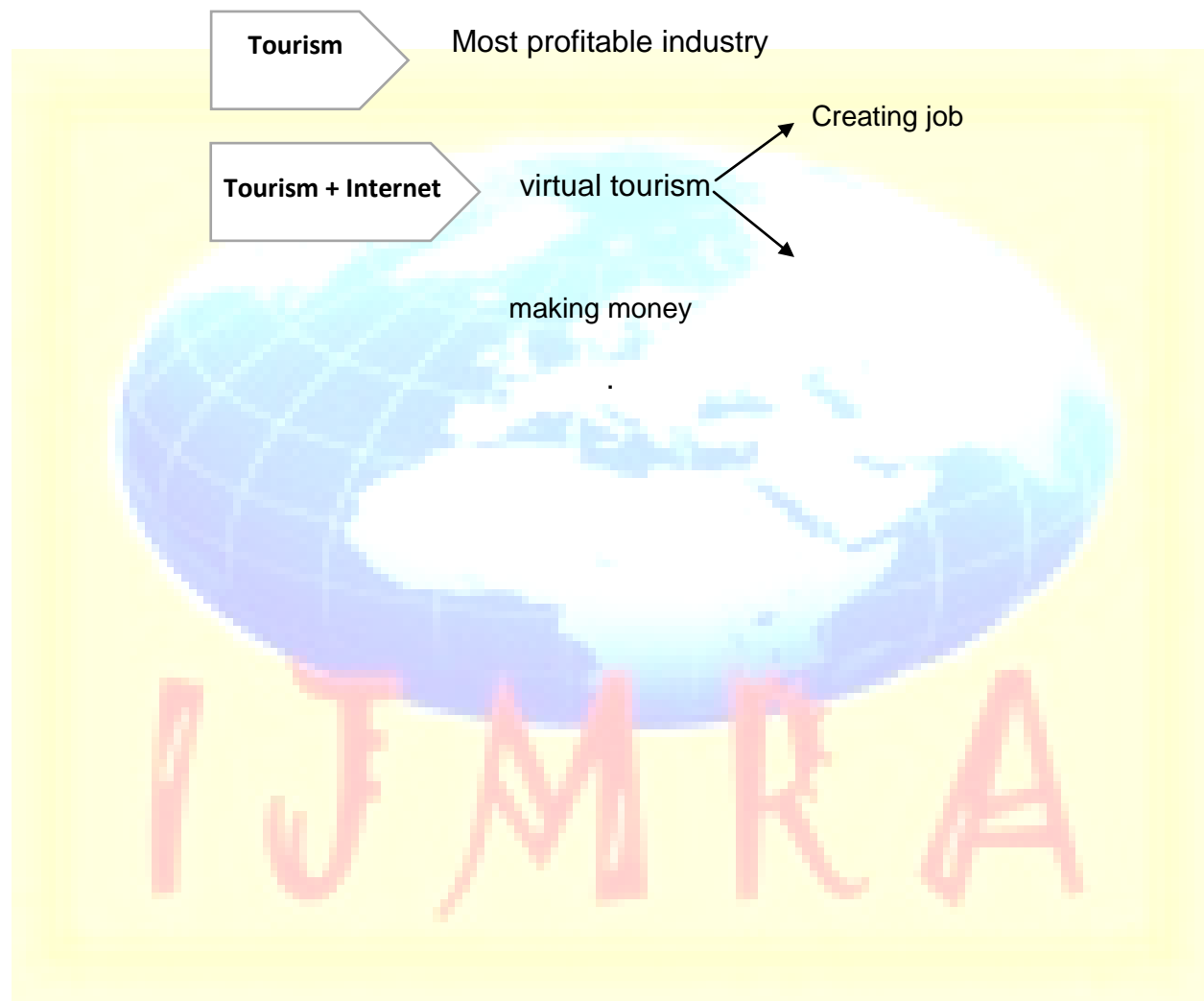
context diagram af virtual tourism until creating wealth (diagram of Pardia)

3.1 Analyzing context diagram of Pardia

In addition to costly methods, some economical, but efficient methods are also used in most industrial countries to attract tourists of which we can name a few like using symbols and tourist spots in movies or even cartoons. In internet and the world of data, by creating different websites in different areas of tourism and the massive information of these websites, tourist attraction has become easier. Even video games are not an exception when it comes to meeting the goals of tourism [9].

Internet also has a widespread world in which it provides the basis of virtual tourism via blogs, virtual sites and markets, social networks (YouTube, Google+, Twitter, Facebook, etc.). Working very accurately on these areas will have good results. For instance, by using click websites, we can introduce many people to the features of virtual world.

Marketing is a kind of broking to sell products of companies. Network marketing is also done via designing a website or via marketing emails, by which we can advertise and show the products of online markets [13].

Also in virus marketing, the user intentionally conveys a subject to selected audience via a short clip, picture, catalog, book, etc. and spreads it as a virus. This method is very fast and economical.

Meanwhile cellphones have an important role, these services are:

1. Designing apps for owners of android phones to enjoy all features of the phone.

2. Designing payment app to buy tickets, reserve hotels via mobile online

3. Designing and offering tourism services, in fact for the first time in Iran, all people can get their needed information such as tickets, hotel, spots, tours, souvenirs, artifacts and other things by sending a text to a particular number. Doesn't make a difference in what language they send their needed information. In fact, the motto of this demand-driven system is that: Question from you… answer from us… [10].

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Virtual tours that are rapidly growing today, are well received among the people in a way that getting aerial, land, aquatic tickets and even hotel reservations and museums are done this way and creates jobs for people and entities involved in this matter.

4. Summary and Conclusion:

By analyzing virtual tourism and its role in people's lives, pros and cons of this system is obvious. As said before, this kind of tourism, by saving time, place, costs and easier access, is more economical than real tourism and allows the user to tour in any time and place with the least expense. The task of officials is very important in this matter and all entities must have necessary collaborations. But, despite all of this, the term virtual is rapidly growing these days and has diminished personal relationships, unrealistic views, lack of sense of being in place and such which makes culture-building before its popularity very important.

Virtual tourism, if used properly, will strengthen the relationship with all regions that are not accessible in person and has the ability of making money for professionals of the field and also developed countries in this field.

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