

VIRTUAL TOURISM AS ONE OF THE DIRECTIONS OF DEVELOPMENT OF THE WORLD TOURISM IN MODERN CONDITIONS

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Abstract

Tourism is one of the leading and most dynamic sectors of the economy because of its rapid growth rates, it is recognized as an economic phenomenon of the century. In the context of the pandemic of the COVID-19 virus, which has swept the whole world at closed borders, travel agencies are forced to look for new forms of developing their business. At the present stage, innovative technologies have become the most important factor in the development and element of the enterprise's competitiveness, since it is they that allow to reduce the cost of the product, increase profits, stimulate new needs, create a favorable image of the manufacturer of new products, and also lead to the development and capture of new markets, including external. Modern types of travel have undergone many changes and gained new forms, in particular, among Internet users in the world, and more so in terms of quarantine events, virtual tourism is gaining popularity.

Keywords: tourism, virtual tourism, information technology

1 Introduction

Tourism is one of the leading and most dynamic sectors of the economy and is recognized as the economic phenomenon of the century for its rapid growth. However, in the context of a global pandemic, border closures, travel agencies are forced to seek new forms of competition. At the present stage, the most important factor in the development and element of competitiveness of the enterprise are innovative technologies, because they allow you to reduce the cost of the product, increase profits, stimulate new needs, create a favorable image of the manufacturer of new products, as well as lead to the development and capture of new markets in external. Modern types of travel have undergone many changes and have taken on new forms, in particular virtual tourism is gaining popularity around the world.

Overview

This paper describes the advantages, disadvantages and conclusions on the following issues:

- The essence of virtual tourism;
- Benefits of virtual tourism versus traditional travel

Decision

Virtuality is the most essential characteristic of modern social reality, and information technology can effectively replace a person's direct communication with natural, historical, architectural and other spiritual and real objects of reality, especially in the current epidemic and isolation of most of the world's population. It should be

noted that the pandemic of the COVID-19 virus is one of the factors that cause the development of virtual tourism. The tourism industry is ideally suited for the implementation of modern information technologies. The rapid development of the Internet - from text messaging right through to a powerful multimedia tool - has become a source of many new opportunities in the tourism industry.

Virtual tours are online or offline presentations that allow potential clients to view any object. Depending on the type of tour, it can be wide-format or circular (360 °), as well as panoramas of objects of any size (exhibits of museums and art galleries, rooms and other premises of hotels, streets and buildings of cities, alleyways of parks, views from a height aerial view, etc.) that move arbitrarily.

Virtual tourism is a paradoxical phenomenon, because its essence does not correspond to the conventional interpretation of tourism, although it takes into account its characteristic features (leisure travel, educational purpose, one of the forms of recreation). Different from traditional tourism are its features such as: passive form of rest; which does not require departure outside the main residence; does not envisage real use of land and water tourist resources; duration - up to 24 hours. In modern conditions, virtual tourism can be classified and developed as an innovative type of tourism.

Conclusion

Therefore, virtual tourism is a very promising area of information technology development in the field of tourism. Virtual tourism enables every person to fulfill their long-held dream, to visit a place that they wanted to

see for a long time, but could not for some reason. Virtual tourism is such an alternative that does not require any money and extra costs, all you need is a computer and a desire to visit a specific place. Since life is out of place, all technology related to virtual tourism is also being

improved, this allows each of us to see a particular object in the so-called new format. That is why virtual technologies in tourism have huge prospects for distribution and are able to positively influence the development of tourism business in modern conditions.

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