VIRTUAL TOURISM — EDUCATIONAL OPPORTUNITIES

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Relevance. One of the priority directions of modernization of Russian education is the Informatization of the educational process. Informatization of education is considered as a process of providing the education sector with the theory and practice of developing and using modern technologies aimed at implementing the psychological and pedagogical goals of education and upbringing.

The purpose of the article is to pose the problem of using virtual tourism for educational purposes.

Methodology and research methods. The methodological basis of the research is the search for information, critical analysis of various sources of information, and analysis of the state of the problem.

The results are presented by describing and arguing the existing problem of educational opportunities for virtual tourism

The scientific novelty is due to the context of the problem of improving the quality of education using virtual tourism.

The practical significance of the presented research results is the possibility of using virtual tourism in higher education institutions to improve the education systems of students.

Keywords: *educational tourism, virtual tourism, educational opportunities of tourism.*

Introduction. A virtual tour is the simulation of an existing place with the help of special videos or still images. There are also other multimedia elements (music, sound effects, floor plans, etc) which definitely can be used. They help in recreating a realistic representation of reality.

What is VR tourism?

It is a well-known fact that VR technology is a new way of travelling. There are many articles about it. People are really involved in this topic.

Virtual reality (VR) tourism let you see places all over the world without ever leaving your house. People can test some of the best **VR tourist** destinations. It helps them to decide where they can go next time. They only need VR technology and welcome to a different place.

The article tells us about the "experience economy" [1]. It is a simple mechanism that creates memories that can be recalled, re-lived and re-shared for a lifetime. With the evolution of virtual reality (VR technology), tourism is increasingly a mix of physical and virtual worlds. If you use VR technology you do not even need to go somewhere.

Make a sense of 'being there. Our brains seem to have an inbuilt VR-like mechanism that enables us to live imagined experiences. This is known as mind wandering. So, the imagined past or future can evoke emotions and feelings similar to how we react to everyday life. It also provides us an opportunity a deeper understanding of a place or event than if we simply read about it or look at pictures [10].

What VR tourism looks like:

1. Choosing a destination
2. Sustainability
3. Historical recreations
4. Access to remote areas

Several types of virtual tours exist, including:

Video tours

360° or panoramic tours

Still photo tours

Floor plan tours

"They (virtual tours) can give a broader view of things compared to normal views" [1]. Virtual tours can also give us an experience that can be repeated, and this feature helps in many ways, for example, in education. It enforces students to study.

"Enhancing health and wellbeing" [2]**.** VR tourism could also help to increase health and well-being. It is a common fact that people who works much time they might be suffered of depression and anxiety. Being outdoors encourages relaxation, rejuvenation, expectation, and improved self-esteem that can contribute to reduced symptoms.

Summing up, I would like to say that virtual reality technologies help people not only to travel, expand their horizons, learn the world, acquire new knowledge, but also to treat their diseases, such as stress, fatigue, and professional burnout. Such trips are based

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on our imagination, memory, which helps us to be in a different place.

The difference between AR, MR and VR tourisms.

Actually, VR technology is not an only one new way of travelling. There are, at list, two more. Let's make the difference between AR and VR. They are two often used and most confused terms.

"AR is the result of using technology to superimpose information- sounds, images, and text- on the world we see (think Pokemon Go)" [3]. Augmented reality adds some digital elements to a real life view. We can use them on camera or more often on smartphone.

"VR is the use of computer technology to create a simulated environment.VR is going to change the way both many of the things we do today and some new and important areas are transformed like tourism" [3]. Using VR devices such as HTC Vive, Oculus Rift or Google Cardboard, users can be transported into a number of real-world and imagined environments.

"In a **mixed reality (MR)** experience, which combines elements of both AR and VR, real-world and digital objects interact" [3]. Mixed reality technology is just now starting to take off with Microsoft's HoloLens one of the most notable early mixed reality apparatuses.

Marketing and the benefits.

It is the nonsense but VR tours do positively influence real trips. The statistics says that more than 13% of people who used VR technology to find out more about one place, they really want to begin the planning of an actual trip. So, they really want to visit this place.

However, there is a point that people do not want to travel somewhere because they actually have seen this place in virtual reality because it might be not really interesting to visit this place again. "But researchers claim that most people who see one place in virtual reality want to travel there in real life. "It actually inspired people to travel more" [11].

So, how exactly VR technology can people to plan their trip? "It's a super-technological try before you buy tool that lets you get a taste for an area or activity before you actually decide to go" [4].

Nearly for every destination VR offering allows travelers a chance to plot out a trip that suits their travel style and desires. This technology gives people an opportunity to overlook the city. Also it helps tourists to find the best hotel or a restaurant. They could know the place where they are situated before they would go. And it is really comfortable. It will save much of their time.

One of the best VR technologies which could provide it is the 360-degree film. It is not just a way how we can observe the future destination but also we can listen to some information about each place of the city or a town. Sometimes, it is really exiting to travel to a place which facts and history you have learned previously. The VR travelling becomes similar to a video game. Another way is Playstation. This thing not only shows you the place and the information about it but also it reacts on your movements. It helps you to plunge to a different place. However, we should remember that the future of tourism is moved towards personalization of the travel experience. Virtual Reality allows a unique and adapted offer for everyone. As a result ever customer has an opportunity to enjoy every town or a city.

"A good virtual tour should be able to integrate diverse data types using instantly available methods" [6]. It has to be capable of projecting images from different viewpoints and scales, and has to show non-visual data and be able to enhance and expand user experience.

Virtual tours should be quite simple. They could be provided to all user levels with flexible access and could be sold to meet the needs of the users. They can give a broader view of things compared to normal views. These tours are really useful for students. It is not a really boring way of studying. Also with good visualization and virtual information about each place it would be easy to remember many facts.

"Virtual reality was crowned as the ideal marketing strategy to impact consumers, both at the time they plan their trip and in the decision-making process. What began as a marketing technique for future travelers to visualize destinations and grasp a full knowledge before conscientiously choosing which place to visit, has ended up becoming a virtual tourism proposal in itself" [5].

Nowadays, many tour agencies use VR technology to increase the number of people who will travel somewhere. VR reality helps people to understand where they want to go and also it helps in preparations to a trip.

The development of VR technology.

Earlier, VR did not allow travelers to fully feel the atmosphere of their future destination. It was just a video (may be 360-degree film) which provided a good visualization of a place. However, now we can also touch some objects. The picture changes when we do some particular movements. Also we can smell special things which characterize the particular place. So it is really close to the film of James Cameron "Avatar".

"Virtual tourism is also breathing new life into

mythology and folklore. Virtual tourism can allow people to hear fresh interpretations of history'' [8; 9]. Stories can be told from some objects on the screen or on glasses of VR. So, it gives us not just the reality but also a historical world of a place or even a mystical world of the same place. VR mixes the real place with some special effects that helps us to believe in a fairytale.

Conclusion.

With the advent of new technologies, users have been changing the way they live, the way they consume. And this is not something that will stabilize in the long term. And this is because new technologies are a train aimlessly and with more and more wagons that new generations are willing to get on board. VR is also a good way of marketing. Many tour firms use it as advertisement of a particular destination. And it does work. VR technology helps tourists to plot out their trip. VR technologies help people to overlook the place, to find out some facts about it, to know about the prices and so on. Furthermore, VR technologies are also a good way of studying. Many students could learn much information about the particular place and it might be much interesting than a common lesson. So, VR technologies are one of the best inventions of 21 century. It definitely makes your life easier and much interesting.

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Виртуальный туризм — образовательные возможности

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Одним из приоритетных направлений модернизации российского образования является информатизация образовательного процесса. Информатизация образования рассматривается как процесс обеспечения сферы образования теорией и практикой разработки и использования современных технологий, ориентированных на реализацию психолого-педагогических целей обучения и воспитания. Цель статьи заключается в постановке проблемы использования виртуального туризма в образовательных целях. В качестве методологической основы исследования используется поиск информации, критический анализ различных источников информации, анализ состояния проблемы. Результаты представлены описанием и аргументацией суще-

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ствующей проблемы образовательных возможностей виртуального туризма. Научная новизна обусловлена контекстом рассмотрения проблемы повышения качества образования с использованием виртуального туризма. Практическая значимость представленных результатов исследования заключается в возможности использования виртуального туризма в вузах для совершенствования систем образования студентов.

Ключевые слова: *образовательный туризм, виртуальный туризм, познавательные возможности туризма.*

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