Modern Formula of Tourism – Virtual Tourism

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Abstract

Virtual tourism is part of e-commerce and unites some of the fastest growing technologies such as information and communication technologies, the hospitality industry and the management / marketing industry and are the electronic markets where e-business attracts consumers, partners and other e-commerce businesses on electronic platforms.

Information and communications technology development and Internet developments have revolutionized the entire tourism industry, generating new business models, changing the structure of tourism-specific distribution channels, and redesigning all the processes involved in this industry, and last but not least , influencing suppliers of tourist packages, destinations and stakeholders.

Activities specific to virtual tourism imply the existence of tour operators, travel agencies and other entities with tourism-related interests in the virtual space through a specialized portal. The phenomenon itself has implications for both the tourist services consumer and those listed above.

In recent years, more and more cultural institutions in Romania are trying to attract visitors through virtual tours organized on their own website.

Key words: virtual tour, travel, electronic platform, 3D, exotic destinations.
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1. Introduction

Virtual Reality can offer only a small part of the experience of visiting an exotic home destination. But augmented reality changes the ways in which real-time places are visited. AR is the technology that provides the visitor with information that overlaps over landscapes and streets he sees in real time using a digital device (mobile phone, for example). The technology is used to bring back the history of life in Washington, United States, where the Smithsonian National Natural History Museum offers the opportunity to see how electronically lived species have disappeared.

According to data provided by the National Heritage Institute, there are over 50 museums in Romania that have virtual tours, including the former Communist Prison at Râmnicu Sarat, as well as the White Carolina Citadel, newly restored in Alba Iulia. The advantage of a virtual tour in a museum is that it takes less and does not involve any effort on the part of the visitor.

In Ireland, in Waterford, the Museum of the Treasures offers visitors the opportunity to browse the lives of the Vikings, and in Darwin Australia, the curious can try to resume the bombing of the city's harbor in February 1942. In Paris, the Pont d'Arcole and the Place de la Bastille, special devices offer the opportunity to see what the city looks like in 1789. In Dubai, the 125-storey Burj Khalifa can be climbed virtually using goggles giving sensation, AR glasses hiding the feeling of falling from 828 m. recent Google representatives' declarations, Egypt's major tourist attractions can now be visited online.

The new technology offers you the opportunity to "get" into long-awaited holidays with a minimum budget without having to book flights and accommodation in advance, and you do not even have to plan your days off at work.

Today, Google's Street View service covers over 3,000 cities in over 50 countries, as well as a small part of Antarctica. Since the start of the project in 2007, eight million kilometers of roads have been featured in Street View. The Google Cultural Institute project has over 300 partners from 53 countries, with 80 museums being visited.

2. Theoretical background

Tourism is a trip made for recreation, recreation or business. The World Tourism Organization (WTO) defines tourists as "traveling or living in places outside their area of permanent residence for a minimum of twenty-four (24) hours but not longer than one consecutive year in recreation, business or other activities not related to the pursuit of a paid activity in the locality concerned. "Tourism has become a popular global recreation activity. Tourism is the most powerful economic branch in the world. In 2014, around 623 billion US dollars were obtained in the sector according to the World Tourism Organization $. In 2018, there were over 922 million international arrivals, up 1.9% compared to 2017. International tourism revenue grew in 2018 to 944 billion US dollars (642 billion euros), which corresponds to a real increase of 1.8%. With about 100 million employees worldwide, tourism is also emerging as the most important employer. Cross-border travel amounts to 25 to 30 of world trade in services.

Theobald (1994) suggested that from etymological point of view, the word "tour" derives from Latin (casting) and from Greek (tornos), with the meaning of circle - the movement around a central point or an axis. Taken in English, the word tour took on the meaning of action to move around in a circle. Consequently, a tour / tour is a round trip, and the tour operator is called tourist / tourist.

According to other opinions, tourism is "the art of traveling for pleasure" (Bran, F., 1997). The same author sees tourism as "leisure activity consisting of traveling or living away from the place of residence, for fun, rest, enrichment of experience and culture due to the knowledge of new human aspects and unknown landscapes."

In 1941, Hunziker and Krapf defined tourism as "a sum of phenomena and relationships arising from the journeys and stays of non-residents, as long as they do not lead to permanent establishment and are not related to any paid activity." In 1981 , The International Scientific Association of Tourism Experts defined tourism as voluntary selected activities outside the area of residence. In recent decades, new forms of tourism have become popular, also known as various tourism segments. Adventure tourism - tourism in hard-to-reach places or adventure sports such as climbing and pedestrian tourism. Agrotourism - farm tourism that supports local agriculture. Genealogy tourism undertaken to discover ancestors and visit places of origin and sometimes to get acquainted with distant relatives. Couch tourism and virtual tourism - lack of travel as such, studying the world through the Internet, books, television, etc. Audio tourism includes audio guides and other forms of tourism such as museum tours and audio guides, etc.

3. Research methodology

Tourism in Romania and in the world is a subject in continuous research, substantiation, delimitation and organization, with theoretical concepts and methodological tools that require arguments and discussions. Virtual Reality can offer only a small part of the experience of visiting an exotic home destination. But augmented reality changes the ways in which real-time places are visited. AR is the technology that gives the visitor information that overlaps over the landscapes and streets he sees in real-time using a digital device (mobile phone, for example).

In order to accomplish the present work, we conducted a study based on the consultation of the specialized bibliography with information related to the reality of the websites that corroborate with the virtual tourism, sometimes with data contradictory to those found in the bibliographic sources, which required a filtering, and some kept to be presented versus reality.

4. Tourism types and forms

The notion of type of tourism activity means the essentialized representation of a thing, a phenomenon, a process, meant to define by its expression an appropriation or an ensemble of attributes with dominant characteristics, and in an individualized way, the type of tourist practice appears as a representative example of the tourism phenomenon, through an expression or presentation form. Based on typing, typology is reached, which means differentiation in the structure of a structure with the aim of analyzing it, but especially synthetic. The type of tourism activity helps us to structurally differentiate the internal organization of this socio-economic phenomenon and to understand the emergence and the development of this phenomenon in line with the development of the society in a certain time on a concrete territory. The types of tourism are based on a certain criterion support: purpose, destination, duration, dynamic, and in its essence a mode of production with a type a tourism practice, a habitat, a human community with its specificity, in a motivational aspect, but may be other criteria in the typing schemes. The form of tourism according to its nature of manifestation marks the characteristics of the type of tourism and not its content. Thus, there are several criteria in the literature. The main criterion finds the motivational act Bernecker (1962) considers that the types of tourism reflect the differences that occur essentially in the tourism of the motivational determinants. Swizewski C. and Oancea D. (1977) distinguish three major categories of tourism:

-structural (mountain, sports, cultural, commercial);
-dinamic (hiking, traveling, transit);
- short, medium, long.
After the freedom of choice of the destination, tourism can be divided into two types:
-conditioned (medical, sports);
-voluntary when choosing the destination is purely sub-effective.
Tourism as a human manifestation (psychophysiological, financial and desires) Ion Mac, (1992) typifies it as follows:
-Tourism of "leisure" comprising:
1. leisure tourism (walking, hiking, holiday trips);
2. recreation and health care (recreation, treatment, medical, spa);
3. visiting tourism (cultural, social, family, religious);
4. small distances.
-Tourism of transit (voluntary and conditional transit);
- Cultural tourism (folkloric events, festivals);
- Sports tourism (sports competitions, olympics, etc.);
- Tourism professional (scientific, cultural, technical, business, etc.)
Mihaela Dinu (1996) types of tourism classify them:
-Tourism of recreation and recreation;
- Curative spa
tourism;
-Cultural tourism;
-Tourism of education;
-Tourism complex (polyvalent);
-Tourism for shopping (commercial).

5. Recreational and leisure tourism

The aim of the practice is to satisfy the psychophysiological needs of the population in general, but it is especially practiced by people involved in demanding work, with high mental energy consumption, or living in stressful (urban) habitats. This type of tourism trains a large number of people from the developed-urbanized states, the urban population, participating in all types of age, but especially children and adults. Recovery and recreation has a seasonal character of winter (mountain) and summer (heliomarine) , predominantly short (weekend) or average.

Distances in tourist practices depend on the tourist's financial potential. And according to the type of tourism resources, it exploits the qualities of the natural landscapes. In the context of the

economic efficiency of the bidder, it is the most profitable type, if the infrastructure satisfies the recreational requirements of the type of tourist trained in the recreational process in accordance with the financial potential and the personal desires. Recreational and recreational tourism according to the share of the participants is launched in the tourist circuit during the tourism stage mass, becoming a fashion, a tradition at individual and family level, to the urban population with superior potential and financial environment. Balneo-curative tourism (health care). It is considered the oldest type of tourist practice that has its origins since ancient times. The healing effects of mineral, thermal, sapropelic and heliomarine sludge in the restoration the body is addressing the elderly population, which is currently the population of over 60 years.

In recent decades, new forms of tourism have become popular, also known as tourism segments that may be quite diverse.

Adventure tourism - tourism in hard-to-reach places or adventure sports such as climbing and pedestrian tourism.

Agrotourism - farm tourism that supports local agriculture.

Genealogy tourism undertaken to discover ancestors and visit places of origin and sometimes to get acquainted with distant relatives.

Couch tourism and virtual tourism - lack of travel as such, studying the world through the Internet, books, television, etc.

Audio tourism includes audio guides and other forms of tourism such as museum tours and audio guides.

Scout tourism - attempts to support independent bookstores that position themselves as a tourist destination.

Cultural tourism - visiting interesting cities or historic sites such as Berlin, Kathmandu, Lahore, Lima, Buenos Aires, London, Paris, New Delhi, Rome, Prague, Dubrovnik, Beijing, Istanbul, Kyoto, Warsaw cultural. This type of tourism can also include a variety of special cultural events, such as museum tourism, when tourists visit many museums.

Opera tour - visiting opera and concerts.

Slight tourism - visiting places associated with death and suffering. The first travel agencies that specialize in this type of tourism began with the excursions to Lakehurst, New Jersey, the location of the Hindenburg aircraft.

Eco-tourism - clean ecological tourism that has a minimal impact on the environment, such as Kenya safaris, tropical jungle in Belize, pedestrian tourism (Lapland) and visiting national parks.

Educational tourism - visiting institutions to gain knowledge of interests, such as cooking courses run by famous chefs or hand-class classes.

Extreme tourism - tourism associated with higher risk.

Gambling tourism - Visit gambling venues in cities such as Atlantic City, Las Vegas, Palm Springs, Macau, Monte Carlo.

Botanical Tourism - Visit famous botanical gardens in history such as Versailles and Taj Mahal. Historical tourism - visiting historic cities (Rome, Athens, Krakow) or industrial cities and their attractions: canals, railway stations, battlegrounds, etc. Curative tourism - leaving cities to relieve stress, relax in the sun, etc.

Often with the purpose of visiting curative baths. Hobby-tourism - individual or group tourism, to meet people with similar interests in order to feel something related to the hobby. Examples are botanical excursions, simultaneous amateur radio communications, market dancing cruises. Tourism for people with disabilities or the disabled. In some regions, it is sometimes called "tourism for all". Medical tourism - to obtain services that are illegal in the country of origin - abortion, euthanasia, such as the stateless "Dignitas" hospital in Switzerland, or for a more modern treatment not available in their country, or when it is necessary to stay high to receive medical services, or to use the free or cheap services offered by medical organizations.

Pop culture culture - visiting places present in a movie or book. Permanent tourism - wealthy people on a permanent leave, some of them in connection with taxes, not being a citizen of a country. Religious or pilgrimage tourism.

Pilgrimage to the holy ancient places (Rome and Santiago de Compostela for Catholics, temples and monasteries in Nepal for Hindus and Buddhists,Mount Athos and churches painted in northern Moldavia for Orthodox), places of worship, such as mosques, graves, etc. Solo-tourism - trips made

by yourself. Sports tourism - alpine skiing, golf and diving are the most popular means of spending the holiday.

This category also covers the holiday spent with your favorite baseball team and the daily attendance of the games with its participation. Cosmic or Space Travel. Vasilando (wandering) - a man for whom the travel process is more important than the direction of travel.

6. Virtual tour museums in Romania

Not only the cities have virtual tours in Romania, but especially the museums. The first virtual tour in our country had the Grigore Antipa Natural History Museum in Bucharest. Naturally, a natural history museum in the world does not show more than 5% of what it exposes in a virtual tour. All of these virtual pieces aim to create a picture as close as possible to reality and to get you to go on the spot. The Antipa Museum was the first museum in Romania with a virtual tour and at that time, in the early 2000s, it was intended to bring visitors to the museum.

One of the most visited museums in Romania in 2012, the Peles National Museum in Sinaia, has one of the most detailed virtual tours. On site you can see both the gardens of the castle and every room. The site can be seen "closely" including the room where King Carol I had official audiences. In this room can be seen the two original portraits of King Carol in 1881 and Princess Elizabeth with their only daughter Maria in 1874, portraits signed by the American painter George Peter Alexander Healy.

The results of the Peles Museum were the fact that the number of visitors increased online, the time visitors spend on the site increased, but also the most important number of real visitors.

The technology used to make a virtual stop at the museum is relatively simple. A camera and special photo processing software is needed. In the case of the Peles Museum, it took three days to complete the tour for 66 rooms of the complex. Costs range from $ 50 to $ 500 for each room for a virtual tour.

Other museums in Romania with virtual tours are,

- in the capital: The Romanian Peasant Museum, Cotroceni National Museum, National Museum of Romanian Aviation, National Museum of Natural History "Grigore Antipa", National Village Museum "Dimitrie Gusti";

- in Sibiu: National Museum Complex "Astra", The Village Museum, Brukenthal Museum, History Museum, Museum of Natural History, Museum of Arms and Trophies of Hunting;

- in Iasi: The Palace of Culture, Museum of Natural History, Bojdeuca "Ion Creangă", House "Dosoftei";

- Museums from other cities: Museum of Mineralogy in Baia Mare Art Museum "Baia Mare Artistic Center", Peles Castle and Pelişor Castle in Sinaia, Argeş County Museum, Museum of Natural Gas in Medias, Memorial Museum "Calistrat Hogaş" from Piatra-Neamţ, Museum of History and Archeology of Constanta, Bicaz History Museum, History Museum in Sighisoara, History Museum in Onesti, Botosani County Museum, Village Museum Galati, Sarmizegetusa Museum, Museum of Art Braşov, National Museum of Agriculture in Slobozia, Bistrita-Nasaud Museum Complex

A new concept of virtual tourism. The website that launched the VIDEO map of locations around the Even if it seems to totally contradict the meaning of the word "journey", a website has launched a new concept of virtual tour, based on the online journey using drone.
Specifically, according to Geek, this is the website called **TravelByDrone**. There, maps of the places that can be visited from the home armchair can be found through drone videos.

And, whenever someone records such an aerial video, **TravelByDrone** can include it on the map.Not all videos appear to have been shot by drones, and some of the videos belong to entities like National Geographic, whose name appears above Jerusalem.

Generally, the vast majority of these videos focus on the big cities, where most people live, but some users say it would be good if there were clips and less visited places.

Figure no. 1 Differences between traditional and virtual tourism

Traditional tourism	Virtual Tourism
-period of time: between 23 hours and 12 months	- The time period can start from a few minutes
-Development: outside the settlement	-Display without moving
-surcharge	-gratis
- interaction with people, living beings	-in front of the computer
-use of accommodation units	-depopu
- 5 senses	larization of accommodation units
	-vizual-hearing

Source: Author's contribution

The technologies used to practice virtual tourism, are:
3D images The 360 ° camera
Video
Audio
Panoramic views
Virtual tours
Examples of sites:
google maps (street view)
https://www.google.ro/maps/@45.9418997,25.0200795,7z?hl=ro
www.everyscape.com
www.neamtvirtual.ro
www.sibiu360.ro

7. Conclusions

Tourism is a widely debated area at national, and even regional level, but many research in this area has a general theoretical character. Most researches and publications refer mainly to the tourist region of the country, and those referring to smaller regions within the country are relatively few. Tourist activity is among the phenomena that have been imposed in the contemporary era.

The desire of the people of today's society to spend their time traveling, looking for quiet, natural corners, visiting cities and villages is infinite. Lately, "virtual tourism" is being discussed and analyzed, the visualization of the rural regions with tourism potential, the ways of their visitation, and especially the socio-economic benefits brought by the tourism development.

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