

How 360 video and VR content can be used to encourage movement between locations

‘Sight Surfers (is an) an interactive web application for the visualization and navigation of 360° hypervideos, designed to empower users in their immersive video experiences, both accessing other users' videos and sharing their own (...) (in) Sight Surfers, users may contribute and surf around, experiencing city or countryside strolling “in other users’ shoes”, or even from a movie scene, shot at different places and moments in time, as new ways to create and engage in novel forms of entertainment, tourism, culture and even art.’ (Noronha, Álvares and Chambel, 2012)¹

This is the most similar example to the project I am aiming to tackle; the key difference being that users of my application are intended to access the 360 video content whilst on location. Users in my project are also not expected to capture the 360 video content itself.

‘Although maps are a natural way to represent georeferenced information, and video often involves a trajectory, most solutions only allow users to post videos based on a single GPS location’ (ibid)

It’s a good point - if I had a moving video, would the geographical indicator (a point on the map) be at point A, point B or somewhere in the middle?

¹Noronha, G., Álvares, C. and Chambel, T., 2012. Sharing and navigating 360° videos and maps in sight surfers. Proceeding of the 16th International Academic MindTrek Conference on - MindTrek '12, [online] Available at: <<https://doi.org/10.1145/2393132.2393189>>.

'Effective Planning and Suitable Management: With the help of AR/VR technologies in tourism, the potential has widened in terms of implementing effective tourism policy and also effective planning. VR devices create almost realistic, easy and detailed navigation of tourist places for tourists in order to plan their trips. With VR technologies, travelers can experience bird's-eye views of their destination, to have detailed look and feel of the place to be visited. It also acts as an important and effective tool for tourist activity planning, as tourists can connect to each other via social media apps to get feedback regarding their previous experience.' (Nayyar, Mahapatra, Nhung Le and Suseendran, 2018)²

Real Time and Reliable Navigation: the landing of the people in an unfamiliar environment may tend to develop frustration as well as challenging at times. The technology may help in elevating the navigation maps with addition of digital elements like arrows as well as other helpful information to the map. This technology augments the feeling with simplified directions to follow and ensuring a safe and easy travelling to the desired destination. (Ibid)

Local attractions: the locational advantage of a hotel is one of the most attractive feature for a guest to choose or select a hotel. This technology may allow a user to give a glance at the hotel location also give a view of the eminent historical events, cultural experiences of the nearby destinations. Along with beautiful sight seeing the AR may advertise more of its attractive features as long as the guests interact with their apps. (Ibid)

²Nayyar, A., Mahapatra, B., Nhung Le, D. and Suseendran, G., 2018. Virtual Reality (VR) & Augmented Reality (AR) technologies for tourism and hospitality industry. *International Journal of Engineering & Technology*, 7(2.21), p.156.