



Vidyavardhini's College of Engineering & Technology

Computer Science and Engineering (Data Science)

The Impact of Virtual Reality on Travel and Tourism

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BE CSE (DS)

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The Impact of Virtual Reality on Travel and Tourism

Virtual Reality (VR) is revolutionizing the Travel and Tourism industry, transforming how we explore destinations and plan our trips.



by YASH CHAND

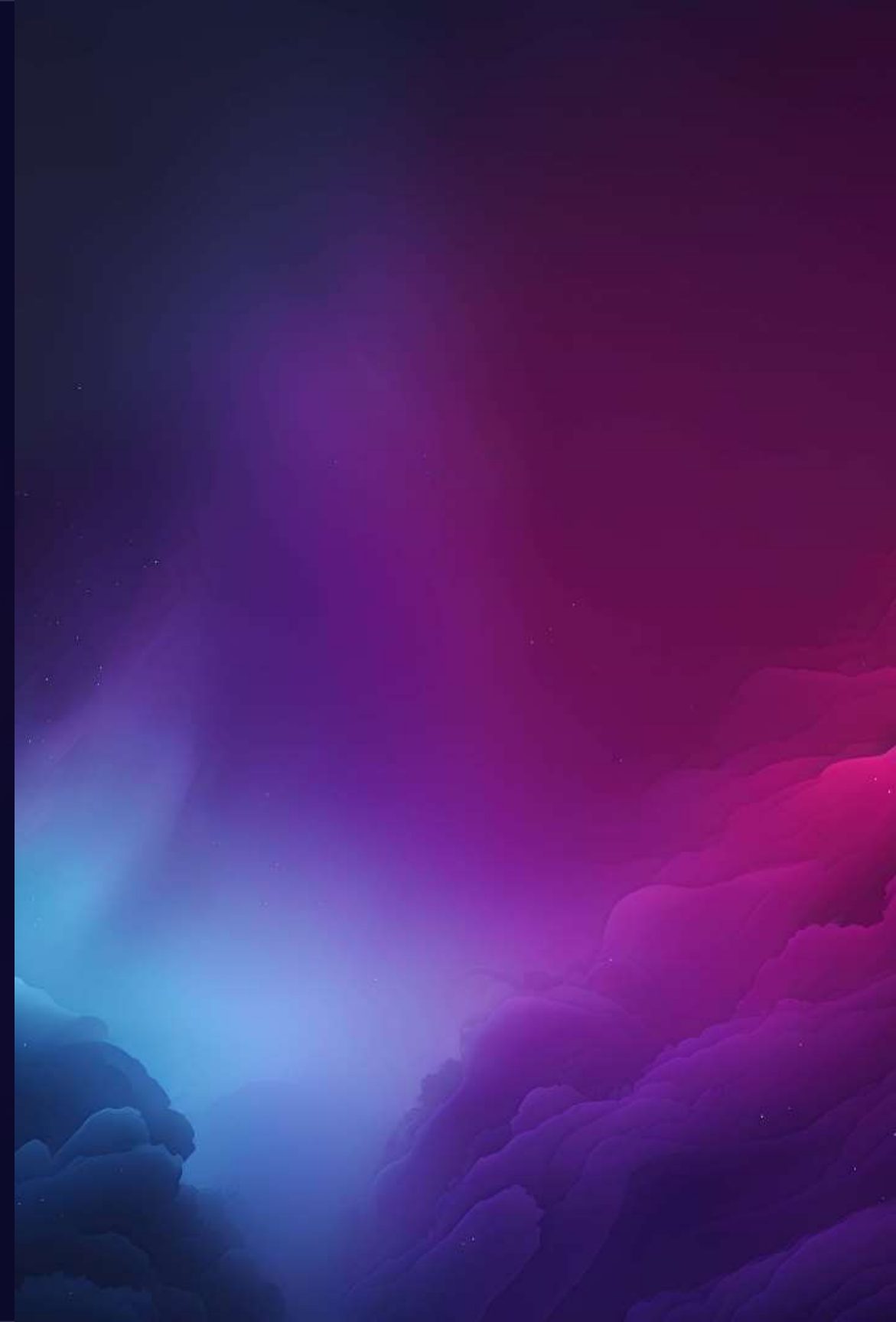
Definition of Virtual Reality (VR)

1 Immersive Experience 🌐

VR creates a computer-generated environment that simulates a real-world presence.

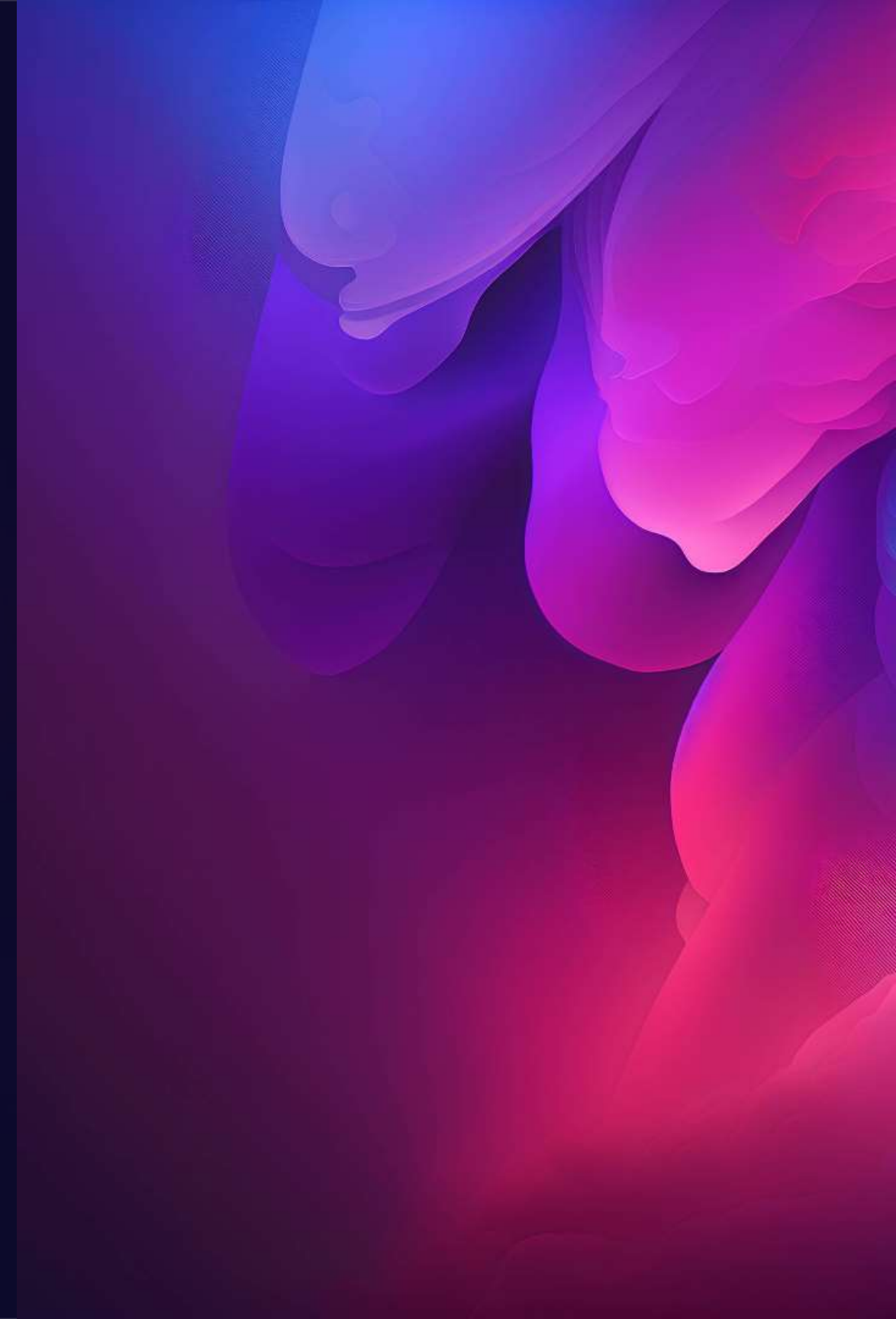
2 Sensory Engagement 🎮

Users interact with the virtual environment through sight, sound, and touch, enhancing their experience.



Introduction to Travel and Tourism Industry

The Travel and Tourism industry is a multi-billion dollar sector that encompasses transportation, accommodation, and attractions.



The Potential of VR in Travel and Tourism

Enhancing Destination Exploration through VR

Experience the wonders of remote destinations, historical landmarks, and natural landscapes from the comfort of your home.

VR in Travel Planning and Booking

Visualize hotels, flights, and tourist attractions, making informed decisions before booking your dream getaway.

Virtual Tours and Experiences

Take interactive virtual tours, exploring landmarks, museums, and cultural experiences from anywhere in the world.

VR in Marketing and Promotions

Create immersive promotional content to inspire and attract travellers with captivating virtual experiences.



The Benefits and Challenges of VR in the Industry

Improved Customer Engagement and Satisfaction

Enhanced customer experiences through interactive and personalized virtual travel experiences.

Cost and Accessibility Limitations of VR

High costs of VR devices and limited access to the necessary technology may hinder widespread adoption.

Training and Skill Development in the Industry

Opportunities for employees to gain new skills by using VR simulations for training purposes.

Future Trends and Opportunities





Ray-Ban | Meta



50% louder
2x bass



Ultra-wide
12MP camera

THANK YOU