

The tourism industry has always had to cope with new technologies and learn how to master them in order to survive through all the information provided by the internet, by multiple advertisements, by radios... Even more since, with this constant evolution, it is the consumer's behaviour itself which has evolved. Nowadays, tourists and travellers are more willing to be autonomous and find the information needed by themselves, on the internet, rather than trust one and only source such as a book or a documentary. A few clicks on different websites can change one's perspective.

With 3D virtual reality, the tourism industry can directly reach out the consumer through social medias without having to make the client move from its home. How? With 3D glasses that prevent the consumer of seeing anything else than the landscape displayed on screen. This step has been moved forward by The Marriott's Hotels which have now, since 2015, a special room in their hotels, where their clients can wear 3D glasses and see themselves in completely different places. For instance, the consumer could actually sit in a hotel in New York and virtually visit an incredible beach in Hawaiï. Not only can he see but also hear, thanks to headphones, actual noises from the chosen destination.

This technology can have other purposes such as promoting a country or a touristic place. For instance, Australia which now allows you to upload 360° videos to see from home with 3D glasses and have therefore a better understanding of what the landscapes look like over there. In Switzerland, this evolution has already been launched this summer in Ticino. First time ever in the country. The tourism office of Mendrisio, after 3 years of volunteer hardwork, now provides you with 3D Glasses on the archeological site of Tremona Castle. Visitors can walk around the ruins and actually see, thanks to virtual reality, and understand, thanks to explanations provided in multiple languages, how the site looked before.

In my point of view, also it is a new thing today, it will soon be replaced by something else. This is why I don't think useless money should be invested to develop graphisms and glasses, etc. A good use of this technology would be to associate it with an existent place in order to improve it, make it more interesting and make people stay longer. For example, it would be nice to have this kind of tool near to the Lake of Gruyère. It is a place where you can mainly do sports and mainly in summer. Who will go paddle on December? So, to have 3D glasses which show you how this artificial lake has been built and how it looked like before could make it more interesting. Not only for international visitors but also for swiss students and locals who want to know more about their country.