Application possibilities of virtual tourism in Lithuania

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How we define „virtual tourism" in this presentation

- Virtual tourism is the use of technology to create immersive experiences of real-world destinations.

- This can be done through a variety of means, such as virtual reality (VR), augmented reality (AR), and 360-degree videos.
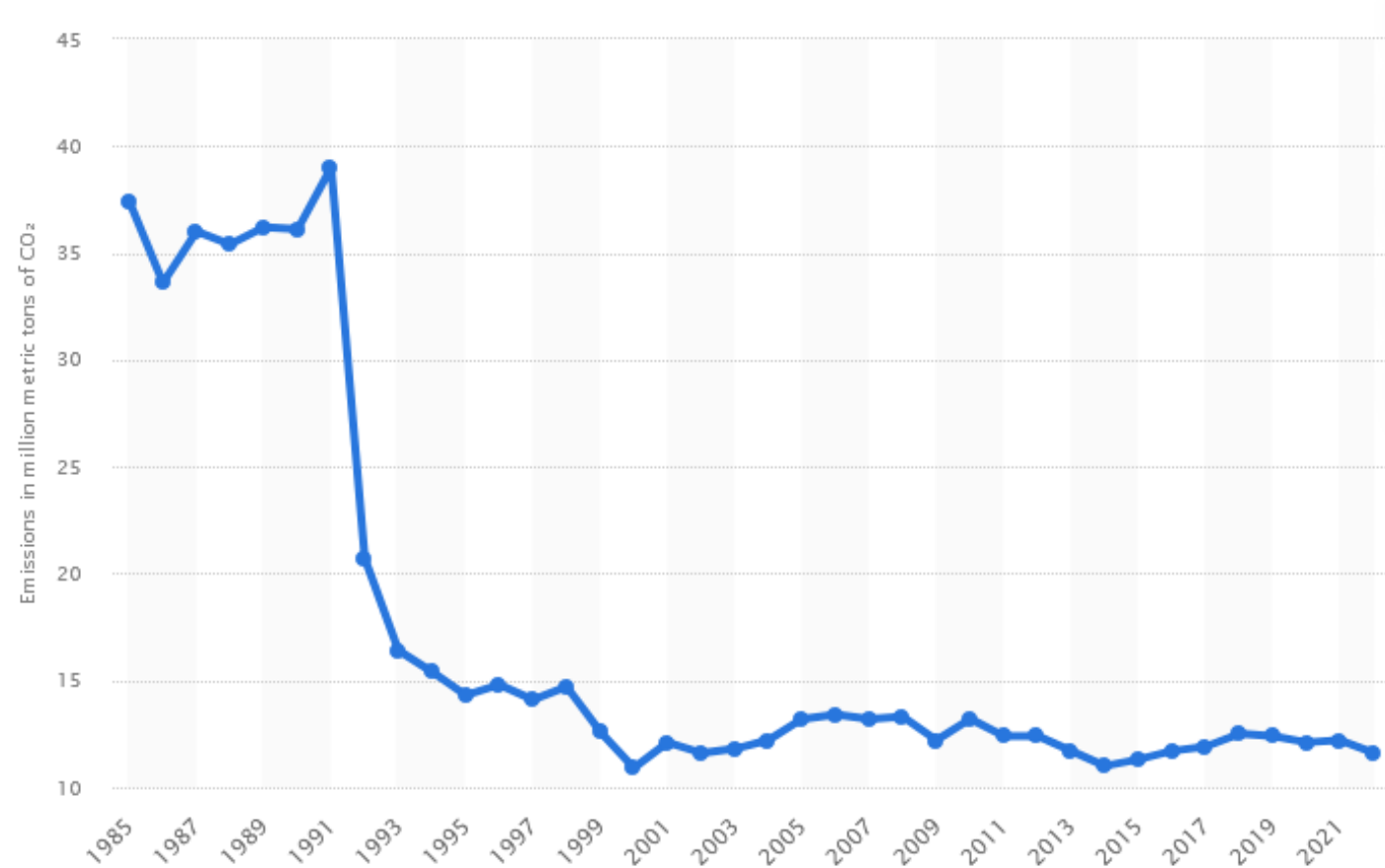
Benefits of virtual tourism

- **Accessibility:** Virtual tourism can make travel more accessible to people with disabilities, financial constraints, or time limitations.
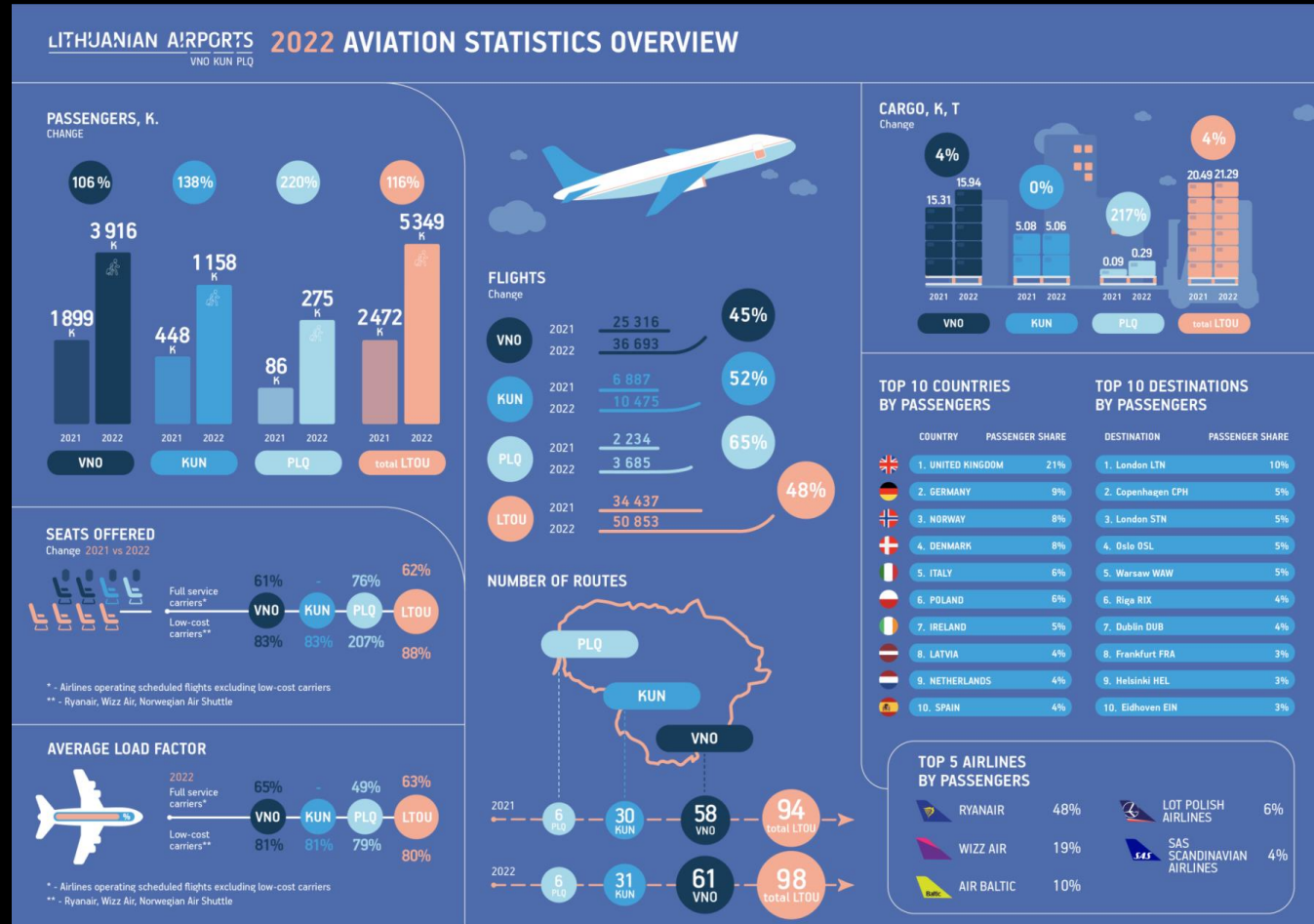
Benefits of virtual tourism

- **Sustainability:** Virtual tourism can help to reduce the environmental impact of tourism, such as carbon emissions and pollution.

Annual carbon dioxide emissions in Lithuania from 1970 to 2022

Benefits of virtual tourism

- **Education:** Virtual tourism can be used to educate people about different cultures and destinations.

Benefits of virtual tourism

- **Promotion:** Virtual tourism can be used to promote destinations to potential visitors.

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Virtual journey across the Baltics – places to see in VR 60

How virtual tourism is used in Lithuania

- Virtual tourism is still in its early stages of development in Lithuania, but there are a number of companies and organizations that are offering innovative virtual experiences.

- For example, the Lithuanian National Museum offers virtual tours of its exhibitions, and the Lithuanian Travel Board offers a 360-degree tour of Vilnius Old Town.

Examples of Lithuanian virtual tourism experiences

- **Virtual tours of museums, castles, and other historical sites:** The Lithuanian National Museum, the Trakai Castle Museum, and the Kernavė Archaeological all offer virtual tours of their exhibitions.

Examples of Lithuanian virtual tourism experiences

- **Interactive exhibits and experiences:** The National Museum of Lithuania in Vilnius has an interactive exhibit on the history of Lithuania, and the Lithuanian Museum of Ethnology and Folk Art in Rumšiškės has an interactive exhibit on traditional Lithuanian culture.

Examples of Lithuanian virtual tourism experiences

- **Virtual tours of national parks, forests, and other natural attractions:** The Lithuanian National Parks Directorate offers virtual tours of several Lithuanian national parks, including the Aukštaitija National Park and the Dzūkija National Park.
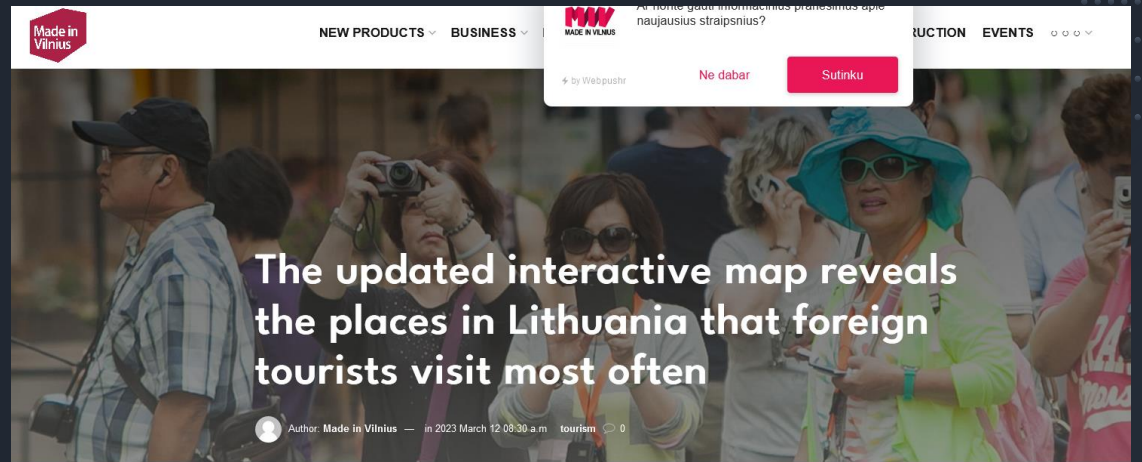
Examples of Lithuanian virtual tourism experiences

- **Wildlife encounters:** The Lithuanian Wildlife Center offers a virtual tour of its animal enclosures, where visitors can see animals such as bears, wolves, and lynxes.

Examples of Lithuanian virtual tourism experiences

- **Interactive maps and guides:** The Lithuanian Travel Board offers an interactive map of Lithuania with information on tourist attractions and accommodations.

Examples of Lithuanian
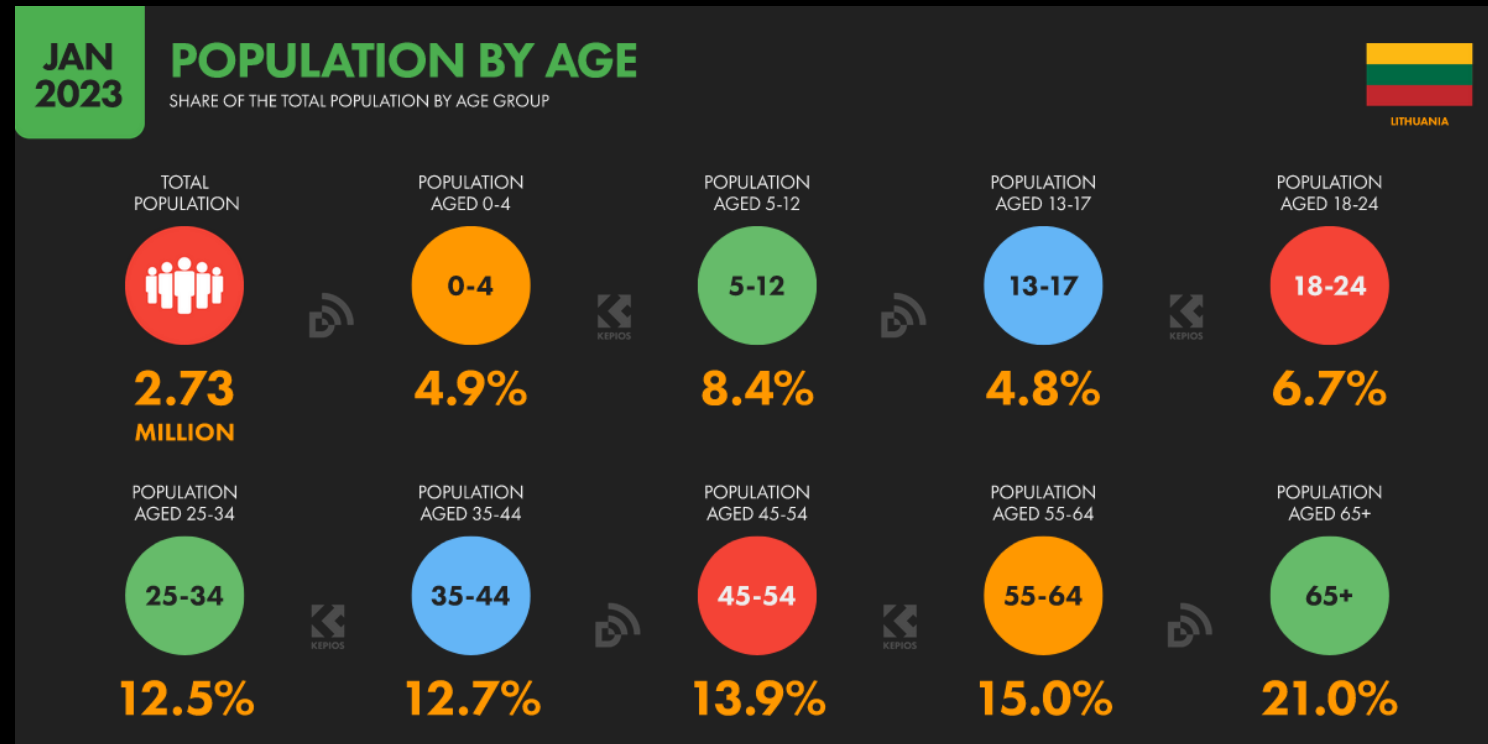virtual tourism experiences

- **Virtual attendance of concerts, sporting events, and other cultural events:** The Lithuanian National Opera and Ballet Theatre offers virtual performances of its operas and ballets, and the Žalgiris Arena in Kaunas offers virtual tours of its events.

Challenges and opportunities for virtual tourism in Lithuania

Cost: Developing and maintaining high-quality virtual experiences can be expensive.

Challenges and opportunities for virtual tourism in Lithuania

- **Access to technology:** Not everyone has access to the technology needed to experience virtual tourism, such as VR headsets and smartphones.

Challenges and opportunities for virtual tourism in Lithuania

Lack of awareness: Many people are not aware of virtual tourism or its benefits.
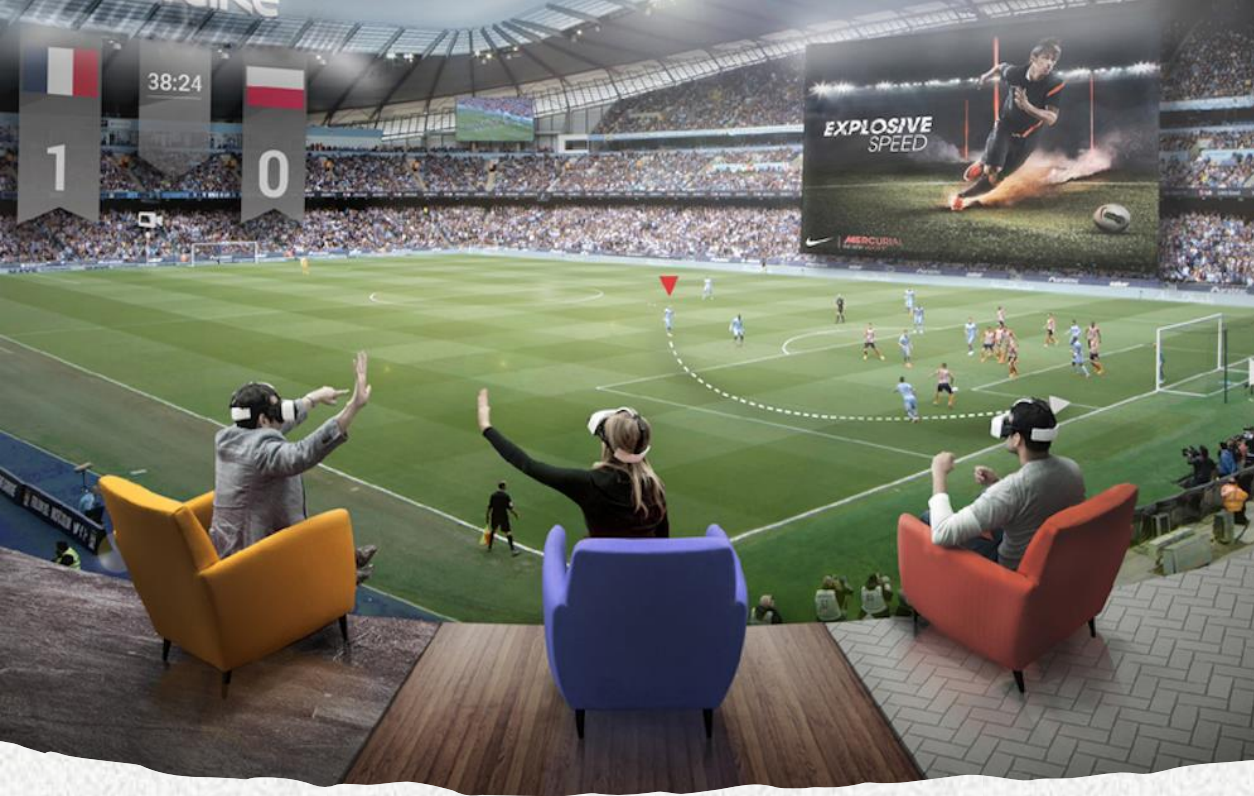
Opportunities

- **Growing demand:** The demand for virtual tourism experiences is growing rapidly. This is due to a number of factors, such as the increasing popularity of online travel planning and the growing awareness of the benefits of virtual tourism.

Opportunities

- **Collaboration:** Collaboration between tourism businesses and technology companies can help to reduce the cost of developing and maintaining virtual experiences.

Conclusion

- Virtual tourism is a growing trend in the travel industry. It offers a number of benefits, including accessibility, sustainability, education, and promotion. Virtual tourism is still in its early stages of development in Lithuania, but there are a number of companies and organizations that are offering innovative virtual experiences.

- The future of virtual tourism in Lithuania is bright. As technology continues to advance and the demand for virtual tourism experiences grows, we can expect to see even more immersive and engaging virtual experiences emerge.