***DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING,***

***SHARDA SCHOOL OF ENGINEERING AND TECHNOLOGY,***

***SHARDA UNIVERSITY, GREATER NOIDA***

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 **REVIEW PAPER ON SMART AUTOMATION USING VR**

***A project submitted***

***in partial fulfilment of the requirements for the degree of***

***Bachelor of Technology in Computer Science and Engineering***

 **by**

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#  CERTIFICATE

This is to certify that the report entitled ‘Netflix Clone’ submitted by Utkarsh, Jauhar Ayush Harsh (System ID 2022316318,2022405143,2022476818) to Sharda University, towards the fulfilment of requirements of the degree of Bachelor of Technology is record of bonafide final year Project work carried out by him in the Department of Computer Science and Engineering, School of Engineering and Technology, Sharda University. The results/findings contained in this Project have not been submitted in part or full to any other University/Institute for award of any other Degree/Diploma.

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(Office seal)

Place:

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**Signature of External Examiner**

**Date:**

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A major project is a golden opportunity for learning and self-development. We consider yourself very lucky and honoured to have so many wonderful people lead us through in completion of this project.

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# ABSTRACT

Adventure Awaits illustrates the use of virtual reality in tourism, which enables exploration and assistance in three-dimensional virtual space. The primary goal is to adopt a modern strategy, such as a case-based strategy or an open interview that aids in the development of our concept. We'll examine how VR helps tourism and also exhibit the concept of (in virtual reality) Virtual reality in travel industries. VR tech Can revolutionise the tourism industry by transforming how travellers plan and experience their trips. In the future, it could be used for destination marketing, creating personalised travel experiences through immersive tours and interactive exhibits. An ICT based tool that uses digital images and sensory feedback to simulate tourist attractions available at remote destinations. VR is a prime example of how users can virtually visit iconic landmarks, like the eiffel tower,great wall of china these virtual tours provide an unparalleled sense of scale and detail , giving users a unique perspective on famous sites.it allow you to track viewers and their behaviour on your website through the use of code that is added directly onto the tour page .This helps with conversions, as it allows you to see which part of your virtual tour are the most effective for getting more leads.Learning can become fun,on the job learning made possible, speed up the learning process, the try before you buy concept ,remote training made possible , trigger an emotional response from the learners. VR tech can revolutionise the tourism industry by transforming how travellers plan and experience their trips. In the future , it could be used for destination marketing, creating personalised travel experiences through immersive tours and interactive exhibits.

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# CHAPTER 1

**PROJECT INTRODUCTION AND MOTIVATION**

## 1.1: PROJECT INTRODUCTION:

Although virtual reality (VR) has just lately become significantly more popular among the general public, the idea has existed since the 1960s. The "Sensorama" by Morton Heilig was a device that displayed a 3D slideshow of pre-recorded content (such as a motorbike ride across the city) and activated other senses using fragrance , wind machines and stereo sound.

The first HMD that responded to head motions was developed by Ivan Sutherland in the late 1960s[1]. The graphics were crude and featured stick figures of things like biological molecules.

In order to improve the developed virtual environments, computer functionality was incorporated in the 1970s. [2] This eventually resulted in the first real VR systems in the mid-80s. Several technologies were integrated by researchers at a NASA research facility to produce a pilot simulator for manned space missions.

Jaron Lanier, the founder of VPL Research, Inc., a business that made significant contributions to the creation of VR, created the term VR in 1989. CAVE systems were developed in the 1990s[3]. In these systems, stereoscopic images are shown on the walls of a space around the user, who wears lightweight goggles that transform the stereoscopic images into 3D images.

Virtual reality (VR) is increasingly utilised by the travel and tourist industry for advertising purposes. Being able to preserve tourist destinations in such a compelling and long-lasting fashion is a powerful marketing tool. One of VR's key benefits is its capacity to provide users the feeling of "being there." Ordinary movies and images may be good at highlighting a location's unique features, but they hardly inspire a sense of emotion. Virtual reality provides the ability to place the person using it in the middle of the action and encourage self-imagination when employed in the tourism industry.

The goal of the research is to determine whether the truly immersive virtual reality (VR) applications used in tourism promotion are superior to non-immersive virtual reality tools in regards to their capacity to generate pleasurable feelings and, as a result, their impact on customer curiosity in the goods or service.

## 1.2: MOTIVATION

We are inspired by Hyundai's usage of AI and virtual reality to market their upcoming cars in the Hyundai Metaverse space and Hyundai 360 experience. The tourism business was struck hard following COVID-19, so we wanted to investigate if virtual reality could help. It has the ability to recreate real-world objects and locations in the virtual world which may help in reviving the tourism industry.

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# CHAPTER-2

THEORETICAL STUDY

## 2.1: LITERATURE SURVEY:

According to Beck et al. (2019), presence and immersion are the main tenets of VR. According to Wei, Qi, and Zhang (2019), what sets VR apart from other technologies is the level of immersion and presence it offers. According to Beck et al. (2019), the term "immersion" alludes to the degree to which tourism academics have become more interested in VR. Since then, a lot of research and its effect on tourism seems to have mostly addressed two key aspects with regard to VR and tourism, namely marketing and sustainability.

One of the most popular subjects in VR, which is focused on a range of themes, is the role of virtual reality in tourism advertising. The technological acceptance model (TAM), presence, the contrast between virtual reality and conventional travel media, and Second Life (SL) are a few of them. The web-based virtual environment known as Second Life (SL) is a prominent topic among academics studying tourism. Huang et al. (2013) are a few authors who use SL as a tourist marketing strategy. Based on their findings, SL may be viewed as a stronger advertising approach for increasing brand awareness and gaining an edge over competitors (Huang et al., 2013).

Scholars study the main uses of all the positive responses of virtual reality and its main uses in tourism. After the study they find three main approaches which are well defined in the research gap. After this they find the proper path of virtual environment , approaches are case study, open ended interview and research. In their article,they examine the contemporary method to explore their idea towards virtual environment which is established by the virtual reality( computer generated environment) [4]

In south africa as per report (2022) tourism is the main source of income and it's very critical conditions in the country faced a lots of problem in pandemic so, Virtual reality save the economy in south africa , huge impact applied due to virtual reality in the country critical condition VR is computer generated environment which gives proper interaction between users and machine very effective. [5]

Real tourism cannot be replaced by virtual tourism , that's the main thing which enhances our idea when we research the paper ,virtual reality worlds provide possibilities for travel industry promotion. After this world was created all the scholars worked on it. It has TWO TYPES, immersive and non immersive which manage the interaction between users and technology under or under not user control.

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## 2.2: RESEARCH GAP

| **Year** | **Author** | **Title** | **Technology Used** | **Conclusion** |
| --- | --- | --- | --- | --- |
| 2000 | Silvia sussmann, hugo Vanhegan | Virtual Reality and the Tourism Product Substitution or Complement ? | Sampling design and Questionnaire | Real tourism cannot be replaced by virtual tourism |
| 2013 | YU-CHIH HUANG | Second Life: the potential of 3D virtual worlds in travel and tourism industry | Second life | VR worlds provide possibilities for travel industry promotion |
| 2017 | Peter Disztinger, Aleksander Groth | Technology Acceptance of Virtual Reality for Travel Planning | Technology Acceptance Model (TAM) | Use of virtual reality is currently a few steps from being widely accepted |
| 2018 | Nyane Ezekiel, Thapeli Kenny Matima | Future tourism trends: Virtual Reality based tourism utilising Distributed Ledger Technologies | Observational research study | VR is poised to take over the tourism industry |
| 2019 | "Lee, H", " Jung, T", "Chung, N" | Experiencing Immersive Virtual Reality in Museums | Structural equation modelling (SEM) | VR can increase visitor traffic to museums |
| 2022 | Victoria-Ann Verkerk | Virtual Reality: Saving Tourism in South Africa? | Case studies, Conceptual research approach and Open-ended interviews | VR did not assist nations in preserving and promoting tourism. |
| 2023 | Katarzyna Bilinska, Barbara Pabian | Development Trends and Potential in the Field of Virtual Tourism after the COVID-19 Pandemic: Generation Z | Focus Group Interview (FDI) | Generation Z like virtual tourism in social isolation during covid - 19 |

Table 2.2.1

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# CHAPTER-3

CONCLUSION

According to early researchers, virtual tourism provides many advantages but unable to substitute actual tourism. Slowly, as technology advances, there is a paradigm shift in people's mindsets, and virtual reality offers the opportunity to encourage real-life tourism. Generation Z (the future of tourism) prefers the virtual world over the actual one. Now, virtual reality environments have the potential to replace real-world tourism.Virtual tourism is probably going to progress and provide enhanced and more lifelike experiences as technology keeps developing. But balance must be preserved in order to prevent the loss of interpersonal relationships, cross-cultural interactions, and environmental exploration. By integrating both the online and offline worlds, we can develop a rich and varied industry for tourism that caters to a variety of tourists while keeping the genuineness and substance of actual trips.

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4<http://www.techradar.com/news/wearables/forgottengenius-the-man-who-made-a-working-vr-machine-in-1957-1318253.>

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