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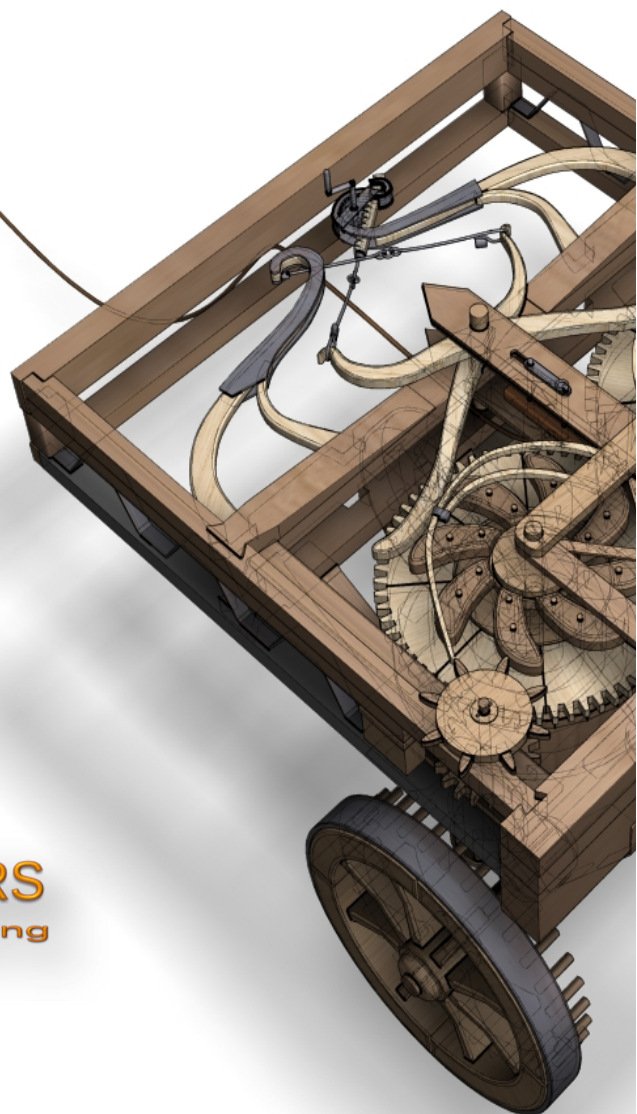
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Excursion Tours and the Possibility of using Augmented Reality Technologies for Improving the Local Tourist Attractiveness

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Abstract

The tourist industry in modern conditions is a multifold sphere demanding a wide variety of information technologies. It concerns both introduction of specialized software packages system for ensuring automation of tourism organization and the use of global computer networks. Implementing of computer technologies in the tourist business and their active application create possibilities of further increase in tourist appeal of the territory. The real stage of development of tourist and recreation activity is bounded with changes in technologies of the mobile excursion projects connected with appearance and introduction of interactive opportunities. The example of this direction is technologies for creating augmented reality, which is a result of the implementing any sensory data to complete information about the environment and improve the perception of information.

Keywords: tourism; sightseeing tours; augmented reality; tourism attractiveness; region

JEL Classification: L83; R50; R58

Introduction

Nowadays there is an increasing importance of tourism for economic development of various regions of Russia, and for the general regional development. Administrations of most regions of the Russian Federation are interested in tourism development, especially on the basis of already existing natural, historical and cultural resources. In this regard, tourism should be considered as the catalyst of regional economy, allowing to use not only all complex of the recreational resources existing in the region, but also the cumulative potential of the territory in the most effective way (Brel and Kayser 2015).

The tourist industry, like any other branch of economy, is focused on the greatest possible satisfaction of needs of people. Therefore, the process of enhancement of the tourist attractiveness of a territory has to be

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supported by requirements, motives, and preferences and is entirely aimed at satisfaction of potential tourists needs.

In this context, technologies of augmented reality allow to realize contemporary technological trends. In general, the term “augmented reality” belongs to all projects combining real objects and virtual elements. The developing technologies of augmented reality will allow to present that which has seemed impossible for many people.

Currently the technology of augmented reality can be implemented alternatively, in the form of QR codes to be exact. QR is translated as “a quick response”, “quickly recognized”. Application of this type of codes easily decrypts information by means of a smartphone and appropriate software. Its widely used in the sphere of tourism, providing tourists with necessary information in different languages.

2. Method

The term “augmented reality” has been performed for designation of transformation and change of virtual reality (Boychenko and Lezhankin 2010). It is the technology that helps to provide increase of a number and a variety of functions of an object by means of imposing real or artificial images on it.

Augmented reality (AR) is the technology of information imposing in the form of texts, graphics, audio and other virtual objects on real objects in real time. It is the interaction of computers with the picture of the real world that distinguishes augmented reality from virtual (Pustov 2013).

The main objective of augmented reality is the extension of user interaction with the environment, without separation from reality and being in a virtual environment layers with content objects Imposed by the computing device on real environment's pictures are auxiliary-informative. Thus, information which is contextually connected with objects by means of augmented reality becomes available to the user in real time. At the same time the most widespread interpretation of augmented reality is the combination of three main characteristics:

- combination of real and virtual content;
- interaction of real and virtual content in the real mode of time;
- real and virtual content are displayed in 3D - space.

The products based on augmented reality will allow to make simpler the solution of different tasks in such areas as tourism, advertising, trade, computer games, assembly of furniture, car repairs, production design, design of office, purchase/rent and even registration of public representations. The conducted researches showed that the most perspective niches of applications with technology of augmented reality will be the following: tourism; marketing communications; sales; aftersales service and training; logistics.

According to a degree of mobility there are the following systems of augmented reality:

- *Stationary*. The systems of this type are intended for work in one place and don't assume any movement.
- *Mobile*. Its use means movement in space and work in the dynamic mode with different objects of the surrounding real world.

On the realized functional value for the consumer it is possible to divide applications of augmented reality into the five following directions:

1. *Visual search*. It assumes hints of navigation character at the request of the user. And in this case this is not already traditional road navigators when the user has to move from one geographical point to another. In this case the expanded option of inquiries connected with search of goods or service, an object with required characteristics, people, responses is supposed. The application on navigation in shopping center which at inquiry of the user conducts him in the necessary point where the required goods settle down can be an example of such system.

2. *Recognition*. This realization of augmented reality assumes providing contextual information on an object or the person under review. Recognition of the partner in negotiations and obtaining additional information on him from open sources (his professional experience, competences, awards, the sphere of interests, hobbies, etc.) can be an example of the similar application.

At this stage of development of excursion and museum activity changes in technologies of mobile excursion projects are observed. To replace the projects based on traditional audio guides projects with interactive opportunities and/or with references to the websites of social networks gradually come.

In many excursion places where all mobile projects once were under construction on the basis of audio guides, the first mobile projects which can be carried to the category of interactive more likely are now developed. It demonstrates the growing desire of excursion places through mobile technologies to realize new types of projects.

In technological aspect individual cases of refusal of excursion places of projects in which the special equipment is provided to visitors for access to the content of an excursion for rent are observed. Partly such replacement happens on mobile applications to loading on smartphones of visitors. But, it seems, nevertheless the thicket is succeeded by the projects realized on the basis of the websites optimized for mobile access.

The IOS Apple platform overtakes in popularity the Android platform for implementation of projects in the form of mobile applications. However, the majority of excursion places in which IOS mobile applications develop, similar applications as well plan for Android.

As a rule, excursion places with a large number of visitors use more than one technology for the mobile projects. They place particular emphasis on mobile applications.

Now traditional audioexcursions form the main share of the existing projects. However, they become less popular with excursion places which still prepare the first mobile project. At the same time, it is necessary to allocate the main tendencies:

- the created new projects strive for interactivity;
- the excursion places create mobile projects directly on expositions more often, than projects outside expositions;
- noticeable growth of interest of excursion places in implementation of the mobile projects with references to the websites social networks is observed;
- the planned mobile projects in a smaller measure are focused on temporary exhibitions, in bigger - on constant collections.

Process of development of mobile applications is not simple and labor-consuming, hiding in itself the whole development of the software product, providing the following stages:

- choice of the necessary platform for which it will be developed;
- formulation of the purpose and task, formation of the specification;
- design of functionality of the program;
- creation of design, animation and other visual effects;
- direct application programming – transformation of text and graphic information into a program code;
- testing of the ready application on various devices, in case of need introduction of adjustments.

One of the most interesting directions in the development area of applications for iPhone, iPad and Android is a creation of the program of augmented reality which allows to look at the environmental reality absolutely in a different way. The program allows to superimpose the additional information layers with a graphics simulated on normal environmental reality.

Applications with virtual reality allow to provide information on surrounding objects in real time (buildings and constructions, living characters, any objects, cars, and many other).

3. Results

As the direction on development of tourist appeal of the region can be presented an excursion tour “Property of Belogorie” on the production subject.

The Belgorod region is located in the Southwest part of Russia. In the region is concentrated the set of resources from medical and excursion to scientific, and directly production which value since recent time is of particular importance for area. The Belgorod region has high production potential, here the mining and metallurgical complex, food and processing industry successfully functions, the industry of construction materials is developing.

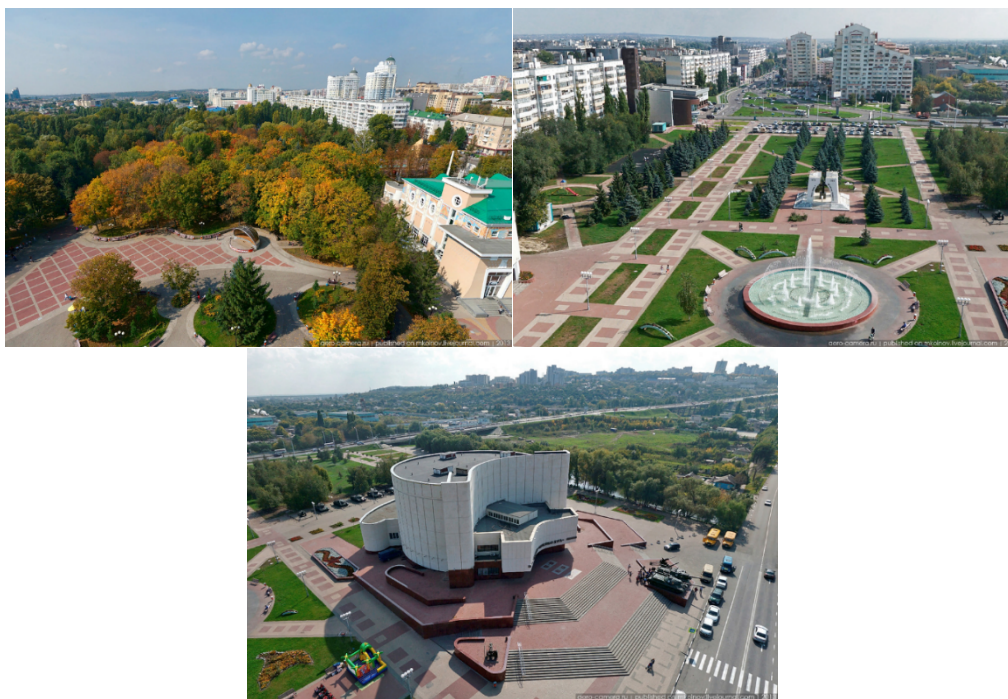
Heads of the enterprises are ready to share the experience, they have something to show and to teach their partners arriving from other regions and countries.

The beginning of the production excursion will start in the square of three museums of the city of Belgorod. Further there will be an opportunity to get acquainted with the largest Russian confectionery factory “Slavyanka”. In the city of Gubkin there is the 3rd control point of an excursion route – the large-scale company of Russia in the sphere of production of iron ore raw materials – the “Lebedinsky GOK”. In the territory of Belgorod are located the enterprises making a basis of the food industry of the region - the “Belgorod Khladokombinat” and the bread-baking complex “Zolotoy Kolos”, enterprises of agriculture and power engineering.

3.1. The museum square of Belgorod

The square of three museums is situated in the heart of the city. It is located on the left bank of the river Veselka.

Figure 1. The museum square of Belgorod



The museum square is not “square” in the truest sense of this word. Instead of solid stone and concrete there are manicured lawns, beautiful flowerbeds, trees, among which there are broad walking paths. Also, there is a large and very beautiful fountain. Behind him is the monument to soldiers killed in Afghanistan (The museum square of Belgorod).

First, and the newest museum of Belgorod, in the architectural plan, located here – the Art museum. The second museum is across the road from the Art museum is the Belgorod state local history museum - one of the oldest cultural institutions of the Belgorod region. The third museum located on the square - the hallmark of Belgorod, the museum-diorama “The Kursk Battle. Belgorod direction”. It is devoted to one of the most significant periods in the history of the Great Patriotic War - the Kursk battle.

3.2. The confectionery factory “Slavyanka”.

The companies’ association “Slavyanka” is one of the largest Russian holdings which unites 4 historically significant enterprises of confectionery branch: confectionery factory “Slavyanka”, “Factory named N.K. Krupskaya”, “Pekar” and “Sladiko” (The confetionery association “Slavyanka”: Stary Oskol).

Figure 2. The companies' association "Slavyanka"



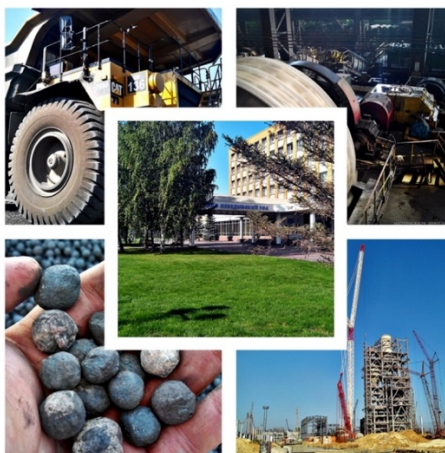
"Slavyanka" is one of the largest enterprises for production of confectionery in Russia. The general production capacity is 150 thousand tons of confectionery a year. The factory has been founded in 1932. At first the following departments functioned: "retail" and "oriental sweets", the following lines have been established: candy line, line of a dragee development, caramel line.

The range of all factory production includes 350 names. For many years the factory adequately coped with all difficulties and didn't cease to please people with the sweets. It doesn't stand still, and will constantly be improved to please the clients with tasty sweets.

3.3. The Lebedinsky GOK

The Lebedinsky GOK is twice brought in Guinness Book of Records as biggest pit in the world among nonflammable minerals and the largest pit on explored reserves of raw materials. The GOK provides more than a third of the Russian export of raw materials for steel making production. The plant is a part of "the Metalloinvest" company.

Figure 3. The "Lebedinsky GOK"



The history of the enterprise is conducted since construction in the city of Gubkin mining and processing enterprise on the base of Lebedinsky iron ore deposits of the Kursk magnetic anomaly. In 1971 the Lebedinsky pit on extraction of ferriferous quartzite has been put into operation.

In the soviet years when quarrying tried to implement the plan and chose only "rich breed". Therefore, in career so-called "slate tongue" was formed, now it is necessary to develop it. During the soviet period high-quality production of Lebedinsky GOK was left in the country, without giving its entry into the world market. About 20 metallurgical enterprises of the Soviet Union were consumers of plant production. Only in 1989 Lebedinsky GOK enters the European market and in 1994 becomes the leading exporter of iron-ore raw materials in Russia. The sum of investments of the Metalloinvest company into development of a mining-transport complex of Lebedinsky GOK from 2013 to July, 2015 is 4 billion rubles (The confectionery association Slavyanka: Stary Oskol).

3.4. The "Belgorod Khladokombinat"

The Belgorod Khladokombinat is actively developing company among the top ten leading manufacturers of ice-cream in Russia.

The ice-cream factory started to function in May, 1973. It has been calculated on production of 12 tons of ice cream in change and release only of glasses and briquettes. At the moment the factory has capacities for production of 90 tons of ice cream a day and offers more than 100 names of ice-cream (The “Belgorod Khladokombinat”).

Figure 4. The “Belgorod Khladokombinat”.



On the basis of the enterprise the physico-chemical and bacteriological laboratories are functioning, where the quality of raw materials is checking. The “Belgorod Khladokombinat” has the museum platform where the photo and documents of honored workers of plant and also the archival photos telling about history of this industry in Belgorod are hung out. A main objective of the enterprise is providing the end user with a high-quality environmentally friendly domestic product for what the group of the supporter professionals using the last achievements of modern technologies and also developing new approaches to creation of various types of ice cream works at the enterprise.

3.5. The bread-baking complex “Zolotoy Kolos”

This enterprise is one of the largest enterprises of the food industry in the Belgorod region, with production capacity of 130 tons of bakery products per day. It is the first bakery of the country where began to apply innovative technologies and the latest equipment from world leaders of bakery, for example the equipment of Gostol-Gopan (Slovenia). The factory has 5 lines of this manufacturer, one of which is for the production of tin bread (The bread-baking complex “Zolotoy Kolos”).

Figure 5. The bread-baking complex “Zolotoy Kolos”.



There is a technological line of production of hearth wheat-rye and rye bread of an oval and round form at the enterprise. The products are as close as possible on the quality indicators to home-made bread. There is a special equipment for production of toast bread.

Despite advanced technologies and the expensive equipment specialists of the bread-baking complex found an opportunity to release qualitative bakery products at the most affordable prices in the Black Earth.

The uniqueness of a commodity row and strict quality control allows to satisfy needs of modern buyers. The Belgorod bread-baking complex “Zolotoy Kolos” is a new step of the Russian bakery business development with the European scope.

3.6. Agricultural enterprise “Teplitsy Belogorya”

Statistically, Russia imports about three million tons of vegetable production from abroad. To change the current situation, in Belgorod a modern greenhouse complex has been created, which has no analogues in Russia.

LLC “Agricultural Enterprise “Teplitsy Belogorya” is located in the south of the city of Belgorod, near the Belgorod reservoir. The greenhouse complex occupies 38 Hectares, the planted area is made up 18,9 hectares, and 12,9 hectares from them is with supplementary lighting. During the land planning, the area of greenhouses has acquired a flat landscape. To level the site, it was required to give more than four thousand cars of soil (Agricultural Enterprise “Teplitsy Belogorya”).

Figure 6. Agricultural enterprise “Teplitsy Belogorya”



“Teplitsy Belogorya” is a unique, modern greenhouse complex. Besides floor spaces it includes own heat power station with a powerful boiler room, a finished goods warehouse with the line of packaging and packing, the transport shop. Besides, in the territory of the enterprise are built the office building, the dining room on 120 people, the educational building and the modern, convenient hostel for 60 places.

Vegetable production is grown up with application of the supplementary lighting, for these purposes at plant gas-piston generators with a general power of 14,9 MW are installed. The modern boiler equipment allows to belong to a gas consumption on heating most economically. The fulfilled combustion gases undergoing cooling and cleaning then pure carbon dioxide is supplied for top dressing of plants to the greenhouse that allows to increase productivity.

Use of modern technologies several times increases efficiency in comparison with the Soviet greenhouses and also with the greenhouses producing vegetables in the open ground. Construction of similar plants will allow to replace import vegetables and to revive domestic production. The greenhouse complex is the priority direction of the development of the Belgorod region economy.

3.7. LLC “Belenergomash – BZEM”

LLC “Belenergomash – BZEM” is the leading power engineering company with seventy-five years' experience in the industry.

Today specialised production of the “Belenergomash” produces a wide range of products for energy and construction. At the enterprise are engaged in manufacturing pipes and pipelines for oil and gas industry, as well as for fossil and nuclear power plants, and made boilers and boiler equipment of various kinds (steam, hot water) and technological purposes. An important component of a vast array of products are metal structures: construction, pavements, metalwork of the power line support (Belenergomash – BZEM).

Figure 7. LLC “Belenergomash – BZEM”



In the structure of the enterprise an Engineering center is created, which task is construction of "turnkey" power objects. As a part of the Engineering center is design department of the boiler equipment and service of providing. Traditional partners are known design, assembly and adjustment organizations, profile manufacturers.

Production of the “Belenergomash” was delivered on all nuclear power plants of the country: Kalinin, New Voronezh, Leningrad, Rostov, Beloyarsk NPP. Besides, pipelines from Belgorod are used in China on the Tianwan Nuclear Power Plant, in Iran on the NPP in Bushehr, in India on the NPP Kudankulam.

It carried out orders for the 2014 Olympics in Sochi. The company has manufactured and supplied metal structures for four of the six major facilities of the Olympic Park: the Big ice arena for ice hockey, speed Skating center "Adler-arena", the Central Olympic stadium "Fisht" and the Main Olympic media center.

Today the “Belenergomash – BZEM” is one of the leading power engineering companies of Russia, it is a supplier of complex decisions for nuclear and thermal power, the gas, petrochemical industry, industrial and civil engineering.

4. Discussion

In general, use of technologies of augmented reality in development of excursion tours will allow to increase tourist appeal of the territory. It causes uniqueness of the developed direction in excursion activity as a result of use of the technologies having in the long term the huge potential of development.

The value of the excursion tours development consists into the lack of a guide and its replacement with the tourist gadgets containing information about the objects of the tour. In this case, all objects have a strict compliance with the chosen theme. In the development of excursion activity, formation of tours of various thematic orientation is possible. It will provide cultural-informative and esthetic development, and will provide a possible increase in the tourist flow (Vishnevskaya, Klimova, Bogomazova, Yakovenko and Kovtun 2016), (Klimova, Vishnevskaya and Bogomazova 2015).

By means of it anyone will be able to find all information on the object interesting him, to compare change of objects over time and also to keep it on the mobile device and to address this information at any time.

Findings

In modern conditions the sphere of tourism doesn't stand still and is a subject to continuous and dynamic development. Process of satisfaction of tourists needs is accompanied by emergence of new tourist's products of various orientation and on the basis of use of innovative technologies.

The conducted researches in the field of the tourist industry indicate increase of demand for tourism services. At the same time the special popularity is characteristic of active and non-standard forms of tourism, active pastime, broad coverage of visits, need of receiving positive emotions and new experience.

In this regard increase of a role and demand for innovative tours acts as the perspective direction of the excursion tours development. Use of technologies of augmented reality allows to attract tourists due to their involvement in action. It in turn allows to combine independent holding excursions and acquaintance with objects by means of modern means of communication (phones, tablets, smartphones).

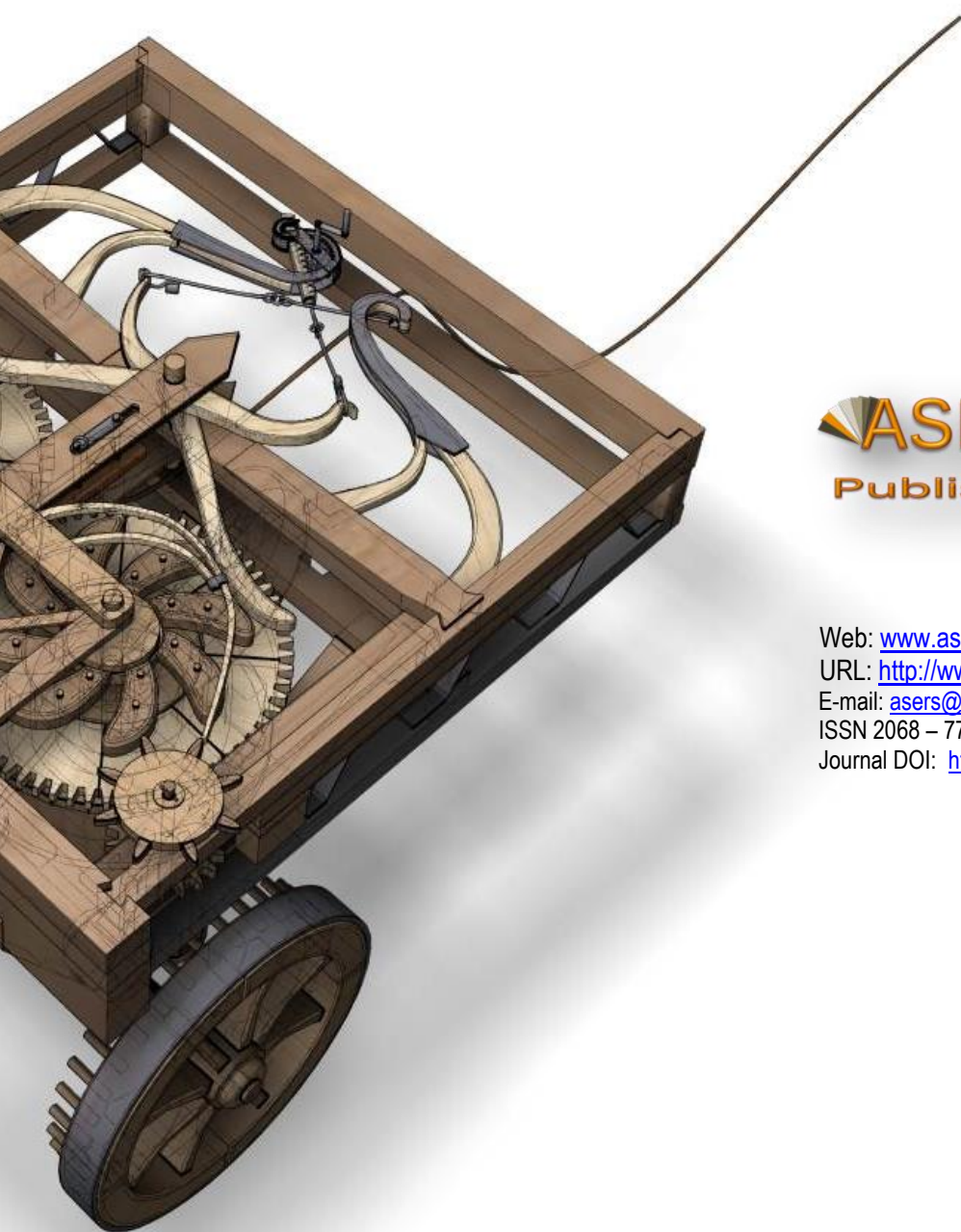
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