



**Experience design and
nature conservation via
VIsitor MOnitoring and
MAnagement in protected
areas**

Supported and funded by

• Visegrad Fund



Virtual 360 tours with live guiding



Crucial questions

Q1: What do you offer?

Q2: How does your product or service make a customer's life better?

Q3: What does a customer need to do to buy from you?

A. List the top 2 or 3 features of your product or service.

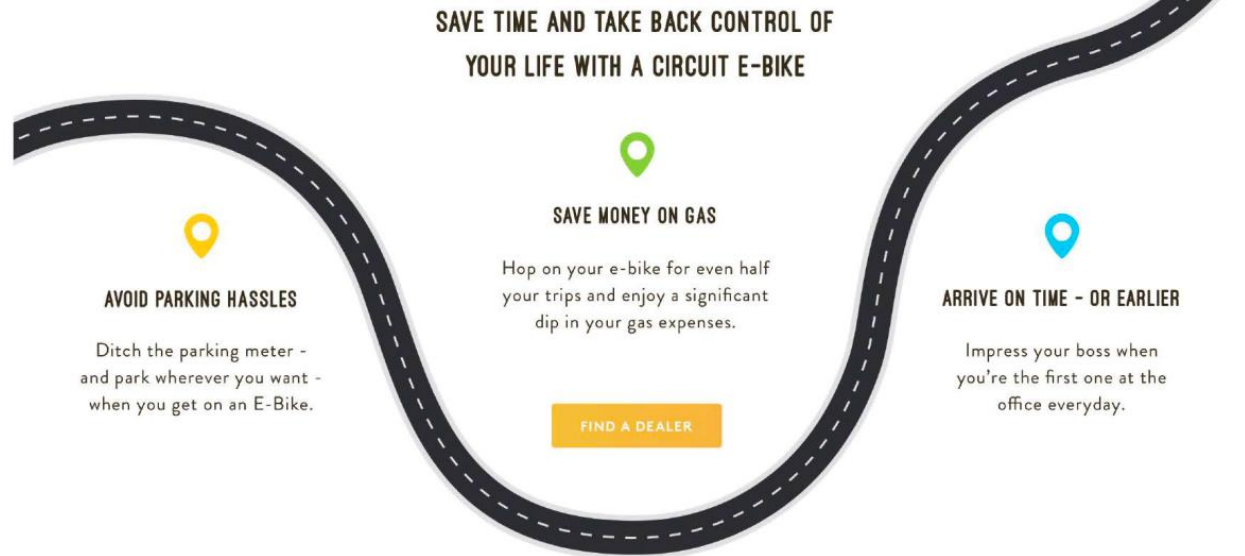
If you offer trips for example, these can be things like: customization, uniqueness, remoteness, out-of-the box experiences, etc. If you offer a product, like trip insurance, for example, these can be: simple terms and conditions, inexpensive, customized plans, etc.

✓ Feature 1 _____

✓ Feature 2 _____

Authentic
Exciting
Challenging
Educational

B.



It'd be something ple, the feature ething like:

✓ Feature 1 as a benefit _____

✓ Feature 2 as a benefit _____

✓ Feature 3 as a benefit _____

Adventures crafted to fit your needs
Exciting trips to keep in memories
Enjoy, learn and broaden horizons

What is the problem travel agent solves for their customers?

Think about the type of customer you serve. What is the problem they have?

Are they looking for an active weekend entertainment option for the family or to explore distant destination or take a look at next potential destination ?

Think about the ONE the MAIN problem that your product or service solves for your customers. Time, money, crisis, pandemic, ignorance.

Do they get better knowledge from your 360 virtual tour? Do they gain new experience from your virtual tours?

It's surprising how many websites don't have a DEMO or even a CALL TO ACTION button

You would like to go on vacation, but you don't dare?

You like to travel, to meet new countries, cultures and customs and to feel transformation after visiting places from your bucket list, but you didn't decide where to go first?

Or you don't have spare time? Sometimes it could be very demanding to choose the right destination, company, activity or accommodation. Sometimes we hesitate to travel somewhere because we don't know what awaits us at a certain destination, how will it be there?

Will the vacation be a hit or miss? If we could go to a certain destination just for a short time, to see what it looks like, to have an insight into reality and not just into touristic prospects, the decision to go on a trip would certainly be made easier.

Think about it.

Experience the virtual interactive travel

Virtual. What does virtual mean? Firstly, Virtual is not VR or Virtual Reality. When someone mentions the term Virtual, many immediately think of surreal scenes from science fiction movies. However, it is not quite like that.

Not every concept of Virtuality has to imply an artificial world. In common use, when we use the word "virtual", we tend to mean online, that is through a computer or device. We use it to define an interaction that does not take place in an in-person physical environment. One of the best examples are our tours! We created a virtual interactive travel experience which you can enjoy from your home.

You can follow our tours from your computer, mobile or tablet with just one click to join, without any installations.

No VR headset or goggles needed. Due to the nature of spherical video in 360°, it contains a large amount of information so you can rotate the camera in any direction you want.

While the video of the tour is being played, you can participate and ask anything that interests you because our local guide is with you live all the time and he will be happy to talk to you.

360 video tours are so easy, so different!

Different way to enjoy from your home guided by a local guide who is always with you for all your questions. Hybrid and very interesting variant of travel!

You don't need passport or any VR head set.

Our virtual 360 video tours work with any web browser. Due to the nature of spherical video in 360°, it contains a large amount of information so you can rotate the camera in any direction you want.

Tours last from 60 to 90 min and to join the tour, you only need to click on the link which you will receive, enter your name and just join.

https://meet.virtual360adventure.com/Church-Museum_bike-boat

Kotor bay and Our Lady of the Rock:

<https://www.youtube.com/watch?v=5uoKw8L2ks4>



The background of the slide is a photograph of two hikers with large backpacks walking away on a dirt trail in a mountainous, hazy landscape. The hiker in the foreground is on the left, and the second hiker is slightly behind and to the right. The scene is bathed in soft, golden light, suggesting early morning or late afternoon.

**Thank you
for attention**

PhD Vladimir Marković

University of Novi Sad,
Faculty of Sciences
Department of Geography,
Tourism and Hotel Management

e-mail:
vladimir.markovic@dgt.uns.ac.rs