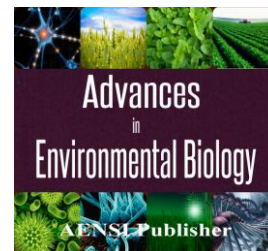




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Current issues in the Development of Modern Guide using GIS Technologies

Ekaterina Vishnevskaya, Tatiana Klimova, Elena Dumacheva, Irina Bogomazova

Belgorod State National Research University, 308015, Russia, Belgorod, Victory str., 85.

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ABSTRACT

At the present stage of development of the world tourism market an information technology is becoming more widespread. Modern GIS technology can create a variety of travel products. Using this materials each tourist can quickly get any information in the form of maps, digital models, graphs, charts, and other imaging methods. Particular attention should be paid to developing unique multimedia tourist guides. A full-featured multimedia audio guide has complete information to discover new cities, their streets and monuments becomes convenient, simple and at the same time fascinating. In this connection it is appropriate to develop a program for the development of recreational tourism in the Belgorod region through the use of geographic information technologies, which will include: a study of natural monuments and other tourist facilities in Belgorod region, design of new tourist routes, creating audio guides; process optimization selection of hiking trails and more.

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INTRODUCTION

At the present stage of development of the world tourism market the information technology and software in touristic spheres is becoming more widespread. Evolution and technological progress and penetrate the tourism organization excursion activities: develop and offer unique multimedia tour guides and mobile phones working using GPS-navigation [1].

Note that despite the development of geographic information systems, these technologies are not sufficiently significant tool in the modern tourist business in Russia, while abroad geoinformation technologies are an integral part of some of the major tourist and socio-cultural projects. Special role played by GIS in drafting long-term planning of tourism development in the region [2]. The feature of geo-information approach of the development of regional tourism development is the formation of the unified intellectual system linking together: geodatabase, latest multi-scale digital map base and satellite images of medium and high-resolution, as well as materials video observations, techniques and technology of automatic spatial-temporal analysis and monitoring modeling, modern geoportals solutions ensuring the publication and use of spatial information internally through the WEB- technology [3].

The main part . Audioguide is a soundtrack, used for self- acquaintance with the exposition, exhibition areas, and a device for playback. Audioguide is usually consists of several audio fragments [4]. Fragments are numbered and linked to the scheme (map) to inspect the area, the museum exhibits or numbers. Each audio guide can be dedicated to some city - Rome, Paris, Istanbul, Jerusalem, etc. Inside, there may be several excursions to the main sights of the city, each of which extends in Russian and can have different lengths.

In addition, it will be easier for tourist to navigate in place, if the application will include a gallery of colorful images, a list of interesting attractions and GPS-card on which is easy to understand, and where the tourist can choose which route.

There are several types of audio guides: CD-ROM, electronic form. The electronic form with using GPS can create guides with automatic detection of the location of the tourist.

Audio guides are widely distributed abroad, more and more they appear in Russia. They are created as museums and independent developers. Audio guide services provide some mobile network operators.

In Russia, audio guides can be found in museums such as the State Hermitage, the Tretyakov Gallery, the State Museum of Fine Arts named after A.S. Pushkin museums etc. Audio guides are one of the services for

visitors and is usually provided for a fee. Independent developers distribute audio guides as paid (in the form of discs or paid services online sites) and to free [5]. Some audio guides are available enthusiasts.

In museums, audio guides are available in the form of a special device, which is a portable digital audio player. Keeps popping audio guides of the second generation, based on hand-held computers, in this case, not only do they allow you to listen to a soundtrack, but also receive an additional on-screen information. Audio guides using GPS technology, which automatically determine the position of the listener or the object that he is interested in and reproduce the desired fragment have great perspective.

A full-featured multimedia audio guide must have full information, and discover new cities, their streets and monuments had become a convenient, simple and at the same time fascinating. When you create a program that lets you walk around the city without being tied to a predetermined route, listening to information about important places and things in the order in which they occur traveler. Developed GPS-Guides - is unique application for smartphones and communicators with a touch screen. Such an application allows you to download and play special packages - walks, including information about the selected part of the city or on the road route. The program determines the location of the user and tells yourself about all the interesting subjects that are not in line of sight. In this case the traveler is completely free in choosing the route of walk: audio guide does not impose him any sequence of sightseeing, there are no fixed stopping points, but on the contrary, ready to adapt to the pace and direction of movement, the mood of the user. When approaching the project deserves attention GPS - enabled automatically Guide [6].

The user can stop and start audiostory, choosing interested landmark. Together with audiostories program plays photos and text descriptions of attractions. Map shows the current location of the user and the object is highlighted, which is a story. Using the search facilities, you can see the location of interesting attractions on the map, driving directions and the distance to it.

Each walk includes a comprehensive package of information: audiostories, photos and text descriptions attractions.

The application contains a specially developed algorithm that understands how to move around the city traveler and offers him interesting stories. In fact, GPS-Guide replaces this guide because it can offer as a free ride (say, around the block) and route [7]. In the latter case, it will give all the necessary instructions where to go and tell you that next to you. For those who cannot go now to Rome or Paris is accessible mode virtual walk.

The project Audiogid.ru is exist in Russia since 2005, and currently published more than 40 tours [8]. The target audience is people aged 25-35 years. CDs are often bought by pensioners, especially, among them are many avid travelers.

Tour covers primarily those cities, where Russians go yourself. Man buys a ticket alone, reserve a cheap hotel and a couple of days go shopping, sitting in cafes, looks into museums. For these tourists, of course, the audio guide of the city –is a big advantage.

Typically, the proposed route in audio guides are not strict, the listener can pass it piece by piece, cut somewhere, miss something. Then, at home, he will be able to hear the rest of the story.

Now there is a huge demand for amateur tourism. Muscovites go to St. Petersburg and Kiev, St. Petersburg and Helsinki to Tallinn, simply because they are interested. But coming to a new city for themselves, they are faced with the fact that, in general, do not know what to see and what to do. There is a lack familiarity with the new environment. City is the same museum, something even signed. It is stand a beautiful church, and says "the Cathedral of St. Peter and Paul". And what is the story when it was built, for what reason, what a legend associated with it?

The combination of rich cultural and historical heritage of the Belgorod region with its natural resource opportunities in the region contributes to the development of different types of tourism: the spiritual and patriotic, rural, agrarian-ethnographic, children, youth, business and research; event, winter, health and wellness, etc.

Development of tourism in Belgorod region largely depends on the effectiveness of state regulation and business support. Using tourism as one of the areas of economic restructuring it is necessary to increase the effect of regional tourism policy, strategic planning and development of tourism on the basis of a systematic approach, the use of program-target, project management, public-private partnership.

In our opinion, now tourism has not reached the proper level of development to impact the economy of the Belgorod region. In the Belgorod region is actively developing rural tourism and in the framework adopted in 2007 the regional program "Development of rural tourism in the territory of municipalities "Belgorod region", "city Valuiki and Valuiskii district "and" Graivoronsky District "2007 - 2010" and the program" development of rural tourism in the Belgorod region 2011 - 2013 years."The program was attended around a hundred estates and farmsteads. Among them, guest houses, agroindustrial and sightseeing estates, some of which retain the current owners lifestyle and traditions of old families. Leader in the development of rural tourism is Graivoronovsky district. Along with the development of agro-tourism in the Belgorod region, a project create recreational areas in the municipalities. So, in Prohorovsky District built four tourist complex "Russian House", "Fishing gang", "Sloboda nomads" and park complex "Keys"[9].

One of the pressing issues of tourist activity in the regions of the organization is in a suburban area residents places to stay during the holidays. In this connection it is necessary to offer science-based distribution program vacationers area commuters. Geographic Information System, which contains information about the capabilities and features of a particular area, the project will create a manual suburban recreation areas. Such GIS created for commuters Nizhny Novgorod, and it can become a working model for the development of GIS in the vicinity of other cities [10].

Conclusion:

The geographic information services market in Russia is actively developing. It is necessary to create a national geographic information system based on regional GIS systems, and its integration into the global tourism geographic information system. Regional GIS-system should contain geographic information printed on the tourist map of current tourism sites with relevant geographic information data, as well as visual and textual information.

In accordance with the regional economic policy and on the basis of an integrated spatial planning investment projects for tourism development in the Belgorod region must be accompanied by a set of measures, primarily the creation of effective geo-information card containing cartographic material, World Heritage sites, nature reserves, national parks, state highways, accommodation facilities, inland transport, etc. Contribute significantly to the output to the desired level of spatial planning, and thus increase the validity of management decisions, including in the development of tourism, can the widespread introduction of GIS technologies.

Findings. In this connection it is appropriate to develop a program for the development of recreational tourism in the Belgorod region through the use of geographic information technologies, which will include:

- study of natural monuments and other tourist facilities in Belgorod region;
- design of new tourist routes using geographic information system of tourism;
- the creation of audio guides with excursions on the main sightseeing sites of the city of Belgorod;
- optimization of the selection process of hiking trails;
- publication of information materials on tourism on the Russian and foreign languages;
- organization of workshops, seminars, exhibitions, competitions and conferences;
- participation in the creation and improvement of the legal framework of tourism.

The extension of the program of development of recreational tourism in the Belgorod region through the using of geographic information technologies will allow to analyze, identify areas suitable for a certain type of tourism organizations, to identify the relationship between various parameters.

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