

# Creating a virtual tour of the main building at Lviv Polytechnic National University

Antonii Rzheuskyi<sup>1</sup>, Nataliia Veretennikova<sup>2</sup>, Rostyslav Laba<sup>3</sup>, Nataliia Kunanets<sup>4</sup>

1. Information Systems and Networks Department, Lviv Polytechnic National University, UKRAINE, Lviv, Bandery Street 12, E-mail: [antonii.v.rzheuskyi@lpnu.ua](mailto:antonii.v.rzheuskyi@lpnu.ua)

2. Information Systems and Networks Department, Lviv Polytechnic National University, UKRAINE, Lviv, Bandery Street 12, E-mail: [nataver19@gmail.com](mailto:nataver19@gmail.com)

3. Information Systems and Networks Department, Lviv Polytechnic National University, UKRAINE, Lviv, Bandery Street 12, E-mail: [rostiklaba@gmail.com](mailto:rostiklaba@gmail.com)

4. Information Systems and Networks Department, Lviv Polytechnic National University, UKRAINE, Lviv, Bandery Street 12, E-mail: [nek.lviv@gmail.com](mailto:nek.lviv@gmail.com)

***Abstract – The technological process of creating a virtual tour of the main building at Lviv Polytechnic National University is revealed.***

Keywords – virtual tour, Internet network, higher education institution, Google Street View, user.

## Introduction

Nowadays, the visualization of the surrounding space on the Internet plays an important role to increase the comfort level of information perception. There is a tendency to create different forms of promotional multimedia products such as presentations, video, virtual tours by various educational and cultural institutions. We believe that positioning on the Internet should become a priority for Internet marketing of higher educational institutions.

The purpose of this paper is to open up the process of creating a virtual tour of the main building at Lviv Polytechnic National University.

## Main part

A virtual tour is a subject of research by a lot of domestic scientists. So, O. Kamushkov and V. Yazin consider the virtual tour as one of the most effective means of presenting information on the Internet [1]. N. Anipko, O. Falendish, D. Stasiuk think that virtual tours and excursions are an integral part of virtual tourism [2]. In this case, we have identified the main tasks for creating a virtual tour, namely:

- determining the locations to be presented in the virtual tour;
- taking and processing photographic materials for these locations;
- forming a navigational map and a tree of transitions around the excursion on the basis of definite locations;
- testing virtual tour software;
- introducing created photo and other materials in a virtual tour;
- integrating the virtual tour and its individual locations with the university's website.

To create a virtual tour, the specialized software is required [3]. This project will be created by means of Google Street View, as it has a significant number of benefits:

- 1) Ability to play the virtual tour by the Google Street View app, a browser or a mobile device.
- 2) The resource will be available both on the site of Lviv Polytechnic and on the Google Street View site, which means that this tour will be viewable by all users of Google Street View.
- 3) Correctly works with all devices and browsers.
- 4) No need for constant support of the project.
- 5) High speed photo upload.

6) Better quality transitions between panoramas.

7) Improved system of transitions (Fig. 1).



Fig.1. A fragment of the virtual tour of the main building at Lviv Polytechnic National University.

### Conclusion

Having analyzed the presented virtual tours, we have come to the conclusion that higher education institutions of Ukraine have largely not paid any attention to self-presentation on the Internet with the help of multimedia content, including virtual tour. Thus, the technological process of creating a virtual excursion by the main building of Lviv Polytechnic National University is described.

### References

- [1] O. S. Kamushkov, V. A. Yazina, "Application of Internet marketing of advertising activities at the enterprises of the hotel and restaurant industry," in *Economic and Food Security of Ukraine*, 2015, № 8/9, pp. 24-27.
- [2] N. Anipko, O. Falendisch, D. Stasiuk, "Virtual tourism as a phenomenon of the XXI century," in *Geography, Economics and Tourism: National and International Experience. Materials of the Jubilee Xth International Scientific Conference*, Lviv, 2016, pp. 23-26.
- [3] A. Rzheusky, "Using cloud technologies in libraries," in *Library Herald*, 2016, №. 4, pp. 13-15.