

## **VIRTUAL versus REAL**

“The age of travel brochures, tourism sites, commercials and documentaries is almost over”. This provocative statement holds the Dutch retired journalism professor John Driedonks.

Personalized bucket lists already determine, where the next generation of tourists is going. Once the location has been determined, the traveler demands to be informed quickly, and interactively.

Travel agencies and tour operators will immerse customers into a virtual world. The reality is only important, just after arrival. New forms of information transfer are there; still experimental, but soon "main stream".