The Potential of Multimedia Electronic Atlas in Promotion of Vietnam’s Tourism Industry

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Abstract. The dynamic interactive capability of the multimedia map is replacing the traditional version of the paper based map. In the context of growing tourism after Vietnam joined the WTO in 2006, the relevancy of the multimedia type tourist map has grown ever before. This research work has been attempted to produce such multimedia map which undoubtedly not only help individual users but also can be effective tools for promoting the tourism industry of the country. The paper has described in short the methodology of preparing the atlas.

Keywords: Multimedia, Cartography, Atlas, tourism map

1. Introduction

Interactive media is now commonplace and ubiquitous. Through the influence of the World Wide Web, users now expect a linking structure to be incorporated on any computer display. A display that is static is uninteresting and so it is with maps as well. The surface depiction is no longer sufficient. People want to “go into” the map, both spatially and conceptually. They want to explore at a deeper level. They want to put the pieces of information together themselves. These tendencies are not idle pursuits but can be attributed to the way we learn and structure knowledge. Interaction is the key to knowledge formation.

The term ‘multimedia’ was once used to refer to a sequential display of slides with a recorded voice-over. The concepts of interactive multimedia and hypermedia were introduced to refer to media combined with an inter-active linking structure. Multimedia uses different media to convey information as text, audio, graphics, animation, and video, all done interactively. This provides ‘rich media’ content. Multimedia enhances user experience and makes it easier and faster to grasp information. Multimedia is interaction with multiple forms of media supported by the computer.

Multimedia Cartography evolved from a need to present geographical information in an intuitive manner. Multimedia Cartography is best defined through the metaphor of the world atlas that revered assemblage of maps in book form that has introduced people to the world for centuries. Displayed prominently in people’s homes, or stored for reference in the library or school, the atlas has been a window to the world for millions of people. It is consulted when one needs to know where something is located or something about a region of the world. The atlas forms the basis for how people conceive the world in which they live.

Vietnam is a country with tourism potential and rich diversity, the potential is demonstrated in the following advantages:

As of April 2004, Vietnam has 2741 monuments and landscapes were classified national monument. By 2010, there were five heritages which recognized World Heritage Sites by UNESCO including relics Hue, Ha Long Bay, Hoi An Ancient Town, My Son Sanctuary and National Park Phong Nha - Ke Bang.
By the end of 2010, there are 8 biosphere world reserves which recognized by UNESCO that are the Red River Delta, Cat Ba, Western Nghe An, Cat Tien, Kien Giang Sea, Can Gio, Ca Mau and Kien Giang Sea.

Vietnam currently has 30 national parks, including Bai Tu Long, Hoang Lien, Tam Dao, Xuan Son, Ba Vi, Cat Ba, Cuc Phuong, Xuan Thuy, Bach Ma, Ben En, Pu Mat, Vu Quang, Nui Ba Bidoup, Chu Mom Ray, Chu Yang Sin, Kon Ka Kinh, Yok Don, Con Dao, …

Vietnam has 400 hot water which from 40 to 150 degrees. Many streams have good infrastructure construction such as: Natural Hot Springs Dam Rong, Lam Dong, Kim Boi Hot Springs Hoa Binh.

Vietnam ranks 27 out of 156 countries worldwide, with 125 ocean beaches, are the most beautiful beaches. Vietnam is the twelfth country is the world's most beautiful bays in Ha Long Bay and Nha Trang.

Vietnam has 117 museums including the ministries manager 38 museums, the local management 79 museums. Two historical museum national museum is Vietnam Revolutionary Museum and the Vietnam History Museum, now proposing more National History Museum.

2. Multimedia Electronic Tourism Atlas

2.1. Purpose built electronic Atlas of Vietnam tourism that supports multimedia technology

Different modes of advertisement are vital to promote the tourism industry of any nation. The banners, slogans, site of Vietnam tourism in general and in particular localities are increasingly diverse, rich in all forms and genres. And tourist map is one such form.

The traditional tourist map published on the paper with the amount of travel information is no longer limited to meet the demanding inquire heart of tourists and promoting the purposes of the first tourism investment.

Map multimedia products for tourism and development are increasingly popular in use. This is a product which provides users with an abundant amount of information, rich, and vivid visual with a combination of interactions between objects and image maps, audio, text, simulation factors. However, this map was only published in the form of cities, there are no products to promote tourism for the entire territory of Vietnam. For this reason, the idea of electronic products Atlas Travel Vietnam was established.

2.2. Establishment Processing of Vietnam’s Tourism Atlas

Product is established as following this diagram:

![Diagram of Establishment Processing of Vietnam’s Tourism Atlas](image)

Fig. 1: Processing diagram of establishing Vietnam’s tourism Atlas
There are two types of collected data map: Catalog map and already multimedia cartography using to establish Atlas product. From catalog data, catalog maps are digitized by Microstation software. After that, exchanging format and carrying out building multimedia concepts in Macromedia Flash 8.0. Product packing is manipulated after founding multimedia pages by using packing Installer2go software.

2.3. Product Description

This product is a combination of thematic maps and other multimedia components. Products selected as the "Atlas of Vietnam's tourism," this is the product released on CD-ROOM. Tourist map edited in some form of environmental graphics software (Microstation and Freehand,...) after which is combined with multimedia components by using Macromedia Flash 8.0 and packaging run independent operating systems Windows 9X, WindowXP, WindowNT.

Products meeting the first reading on a computer map without breaking the model of spatial cognitive map are actively promoting the digital map. However the difficulty to read map on computer screen, and incorporate multimedia elements in each subject, geographical phenomena on the map can be overcome by following ways:

- Combining multimedia elements with the symbols map. When a user clicks the mouse button at any symbol, he gets the information about that tourism point, watching video, looking pictures, reading text introducing about the place.
- Editing multimedia processing components required by the map.
- Developing tools, such as reading a map view mode, dragging the screen, zoom in, zoom out map, and exit the screen.
- Building links within each page of the product.

Products include multiple pages linked together and users can access to any desired page. These include: Homepage: show opening page of products, describe the product name, topic name, sound, video clips and text files about Vietnam.

![Fig. 2: Homepage’s Interface](image)

At homepage, you can click on the button to go to group pages that link culture and social aspects of the country, territorial geography, political economy or tourism potential (see Figure 2).

The interactive buttons on the homepage allows navigating to different source of information such as the site, "Vietnam’s Tourism" (see Figure 3) Page "Tourism in Vietnam", including a sheet of Vietnam tourist map scale 1: 3 000000, reflecting Vietnam's territory. In this page, there are pictures about Vietnam tourism, general text about the potential introduction of Vietnam tourism in general provinces in particular for users with an overview of the most tourism provinces and cities, prominent tourist destinations.

In the Fig.3, provinces are built in to the buttons. Click on any buttons, the pictures will give some information and articles about the tourism potential of that province. For example, Ha Noi, Hai Phong, Ho Chi Minh …
Click the linking button will appear options. To see the objects of cultural heritage, click on cultural heritage, the map appears on the flag, hover the flag does appear that the name of tourism, want to see clearly location of destination, scroll to that point, then roll the ball between the mouse to zoom the map at that point. Click for information that will be the destination, for example: Vinh Ha Long in here.

Fig. 3: Vietnam’s tourism page

Fig. 4: Tourism of Hanoi Capital

Fig. 5: Tourism of Nha Trang province

Fig. 6: Inner Hanoi Tourism

Fig 7: Nha Trang Tourism
The view command map zoom in, zoom out the map is limited to restrict the vision of the electronic map. With click on the symbol of particular point on the map will let to access information about images, articles and movie map. If someone interests to see more of the city’s tourism, other provinces, s/he can click on the names of provinces and cities will be automatically redirected to travel the province, city (figure 4, 5). For example, clicking on Khanh Hoa, and Hanoi highlights the site of the tourist cities of the province. For examples: "Hanoi Tourist" is a link to the page for more "inner city tourism"(figure 6) pages of “Khanh Hoa Tourism" is linked more to the page "Travel Nha Trang"(figure 7) ... The site is designed so that multiple information can be linked together effectively through interactive modes. In two pages, one can extract the information of the tourist sites in Hanoi and Khanh Hoa tourist routes, special products, and even though traditional cuisines…

3. Conclusion

Based on theoretical and experimental of the project “The Potential of Multimedia Electronic Atlas in Promotion of Vietnam’s Tourism Industry” research points out the basic components of multimedia information in digital maps, attributes and characteristics of these components is the basis for the editors, administrators, and represent them as the basis of connection methods and expressed them with geographical factors on the map. The research plans for building multimedia atlas, a work of processing multimedia data and multimedia connectivity components for digital maps. The output of the research is expected to meet the requirements of the project goals set. Currently, there are no researches about building Multimedia electronic Atlas of Vietnam’s Tourism. So Multimedia electronic Atlas brings a new form of advertising tool for promoting tourism industry, as well as helps user easily exploits tourist information than the traditional map.

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5. References