

The role of Computer-Generated Imagery (CGI) technology as a tool for tourism promotion

Mai Mahmoud Radwan Sayoh

Associate professor, Department of Advertising, Faculty of Applied Arts, Damietta University, Egypt. maisayoh20@gmail.com

Abstract:

The world is experiencing rapid advancements in visual display technologies, with Computer-Generated Imagery (CGI) at the forefront. CGI offers immense potential to visually reshape reality in a creative and captivating way. It's a leading digital-age technology in media and entertainment, and its use has extended to the tourism sector to enhance the tourist experience and boost the attractiveness of tourist sites. This research focuses on studying the role of CGI in supporting and revitalizing tourism by analyzing how it's used in tourism promotion. The research findings reveal that employing CGI presents a strong opportunity to modernize tourism marketing tools, provided there is appropriate technological infrastructure, public-private sector cooperation, and the development of skilled technical personnel capable of producing high-quality digital content. The research offers several recommendations, most notably the need to invest in visual content, intensify the production of virtual tours for tourist locations, and train specialized personnel in CGI technology to serve the tourism sector.

Research Problem: The research problem lies in the limited use of CGI in Arab tourism campaigns compared to developed countries, despite its effectiveness in attracting tourists and promoting tourist sites in innovative ways. The research problem is encapsulated by the following question: How effective is the use of CGI technology in revitalizing tourism?

Research Objectives: To clarify the concept of CGI technology and the evolution of its use in the tourism sector. To analyze the impact of CGI in highlighting tourist attractions. To evaluate current examples of CGI use in tourism.

Research Significance: To shed light on the importance of Computer-Generated Imagery (CGI) as a tool for tourism revitalization. To contribute to enriching studies related to advertising technology and tourism.

Research Hypotheses: The use of CGI technology leads to increased tourism awareness. CGI techniques can contribute to attracting new categories of tourists.

Research Methodology: The research adopts a descriptive analytical approach by analyzing a set of digital advertisements that used CGI, examining their visual elements and the messages they convey.

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CGI technology, Tourism promotion, Tourism advertising

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