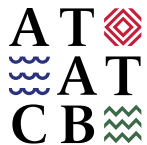


Augmented Reality in Travel and Tourism Industry

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*A cross-border region where rivers
connect, not divide*

Introduction

- What is Augmented Reality?
- How does it affect our everyday lives?
- Use in travel
- Opportunities for use in tourism

Statistics

67%

of advertising agencies say they are making more use of AR.

32%

of consumers use AR while shopping.

40%

of consumers say they would pay more for a product that they could customize in AR.

71%

of consumers say they would shop more often if they used AR.

1B

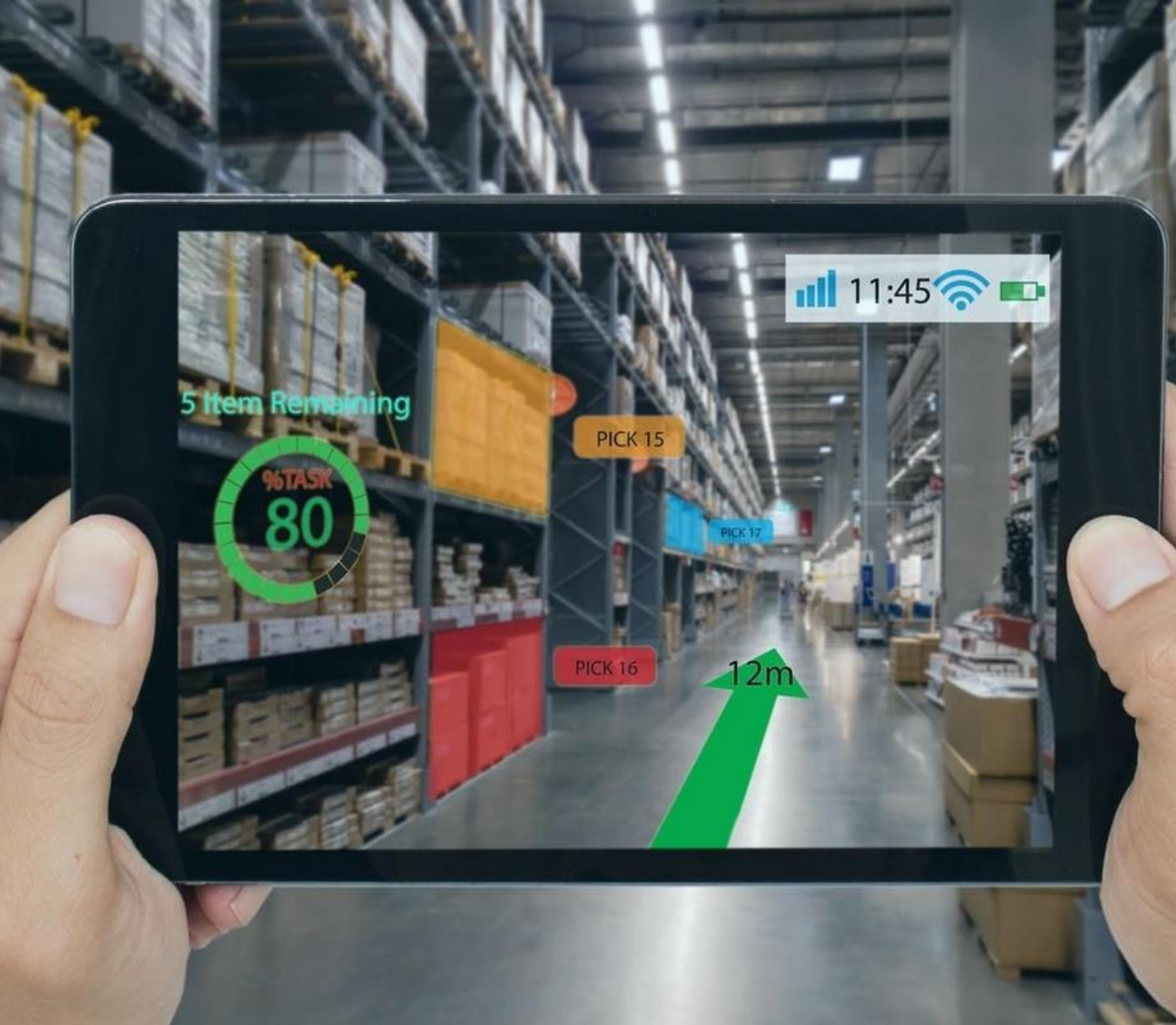
people worldwide use AR.

\$50B

is the estimated AR Market value by 2024.

Augmented Reality





Augmented Reality

- interactive experience of a real-world environment
- computer-generated perceptual information
- scanning or viewing an image with a mobile device

Differences with Virtual Reality

Augmented Reality	Virtual Reality
Cheap devices	Expensive devices
Flexible usability	Limited usability
Extends the environment	Replaces the real environment
Visual senses	Visual senses are under control

Augmented Reality types

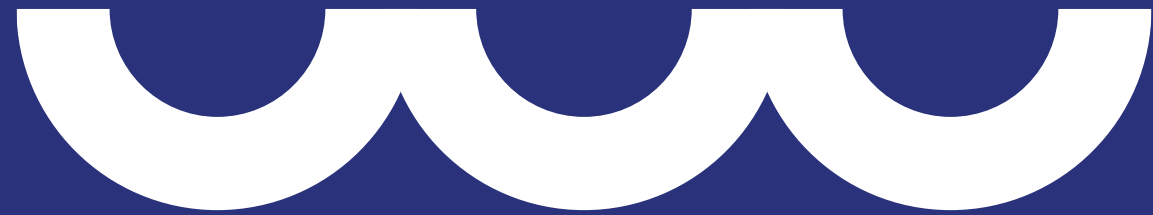
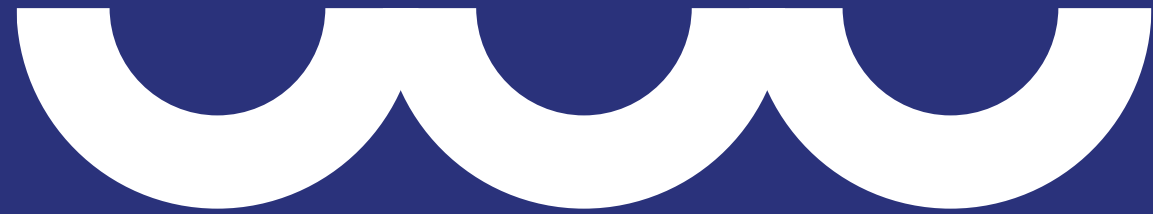
- Marker-based AR
 - Image
 - Object



- Marker-less AR
 - Location-based
 - Projection-based AR



AR in life





Industry

- guide the user through unfamiliar tasks
- distance learning
- simplification of logistics activities

Surgery

- decrease medical errors
- simulation environment
- help patients describe their symptoms



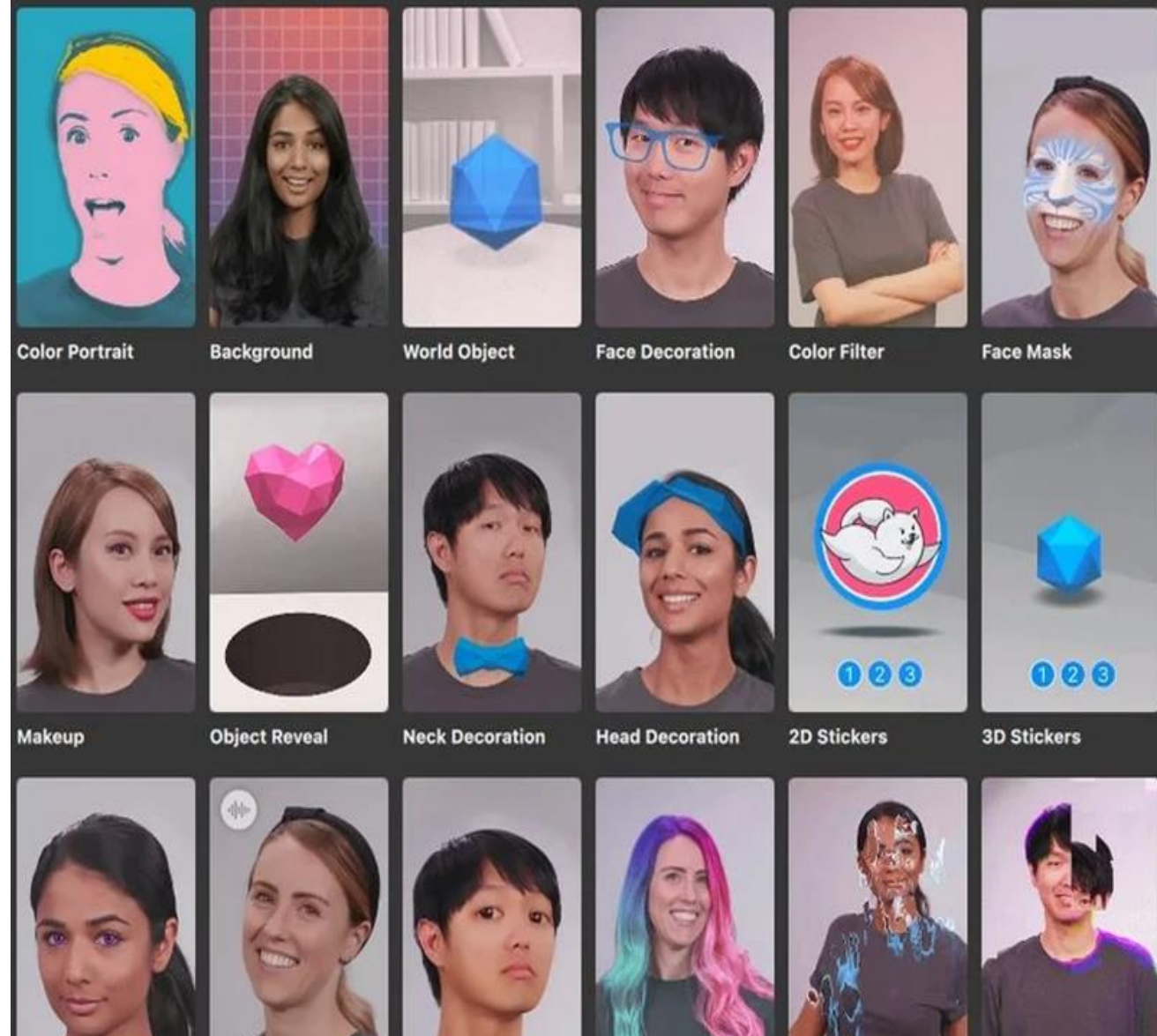


Shopping

- product viewing for online purchase
- store navigation
- displaying product information

Social media platforms

- more complex self-presentation
- advertising
- online brand building





Interactive Gaming

- Pokémon Go
- Harry Potter: Wizards Unite
- GEO-Caching

Use in travel





Driving experience

- easier navigation
- better ability to concentrate
- safer travel

Augmented Tourist Destinations

- enhance physical locations and tourist attractions
- local stories about history
- information gain





Augmented Reality Gamification

- repetitive
- family friendly content
- more time in one location

Opportunities for use in tourism



Explore the city and locate
all the Points of Interest



Travel guides

- easy program planning
- tourist guide is not required
- language is not a barrier

Cross-border tourism

- connecting areas
- showing similarities
- presentation of heritages





Restaurants

- accurate information
- visual feedback
- easier to find

Hotels

- guide first-time visitors
- retain guests
- more interactive experience



Games

Areas



Gamification

- improve the tourist experience
- improve user's engagement
- more interactive experience

Combining these

- cooperation
- better results
- smart city

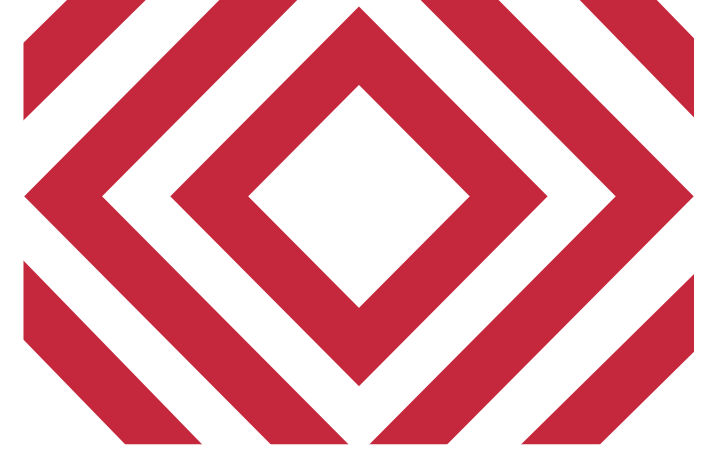
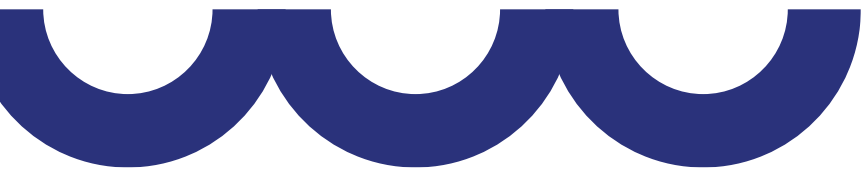
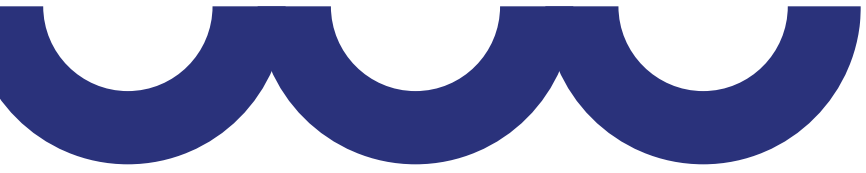


Summary



Summary

- It expands the real world with virtual content
- We can even use it on our phone
- Available in many areas
- There is huge interest in it and it is developing at a fast pace
- It provides better information communication if used properly
- It makes traveling easier both in terms of navigation and programs
- It helps to preserve and promote natural heritage
- It provides a new opportunity for collaboration between companies



**Thank you for
your attention**

Sources

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- [How Augmented Reality \(AR\) is Revolutionising the Travel Industry](#)
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- [Augmented Reality Experiences For Hotels: Innovative AR Ideas For The Lodging Industry](#)