

# INTERNATIONAL CONFERENCE

## „Modern IT Technologies and Applications in Tourism“

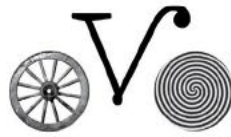
“Modern technologies in tourism promotion and how NOT to use them”

Robert Majhen  
robert.majhen@ludbreg.hr

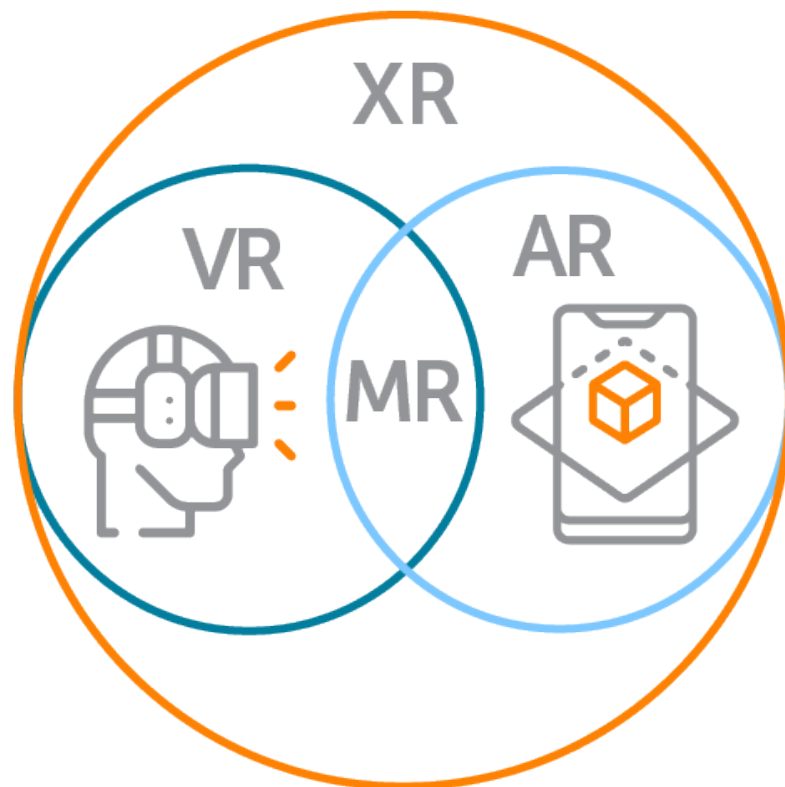


*A cross-border region where rivers  
connect, not divide*

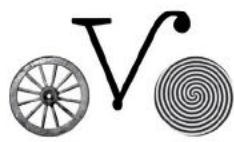
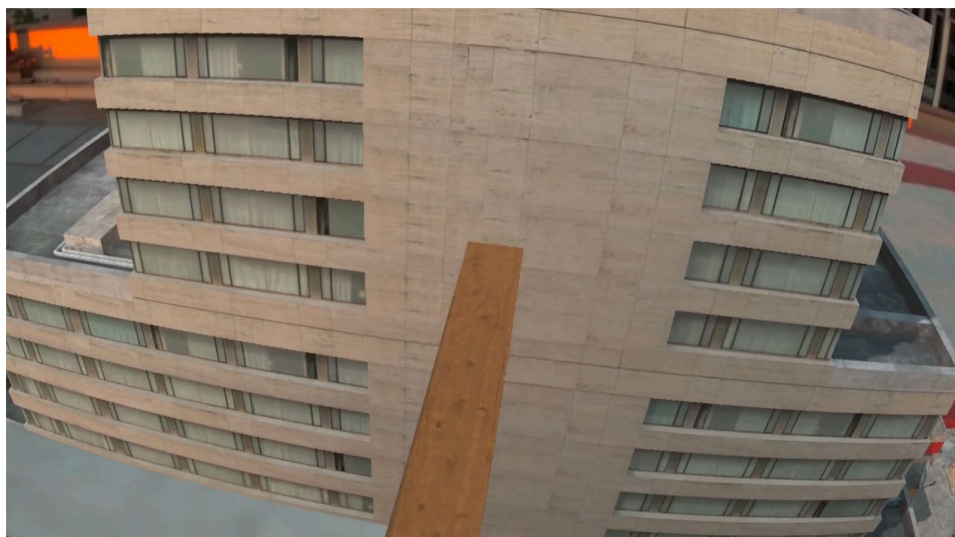
**GRAD LUDBREG**



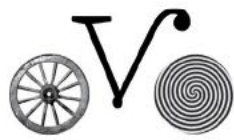
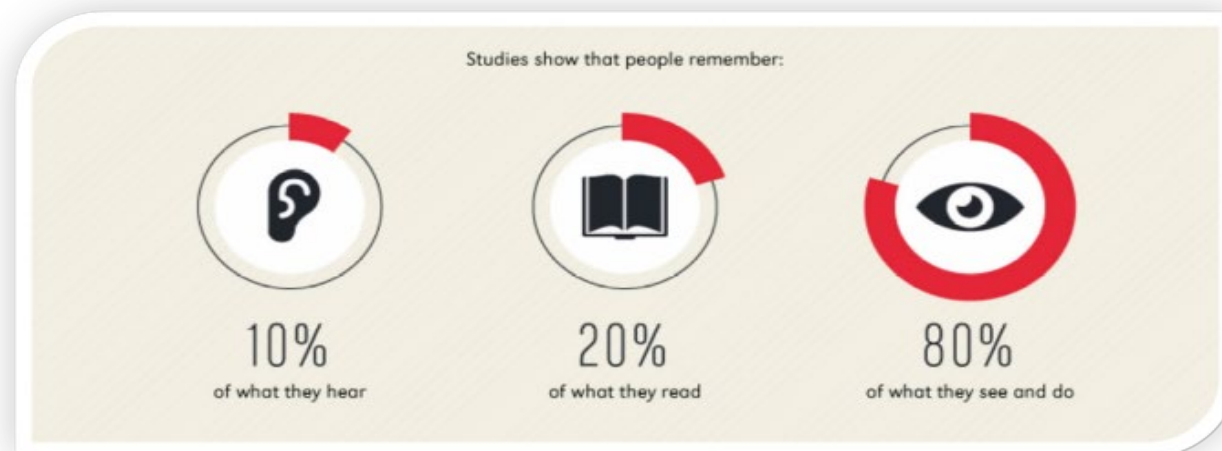
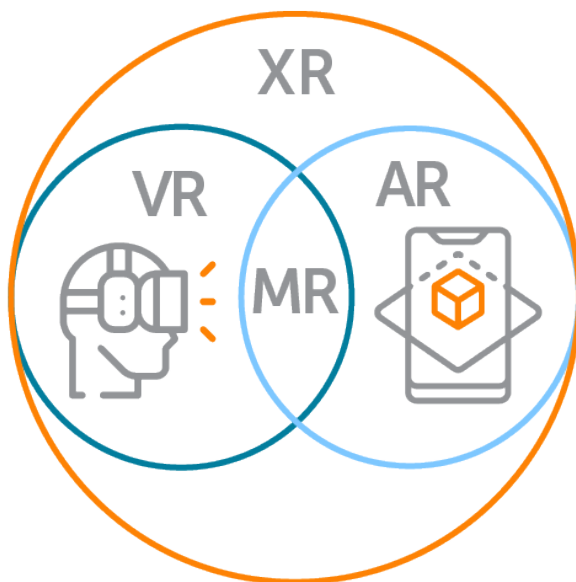
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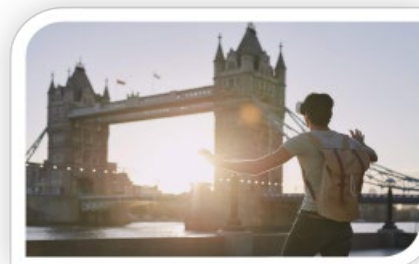


# VIRTUAL REALITY

- EXPENSIVE
- SPECIAL EQUIPMENT
- SUPERVISION REQUIRED



- REAL EXPERIENCE AT LOCATION
- LOCAL LEGEND AS GAME

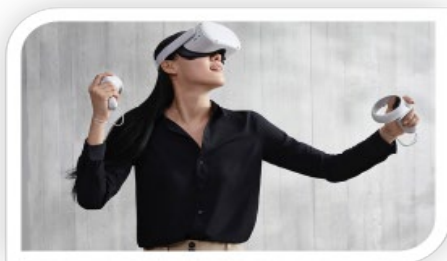




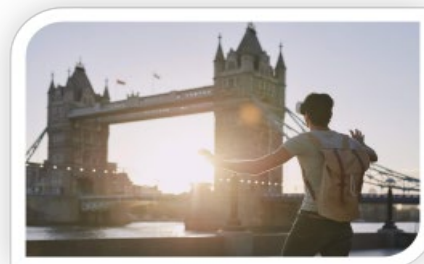
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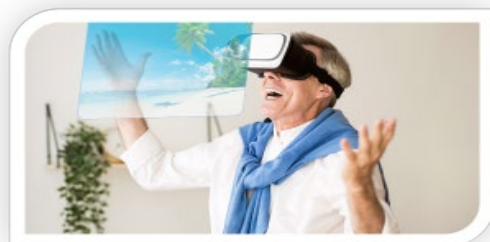
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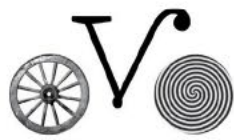
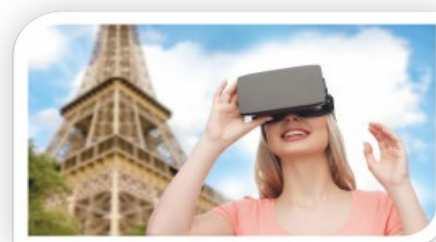


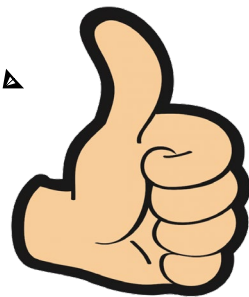
## VIRTUAL REALITY 360

- ALMOST REAL EXPERIENCE
- PRODUCTION COST ACCEPTABLE
- SOUND&VISION
- IMMERSIVE
- REACH



- REAL EXPERIENCE AT LOCATION
- TEASER FOR SPECIFIC LOCATION

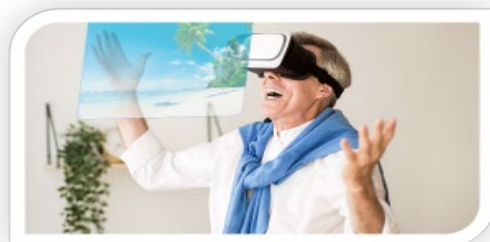




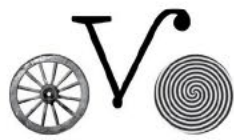
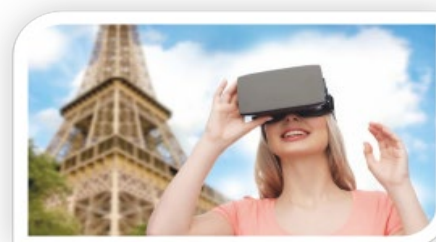
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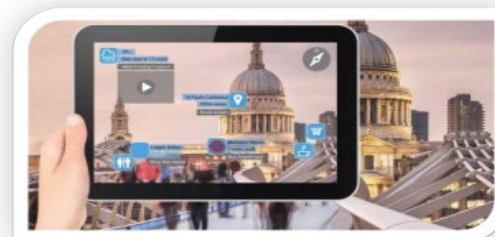


# AUGMENTED REALITY

- DOWNLOAD APP MOTIVATION
- INTERACTIVE AR CATALOGUE



- DOWNLOAD APP MOTIVATION
- AR PORTALS
- GOOGLE LENS
- DIRECTION & INFORMATION





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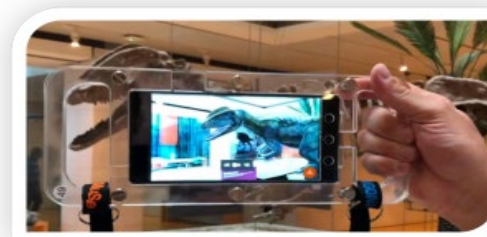
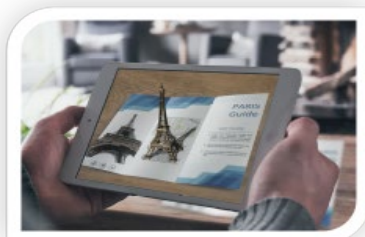


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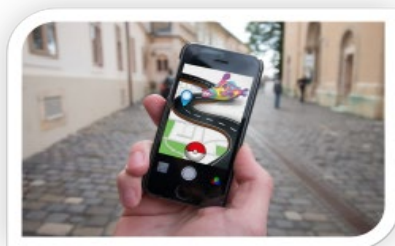
- PREPARED CONTENT
- DEVICES FOR RENT
- NO INSTALLATION
- NO SETUP
- NO DOWNLOAD





## GAMIFICATION

- MUST BE ON LOCATION



- DOWNLOAD APP MOTIVATION
- INTERNET BROWSER BASED
- REWARDS AND BENEFITS
- PREDEFINED ROUTES

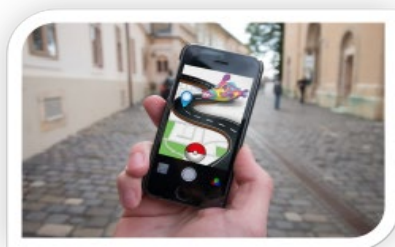




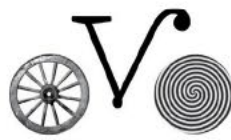
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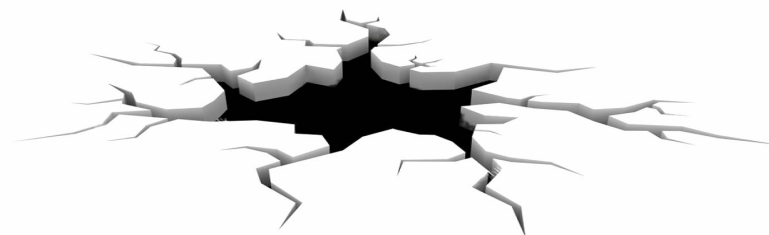


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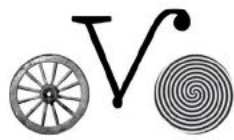
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THANK YOU FOR YOUR ATTENTION 😊



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