

Augmented Reality in Tourism

Larissa Neuburger, MA

22th October 2015



Augmented Reality

...an enhanced version of reality created by the use of technology to overlay digital information on an image of something being viewed through a device (as a smartphone camera). (Merriam-Webster, 2015)

...describes the concept of augmenting a view of the real world with 2D images or 3D objects. (Woods et al., 2004)



Augmented vs. Virtual



Augmented vs. Virtual

Augmented Reality

- ♦ Supplementing
- ♦ Not block out the world
- ♦ Can be used anywhere
- ♦ No need to be realistic
- ♦ 3D rendering is not crucial
- ♦ Challenge tracking & sensing

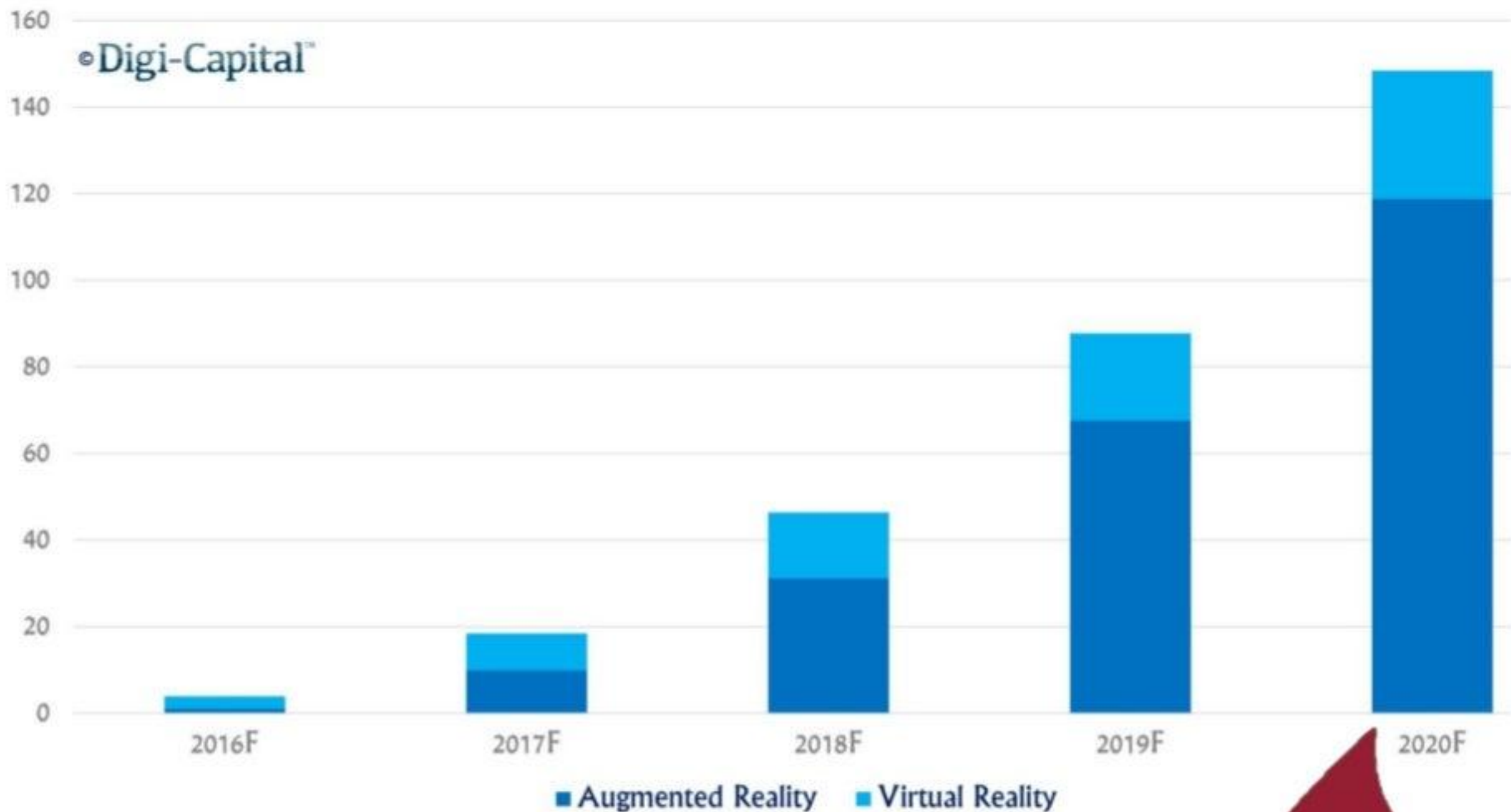
Virtual Reality

- ♦ Replacing
- ♦ Blocks out the real world
- ♦ Best in controlled environment
- ♦ Virtual world has to be realistic
- ♦ 3D rendering necessary
- ♦ No need for tracking & sensing

Source: Digi-Capital, 2015



Future Perspective



AR in medicine



AR in manufacturing



AR in Education



AR in Retail



AR in Tourism



AR in the museum

"[...] AR tools offer users the possibility to deploy their phones as pocket-sized screens through which surrounding spaces become the stage for endless extra layers of information." (Schavemaker, 2011)

- ♦ Limited space in museums
- ♦ Visitor interaction
- ♦ No expensive hardware
- ♦ Easy to use



Target Recognition



Case Study Dommuseum



Dommuseum Salzburg



- ♦ Part of Domquartier
- ♦ Open since May 2014
- ♦ “Five members
– one experience”
- ♦ 15.000 m²
- ♦ 2.000 exhibits
- ♦ 1.300 years of history
- ♦ art treasures from
churches & Cathedral of
Salzburg



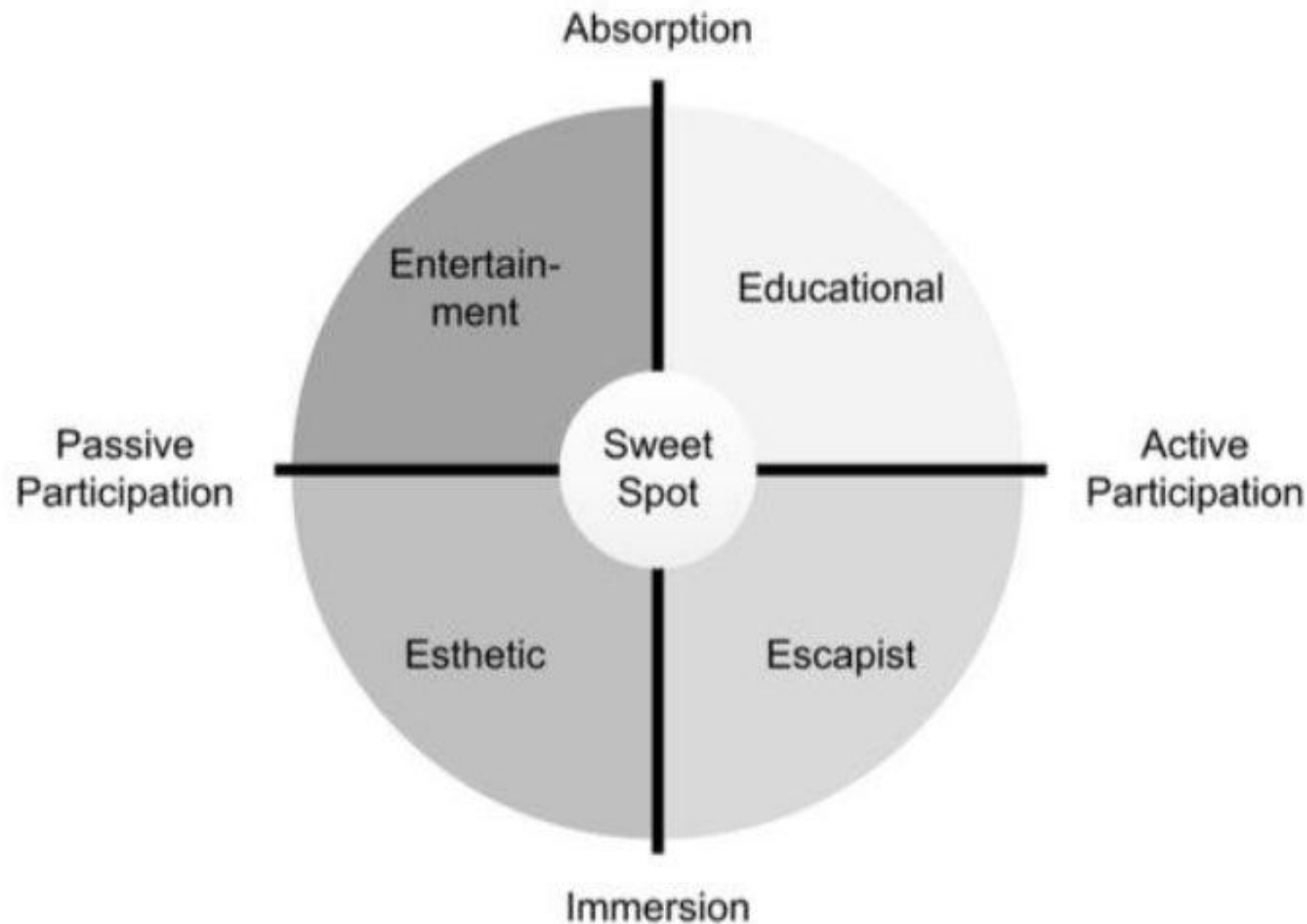
Experience Economy



Source: Adapted from Pine, Gilmore 2011, p.34



The Perfect Experience



Source: Adapted from Pine, Gilmore 1999, p.30



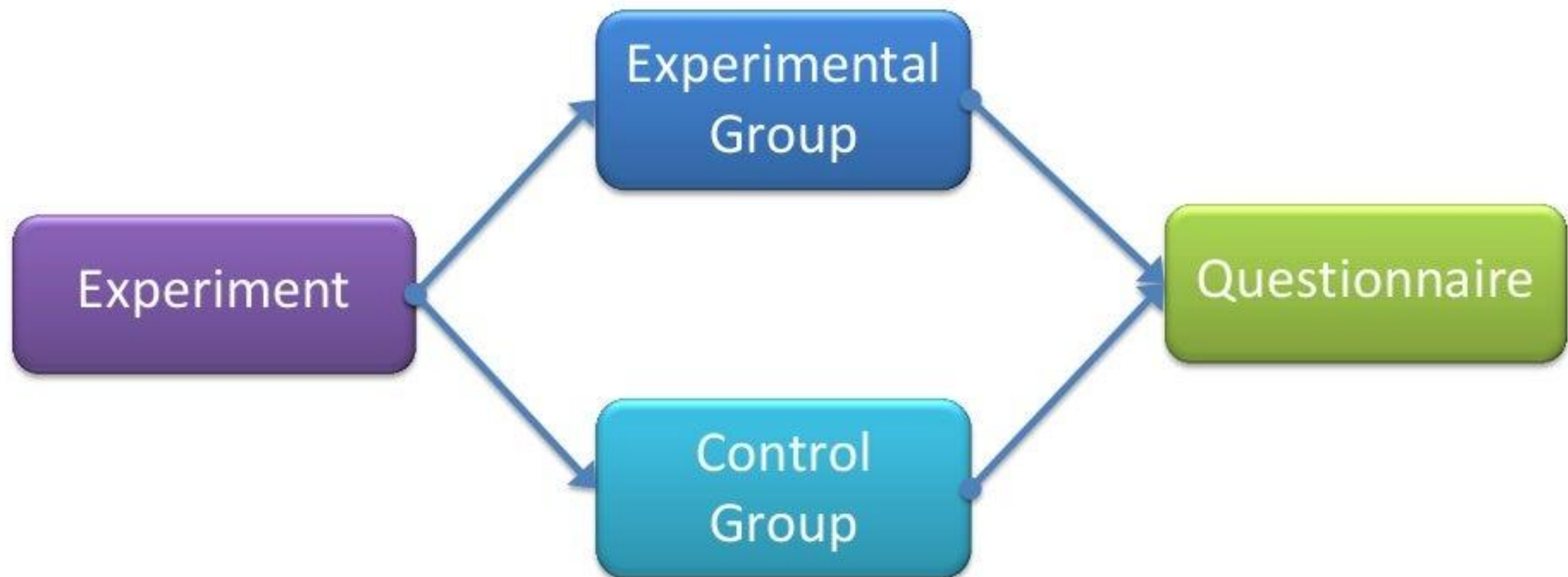
Museum Experience Scale



Source: Othman et al., 2011



Research Design



Collected Data



Sample Size = 178

Reliability Test: Cronbach's Alpha
> 0,7 required & validated

All results significance level:
 $p < 0,05$ or $p < 0,01$



Results Experience

Overall Experience

5,22

Education

5,74

Esthetics

5,65

Entertainment

5,02

Escapism

4,48

	Escapism	Entertainment	Esthetics	Education	Overall Experience
■ Mean	4,48	5,02	5,65	5,74	5,22

