

Augmented Reality in Tourism

Larissa Neuburger, MA

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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

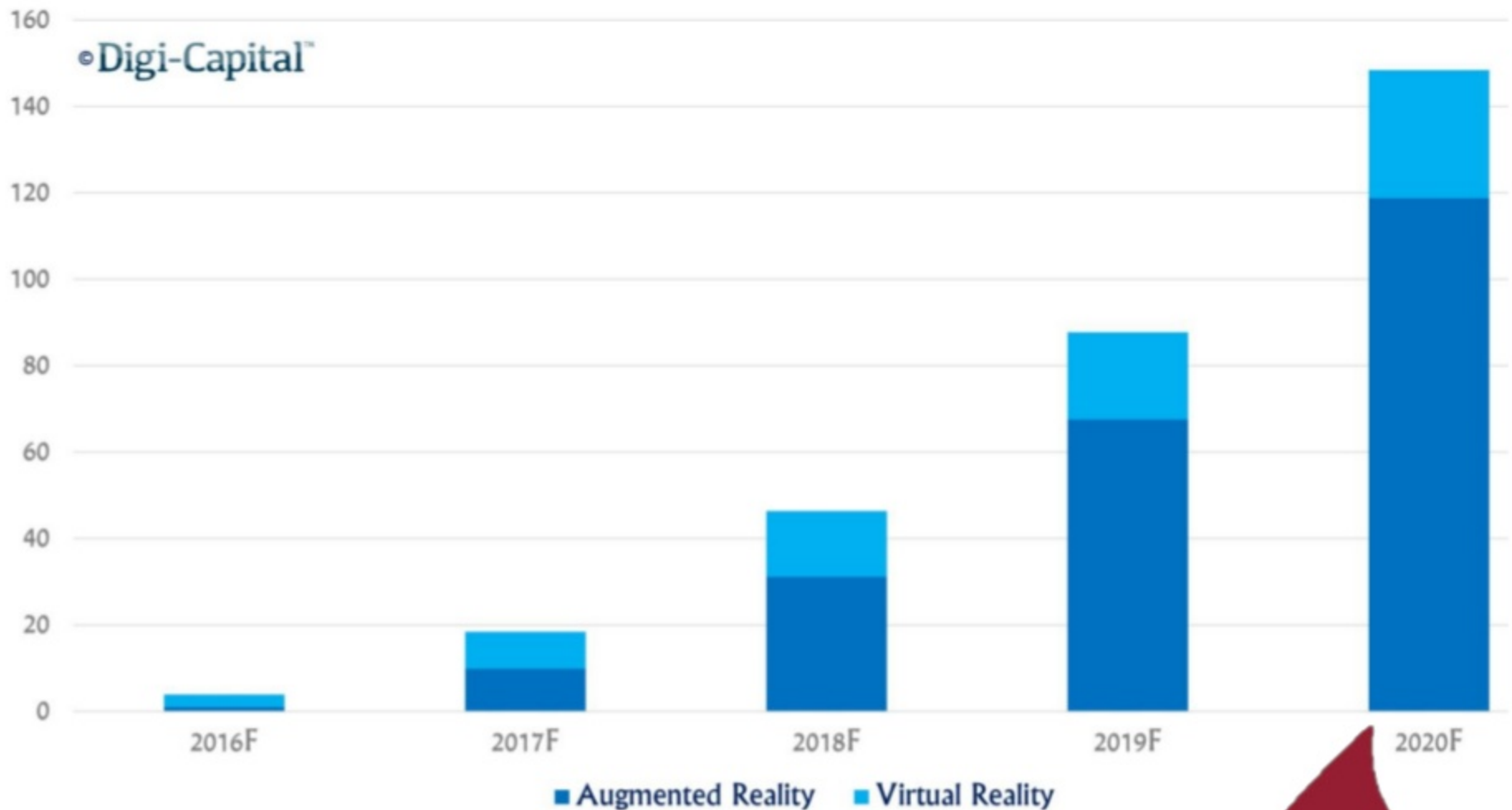
Virtual Reality

- ♦ 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



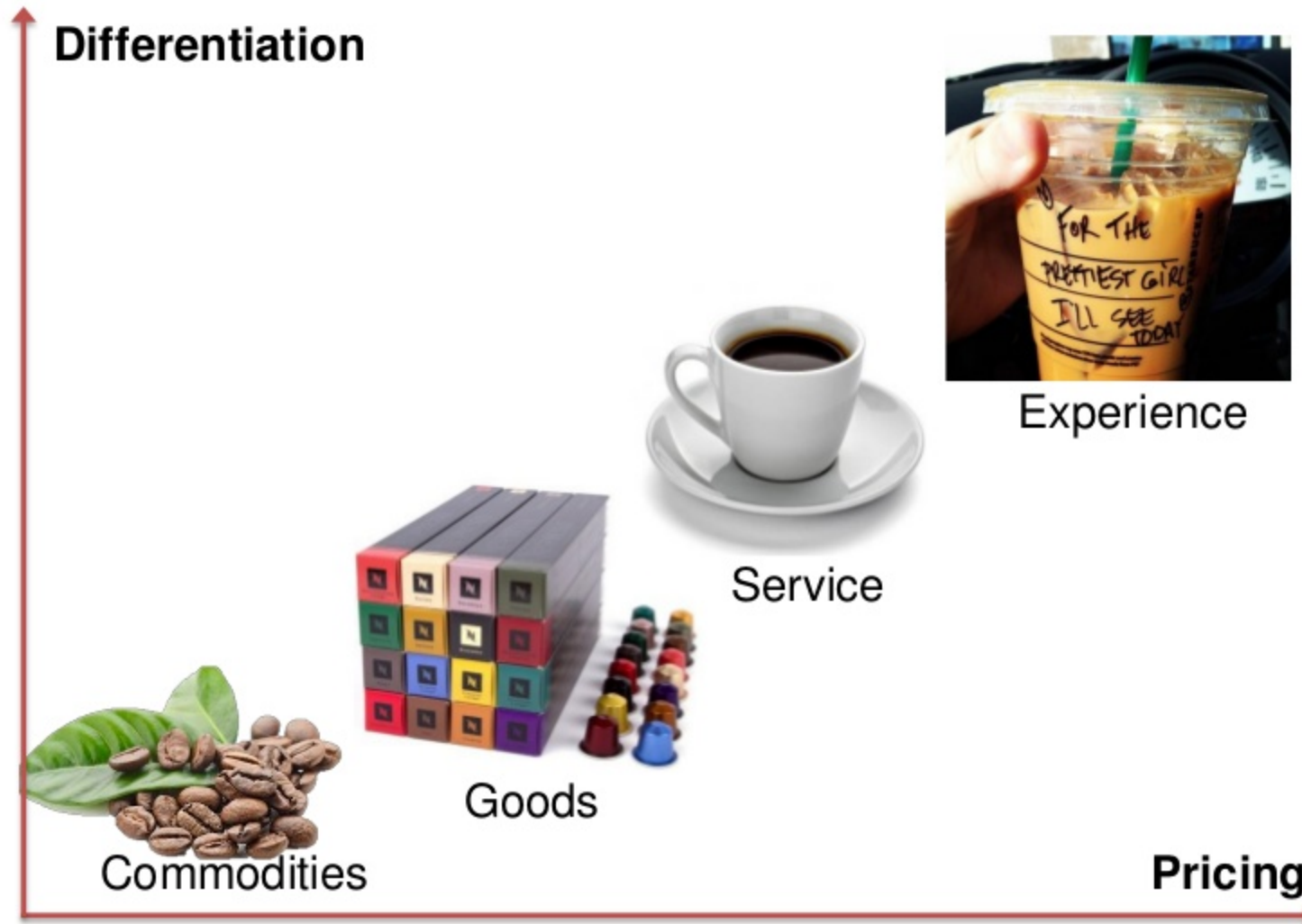
Dommuseum Salzburg



- ♦ 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

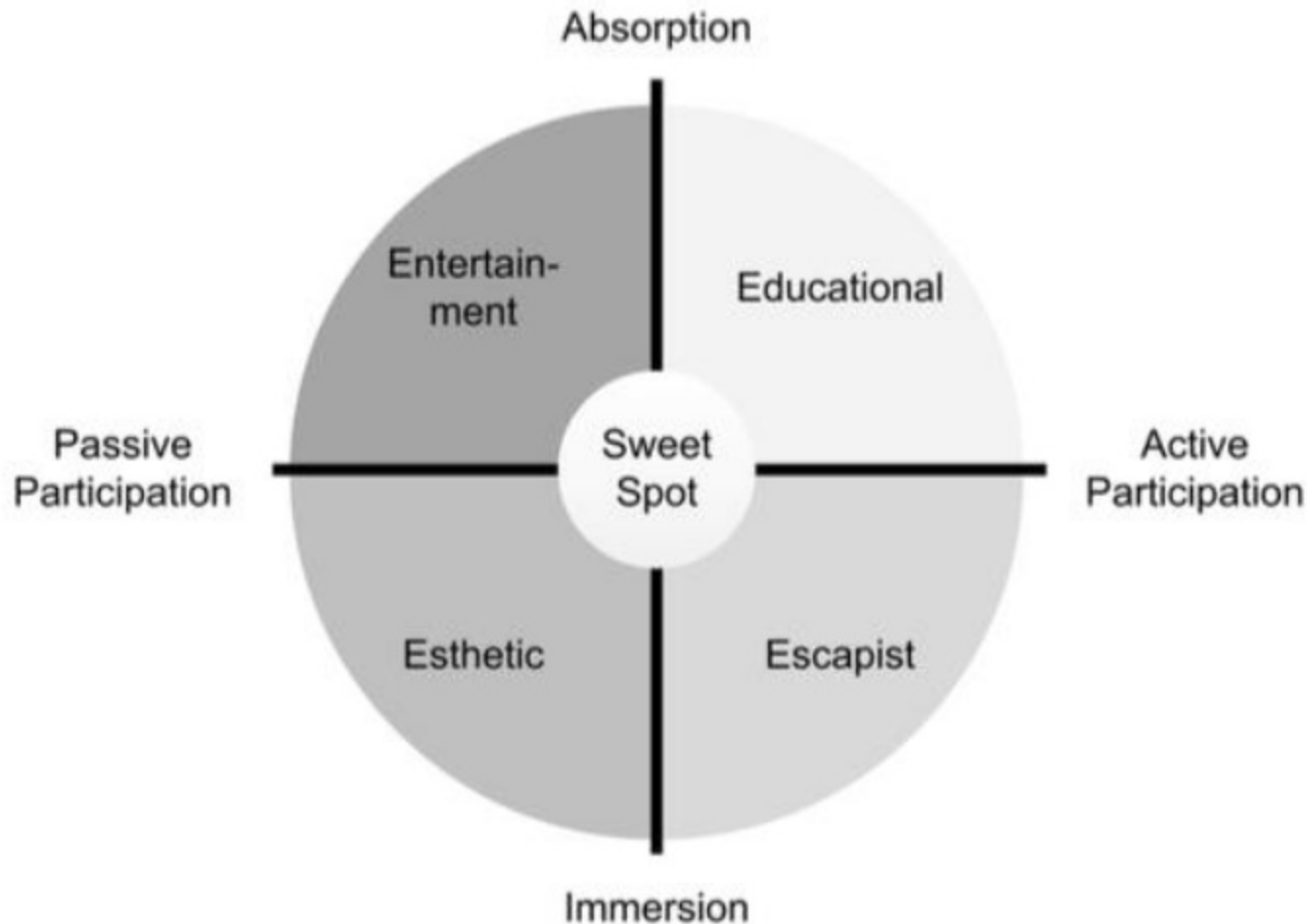


Experience Economy



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

The Perfect Experience



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



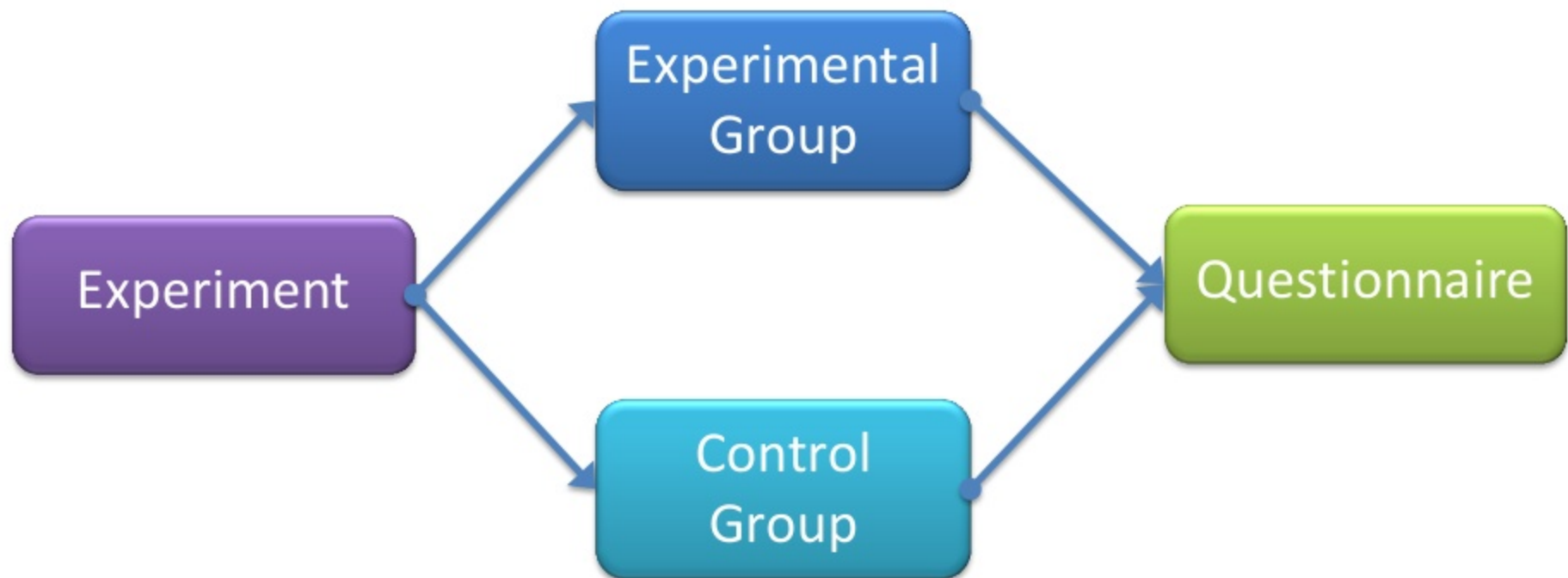
Museum Experience Scale



Source: Othman et al., 2011



Research Design




Collected Data



Sample Size = 178



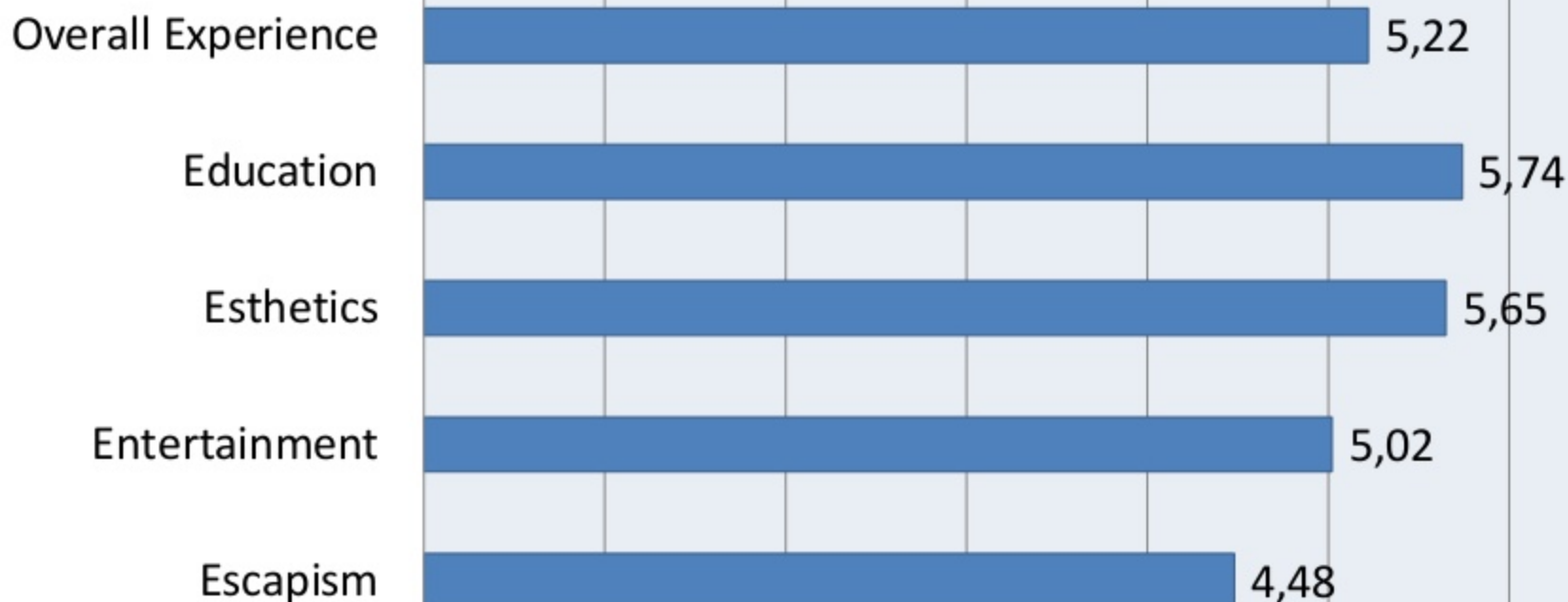
Reliability Test: Cronbach's Alpha
> 0,7 required & validated



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



Results Experience



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

