Module 1
Introduction to management

Lesson 6- Tourism and new technologies

In this last lesson, we mentioned briefly the use of augmented reality (AR) and virtual reality (VR) as a way of innovating in the tourism industry, and at the same time making everything for interactive and interesting.

The difference between AR and VR is *"augmented reality (AR) adds digital elements to a live view often by using the camera on a smartphone. Examples of augmented reality experiences include Snapchat lenses and the game Pokemon Go. Virtual reality (VR) implies a complete immersion experience that shuts out the physical world"*.

In the recent years, VR became a powerful tool for the tourism industry: hotels, guided tours or customer experience.

In the case of hotels, thanks to this new tool, they can give tourist a tour around the hotel, instead of them having to read captions and watch the pictures. In this case, the customer would have a "walk" inside the facilities of the hotel, so they can take their decision easily. This new method will give the hotel more transparency and new tools for marketing.

Another use of VR, is using this technology during tours or visit. For example, let's say our customers are visiting and old medieval castle , and we want to showcase the progress of the reconstruction work: we can use VR in that case. The tourist will see all the phases and development just as if there were on place. They will be drawn to a new epoque and place. We should remember that nowadays, people want to collect and feel experiences, feel connected to people and places.

And finally, VR can be used for the booking process. The customer will have the experience from the very beginning. Instead of using a computer or a phone, they will use VR to book their holidays. They will be able to check hotels, local attractions and landscape, for instance.

Now, let's talk about AR. As we have explained in lesson 6, people use their digital devices such as smartphones or tablets, from the very beginning of the experience and during the trip itself. That's why, AR has experienced a breakthrough over the past few years. It has

become an important tool for businesses, and it can change the day the customer perceives the surroundings.

AR enables the tourist to change the perception of a place with the help of a device, it overlays different elements.

For example, you can use a device and AR to watch the historical explanation of a monument.

Another use is, for example, to use it pointing a restaurant to see the menu.

AR and VR can also be used to change the world into a better place. For instance, some zoos around the world are not caging animals anymore. With the use of VR and AR, they can offer a visit to see the wildlife, people can "engage" with the animal and learn everything about them without the need of holding animals in captivity.

You can check the video in the "Links and resources" document.

And finally, AR can be used for gamification of the experience. For instance, an hotel setting a treasure hunt with AR.

One of the main advantages of AR is that is cheaper than VR for the business. To offer VR experiences businesses, will have to provide the devices (headsets, glasses, etc…); but AR can be experienced through the customers own smartphones or tablets.

Technology is already changing the travel industry.

We already new that VR and AR were a reality and that they will for sure change the industry. But nowadays, after COVID 19 outbreak, VR and AR , can help the travel an tourism industry.

According to experts *"the COVID-19 pandemic could cut 50 million jobs worldwide"*.

One of the measures suggested is ti increase budgets for promoting travel destinations and it could be done by using virtual reality (VR).

The customers will have the "try before you buy" experience, engaging with the tourism company, building trust and generating the hype feeling.

During the COVID19 outbreak people have use VR at their home to visit museums, attend to the opera or visit Nefertiti's tomb in Egypt. These experiences give you the opportunity to get away form reality for a while and "dream" about your next trip-

Even if traveling is not allowed at the moment, people will enjoy organising and preparing their next trip.

Hotels, travel agencies and airlines are already offering this service or developing it.

During the next years, we will witness how technology will change the world. Let's hope technology will help yo build a more sustainable model of tourism, aligning with the EU or UNESCO guidelines.