

# Augmented Reality and Spatiality in Tourism and Regional Development

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# Motivation

The emerging geography of cyberspace motivates us to include AR into one of the regional development priority – tourism, as the bridge between material and virtual world of Perceptive/Imaginative spatiality.

**AR + Tourism**

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# Research outline

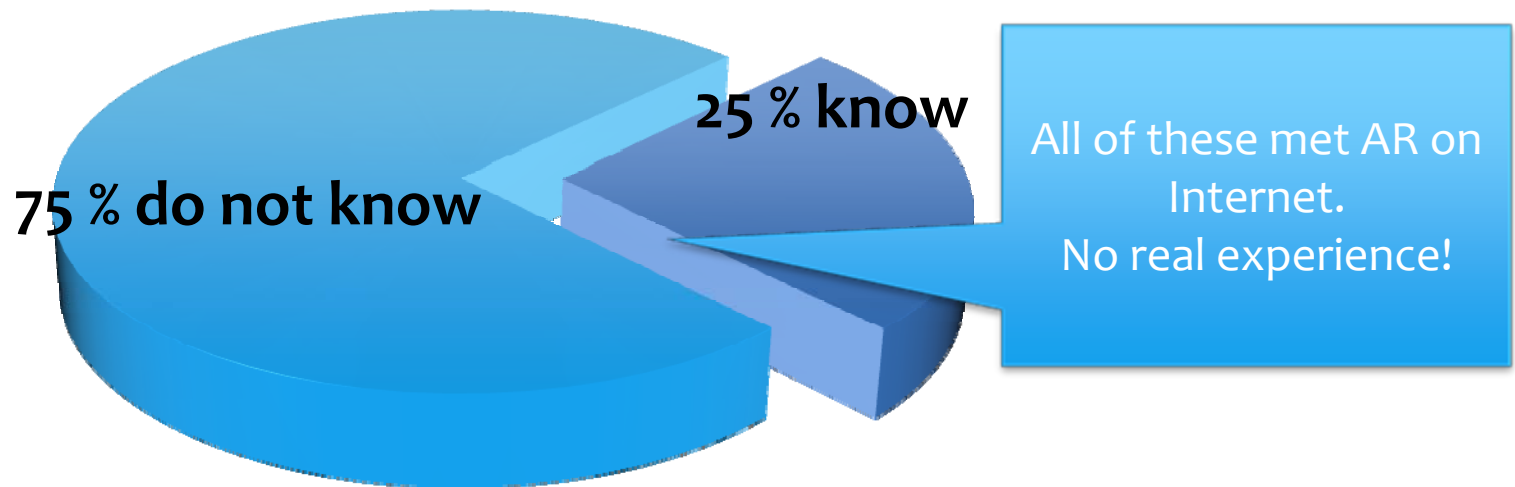
- \* **Goal:** Mapping demand for AR technologies in tourism
- \* **Location:** Brno, Czech Republic
- \* **Methods:** questionnaires and semi-structured interviews
- \* **Interviewed:** tourism stakeholders in Brno



# Results

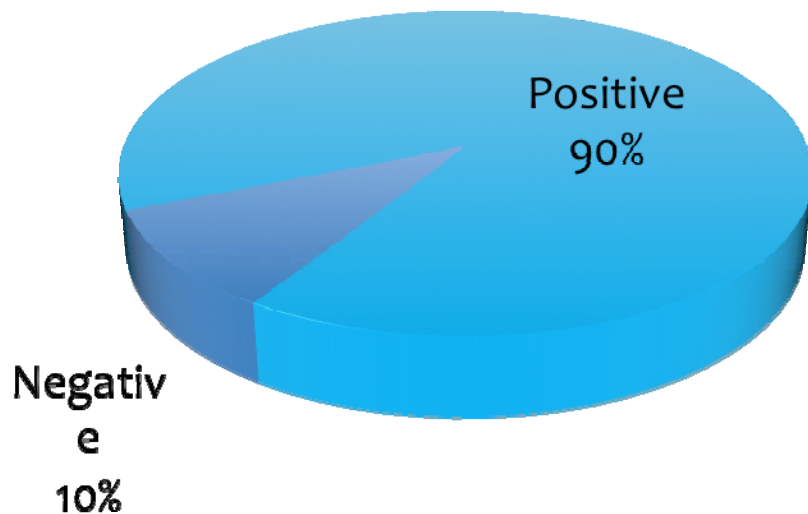
- \* Our research shows the disproportion between the knowledge of AR (low awareness) and the interest of its features.
- \* Significant results could be seen also in the different view from the perspective of users (tourists) and tourism organizations.

# Public awareness about AR



# Reactions after show of possibilities of AR

## Reactions



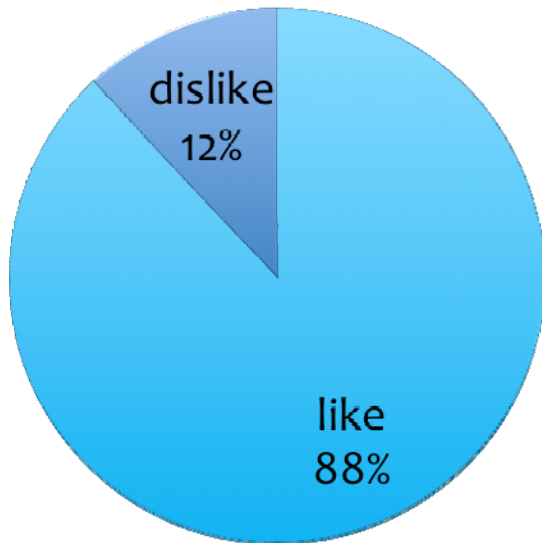
# Preferred users usage

- \* Removing language barriers – 58 %
- \* Tourist guides – 22 %
- \* 3D maps – 16 %
- \* 3D show of transportation – 4%

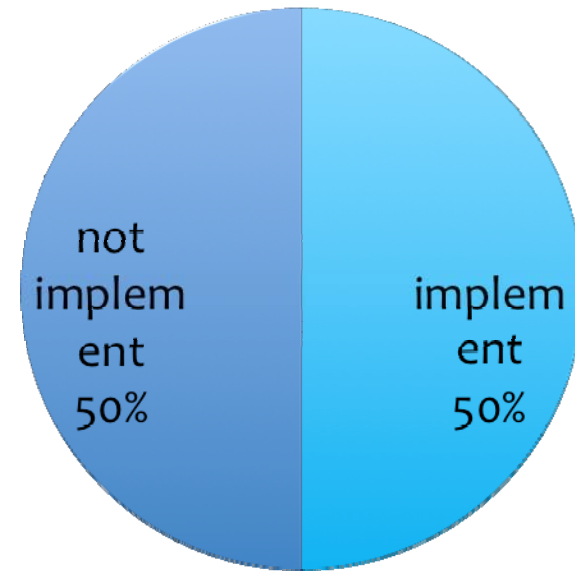
**85 %**  
of users would like to use such applications for their own use when traveling.

# Reaction of tourism organizations

Reaction after demonstration



Real deployment in the future





# Discussion of skeptical attitude

## Most common causes:

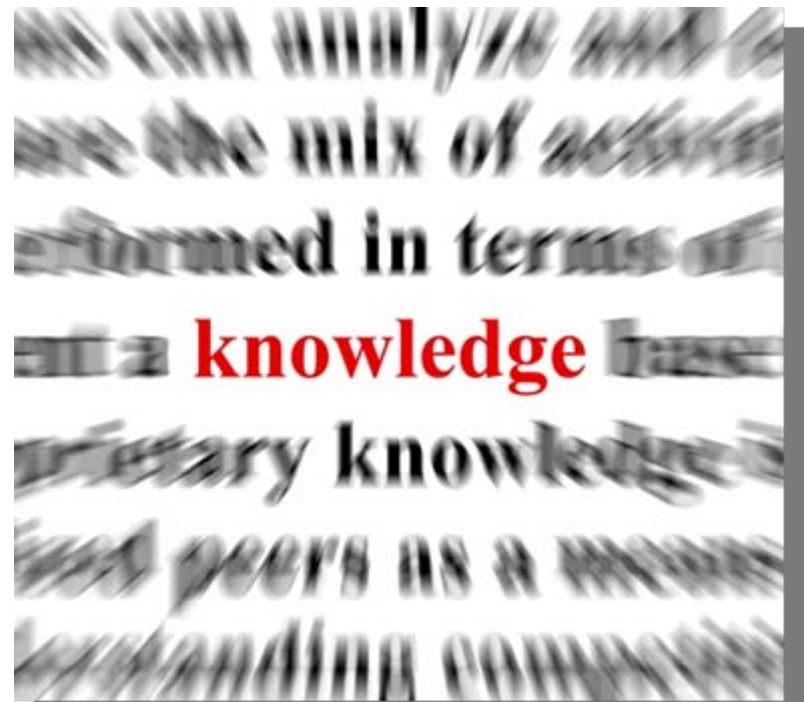
- \* Very high financial demands on the applications development
- \* Uncertain reactions of users

**„Distrust in the efficiency of the AR reactions comes from lack of knowledge of users of similar applications in tourism.“**



# Conclusion

- \* Results show disproportion between demand of AR application from informed respondents/users and tourism organizations/companies.
- \* The key determinant probably lies in the quota of topic knowledge.



# Further research

- \* We further focus on other determinants of AR usage in tourism
  - \* especially under the conditions of rapid incorporation of new technologies and
  - \* high penetration of ubiquitous internet connection and smart phone penetration among tourist.



# Thank You for Your Attention!



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