

### Chapter 1 : Do I travel to escape reality?

*Tourism is a booming industry that enables people to explore, experience, and enjoy destinations and cultures other than their own. As a traveler, you can use augmented reality technology for choosing your destinations and activities before and while you travel, and ultimately experience planning and travelling in a much more interactive and.*

Read More VR vs. Although these two technologies are parallel, they are not the same and quite easy to get confused. You can find more about the difference between virtual reality and augmented reality more VR vs. AR in this article. Taking the wrong trip will drain your money and also result in a lot of dissatisfaction. VR Tourism is all about experiencing these destinations for little or no cost at all. The best VR travel apps now available can immerse you completely into a place or a specific city, museum, park, resort or hotel before you take the plunge. VR technology can greatly ease the decision making process. With VR anyone can tour your city, island or country from anywhere. The entire travel and tourism industry is based on selling experiences or history of a destination. Traditionally, compelling imagery, stories and user experiences have been the driving forces to attract tourists. However, these have never been able to fulfill one crucial aspect. All of these only relied on imagination of the customer instead of giving an experience. This makes VR the best thing to happen to the travel industry. Potential customers can now enjoy being in a place for a short time right from their living rooms. Interestingly, there are also claims that VR tourism can replace traditional tourism altogether. However, it would be more of a transformation than total replacement. Well, anyone can climb the Mount Everest; embrace the view from the top of the Leaning Tower of Pisa. Take a virtual visit almost to any remote corner of the globe, so the trick here on part of Travel businesses will be to not give it away all for free. Instead VR is being viewed as a marketing strategy to bring to light some of the cool places to go on a holiday. This also helps companies concentrate more on innovating means to create that first person immersion and motivate a potential customer to take the trip. And this helps you to shake off confusion about any tourist spots or schedules. It is such a simple solution. You can simply replace researching lots of different websites and making notes with a simple minute virtual visit to a place. Planning with VR will be much fun too. Trip planning is surely one area that will soon become a crucial part of the Tourism industry. There are many countries, including India, where there are lots of people who have never travelled for a holiday. Also for people who travel regularly, accommodation, entrance fees and other hidden costs add up quickly. Looking into several other aspects cramped airplanes for example , we may not be wrong in predicting the boom of virtual vacations. Although there are quite some challenges around this, only the future has the answer for when it will be accessible to everyone. Would you prefer a virtual tour? What do you think are the main challenges around VR travel? Express your views in the comments section below.

## Chapter 2 : VR Tourism: Travel The World With Virtual Reality

*The Livingstone town tour that took us to see the old buildings some over a year-old and of course the oldest chemist in Zambia, ended with a visit at the Jollyboys Backpackers.*

According to travel statistics, this equates to , long-distance trips in just fourteen weeks. One hundred years ago, airplanes began to transport people as a faster mode of transportation, and that was neat. Then the internet came along also neat , and after a time, has become instrumental in helping people find, research, and plan trips to places they may not have otherwise known about. Sure, trends emerge from time to time. Hard suitcases became a fad, and people are enjoying Airbnbs as a hotel alternative, all while documenting the perfectly posed photos on Instagram to evoke a bit of jealousy from cubicle-ridden friends. This augmented reality game, something Niantic promoted as a game to get people moving, only allows you to catch certain Pokemon with a given area. You must travel to find others. My brother-in-law, who had lived in the desert when the game was launched, enjoyed finding the water Pokemon during a visit to my lakeside city. He was excited to walk about the town to find new members for his clan, and we even opted to try a specific brewery since it was near a Pokestop. Many other businesses and destinations are more overt in their use of the tech, though. In a recent trip I made to the Smithsonian, I was excited to see early adoption of the emerging tour add-ons. One stop, at the Museum of Natural History, attempted to incorporate AR into what had likely been a largely unchanged exhibit for many years. The exhibit, called Bones you can likely guess what was seen within that space , promoted an app called Skin and Bones. Simply overlay your phone on a skeleton and see what the creature would have looked like while living. Unfortunately, between the poor wi-fi connection and the inability to find the app under the indicated name, I trudged away, defeated. Hotels are beginning to use photos and video to promote their spaces over the flat-photos Google Images provides. Many museums are utilizing technologies like the Hololens to place items, such as full-scale ships, within small buildings. Visitor bureaus, both small and large, are using the ability to envelope potential tourists in an action-packed, full-circle experience as a selling point. Vacationing, at its core, is the want and need to escape everyday life for just a bit. Allowing people the best possible experience gives the sense of value. But, have you ever looked at the things that make something feel worthwhile and asked why you felt as though they were? That, or you found the stash of warm beer hidden in a child-proofed cupboard. So, two beers and a near career-change later, you find yourself and the nap-less youths at the local zoo. When the adventure is over, you think about the horrific experience. Suddenly, mobile devices pick your favorite: The pens that are empty due to animal care are suddenly bursting with life by way of AR overlays. Despite the kids being a handful, and even though that camel still spit in your face, the trip takes on a different mood altogether. One idea for engaging visitors at zoos with augmented reality. The same is true for other locations. Our options were to install elevators compromising the historic integrity of the site “ which historic preservation societies will not allow or charge less for a smaller tour which results in many visitors not seeing the entirety of the building. Until recently, our only option was to provide photo slideshows or videos to visitors who could not manage stairs. Instead, as she sits comfortably in a chair, she travels through each room “ seeing it as if she were in it “ while being educated by a personable tour guide. As you leave our site, and many other historic locations previously off-limits to those with mobility restrictions, you no longer feel guilty you left poor Great-Aunt Maggie sitting in a chair looking at photos. Instead, you all go to lunch and discuss the silver chandeliers and marble fireplaces. Now, before I get a slew of people telling me that they like to go camping in the middle of nowhere to get away from it all, let me ask: How did you hear about the area you wanted to visit, and how did you ultimately get to your destination? Unless you decide to abandon society and become a hermit in that nylon tent you placed near a convenient water source, of course. These technologies will change the tourism landscape in many other ways, too. From start to finish, the entire experience will be more enjoyable for the vast majority of people. Once you stick on your headset, you will be able to search or browse through popular locations and experience them as if you were there. Booking Perhaps one of the most dreaded experiences in travel is booking lodging. From a great distance, with only internet photos as your ally, choosing a hotel or

resort can be daunting. You pick your room, based off of a gorgeous photo of a well-made bed in a room with a large window. Plane Travel Both glorious and awful at the same time, flights are the dreaded bookend on many vacations. Despite the infinite list of reasons flight cons, I find boredom is my biggest challenge. But, just imagine if on that twenty-two hour flight to Australia, you got to take a couple of different adventures while you wait. Perhaps you go with the newest 3D-VR feature film, or maybe you opt to explore your destination city before your arrival. Some airlines are already beginning to use this technology as an on-flight perk, and more will likely join the revolution as VR headsets are more tangible entertainment option versus in-seat monitors. The laws of probability indicate that within your group, you have the following people: One who wants to wander without a sense of direction. The old-school map person. Thankfully, augmented reality navigation is coming along nicely. Using a map function on your AR device will show you everything you want in a user-friendly way. Instead of doing the normal tourism standard we know today take a photo, take another photo, walk around it, tour it, etc. You download the Paris Adventurer app, and now you pick your experience. It will, instead, do the exact opposite. Take a moment to relive your first virtual reality roller coaster. Ask yourself the following: Did you want to try the roller coaster in the first place? You enjoyed the VR version, but did you then decide you had no reason to go on the real version if the opportunity arose? You like roller coasters, and being able to try this one in a partial form only makes you want to try it again with the wind pounding your face. There will be, of course, exceptions to this. TriStar Pictures There are additional benefits to traveling via virtual reality. Perhaps someone who desperately wants to see the view from the top of Mount Everest has physical limitations. In these cases, paid virtual reality tours open the world to the otherwise confined population. So, will people skip the horrendous road construction travel season for the convenience of visiting Venice via VR from their living room couch? The travel and tourism industries are any easy fit for this technology, as are already beginning to see. As things change, one thing is clear: Through discussion, research, and product testing, Scottie aims to inform the public of the life-changing potential augmented and virtual realities are beginning to offer the world, even as the technology is in its relative infancy.

**Chapter 3 : Virtual Reality in Tourism - Current News, Trends & Feature Articles**

*The latest Tweets from Tourism Reality TV Show (@tourismreality). To increase tourist arrivals, we need to do more to show Zambia as a WORTHY TOURISM DESTINATION. There is no better way than through a Å° reality show. Zambia.*

Already back then she had been asking me for a contribution – the ever so slightly more pragmatic player in our discussions. The fear of political extremism, the disappointment in the media landscape and the frustration about uneducated and populist opinions. On the road I found a different world, a different atmosphere and a different hope for the future. Yes, you heard me right. I travel to escape reality. But not the way you think. You probably think of all the comments us frequent travellers get to hear all the time. People who travel a lot are restless souls, never happy with what they have, not ready to settle down, afraid to make real life decisions and all that. They think we are a bunch of unsatisfied, escapist runaways who put off living life until – well, as long as possible. While I am no stranger to late-twenties life-angst why am I doing this PhD again? I cannot identify with any of these accusations; not in relation to my travels in any way. And yet, I travel to escape reality. Let me explain what I mean. I travel to escape the reality of prejudices No matter where you turn the media are full of reports on the refugee crisis in Europe and terror attacks in the Western world – sadly, often the two are brought in direct relation with one another. Many people are in opposition, but remain quiet. Being a racist bigot seems to be socially acceptable these days. How on Earth could you not wish to escape this current mindset in Europe? The most important thing when travelling to escape prejudices is to actively seek out locals to talk to, ask them about their political views or how their society works, and soak up all the differences and similarities without judging them. If only more people would travel consciously, they could let go of their fears! I travel to escape the reality of boring routine This goes out to everyone who thinks frequent and long-term travellers run away from the responsibility to choose a career and make a living: First of all travelling actually requires a lot of responsibility, especially when doing it for months or years at once. The things I have learnt from travelling long- and short-term are valuable life-lessons, and I have picked up more than one practical skill along the way as well. I am not saying I have to see every corner of the planet before I turn 30, but I also do not want to look back at my life one day and feel like I have not done enough to fulfil my dreams and desires. I travel to escape the false reality of being done learning I do not want to speak to soon, but once I have finished my PhD I will have more or less spent 24 years in the education system: To me that sounds like a pretty darn long time and I am sure you can understand that I am also looking forward to be finally finished with school. Finally finished learning – I could not be any more wrong. I think it is easy to forget how to learn, when you are out of school long enough. I have not learnt a foreign language in 5 years and find it hard to get started with a new one. When I travel it comes back to me though. How to learn a language in order to communicate, how to combine different ingredients to make the most amazing meal or how to listen to stories to learn about history. Blogging is a huge part of this eternal learning process for me, because it gives me the opportunity to continuously reflect and improve the way I interact with this world. I travel to escape the reality of bigotry Who else is sick of hearing about Donald Trump? Of course, leaving the country is not the way to go against these people – making use of your right to vote is. Travelling is learning, and education fights bigotry. What these people forget is the best about living in a diverse and multicultural country: So instead of locking yourself into your living room and being scared about change, go downstairs and have a cuppa with your neighbours from around the world! So yes, I travel to escape reality. Sometimes the reality we live in is just not the reality we desire – and the only thing we can do about it, it go out and seek inspiration for a new, better reality. We bring it back home and do our best to change life for ourselves and for others. And if you ask me, travelling is the best way to get started! This post appeared originally on The Midnight Blue Elephant. Pin it for later: All photos by Kathi Kamleitner. You might also like

## Chapter 4 : Travel To Escape Reality - Adventures of a Carry-On

*Augmented Reality Travel Apps, whether are location-based, with image or object recognition, have a proven ability to enhance the travel and tourism services. Creating unforgettable experiences and visual storytelling for travelers is the key to a sustainable business model in the tourism industry.*

Nevertheless to mention that Augmented reality can really revolutionize the Tourism industry completely. Augmented Booking Experience If I am not wrong, the first most action you take when planning a trip is to find hotels and flight that meet your needs and also affordable to your pocket. And, your selection would mainly depend on how your friends, colleagues or members from online forums tell their experience stories. But, Augmented reality has some more innovative solutions for you. Utilization of Augmented Reality for booking your favorite hotel Augmented reality enables you to have a 3D virtual tour of the hotel to be booked on your mobile itself. Moreover, you can also visualize other amenities like, swimming pool, spas, gyms and restaurants. Thus, Augmented Reality not only provides an interactive platform to search and book your hotel accommodation rather you can actually feel like physically visiting the hotel. In other words, Augmented Reality adds a wow factor in the booking process and provides you an indelible user experience. Ultimately, it injects a confidence factor in your decision. Flight Booking using Augmented Reality Just like hotels, searching and booking a flight is also a major pain area in your travel plan. But, no problem, Augmented Reality can help you out to find and book the most suitable flight for you. With the help of Augmented reality technology, you can now take a sneak peek inside the flight before you actually book a seat in the same. Yes, with the help of your mobile device, you can visualize true to scale seats, leg room and even different entertainment options in various booking classes. And, if you think that all these will not come true in the coming years, you are absolutely wrong. I recommend you to watch the below YouTube video and feel the highly interactive platform of this flight booking App infused with Augmented reality. Undoubtedly, integration of Augmented Reality in tourism can really disrupt the way we use to search and book our flight and accommodations. Augmented Reality in Hotel Accommodation For an incredible tour experience, undoubtedly, you expect a luxurious and affordable accommodation to relax and stay. But, can you tell me one more thing that you always seek for during your hotel stay? Yes, you always look for some hotel staff well knowledgeable to guide you and tell about the local places to visit. But, nowadays, hotels can integrate Augmented reality in many innovative ways to inform you about local points of interest and landmarks. One way to utilize Augmented reality during your hotel stay is through the fusion of interactive virtual elements within the hotel room itself. The hub Hotel from Premier Inn in the U. K is one of the best examples to mention here. The Hub hotel has painted map of nearby area on the walls of their hotel rooms. And, using Augmented reality technology, they have converted these painted walls into interactive walls by embedding additional information into it. Thus, whenever you need any detailed information about the local points of interest, just point your smartphone camera towards the wall of the hotel room. And, the digital information will pop-out on the screen of your mobile. Another innovative way is to integrate Augmented reality into the printed brochure and pamphlets of the hotel. Thus, when you scan these printed materials with your mobile device, they literally come to life and show you the additional information about the local places to visit. But, how would you commute here, by hiring a Taxi or by using public transport? I guess, you will always be hesitant to use public transport in a new place. And, the reason behind this are the many questions arising in your mind, like: What would be the nearest bus stop for my destination? How long will it take to reach my destination? How to find the correct bus? But, integrating Augmented reality in tourism can be a reply to all of the above queries. And, a number of transport apps have already started to introduce various user-friendly features using Augmented Reality. With the help of Augmented Reality, the application superimposes a digital path on the live feed of your device camera. This path consists of a line, starting from your real-time position and a red icon at the end, representing the position of bus stop. And, you can reach the nearest bus stop by just following this digital path. Moreover, the application updates the line automatically based on your movement. Thus, you need not to do any guess work and will never lose your way towards your destination. This consists

of live status about departures, arrival and departure alert and the pedestrian navigation to the nearest bus stop. Undoubtedly, the fusion of Augmented reality in tourism assists you to find the best suitable transportation along with the Augmented navigation. The situation becomes worse, if you find signboards indicating major tourist areas and directions in an unfamiliar language. In such situation, you may need to hire an interpreter to assist you in translating the foreign languages. But, Augmented reality has some more innovative alternatives for you. Using Augmented Reality, your mobile device can instantly translate the foreign languages and signs into your chosen, native language. Thus, with the help of Augmented reality, you can really overcome the language barrier between the two countries. And, this will certainly improve your overall travel experience.

**Augmented Reality Tour Guide** During a visit to any new place, you always need a tourist guide to assist you with detailed information about the cultural, religious and historical importance of that place. Thus, hiring a professional tour guide has been always crucial for the full enjoyment of your holiday trip. But, Augmented reality converts your mobile into your personal virtual guide. And, this Augmented reality tour guide provides you many useful information in a very interactive manner. This information can consist of interactive maps, related videos or images of the place, you interested in. Blippar , a world-leading Augmented Reality company has already started to explore the integration of Augmented reality in the tourism industry. Although, the App is currently in its beta stage, but do check the below YouTube video and feel the innovative utilization of Augmented reality in the tourism industry. Thus, in the near future, when you open Google Map, it will not only tell you about your location rather using Augmented reality, it will overlay other useful information like street names, directions and flashing direction-arrows on the live feed of your device camera. Wrapping up To summarize, I can say that the integration of Augmented Reality in tourism provides you an ultimate experience. This awesome technology supports you to choose your holiday destination and activities perfectly. Also, the effectiveness of Augmented Reality in tourism is not only limited to planning rather extends to the complete journey and other activities too. In other words, Augmented Reality acts as your personal assistant during your holiday trip. Moreover, it augments the real surroundings around you enriched with useful digital information. Ultimately, it provides an indelible travel experience and let enjoy your holiday trip to the fullest. In the comment section, let me know what you have liked the most? And, If you like my post, do share it with your friends. Also, do let me know about your queries related to augmented reality, if any. I will try my best to resolve them through my successive blog posts. Additionally, visit my Facebook page and do follow Augrealitypedia on Twitter.

**Chapter 5 : Virtual reality: Tourism firms use VR to attract visitors - BBC News**

*Travel To Escape Reality by Penny Sadler Have you ever booked a last minute trip to a place that was several time zones away, where people don't speak English, don't use the same currency - and if you're truly honest with yourself about the whole thing, you can't afford it?*

First of all I wanted to define what reality was and how that had informed my decisions to travel and to continue to do so. It also had me wondering whether my desire to travel a lot meant that I was escaping something in my reality, whatever that is. What is reality – like really? So if a tree falls in a forest and no one is around to hear it, does it make a sound? Is reality so bad? It also got me thinking about a quote my father had given to me. I think that we all strive to find a level of happiness in our lives and finding this is different for everyone. For me, one way that brings me great happiness is travelling and meeting people from all walks of life. Or is reality and escapism a relative concept? They glorify the need to escape. They are perhaps quite responsible for people seeing that whatever their reality is must be so dire that they need to travel or to holiday, which are different in some respects. I am a great believer that what we are today is because of all of our experiences and that what we will be like in the future will be again, everything that happens to us up until that time. Towards that logic, travel will shape and change me. This is a good thing in my reality, as it brings 2 different perspectives and extra colour and richness to our experiences. We have had different experiences in our past, that make us see and interpret things in our own way. Why do people escape reality? The word escape gives the impression that you are getting away from something unpleasant to the point that it has warranted a plan to actively remove yourself from the situation. Or is there healthy escapism – as in, it will do you the world of good to get away and re-group, and unhealthy escapism where you are avoiding things rather than dealing with them? If reality is day-to-day life then yes, travelling is a form of escaping this. People have the right to do what they want to, within the bounds of decency, not what is expected of them according to societal mores. People are expected to go to work, have their annual holidays and to be happy with that. Many people are and that is a good thing. Many people are not and take off for long, extended and indefinite periods. However, is day-to-day life that bad? Maybe if it is, then this is where changes need to be made first and foremost. I find travel to be liberating, to be challenging and to be addictive. It makes me happy. Not that I am miserable if I am not, it is just that I revel in it. The more I travel the more I want to. Maybe the question should have been one related to idealism vs realism. My perception of travel and reality So reality is a personal thing in my own semi-realistic head. I travel because I am a people voyeur. From the mundane to the unusual. I am intrigued on a sociological level about people from all over the world and indeed my own back yard. What makes them tick, what has informed their present and what will inform their future? I am absorbed in lifestyles, cultures, and environmental differences and in food and art. I try to engage with other ways of thinking as I sit and imagine their realities. The world is such a varied place, yet there are so many similarities amongst us all. This is my perception of reality and why I travel. Maybe travelling makes you realise that things that you think are big issues in day-to-day life, may not be that significant in the scale of life, while some things are certainly major. A reality check My father gave this quote to me and it has resonated with me ever since. Why he gave it to me is probably fairly obvious. What he did give me was a quote that was actually a reality check. But there was always some obstacle in the way, something to be gotten through first, some unfinished business, time to still be served, a debt to be paid. Then life would begin. Souza I think that Dad was trying to tell me that my happiness was a journey with all of its highs and its lows, not a destination in itself and that my reality was in fact, right in front of me.

### Chapter 6 : Travel and Tourism with Augmented Reality | Zumoko AR/VR Company

*I travel to escape the reality of boring routine This goes out to everyone who thinks frequent and long-term travellers run away from the responsibility to choose a career and make a living: you are oh-so wrong.*

For travellers, an augmented reality travel experience is the journey which is getting mature year by year. Augmented reality is a term that advances at a very rapid speed. It is very important to keep yourself updated and motivated towards technological advancements to grab hold in this fast-paced industry. Tourism industry always wants to upgrade in term of customer satisfaction, by offering numerous interactive ideas to attract customers. Today we will keep you update with the various advantages of augmented reality in the tourism industry. Augmented Reality Vacation Spots To make a place happening and to construct a mind-boggling guest encounter is fundamental for a goal to progress. Augmented Reality has a vital part to play to make this accomplishment as it improves certifiable encounters through traditional advances. Time Management Augmented reality is playing an important role while planning a trip, as it allows a user to experience the overall locations digitally where they can opt for better options with a detailed information about a particular place. Arranging the ideal journey includes numerous factors which should carefully and well-associated mechanisms that certifies your travel, hotel, and amusement should all held early among the remain. The AR innovation now can spare a great deal of time while choosing the goal which is an imperative piece of arranging a get-away. In that capacity plannings, exercises can rapidly wind up arduous and puzzling, however. As planning for a destination include hotel room bookings, transportation, navigation, restaurants, attractions, and events are sometimes put you in deep trouble while making decisions due to improper or incomplete information which leads to dissatisfaction throughout the journey. Doing planning, considering all these points will lead to saving a lot of time during or before the trip. The propelled innovation is making it wonderful by including a progressed advanced improvements over a current reality or a genuine situation. For the tourism business, this implies booking your inn, data fetching, routes, interpretations of composed or talked signs or discussions, altogether most happening place for hangouts or dining. These all should be possible by augmented reality tourism fueled versatile application. Accommodation Selection and Bookings Digitally- The first thing ruled out in mind that where to find lodging and accommodations that meet the needs and standards. Augmented reality makes it possible by offering virtual tours of chosen hotel selections, this makes your selection process very easy and selecting a hotel which best suits your plans you have during the stay. Quick and Easy Access to Information- Travelling is an amazing experience and to make it more happening AR can be one of the best friends at strange destinations for which you are not familiar enough. So accessing all the necessary information you need throughout your journey, considering your entertainment and safety, Since AR based applications can be quickly downloaded and accessed through your smartphone, and as simple as eating a piece of cake, you can access the nearby locations, wifi hotspots, dining destinations and even weather forecasts as well. Single Click Interactive Dining Selections- Dining option is important to everyone who planned a trip away from home, using augmented reality for restaurant selection, this could make your decision best out of it. As you can take a virtual tour of a restaurant and check whether the ambiance is fulfilled your required standard or not? Virtual menu helps you find your favorite dishes with demo videos, altogether you can grab the coupon discounts, and reserve your table by using AR powered applications which could help you avoid your precious time while waiting for your food at your favorite destinations. Exploring Best Destinations to Hang Out Augmented reality technology for tourism also changes how you find and experience the local charms, culture, and showbiz. With the power of augmented reality you can not only search and navigate to a place but also, can experience much more useful information related to that place in term of digital content like videos, 3D animations etc. Just like if you are visiting a historical place or museum and scanning an image and getting more information about the content like, history, information, its period of usage, which could engage a visitor in a more entertaining way. Easy Understanding of Information While in Abroad: Through the augmented reality tourism application, you can make your transactions modest and effective to enhance your experience and understanding which enables you to be more

confident while your trip to abroad. Find Your Ways Easy: Finding your way to the strange place for which you are not familiar can be very challenging and annoying. Augmented reality tourism influenced application which uplifts distinctive navigation maps by adding digital components such as 3D models of arrows, directive signs, traffic conditions and other helpful direction and information on the map. This application makes you confident in abroad while searching or navigate to a particular location and helps you navigate the way in a simple way. This advanced experience makes you comfortable, simplify the directions and ensure that you can get the desired location easily during your trip. There are lots of ways where augmented reality can also be used for tourism purpose like to demonstrate the components in the museum. Museums are the mirror of history, though it is an important part of society. They bear the noteworthy errand of gathering, saving, researching and displaying the objects and components of historical importance. The basic purpose of the museum is to collect the historical material with appropriate research and facts and then display them in contemporary settings to serve the knowledge and enjoyment for the public. Most of the museums in the world still follow the conservative trend of presenting their exhibitions, wherein if we see towards the other directions, we could know that augmented reality is also being used for the museums. Since augmented reality is the rising technology and industries are working with it to check its feasibility for their process to improve, and most of them are looking it as a revolutionary future. As the augmented reality, putting an extra layer of content to the real world scenario, museum industry is now looking to make the things more interesting and interactive for the visitors, so the visitors can experience the things through alive characters and components with more info. We will today show you the example of augmented reality uses to improve the interactivity while people visit the museum. A government museum National Science Center based in Kurukshetra, Haryana, India collaborated with YeppAR and developed the augmented reality tourism based application to demonstrate the war scenes of Mahabharat. To get this implemented, they have used marker-based AR, and put markers of Mahabharat on the walls of the museum, when a visitor scans these markers through their smartphones, they could see the war scenes of Mahabharat on their mobile screens through the augmented reality tourism application. Today, most of the augmented reality platforms are based on the mobile, however, in future, AR will be far away from the markers and objects and will transform the tourism industry with projections, holograms and many more digitally. As the world has recently experienced broadcast augmented reality which is highly immersive and interactive in term of content creation, where a user can experience the augmented reality without using any kind of equipment like smartphones, HMD or any other device. The content based on broadcast AR is very rich in quality, looks like a user is really interacting with the objects which are very overwhelming in term of the upcoming era of the digital world. The recent activities based on latest augmented reality inventions are truly pushing the tourism industry as more entertaining, informative, comfortable, luxurious, reliable and safe experience for users. Augmented reality tourism based content now will not be offered through mobile applications only, but far beyond our imaginations. Time is running too fast where everybody is trying to grab the best out of the life. The tourism industry is one which needs to find new ways of entertainment. As if the industry will serve best ways to attract visitors, then definitely there is a lot of scope to explore in the tourism industry through augmented reality.

### Chapter 7 : Travel Blog | Make Travel Reality

*Integrating Augmented Reality in Tourism Can Provide You An Indelible Travel Experience During Your Next Holiday Trip. AR can Enhance all Events Like, Hotel and Flight Booking, Staying at Hotel, Transportation & Navigation, Translating Foreign Languages & Signs and Interactive Tour Guide.*

Contact Travel and Tourism with Augmented Reality Augmented Reality Travel Apps, whether are location-based, with image or object recognition, have a proven ability to enhance the travel and tourism services. Creating unforgettable experiences and visual storytelling for travelers is the key to a sustainable business model in the tourism industry. With Augmented Reality Travel Apps, you can enrich our real environment by adding the endless list of virtual audiovisual effects, like videos, 3D models, animations and custom sounds. Attract guests while they are planning a trip or tour Convert the stressful travel planning into a fun experience. City maps, transportation schedules or street signs could be improved with virtual interaction visible through the phone camera. Knowing that tourists pay less attention to simple travel brochures, with augmented reality travel apps it is possible to present information on a new level with 3D animations. Searching for accommodation, transportation, restaurants or reviews can become an adventure in itself. AR for a new level of hotel hospitality Augmented reality travel apps provide unlimited opportunities to engage guests and drive bookings. Informational overlaid content displayed with videos, tours, or even gaming interaction can motivate guests to check all-round room tours and engage with all your available services. You can impress your guests with AR indoor navigations showing a full spectrum of hotel services in an immersive but also in a user-friendly way. AR Restaurant Menu Food and drink menu can also be displayed in a creative way, and easily turned into an advertising resource for social media. That could motivate a wider audience to have their own augmented experience at your restaurant with powerful positive word-of-mouth. Sightseeing for fulfillment Adding a layer of digital guidance, visual content, and even 3D characters for entertainment, to exact physical location, makes specific POI more informative and interactive for tourists. AR applications convert your mobile phone into your personal virtual tourist guide. AR technology enables you to receive captivating information while walking around. Additional AR content is also easily shareable on social media in real time, which also motivate tourists. AR Storytelling Travelers and exhibition visitors expect to hear and see interesting stories. Augmented reality travel apps allow you to display these stories through a combination of images and words. Let your tour guests see the events from the past in front of their eyes. Historical and cultural content in different languages can be integrated to create real-time visual adventures. Location and time could be used as markers for augmented reality technology, same as sculptures or paintings. Your information will be used in accordance with any applicable data privacy law, our internal policies and our Privacy Policy , and will be held securely. Please leave this field empty. Thank God for augmented reality. Players across the industry, including cities, tourism boards, and museums are increasingly investing in apps that provide visitors with information and tips in order to plan and enjoy their trips.

### Chapter 8 : Augmented Reality In Tourism - An Indelible Travel Experience | ARP

*Expectations Vs Reality Tourist Photos That'll Make You Rethink Your Vacation. The world is filled with some of the most beautiful places - so beautiful that they become well known landmarks and tourist attractions.*

### Chapter 9 : Does augmented reality tourism has the power to reform the industry?

*Tourist destinations are likely to have much more highly-detailed geo-spatial imagery than rural areas. There is a ton to see and Google offers some virtual tours to help you get started. This is a must-see app on Valve's Steam store.*