Contents

Part I  Augmented and Virtual Reality in Tourism

Identifying Tourist Requirements for Mobile AR Tourism
Applications in Urban Heritage Tourism ................................. 3
Dai-In Han and Timothy Jung

How can Tourist Attractions Profit from Augmented Reality? .... 21
Eleanor E. Cranmer, M. Claudia tom Dieck and Timothy Jung

An Ethical Perspective of the use of AR Technology in the Tourism
Industry ................................................................. 33
Jessica Saoud and Timothy Jung

Augmented Reality Adoption by Tourism Product and Service
Consumers: Some Empirical Findings .................................. 47
Azizul Hassan, Erdogan Ekiz, Sumesh S. Dadwal and Geoff Lancaster

Augmented Reality: Providing a Different Dimension for Museum
Visitors ................................................................. 65
Larissa Neuburger and Roman Egger

Eye of the Veholder: AR Extending and Blending of Museum Objects
and Virtual Collections ................................................ 79
Ronald Haynes

Virtual Reality as a Travel Promotional Tool: Insights from a
Consumer Travel Fair ............................................... 93
Alex Gibson and Mary O’Rawe

The Impact of Augmented Reality (AR) Technology on Tourist
Satisfaction ........................................................... 109
Ruhet Genç
Part II Augmented and Virtual Reality in Retail and Fashion

Augmented Reality and Virtual Reality in Physical and Online Retailing: A Review, Synthesis and Research Agenda ................................. 119
Francesca Bonetti, Gary Warnaby and Lee Quinn

Technological Innovations Transforming the Consumer Retail Experience: A Review of Literature ....................................................... 133
Natasha Moorhouse, M. Claudia tom Dieck and Timothy Jung

Measuring Consumer Engagement in the Brain to Online Interactive Shopping Environments .......................................................... 145
Meera Dulabh, Delia Vazquez, Daniella Ryding and Alex Casson

Part III Augmented and Virtual Reality in Business, Marketing and Storytelling

Augmented Reality Smart Glasses: Definition, Concepts and Impact on Firm Value Creation .............................................................. 169
Young K. Ro, Alexander Brem and Philipp A. Rauschnabel

The Sensorama Revisited: Evaluating the Application of Multi-sensory Input on the Sense of Presence in 360-Degree Immersive Film in Virtual Reality ................................................................. 183
Sarah Jones and Steve Dawkins

Directions for Studying User Experience with Augmented Reality in Public ......................................................................................... 199
Ana Javornik

A Conceptual Uses & Gratification Framework on the Use of Augmented Reality Smart Glasses ........................................................... 211
Philipp A. Rauschnabel

Exploring the Early Adopters of Augmented Reality Smart Glasses: The Case of Microsoft HoloLens ................................................... 229
Mahdokht Kalantari and Philipp Rauschnabel

Functional, Hedonic or Social? Exploring Antecedents and Consequences of Virtual Reality Rollercoaster Usage .......................... 247
Timothy Jung, M. Claudia tom Dieck, Philipp Rauschnabel, Mario Ascençao, Pasi Tuominen and Teemu Moilanen

Urban Encounters Reloaded: Towards a Descriptive Account of Augmented Space .............................................................................. 259
Patrick T. Allen, Ava Fatah gen. Shieck and David Robison
Part IV Augmented and Virtual Reality in Healthcare and Defence

Blending the Best of the Real with the Best of the Virtual: Mixed Reality Case Studies in Healthcare and Defence. .................. 277
Robert J. Stone

How Augmented Reality and Virtual Reality is Being Used to Support People Living with Dementia—Design Challenges and Future Directions. ........................................... 295
Jason Hayhurst

Part V Augmented and Virtual Reality Design & Development

Testing the Potential of Combining Functional Near-Infrared Spectroscopy with Different Virtual Reality Displays—Oculus Rift and oCtAVE. ................................................ 309
Aleksandra Landowska, Sam Royle, Peter Eachus and David Roberts

Telethrone Reconstructed; Ongoing Testing Toward a More Natural Situated Display ............................................. 323
John O’Hare, Allen J. Fairchild, Robin Wolff and David J. Roberts

A Survey of Drone use for Entertainment and AVR (Augmented and Virtual Reality) ........................................ 339
Si Jung Kim, Yunhwan Jeong, Sujin Park, Kihyun Ryu and Gyuhwan Oh

Augmented Reality for Mobile Devices: Textual Annotation of Outdoor Locations ........................................... 353
Slimane Larabi

Part VI Augmented and Virtual Reality in Industry

Augmenting Reality in Museums with Interactive Virtual Models . . . 365
Theodore Koterwas, Jessica Suess, Scott Billings, Andrew Haith and Andrew Lamb

The Augmented Worker ........................................... 371
Martin McDonnell

Digital Representation of Seokguram Temple UNESCO World Heritage Site ................................................ 379
Jin ho Park and Sangheon Kim
Augmented Reality and Virtual Reality
Empowering Human, Place and Business
Jung, T.; tom Dieck, M.C. (Eds.)
2018, XI, 384 p. 87 illus., 8 illus. in color., Hardcover
ISBN: 978-3-319-64026-6