Contents

Part I Augmented and Virtual Reality in Tourism	
Identifying Tourist Requirements for Mobile AR Tourism Applications in Urban Heritage Tourism	3
How can Tourist Attractions Profit from Augmented Reality?	21
An Ethical Perspective of the use of AR Technology in the Tourism Industry	33
Augmented Reality Adoption by Tourism Product and Service Consumers: Some Empirical Findings	47
Augmented Reality: Providing a Different Dimension for Museum Visitors	65
Eye of the Veholder: AR Extending and Blending of Museum Objects and Virtual Collections	79
Virtual Reality as a Travel Promotional Tool: Insights from a Consumer Travel Fair	93
The Impact of Augmented Reality (AR) Technology on Tourist Satisfaction	109

x Contents

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
Technological Innovations Transforming the Consumer Retail Experience: A Review of Literature Natasha Moorhouse, M. Claudia tom Dieck and Timothy Jung	133
Measuring Consumer Engagement in the Brain to Online Interactive Shopping Environments Meera Dulabh, Delia Vazquez, Daniella Ryding and Alex Casson	145
Part III Augmented and Virtual Reality in Business, Marketing and Storytelling	
Augmented Reality Smart Glasses: Definition, Concepts and Impact on Firm Value Creation	169
The Sensorama Revisited: Evaluating the Application of Multisensory Input on the Sense of Presence in 360-Degree Immersive Film in Virtual Reality Sarah Jones and Steve Dawkins	183
Directions for Studying User Experience with Augmented Reality in Public	199
A Conceptual Uses & Gratification Framework on the Use of Augmented Reality Smart Glasses Philipp A. Rauschnabel	211
Exploring the Early Adopters of Augmented Reality Smart Glasses: The Case of Microsoft HoloLens Mahdokht Kalantari and Philipp Rauschnabel	229
Functional, Hedonic or Social? Exploring Antecedents and Consequences of Virtual Reality Rollercoaster Usage Timothy Jung, M. Claudia tom Dieck, Philipp Rauschnabel, Mario Ascenção, Pasi Tuominen and Teemu Moilanen	247
Urban Encounters Reloaded: Towards a Descriptive Account of Augmented Space	259

Contents xi

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
How Augmented Reality and Virtual Reality is Being Used to Support People Living with Dementia—Design Challenges and Future Directions	295
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	
1 0	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
Augmented Reality for Mobile Devices: Textual Annotation of Outdoor Locations Slimane Larabi	353
Part VI Augmented and Virtual Reality in Industry	
Augmenting Reality in Museums with Interactive Virtual Models	365
The Augmented Worker	371
Digital Representation of Seokguram Temple UNESCO World Heritage Site	379



http://www.springer.com/978-3-319-64026-6

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