VIRTUAL REALITY

Virtual Reality (VR) offers virtual experiences of the real-world that may influence real-life experiences and future intentions of the consumers.

If virtual experiences trigger real-life emotions, then it is important for the hospitality and tourism industry to capture young and tech-savvy consumers by offering VR experiences.

**VR can be used in the following areas:**

- Location-based experiences
- Personalized sales
- Theme parks/Attractions
- Tourism
- Training

Students in the HIT Lab are testing the most advanced VR technology and device, Oculus Rift, to test and experiment VR applications in the hospitality and tourism industry. Students used 360-degree cameras to capture Morgantown attractions and created VR videos to showcase their travel experiences.