AUGMENTED REALITY

Augmented Reality (AR) offers experiences of augmented world superimposed on real-life where users can engage, explore, and enjoy virtual objects and information around them (Google, 2017).

With the increased competition and young tech-savvy target markets, hospitality and tourism industry are expected to offer valuable experiences and customized information during their travel and stay.

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

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

Students in the HIT Lab are testing the most advanced AR device in the world, Meta, to test and experiment AR applications in the hospitality and tourism industry.