


# Chapter 16


## Assessing the Role of Augmented Reality in Shaping the Future of the Hotel Industry: A Literature-based Perspective

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### ABSTRACT

*Augmented reality gamified experiences may entertain and engage visitors. A hotel might implement an augmented reality treasure hunt that directs guests to various locations inside the facility. Product visualization Augmented Reality (AR) is a technology that overlays computer-generated visuals over a user's perception of the actual environment, so creating a composite vision. Room customizations - Augmented reality applications for room customization enable customers to digitally alter the décor of their hotel accommodations, including furniture, artwork, and lighting. Augmented reality (AR) is transforming travel and our engagement with the world. This research seeks to examine the transformational effects of technological*

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*breakthroughs in the hospitality sector which reflects the technology is transforming the visitor experience and the operational framework of hotels, resorts, and other hospitality venues. Augmented reality enhances comprehension of how technology innovations are transforming guest experiences and operational methodologies in the hotel industry.*

## **INTRODUCTION**

### **Augmented Reality (AR) and its Growing Role in Service Industry**

Hospitality industry has experienced substantial growth in recent years driven by rising global tourism and business travel and changing business preferences and technology plays an important role in streamlining expansion growing with every technological advancement and that comes along with competitive dynamics (Shabani et al., 2019). Augmented Reality (AR) Is shaping the hospitality industry AR technology or due to travel constraints (Shivekar, 2023). Utilizing AR technology enables individuals to visually experience a location without physically visiting there (Shabani et al., 2019). Augmented Reality technology can provide customized experiences according to individual tastes and requirements. This customization can enhance tourist accessibility, especially for individuals with physical impairments, budgetary limits, or time constraints.

### **Usage of Website-Based Augmented Reality in Indian Hotels**

Augmented reality may provide immersive and interactive experiences for prospective tourists, including virtual tours, 360-degree movies, and three-dimensional models of destinations. Augmented Reality for Entertainment and Education - Augmented Reality can augment the enjoyment and educational experience of travellers by including engaging components, such as games, quizzes, or narratives, into tourism events (Shivekar, 2023).

Product visualization Augmented reality (AR) is a technology that superimposes computer-generated images on a user's view of the real world, thus providing a composite view. In the hospitality industry, AR is being used to create immersive and engaging experiences for guests. Therefore, (Tussyadiah et al., 2017) study provided empirical evidence to confirm the effectiveness of VR in shaping consumers attitudes and behaviour.

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