Olha Khytrova, Candidate of Economic Sciences,
Associate Professor,
https://orcid.org/0000-0003-2253-4356
Halyna Dolha, Candidate of Economic Sciences,
Associate Professor,
https://orcid.org/0000-0003-2926-8505
Chernivtsi Institute of Trade and Economics of SUTE, Chernivtsi

TECHNOLOGIES OF VIRTUAL AND AUGMENTED REALITY IN THE EXCURSION BUSINESS

Summary

The tourism business, during the crisis, is faced with a number of challenges caused by a decrease in tourist activity at both the national and international levels. Therefore, it becomes important to search for new alternative technological solutions to provide interactive tourist information applications, tours or to provide users with opportunities to create interesting content. The very essence of augmented reality is more than just a novelty or a new frontier in applications. It will be one of the driving forces behind innovation in sales and marketing over the next decade. By using AR, promising companies will be able to improve the product they offer to their customers, which will lead to increased business opportunities and sales. The main features of using augmented reality tools are the correct development of the software from the point of view of design and presentation. Also an important element is the combination of augmented and virtual reality, placement of special signs, codes and images for interaction, or adapted applications for mobile and stationary devices. Also, at this stage of the development of these technologies, in some areas, sufficiently large investments may be needed to introduce augmented reality into the production and sales process. In the conditions of the current growth of global competition, this issue becomes very important, in order to be able to compete in the markets and to have the opportunity to attract and interest the majority of the audience and bring a new one. The general result of this research is obtaining this information, and delivering it to the audience and reviewing this material among specialists.

Keywords: augmented reality, mobile applications, tour, tourism actors, generation Y, VIO, projects, 3-D glasses, Android and iOS Layar.

Number of sources – 10, number of drawings – 3.

References:

1. Kozlovsky, E.V. Peculiarities of using augmented reality technology in the field of tourism. URL: https://www.culturology.academy/wp-content/uploads/KD12_Kozlovskyi.pdf (in Ukr.).

2. Lee, K. (2012). Augmented Reality in Education and Training. *Techtrends: linking research & practice to improve learning,* vol. 56, no. 2, pp. 13–21.

3. Milgram, P., Kishino, F. (1994). A Taxonomy of Mixed Reality Visual Displays. *IEICET proceedings on Information and Systems*, vol. E77-D, no. 12, pp. 1321–1329.

4. Jurgenson, N. (2012). When atoms meet bits: social media, the mobile web and augmented revolution. *Future Internet,* no. 4, pp. 83–91.

5. Zappar AR program. URL: https://www.zappar.com.

6. Innovative technologies of augmented reality. URL: https://er.knutd.edu.ua/bitstream/123456789/11227/1/20_27.pdf (in Ukr.).

7. Virtual and augmented reality: how new technologies inspire learning. URL: https://osvitoria.media/opinions/virtualna-ta-dopovnena-realnist-yakoyu-mozhe-buty-suchasna-osvita/ (in Ukr.).

8. LayAR – About the browser, reviews and corrections. URL: https://8d9.ru/program/layar (in Ukr.).

9. Yaremenko, E.A. (2018). *The system of orientation on the terrain using the technology of augmented reality.* PhD dissertation. Kyiv Polytechnic Institute named after Ihor Sikorskyi. Kyiv, 23 p. (in Ukr.).

10. Digital looking glass: AR and VR Ukrainian projects of 2020. URL: https://gwaramedia.com/czifrove-zadzerkallya-ar-ta-vr-ukrainski-proiekti-2020-go/ (in Ukr.).