

Technology–Supported Tourist Guiding in Aviation Tourism

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EXECUTIVE SUMMARY

Augmented reality (AR) offers an interactive experience of the real-world environment when an object of the real-world is augmented by computer-generated perceptual information and relevant artefacts. This is a conceptual chapter based on the review of available literature. Also, resources on the internet have also been accessed and reviewed. On the context of the Diffusion of Innovation theory, this research aims to outline AR guiding for in an airport used for tourist aviation. Biman Bangladesh Airlines, the national flag carrier of the country, is the example where this study also explains the possible challenges and benefits that AR guiding facilities can possibly have. This research outlines two specific areas of management and marketing issues are analysis on the way to implement such guiding. Findings show that from the understanding of the Diffusion of Innovation, AR guiding in these days is adopted by an ‘Early Majority’ who are followers and engages in reading those reviews given by the previous adopters of new services or products.

INTRODUCTION

Today’s travellers are more conscious about the services or products they are accessing, where, airlines face difficulties when they think about strong competitiveness. The effective management and marketing strategy formulation and adoption are important to place positive image on the consumer mindset. In addition, the prompt responses to consumers’ demands are also vital to fulfil their demands more satisfactorily. The growth of aviation market is turning as an obvious challenge in terms of fiercer competitions over the years with the introduction of more airlines across the world. However, the pace and rhythm are still to maintain a steady flow through out as the market tend to demand diversities with the development of updated marketing models. The global communities supported the move to quantify and broaden the extent of this market along with other potential segments and niches. The scopes are not limited and yet deserve more attention from all of the parties concerned to initiate and expand the plat-

form. Both of the management and marketing strategists demand valid and updated data and information and the existing authority of Biman Bangladesh Airlines in many instances lack the wider availability of such data and information. The market oriented and strategically definable data and information are demands of the policy planners to validate the claim that the global aviation industry demands more attention for increasing marketing viabilities. Technology is normally universal and follows free flow over the countries and nations. Still, in certain cases, the application of technology can create a form of dichotomy and imbalance between the developed and developing that outlines the gap between these two forms. This study has a set objective that is clear and distinct by nature. On the base of the Diffusion of Innovation (Rogers, 1962), the aim of this research is focused on implementing AR guiding for aviation tourism with Biman Bangladesh Airlines as the example. Also, two specific areas of management and marketing issues are analysis on the way to implement such guiding. Based on findings this study offers some suggestions to overcome the explored issues of both management and marketing.

BACKGROUND

Augmented Reality Guiding: Features and Facts

AR reality is one of the most common aspects of gradual technological changes (Hassan & Dadwal, 2016). This is very often viewed as the later stage of virtual technology that is commonly applied in entertainment and gaming industry. Characteristically, this technology is a sort of reality simulated by computer generated visuals where a user can experience a virtually created reality (Chang & Cheung, 2001; Kounavis, et al., 2012). According to the Augmented reality blog (2020), the popularity of this technology as a tool of guiding has been increasing.

AR is a digital technology. This technology when viewed through a specific device, makes changes a person's perception of their physical surroundings. AR as an innovative technology has similarity with Virtual Reality (VR) (Hassan, 2018). However, as a key feature of AR, the real-world environment cannot be replaced but can be augmented by overlaying digital components. Till date, most probably the most mentionable example of AR app is Pokemon Go. AR actually has surpassed the gaming world and moved into the world of marketing. Tourism marketers normally use AR for adding useful information of graphics to an environment that is viewed through a compatible device. In general, AR is experienced through computing devices as Smartphones, tablet and similar. Thus, the technology stays as relatively cheaper for the consumers as most of the VR enabled headsets or devices. In almost all cases, AR functions hand-in-hand with other mobile technologies as GPS tracking and cameras.

In the last few years, AR has turned as a popular technology in the tourism industry. One of the key reasons for such popularity is that AR enables tourism businesses to operate in tourism for enhancing the physical environments that they actually try to encourage customers for visiting of the local sights and relevant facilities.

Like other activities, the application of technology in tourism requires to be well researched due to the demand of information that customers demand prior to make a travel plan. Also, one of the main reasons to adopt AR in the tourism industry is the recent lifestyle changes of the tourists over the last decade (Shabani & Hassan, 2017). Tourists are more information demanding to plan a tour. Their information search tends to continue even after completing the tour. The use of AR in the tourism industry is still a relatively recent development that results the emergence of new users, all the time. AR can serve

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