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Augmented Reality Technologies From the Tourist Perspective: A Systematic Review

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Abstract

Augmented reality technologies that have become widespread in the tourism sector are also among the innovations that have increased in recent years. Augmented reality is technologies that reflect the real world. The most important usage area in tourism is cultural heritage. The possibilities of using augmented reality technologies in tourism, their current situation, future, and tourists' value are discussed in this study. A systematic compilation method was used, and a "title-abs-key" search was done in the Scopus database. 238 studies have been reached. Accessible 181 articles on tourism were evaluated in the general findings section of our study. Thematic analysis was applied to 58 studies that selected tourists as samples. Seven themes have been identified. The findings of our study show that tourists have a positive approach to augmented reality technologies. It has been found that these technologies increase the quality of the tourists' experience and the purchasing and repeat visit intentions of the tourists.

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