
Was Sie aus diesem *essential* mitnehmen können

- Diese Studie zeigt auf, dass Virtual Reality im Jahr 2025 Touristen bei der Wahl einer Urlaubsdestination in vielfacher Hinsicht beeinflussen wird.
- Die Beeinflussung durch Virtual Reality wird in Zukunft Aspekte der Informationssuche, der Reiseinspiration, der Reisebuchung und der Reiser reflexion umfassen.
- Laut den befragten Experten wird es im Jahr 2025 für Touristen möglich sein, Gebäude von außen und innen virtuell im Detail zu erkunden, Touristen werden durch Virtual Reality auf Tourismusdestinationen aufmerksam werden und auf diese Weise auch einen Beherbergungsbetrieb für ihre Reise auswählen, auf der mehr als 20 % der erstellten touristischen Videos VR-Aufnahmen mit einer 360-Grad-Kamera sein werden.
- Tourismusdestinationen werden sich die Frage stellen müssen, welche Zielgruppe mit Virtual Reality bedient werden soll und welche Unternehmen und Organisationen als Partner bei der Erschließung dieses Potenzials helfen können.
- Die Ergebnisse der vorliegenden Studie können auf andere Dienstleistungssektoren übertragen werden und als Grundlage für weitere Forschung im Sektor der Erfahrungsgüter herangezogen werden.

Literatur

- Aichner, T., und F. Jacob (2015) Measuring the Degree of Corporate Social Media Use. *International Journal of Market Research* 57 (2): 257–275.
- Alkemade, F. und R.A.A. Suurs (2012) Patterns of expectations for emerging sustainable technologies. *Technological Forecasting and Social Change* 79 (3): 448–456.
- Baker, M.J., und E. Cameron (2008) Critical Success Factors in Destination Marketing. *Tourism and Hospitality Research* 8 (2): 79–97.
- Best, R.J. (1974) An Experiment in Delphi Estimation in Marketing Decision Making. *Journal of Marketing Research* 11 (4): 448–452.
- Blancas, F.J., M. Lozano-Oyola, M. Gonzáles, und R. Caballero (2018) A dynamic sustainable tourism evaluation using multiple benchmarks. *Journal of Cleaner Production* 174 (10): 1190–1203.
- BoFA – Bank of America Merrill Lynch (2016) Future Reality: Virtual, Augmented & Mixed Reality (VR, AR & MR) Primer. https://www.bofam.com/content/dam/boamli-images/documents/articles/ID16_1099/virtual_reality_primer_short.pdf. Zugegriffen: 23. August 2018.
- Booking (2017) Eight Travel Predictions for 2018, as revealed by Booking.com. <https://news.booking.com/eight-travel-predictions-for-2018-as-revealed-by-bookingdotcom>. Zugegriffen: 23. August 2018.
- Buhalis, D. (2003) *eTourism: Information Technology for Strategic Tourism Management*. Toronto: Prentice Hall.
- Burdea, G.C., und P. Coiffet (2003) *Virtual Reality Technology*. Hoboken: Wiley.
- Butchart, B. (2011) *Augmented Reality for Smartphones*. UKOLN, University of Bath.
- Chalmers, A., und K. Debattista (2005) Investigating the Structural Validity of Virtual Reconstructions of Prehistoric Maltese Temples. VAST 2005: The 6th International Symposium on Virtual Reality, Archaeology and Intelligent Cultural Heritage.
- Cheong, R. (1995) The virtual threat to travel and tourism. *Tourism Management* 16 (6): 417–422.
- Cho, Y., und T. Daim (2013) Technology Forecasting Methods. In *In Research and Technology Management in the Electricity Industry: Methods, Tools and Case Studies*, hrsg. T. Daim, T. Oliver, und J. Kim, 76–112. London: Springer.
- Connell, J. (2005) Toddlers, tourism and Tobermory: Destination marketing issues and television-induced tourism. *Tourism Management* 26 (5): 763–776.

- Daponte, P., L. De Vito, F. Picariello, und M. Ricio (2014) State of the art and future developments of the Augmented Reality for measurement applications. *Measurement* 57: 53–70.
- Dentons (2017) Virtual legality: Virtual Reality and Augmented Reality – legal issues. <https://www.dentons.com/en/insights/articles/2017/february/20/virtual-legality>. Zugegriffen: 23. August 2018.
- Domina, T., S.-E. Lee, und M. MacGillivray (2012) Understanding factors affecting consumer intention to shop in a virtual world. *Journal of Retailing and Consumer Services* 19 (6): 613–620.
- Eurostat (2018) Jährliche Daten über die Tourismusindustrie. <https://ec.europa.eu/eurostat/web/tourism/data/database>. Zugegriffen: 23. August 2018.
- Eurostat (2018) Tourismus, Anzahl der Übernachtungen bzw. Ausgaben. <http://ec.europa.eu/eurostat/web/tourism/data/database>. Zugegriffen: 23. August 2018.
- Felnhofer, A., O.D. Kothgassner, M. Schmidt, A.-K. Heinzle, L. Beutl, H. Hlavacs, und I. Kryspin-Exner (2015) Is virtual reality emotionally arousing? Investigating five emotion inducing virtual park scenarios. *International Journal of Human-Computer Studies* 82: 48–56.
- Fenn, J., und M. Raskino (2008) *Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time*. Boston: Harvard Business Press.
- Fernandes, A. S., und S. K. Feiner (2016) Combating VR sickness through subtle dynamic field-of-view modification. 2016 IEEE Symposium on 3D User Interfaces (3DUI).
- Gallace, A., und C. Spence (2014) *In touch with the future: The sense of touch from cognitive neuroscience to virtual reality*. Oxford: Oxford University Press.
- Gartner Inc. (2018) *Hype Cycle for Emerging Technologies, 2018*. ID: G00340159. Stamford: Gartner Inc.
- Gillovic, B., A. McIntosh, S. Darcy, und C. Cockburn-Wootten (2018) Enabling the language of accessible tourism. *Journal of Sustainable Tourism* 26 (4): 615–630.
- Gnatzy, T., J. Warth, H. von der Gracht, und I.-L. Darkow (2011) Validating an innovative real-time Delphi approach – A methodological comparison between real-time and conventional Delphi studies. *Technological Forecasting and Social Change* 78 (9): 1681–1694.
- Guo, Y., und S. Barnes (2011) Purchase behavior in virtual worlds: An empirical investigation in Second Life. *Information & Management* 48 (7): 303–312.
- Gutierrez, M., F. Vexo, und D. Thalmann (2008) *Stepping into Virtual Reality*. London: Springer.
- Guttentag, D.A. (2010) Virtual reality: Applications and implications for tourism. *Tourism Management* 31 (5): 637–651.
- Huang, Y.C., S.J. Backman, und K.F. Backman (2012) Exploring the impacts of involvement and flow experiences in Second Life on people’s travel intentions. *Journal of Hospitality and Tourism Technology* 3 (1): 4–23.
- Huh, C., und A.J. Singh (2007) Families Travelling with a Disabled Member: Analysing the Potential of an Emerging Niche Market Segment. *Tourism and Hospitality Research* 7 (3–4): 212–229.
- Hung, Y.-H., C.-H. Chen, und S.-W. Huang (2017) Applying augmented reality to enhance learning: a study of different teaching materials. *Journal of Computer Assisted Learning* 33 (3): 252–266.

- Jacobson, J., und L. Holden (2005) The Virtual Egyptian Temple. EdMedia + Innovate Learning Conference.
- Jun, S.-P. (2012) A comparative study of hype cycles among actors within the socio-technical system: With a focus on the case study of hybrid cars. *Technological Forecasting and Social Change* 79 (8): 1413–1430.
- Jun, S.-P., und D.-H. Park (2016) Consumer information search behavior and purchasing decisions: Empirical evidence from Korea. *Technological Forecasting and Social Change* 107: 97–111.
- Jung, T., M.C. tom Dieck, P. Rauschnabel, M. Ascenção, P. Tuominen, und T. Moilanen (2018) Functional, Hedonic or Social? Exploring Antecedents and Consequences of Virtual Reality Rollercoaster Usage. In *Augmented Reality and Virtual Reality. Progress in IS*, hrsg. T. Jung, und M. tom Dieck, 247–258. Cham: Springer.
- Karaca, F., und M.A. Öner (2015) Scenarios of nanotechnology development and usage in Turkey. *Technological Forecasting and Social Change* 91: 327–340.
- Keller, J., und H.A. von der Gracht (2014) The influence of information and communication technology (ICT) on future foresight processes – Results from a Delphi survey. *Technological Forecasting and Social Change* 85: 81–92.
- Koh, W.T.H., und P.K. Wong (2005) Competing at the frontier: The changing role of technology policy in Singapore's economic strategy. *Technological Forecasting and Social Change* 72 (3): 255–285.
- Kongrad, K., J. Markard, A. Ruef, und B. Truffer (2012) Strategic responses to fuel cell hype and disappointment. *Technological Forecasting and Social Change* 79 (6): 1084–1098.
- Linstone, H.A., und M. Turoff (1975) *Delphi Method: Techniques and Applications*. Reading: Addison-Wesley.
- Loo, R. (2002) The Delphi method: a powerful tool for strategic management. *Policing: An International Journal of Police Strategies & Management* 25 (4): 762–769.
- Lundy, L. (2015) Future Traveller Tribes 2030: Building a more rewarding journey. <http://www.amadeus.com/documents/future-traveller-tribes-2030/amadeus-traveller-tribes-2030-airline-it.pdf>. Zugegriffen: 23. August 2018.
- Mandelbaum, A. (2015) Top Ways DMOs are Driving Results with Virtual Reality. <https://www.4hoteliers.com/features/article/9292>. Zugegriffen: 23. August 2018.
- Markides, C. (2006) Disruptive Innovation: In Need of Better Theory. *The Journal of Product Innovation Management* 23 (1): 19–25.
- Milgram, P., H. Takemura, A. Utsumi, und F. Kishino (1995) Augmented reality: a class of displays on the reality-virtuality continuum. Proceedings SPIE 2351, Telemanipulator and Telepresence Technologies.
- Munster, G., T. Jakel, D. Clinton, und E. Murphy (2015) *Next Mega Tech Theme is Virtual Reality*. Minneapolis: Piper Jaffray Investment Research.
- Nelson, P. (1970) Information and Consumer Behavior. *Journal of Political Economy* 78 (2): 311–329.
- Osti, L., und H. Pechlaner (2001) Communication Issues in NTO distribution strategies. In *Tourism Distribution Channels: Practices, Issues and Transformations*, hrsg. D. Buhalis, und E. Laws: 231–242. London: Continuum.
- Panetta, K. (2017) Top Trends in the Gartner Hype Cycle for Emerging Technologies, 2017. <https://www.gartner.com/smarterwithgartner/top-trends-in-the-gartner-hype-cycle-for-emerging-technologies-2017/>. Zugegriffen: 23. August 2018.

- Paquet, E., und H.L. Viktor (2005) Long-term preservation of 3-D cultural heritage data related to architectural sites. *ISPRS 3D Virtual Reconstruction and Visualization of Complex Architectures*.
- Paawaskar, P., und M. Goel (2014) A Conceptual Model: Multisensory Marketing and Destination Branding. *Procedia Economics and Finance* 11: 255–267.
- Petrangeli, S., V. Swaminathan, M. Hosseini, und F. De Turck (2017) Improving Virtual Reality Streaming using HTTP/2. Proceedings of the 8th ACM on Multimedia Systems Conference.
- Pike, S. (2016) *Destination Marketing Essentials*. New York: Routledge.
- Porter, M.E., und J.E. Heppelmann (2014) How smart, connected products are transforming competition. *Harvard Business Review* 92 (11): 64–88.
- Porter, M.E., und J.E. Heppelmann (2015) How smart, connected products are transforming companies. *Harvard Business Review* 93 (10): 96–114.
- Porter, M.E., und J.E. Heppelmann (2017) Why every organization needs an augmented reality strategy. *Harvard Business Review* 95 (6): 46–57.
- Powell, T.C. (1992) Strategic Planning as Competitive Advantage. *Strategic Management Journal* 13 (7): 551–558.
- Rauch, W. (1979) The decision Delphi. *Technological Forecasting and Social Change* 15 (3): 159–169.
- Roberts, E.B. (1969) Exploratory and normative technological forecasting: A critical appraisal. *Technological Forecasting* 1 (2): 113–127.
- Ruef, A., und J. Markard (2010) What happens after a hype? How changing expectations affected innovation activities in the case of stationary fuel cells. *Technology Analysis & Strategic Management* 22 (3): 317–338.
- Sanchez-Vives, M.V., und M. Slater (2005) From presence to consciousness through virtual reality. *Nature Reviews Neuroscience* 6: 332–339.
- Saritas, O., und M.A. Oner (2004) Systemic analysis of UK foresight results: Joint application of integrated management model and roadmapping. *Technological Forecasting and Social Change* 71 (1–2): 27–65.
- Schneider, A. (2016) Virtual Reality & Copyright: To boldly go where no man has gone before. <http://copyrightblog.kluweriplaw.com/2016/05/02/virtual-reality-copyright-boldly-go-no-man-gone/>. Zugegriffen: 23. August 2018.
- Serrano, B., R.M. Baños, und C. Botella (2016) Virtual reality and stimulation of touch and smell for inducing relaxation: A randomized controlled trial. *Computers in Human Behavior* 55 (A): 1–8.
- Springer Medizin (2018) Reisen für alle: Aufwärtstrend im barrierefreien Tourismus. *Pflegezeitschrift* 71 (6): 6.
- Teideman, J. (2014) Skyscanner reveals the future of travel: learn how we will plan and book in ten years. <https://www.skyscanner.net/news/future-of-travel2024>. Zugegriffen: 23. August 2018.
- TFAMW – Technology Futures Analysis Methods Working – Group (2004) Technology futures analysis: Toward integration of the field and new methods. *Technological Forecasting and Social Change* 71 (3): 287–303.
- Tikkanen, H., J. Hietanen, T. Henttonen, und J. Rokka (2009) Exploring virtual worlds: success factors in virtual world marketing. *Management Decision* 47 (8): 1357–1381.

- Tussyadiah, I.P., D. Wang, T.H. Jung, und M.C. tom Dieck (2018) Virtual reality, presence, and attitude change: Empirical evidence from tourism. *Tourism Management* 66: 140–154.
- van Krevelen, und R. Poelman (2010) A Survey of Augmented Reality: Technologies, Applications and Limitations. *The International Journal of Virtual Reality* 9 (2): 1–20.
- Vince, J. (2004) *Introduction to Virtual Reality*. London: Springer.
- von der Gracht, H.A., und I.-L. Darkow (2010) Scenarios for the logistics services industry: A Delphi-based analysis for 2025. *International Journal of Production Economics* 127 (1): 46–59.
- Wan, C.-S., S.-H. Tsaur, Y.-L. Chiu, und W.-B. Chiou (2007) Is the Advertising Effect of Virtual Experience Always Better or Contingent on Different Travel Destinations? *Information Technology & Tourism* 9 (1): 45–54.
- Williams, K. und M. Mascioni (2014) *The Out-of-Home Immersive Entertainment Frontier*. London: Routledge.
- Williams, P., und J.S.P. Hobson (1995) Virtual reality and tourism: fact or fantasy? *Tourism Management* 16 (6): 423–427.
- Wilson, R.M.S., und C. Gilligan (2012) *Strategic Marketing Management: Planning, Implementation and Control*. London: Routledge.
- Yaniv, I. (2011) Group diversity and decision quality: Amplification and attenuation of the framing effect. *International Journal of Forecasting* 27 (1): 41–49.