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Oksana Oliinyk

Kyiv National University of Culture and Arts, Kyiv, Ukraine

Integration of Augmented Reality Elements in Hotel Management: Customer Experience

Abstract: *Introduction.* The article explores the specifics of integrating augmented reality elements into hotel management and their sociocultural influence on the customer experience. *Purpose and methods.* The aim of the study is to analyse how the use of augmented reality technologies is transforming management practices in the hospitality industry by improving the quality of customer service and promoting service personalisation. The study employed general scientific methods of cognition: analysis and synthesis, induction and deduction, systematisation, comparison, generalisation, forecasting and modelling methods. *Results.* The findings show that augmented reality (AR) is developing rapidly in the context of digitalisation, significantly reshaping the customer experience. As of 2025, the global AR market has surpassed 50 billion USD, with around 31 billion USD attributed to the hospitality sector. In hotels, AR technology is actively used to enhance navigation, provide information on tourist attractions, offer virtual room tours, translate menus, and implement interactive 3D interfaces. It has been concluded that these innovations contribute to a higher level of service personalisation, increased customer satisfaction, and engagement, creating a new type of customer-centric environment. *Conclusions.* *The scientific novelty* of the study lies in the systematic justification of how hotel management is adapting to the introduction of AR technologies by transforming management models, functions, and processes. At the same time, the research identifies challenges management faces, including the need to consider privacy issues, technical accessibility of services, and the ethics of marketing strategies. The practical significance of the study is reflected in identifying strategic approaches for adapting hotel management to the conditions of digital transformation through the use of AR technologies.

Keywords: augmented reality, hotel management, customer experience, digital technologies, personalisation.

Original Research Article

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1. Introduction

Problem statement. In today's globalised environment, the tourism industry is undergoing profound transformations caused by the rapid development of digital technologies. One of the most promising tools in innovative services is augmented reality (AR), which is increasingly being integrated into hotel management practices. The use of AR technologies allows for a significant expansion of the boundaries of traditional services, changing the paradigm of interaction between the customer and the hotel, deepening the level of immersion in the cultural and social environment, and forming new standards of customer experience.

AR is one of the most effective means of attracting and retaining customer attention in the tourism industry. Positive cases demonstrate not only the high practical effectiveness of AR but also its significant socio-cultural potential, particularly in the context of intercultural communication, inclusiveness and cultural adaptation of services (Barvinok et al., 2025). In general, accumulating positive experience in implementing augmented reality elements in the hotel sector creates a basis for further scientific research to improve hotel management systems. The relevance of studying this phenomenon is determined by the need to systematise existing practices, analyse their socio-cultural impact and identify effective models for integrating AR into hotel management strategies.

Analysis of recent scientific research and publications. The issue of integrating augmented reality elements into hotel management and its socio-cultural impact on customer experience is well covered in foreign scientific literature, as confirmed by the overwhelming number of English-language sources in the list provided. In the domestic scientific tradition, the topic is only beginning to take shape, and existing publications are mainly analytical and review in nature or focus on general industry trends.

Significant contributions to the study of the topic have been made by researchers such as R. Lodhi, C. Del Gesso, M. Asif, and C. Cobanoglu (2024), who conducted a bibliometric analysis, outlining the areas in which the use of VR and AR is developing in the hospitality industry. They found a surge of interest in the topic since 2018 and proposed a framework for further interdisciplinary research. A significant contribution was also made by M. C. tom Dieck et al. (2024), in collaboration with other researchers, providing practical recommendations for integrating AR into the management of hotels and tourist facilities. In their work, they consider the specifics of AR marketing and emphasise its effectiveness in improving the customer experience.

At the conceptual level, the issue of AR marketing is explored in the research by P. A. Rauschnabel et al. (2022), who identify the complexity of this tool and outline its future potential for branding and audience engagement. Separately, it is worth mentioning the review article by R. Yung and C. Khoo-Lattimore (2019), which summarises the state of AR/VR research in tourism, including its socio-cultural impact on consumer behaviour.

Among Ukrainian authors, it is worth noting V. Ratynskyyi, R. Sherstiuk, and O. Maliarskyi (2024), who emphasise the potential of AR for the development of service enterprises in Ukraine, particularly in the context of post-war tourism recovery. Their work includes examples of AR use in domestic hotels, which is valuable for the local context. The research also drew on expert literature, including publications from kompanions.com, shms.com, and revfine.com, which highlights current practices in the application of AR in the hotel business and reveals the prospects for developing this technology, taking into account customer expectations.

Unresolved issues. Despite the growing interest in implementing augmented reality in hotel management, several aspects remain under-researched. In particular, the issue of empirical measurement of the impact of AR on guests' behavioural responses, as well as their loyalty and willingness to reuse technologies in the service environment, is relevant. Management mechanisms for integrating AR into internal hotel business processes, namely HR practices, service logistics, quality control systems and strategic planning, have also been insufficiently studied. In addition, there are no clear models for evaluating the effectiveness of AR implementations that consider the socio-cultural context of consumption, which complicates the formation of universal management decisions.

2. Purpose and methods

The purpose of this article is to analyse the socio-cultural impact of augmented reality elements on customer experience in hotel management, as well as to identify areas for improvement in management practices through the implementation of digital technologies.

Tasks. Within the scope of the objective, the functions of the article are to analyse the current state of augmented reality (AR) technologies and the specifics of their application in the hotel sector, to research the socio-cultural impact of AR on customer experience, to study transformations in the hotel management system under the influence of digital innovations, as well as to outline prospects for development and directions for improving management

practices, taking into account the future integration of AR in combination with other technologies.

Methodology and methods. The methodological basis of the research is a systematic approach to analysing the interrelationships between augmented reality technologies and management practices in the hospitality industry. The work uses general scientific methods: analysis and synthesis – to study scientific sources and practical cases of AR use in hotel management; comparative method – to compare traditional and innovative management models; generalisation – to formulate conclusions about changes in the management system; and structural-functional method – to determine the role of AR in the transformation of management functions and processes.

Information base. The research is based on scientific publications by leading foreign and domestic authors covering aspects of AR implementation in tourism and hotel management, analytical research and bibliometric reviews, and case studies from the practice of hotel brands using augmented reality. In addition, materials from industry platforms, specialised portals (kompanions.com, shms.com, revfine.com), official reports of international research organisations and empirical data published in professional forums and conferences were used. Combining these sources ensures the comprehensiveness and reliability of the analytical justification of the studied phenomenon.

3. Results and discussion

In the 21st century, augmented reality (AR) plays an important role in the digital transformation of the tourism industry, particularly in hotel management. By merging the physical and virtual environments, AR technologies can significantly change the customer experience, expanding the traditional boundaries of tourism services (Marasco et al., 2018).

The global AR market is showing impressive growth: in 2025, its value is estimated at over \$50 billion, which indicates the rapid introduction of this technology in various sectors of the economy, particularly in the hotel and restaurant business (Gupta, 2024). In the hospitality sector, the AR market has already reached \$31 billion, which is evidence of significant interest in implementing virtualised solutions in traditional management forms. For comparison, the total value of the hotel industry is estimated at over \$570 billion, which creates a strong foundation for further digitisation of services (Gupta, 2024).

From a technical point of view, the development of AR technologies is driven by both mobile platforms, such as Apple's ARKit and Google's ARCore,

and specialised devices, including smart glasses and AR headsets, which allow users to immerse themselves in a virtual environment without losing their physical orientation. WebAR solutions have also become widespread, allowing users to interact with augmented reality without installing additional software, an important factor in tourism, where users prefer quick access to information. These technologies enable hoteliers to offer various innovative services: virtual hotel tours, interactive information panels, digital guides, in-hotel navigation solutions, and AR menus in restaurants and spa areas.

Customer experience in the context of augmented reality (AR) in the hotel business is becoming increasingly important today, both in practical and research terms. AR technologies effectively increase customer satisfaction, personalise service and stimulate engagement with new forms of interaction with the hotel space and its surroundings (Guttentag, 2010). Hotel operators actively support the integration of AR into their services, seeing it not only as a marketing tool but also as a means of building long-term customer loyalty. Although the level of AR implementation is not yet widespread, the most innovative hotel brands are already demonstrating successful practices in its use, indicating a trend towards the gradual standardisation of such solutions in the hospitality industry (Lodhi et al., 2024).

Successful examples of AR technology implementation in the hotel business allow us to assess its potential for enriching the customer experience. For example, the Hub Hotels by Premier Inn chain has introduced interactive rooms where guests can use special cards with AR tags to view local tourist attractions directly on their smartphone screens. This innovation improves orientation in the city and stimulates guests' tourist activity, enriching their experience. Another example is the Best Western hotel group, which, in collaboration with Disney, has created a unique emotional context for children: AR technology allows them to 'move into' rooms with their favourite animated characters. This approach significantly increases guest engagement and helps form positive brand associations (Gupta, 2024; Han et al., 2014; Tussyadiah et al., 2018).

A unique example of a high-quality AR experience is The Mansion, which uses AR brochures that allow visitors to familiarise themselves with the hotel's infrastructure before they arrive. This preliminary visual contact allows customers to navigate the space better, form realistic expectations, and reduce the risk of disappointment, increasing booking conversion rates. Amadeus, in turn, has proposed using VR glasses at the booking stage, allowing guests to take a virtual tour of the rooms and the overall interior of the establishment, again increasing confidence in the decision made (Gupta, 2024).

Some brands have gone a step further – for example, Starwood Hotels has introduced ‘virtual keys’ that allow guests to open their room doors via mobile devices (Ivanov et al., 2017). Other chains have integrated beacon technology, which allows useful information about the location of hotel services or cultural events nearby to be sent in real time, contributing to a dynamic, flexible and personalised experience (Swiss Education Group, n.d.). These examples illustrate the high level of technological maturity of the implemented solutions and the desire to create a unique consumer experience beyond traditional hotel services.

Summarising the applied models of AR implementation in the hotel business, we can identify several key areas of application for this technology and the corresponding benefits for both guests and hoteliers, as shown in Table 1.

Table 1. Scope of application of technology with hotel guests

Scope of application	Examples of AR implementation	Benefits for guests and hotels
Choice of room	Virtual tours using smartphones or VR glasses before booking	Increased transparency, informed choices, and higher booking conversion rates
Increased transparency, informed choices, growing	AR applications with routes around the hotel grounds	Reduced workload for staff, improved comfort and orientation for guests
Hotel navigation	AR interface that displays information about landmarks, events and infrastructure facilities	Increased engagement with the local environment, support for local tourism
Getting to know the area	AR translators for menus, information booklets and signs	Elimination of language barriers, increased accessibility of services
Language translation	Interactive AR menu with 3D visualisation of dishes	Enhanced gastronomic experience, easier decision-making
Food and beverage menu	AR preview of rooms for events, conferences or weddings	Improved planning, reduced risk of misunderstandings, increased sales of event services

Note: systematised by the author based on (Lodhi et al., 2024; Yung & Khoo-lattimore, 2019; Jung & tom Dieck, 2017; Buhalis & Karatay, 2022)

Thus, AR technologies in the hotel sector play a role in transforming the customer experience by increasing emotional engagement, informativeness, comfort and inclusiveness of service (Rita et al., 2025). The scientific literature emphasises the need for further research in this area, particularly through empirical studies of guests' behavioural responses, expectations, and propensity to reuse AR services. The need for in-depth analysis is particularly relevant given that most existing research focuses on tourist attractions, while the hotel segment is still actively exploring the potential of augmented reality (Lodhi et al., 2024).

Integrating augmented reality (AR) technologies into hotel management is transforming the customer experience and fundamental approaches to the organisation of management processes in the hospitality industry. In the digital economy, the very logic of management is changing: from hierarchical models to flexible, customer-centric systems in which data, technology and user interaction play a decisive role. AR is becoming a catalyst for this transformation, as it requires rethinking key management functions – planning, organisation, motivation and control – to consider the new parameters of digital interaction.

The 4C model – Consumer, Content, Context, and Computing Device – can serve as a conceptual basis for analysing the impact of AR on hotel management systems. This model offers a holistic view of decision-making processes in management, considering both technological and behavioural aspects.

The first component, the consumer, focuses on management decisions increasingly based on analysing guest behaviour patterns rather than their demographic profile. Modern hotel CRM systems, supplemented with AR tools, allow customers to be segmented according to their travel motivation, communication style and level of digital competence. Accordingly, a flexible service personalisation strategy is being developed: interactive itineraries for adventurous travellers and basic navigation and service information without excessive visual effects for guests who value peace (tom Dieck et al., 2024).

The second element of the model – content – becomes an object of strategic management. Content broadcast via AR must be technically high-quality and relevant to the cultural, linguistic and situational context. This means that hotel management must control not only the content of visualisations, but also the adaptation of content to a specific location, time of day, and customer interests and requests. High-quality content becomes a tool for informing and forming emotional attachment to the brand, which is especially important in the competitive environment of the hotel market (tom Dieck et al., 2024).

The context of AR functioning – the third component of the model – changes the perception of the spatial and temporal organisation of services. Managers are forced to rethink the logistics of the hotel environment, orienting it towards flexible interaction scenarios in which AR can ‘bring space to life’ depending on the customer's location. For example, when guests point their smartphone at a door number, they can receive information about the services provided or the room's history. At the same time, an AR menu appears automatically in the restaurant area. This requires perfect synchronisation between the physical environment and the digital layer and involves collaboration between the IT department, marketing and the hotel's operational structures.

The last component – the computing device – highlights the dependence of AR environment effectiveness on the type and power of the device used by the guest. Smartphones remain the primary tool for accessing AR, but with the spread of smart glasses, wearable gadgets, and voice interfaces, there is a growing need for multi-platform content support. Management strategies should provide technical support for AR integration, dynamic infrastructure updates, and staff training to support new service formats (tom Dieck et al., 2024).

At the same time, using AR poses several critical challenges for management. First and foremost is the issue of privacy: since AR technologies collect and process sensitive data about the user's movements, actions and preferences, it is necessary to ensure a transparent policy on the processing of personal data, as well as compliance with legal regulations in the field of privacy protection. The second important aspect is technical accessibility: the AR experience can be limited by the quality of the internet connection, outdated equipment or the lack of adequate infrastructure, which imposes restrictions on the scalability of solutions. Finally, marketing ethics need to be reviewed: an excessive number of AR messages or irrelevant content can make the customer feel intrusive, reducing loyalty and the impression of the service. Effective management requires balancing personalisation and minimising the information load on the guest (Ratynskiy et al., 2024).

Thus, the introduction of AR in hotel management causes technological shifts and structural changes in the management system: from strategic planning to operational support. The 4C model allows us to systematically understand these changes, focusing on the interrelationships between consumer behaviour, content quality, contextual conditions and the technical environment. Therefore, management in the context of AR technologies requires new competencies, interdisciplinary interaction and adaptive organisational structures, which are critical to ensuring the sustainable development of the hotel business in the digital age.

The prospects for using augmented reality (AR) in hotel management point to radical transformations in guest service's technological and conceptual dimensions. The future of this technology is linked not so much to its autonomous development but to its integration into a broader digital ecosystem landscape that includes artificial intelligence (AI), the Internet of Things (IoT), wearable devices, and cloud services. The synergistic combination of these technologies opens up a new level of personalised service, where AR acts as an interface between the physical environment of the hotel and its virtual services (Swiss Education Group, n.d.).

One of the key vectors for future development is the emergence of so-called 'smart rooms', in which AR interfaces will provide intuitive interaction with internal systems: lighting, climate control, multimedia (Kyrychenko, 2022). Thanks to integration with AI, such interfaces will adapt the space to the preferences of a particular guest, both based on previous data and in real time. For example, guests can use voice or gestures to adjust the temperature or select their preferred music, and the system will suggest content based on the user's cultural or emotional state (Swiss Education Group, n.d.).

The proliferation of wearable devices, such as brilliant glasses, will also influence changes in hotel service practices. Moving away from smartphones as the sole means of accessing AR will enable freer and more organic ways of communicating with the digital environment (Zhu et al., 2024). Guests will receive navigation instructions, information prompts or personalised messages in the context of their movements within the hotel without the need for manual intervention. Combined with AI, this will enable context-dependent services. For example, if a guest approaches a restaurant, the system can display an AR menu based on their dietary preferences or previous orders.

Special attention will be paid to sustainability aspects in the future. AR technologies will be important in raising customer awareness of environmental issues and the transparency of hotel ecosystems. With real-time visualisations, hotels will be able to inform guests about their resource conservation initiatives: water and electricity savings, waste sorting, and the use of biodegradable materials. This approach will not only increase brand trust but also promote ethical behaviour among consumers, including more informed service choices, loyalty to environmentally responsible operators, and the spread of sustainable consumption practices (Akçayır & Akçayır, 2017).

In general, the future of augmented reality in the hotel business goes beyond technological tools. It is about forming a new model of hospitality – one that is intelligent, context-sensitive, interactive, and sustainable. It involves

deep personalisation of service, seamless integration of the digital and physical environments, increased emotional engagement and, simultaneously, a high degree of responsibility – both in terms of guest privacy and the environmental footprint of hotel operations (Barten, 2024). In this context, AR is becoming an innovation and a marker of the transition to a new paradigm of management and consumption in the hospitality industry (Swiss Education Group, n.d.).

Conclusions. In today's environment, augmented reality (AR) is rapidly developing in hotel management, helping to transform the customer experience. In 2025, the global AR market will exceed \$50 billion, of which \$31 billion will come from the hospitality sector. AR is actively used for hotel navigation, exploring local attractions, viewing virtual rooms, translating menus, creating interactive 3D interfaces, and increasing personalisation, satisfaction, and customer engagement.

The integration of AR technologies has changed the traditional management system: the 4C model (consumer, content, context, device) has become a conceptual benchmark for forming a new management paradigm. Hotel operators are moving towards customer-centric solutions based on behavioural analysis, dynamic content management and the adaptation of services to the spatial and temporal context. Management must also consider confidentiality, technical accessibility and ethical marketing practices.

The prospects for AR in the hotel business are linked to deep integration with innovative technologies, AI, IoT and wearable devices. This will ensure full automation and contextual personalisation of services, promoting sustainable development and the formation of a new model of digital hospitality.

Scientific novelty. The scientific novelty of the research lies in the systematic justification of how hotel management adapts to the introduction of augmented reality (AR) technologies through transforming management models, functions and processes.

Significance of the research. The conducted research has practical and theoretical value, as it allows for comprehending the role of augmented reality as a tool of sociocultural influence in the hotel environment and identifying transformational processes in management practices under the influence of digital technologies. The analysis results can be used as a basis for developing strategies for digitalising hotel services, forming customer-oriented services, and updating hotel management training programmes in line with the modern challenges of the hospitality industry.

Prospects for further research. Further research should focus on the empirical evaluation of the effectiveness of AR solutions in hotels, the analysis of the impact of AR on consumer behaviour in different cultural contexts, and the

study of the integration of augmented reality into the personnel management system, operational processes and marketing strategies of hotel enterprises in the context of digital transformation.

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Information about the Authors:

Oksana Oliinyk, Professor, Kyiv National University of Culture and Arts, 36, Ye. Konovaltsia St., Kyiv 01601, Ukraine, e-mail: oksana_oliinyk@ukr.net; orcid id: <https://orcid.org/0000-0002-4687-2408>

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