

PERCEIVED AUTHENTICITY OF CULTURAL HERITAGE TOURISM EXPERIENCES IN AUGMENTED REALITY AND VIRTUAL REALITY

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The digital age has paved the way for the digitalisation of cultural heritage tourism, which comes with great potential for cross-cultural delivery of heritage tourism offerings despite geographical barriers. Nevertheless, AR and VR adoptions in cultural heritage tourism also come with major challenges, among which is the authenticity of the offered AR and VR experiences. With that said, the thesis attempts to inquire into the authenticity discourse within the AR and VR realm, and how authenticity of cultural heritage tourism experiences is perceived in AR and VR by both tourism providers and consumers, taking into account the role of cultural distance in influencing authenticity perceptions.

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