

Professional Natives and Augmented Reality



Can Staged Authenticity be the Key to
Sustainable Cultural Tourism?

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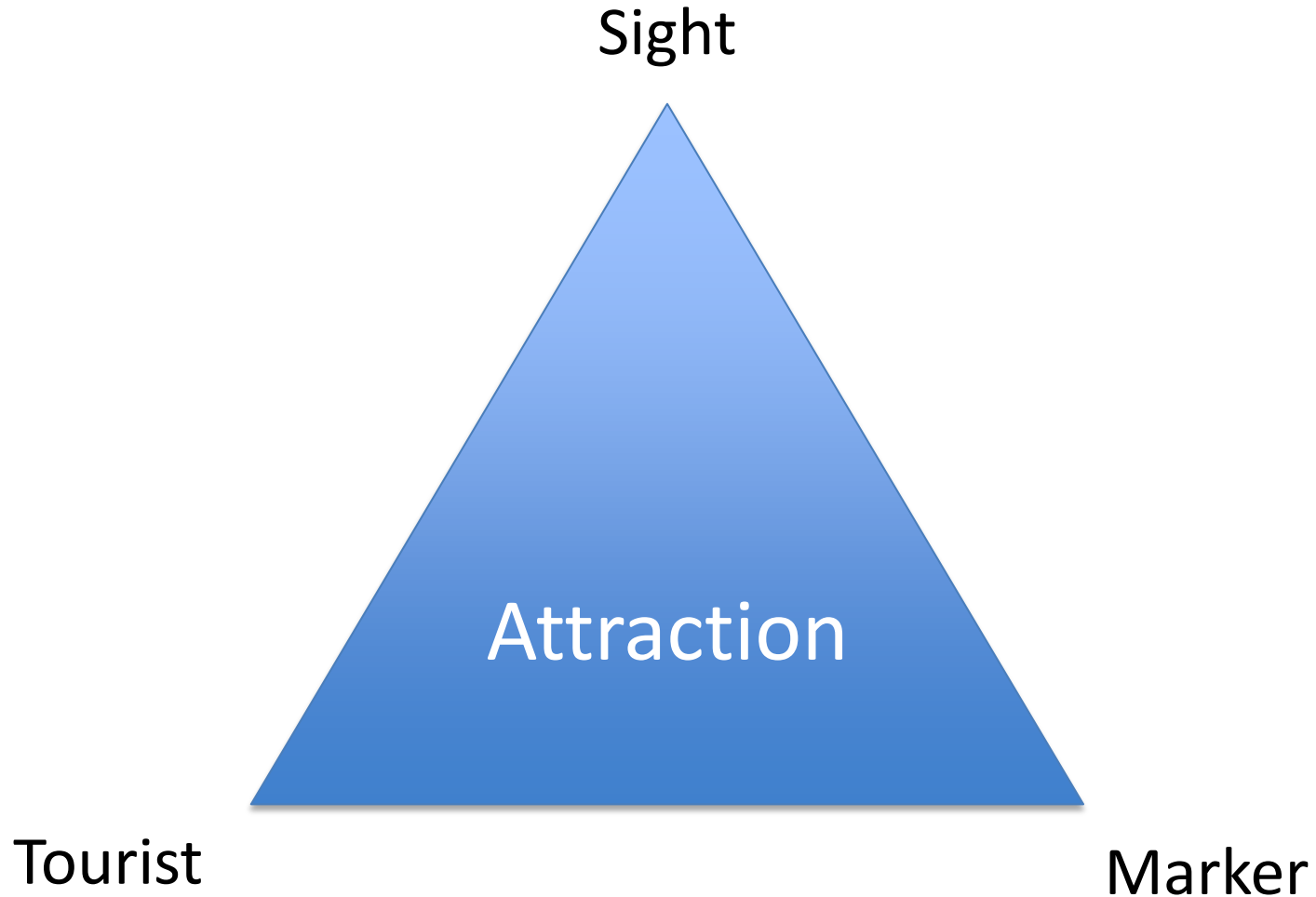
Director, The Finnish Nature Centre HALTIA

A photograph of four small birds, likely sparrows, perched on a thick, mossy tree branch. The birds are arranged in a line from left to right. The first bird on the left is facing left, showing its brown and yellow streaked plumage. The second bird is facing right, showing its yellow underparts and brown streaked wings. The third bird is facing right, showing its brown and yellow streaked plumage. The fourth bird is facing right, showing its brown and yellow streaked plumage. The background is a soft, out-of-focus light blue and white.

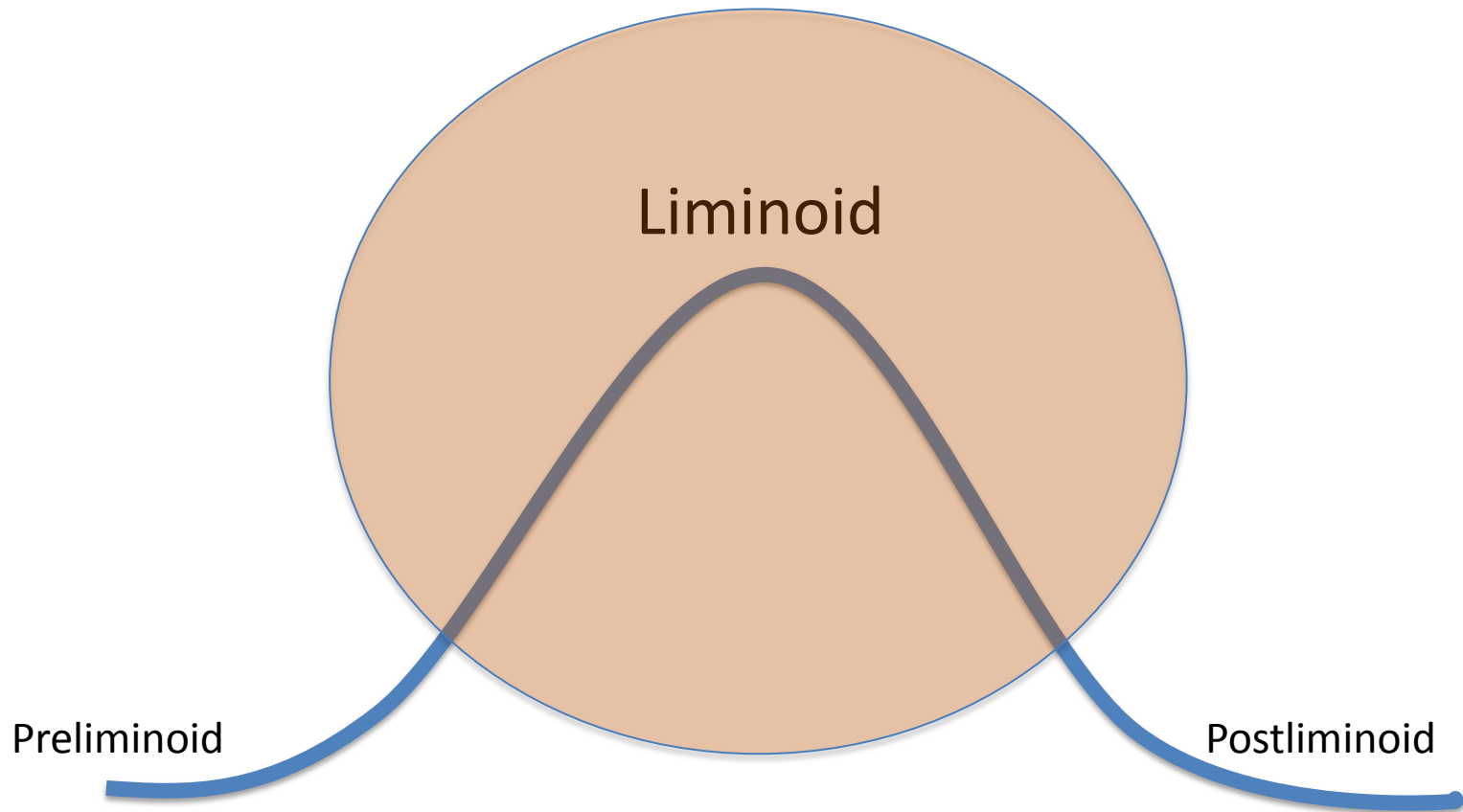
Are tourists really
seeking authenticity?

Playful tourists and professional natives
– equal meeting grounds?

The Attraction Game



The Fourfold Transition or why virtual reality can not fully replace tourist experiences

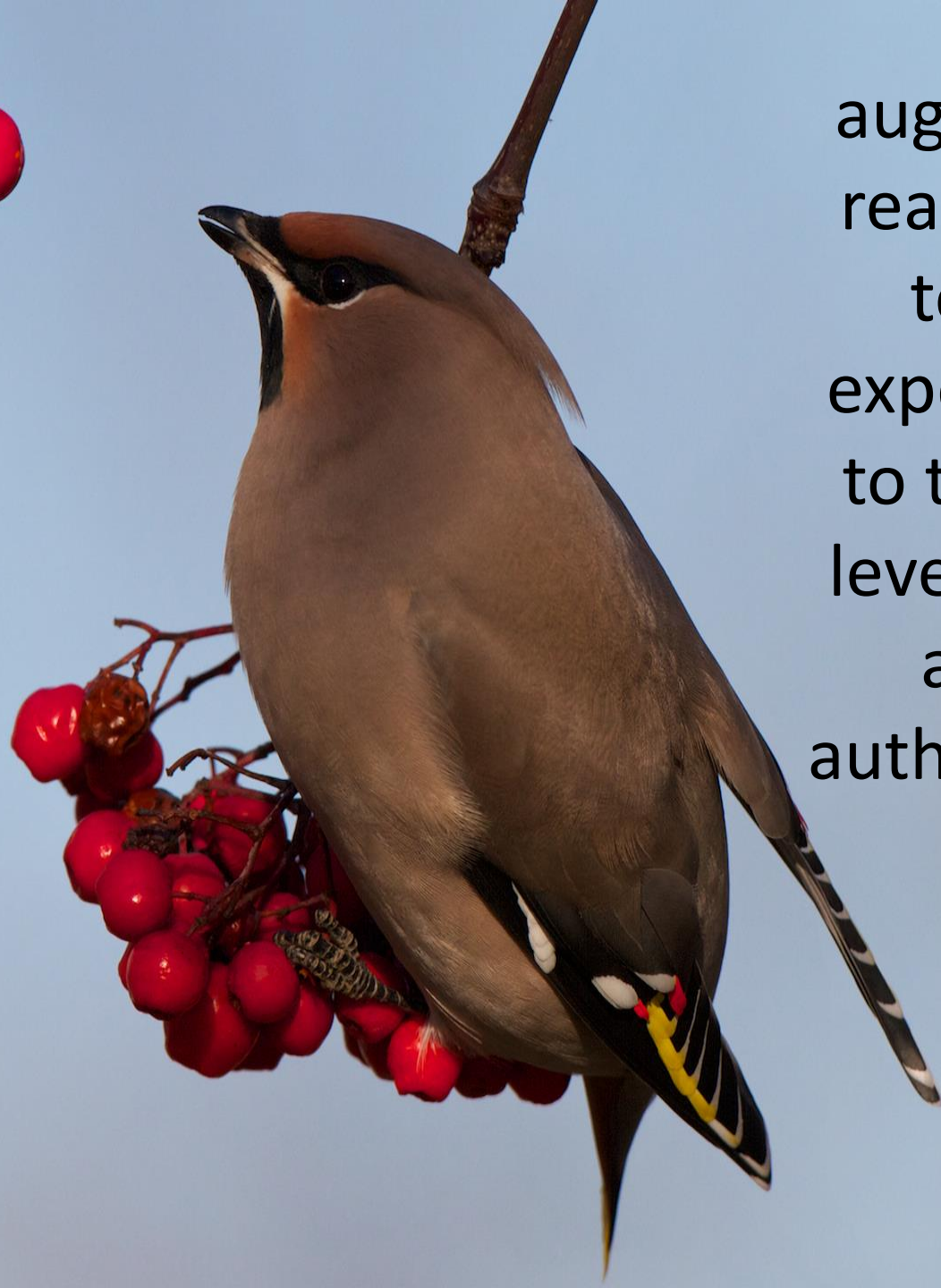
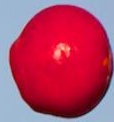


Spatial – from place to placelessness

Temporal – from time to timelessness

Mental – from everyday self to holiday self

Sensory/sensual – from everyday experience to extraordinary



Can
augmented
reality take
tourist
experiences
to the next
level? What
about
authenticity?



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