



THE GOOD THE BAD THE INDIFFERENT

TruTourism

BEST
PRACTICE

TruTourism



TruTourism

DRAWBACK

TruTourism





Content (still) is...



This is also 'King'...





BiteSize



Like



Comment



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WALES

BBC Wales Sport



1 hr · Edited ·



Short for time?



**Check out our Ireland v Wales
bitesize highlights**

bbc.co.uk

20 Likes



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HERE
AND
NOW









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Qantas ✓

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Up next

Autoplay ☒



Visit Sydney Harbour in 360° Virtual Reality with Qantas

Qantas
52,352 views



Qantas x Samsung Gear VR

Qantas
31,738 views



QF 73 lands in San Francisco

Qantas
171,135 views



Qantas Safety Video

Qantas
11,951 views



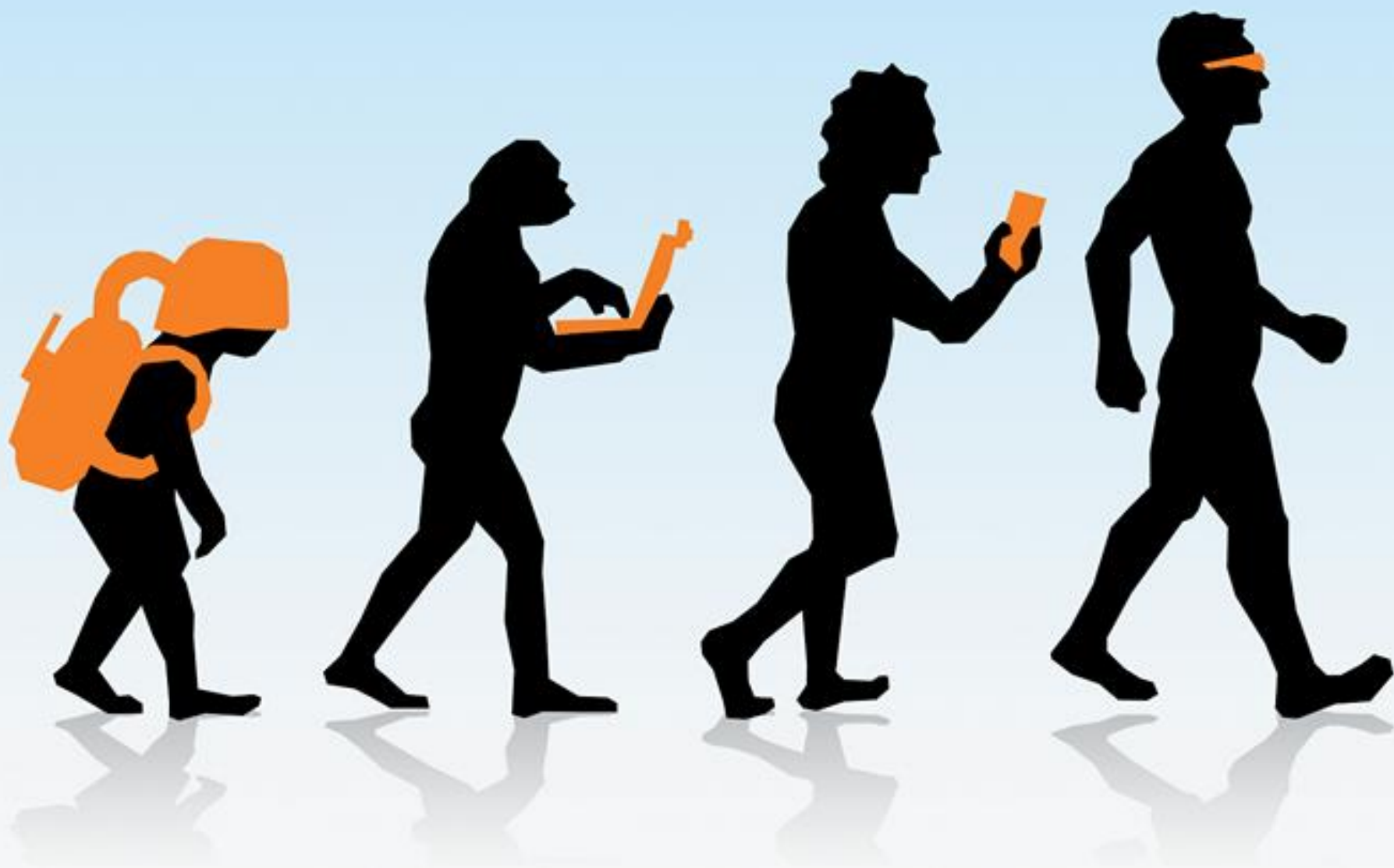
Qantas 767 on 60 minutes

Qantas
495,213 views



Qantas and GoPro: Day in the life of a plane

Qantas
50,687 views













**WELCOME TO
DAN-YR-OGOF
CROESO I
DAN-YR-OGOF**



Scan this image using the Dan-Yr-Ogof app
Sganiwch y ddelwedd hon drwy ddefnyddio'r app





https://www.youtube.com/watch?v=IK4-zPD_25U

The Shift to Social



Social Interpretation

Collaboration

Sharing

Augmenting

interactivity

Visitors becoming curators?

Enhancing

Digital

hidden content

mobile

contribution

comment

**audience
involvement**

What 'apps' are 'opps' in tourism?



iBeacons



/.DiGiTAL_BRiDGEND

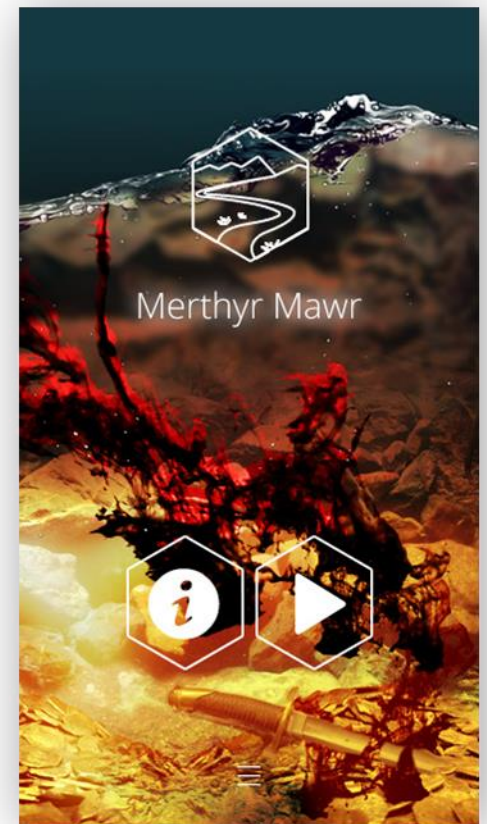
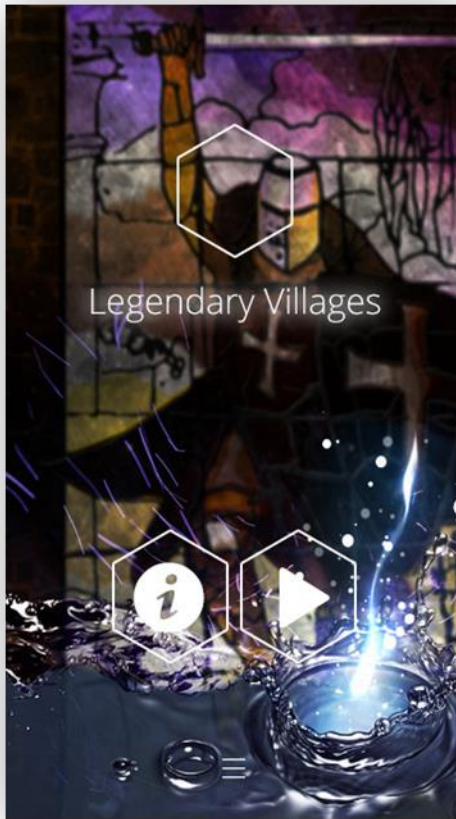




Photo Sphere

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A new way to tour (loh-kay-shus)

Locacious brings the complete experience of taking *and creating* audio tours to the iPhone, iPod Touch, and iPad in a fully featured and travel-friendly package.



Browse and download tours from a growing library of free content uploaded by both professional tour guides and other users.



Record and create your own tours using your iPhone to add audio, pictures, and notes to create tour stops. Your iPhone tracks your location, automatically mapping your tour.



Upload the tours you create so that other users can discover them. We collect and feature the best tours our users have submitted.

Locacious is now available for download on the [Apple iTunes App Store](#). If you would like us to consider featuring your tour, please [contact us](#). You can also visit us on [facebook](#).

(Note: Our servers were recently relocated due to hurricane Irene. If you can't connect for a time, reset your router or DNS cache. We apologize for any inconvenience.)

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toozla 



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INTERNATIONAL MUNZEE







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Staff Picks [\(See more\)](#)



Stage 2 Cosmic Meadow - e...



Bike ride 2



UO Ducks vs Wyoming kickoff

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[Events](#) (139)

[Music](#) (86)

[Sports](#) (56)



<http://www.junaio.com/>

DRAWBACK

TruTourism

The Drawbacks

Initial Cost

Skills

Speed of change sustainability

visitor expectations

Authenticity?

**Is all this really
necessary?**

market

exclusion

digital detox

WARNING!



SCVNGR is a game about doing challenges at places.



Lisa M. did 'Tin Foil Origami'
@Bostonian Burrito





That's it, the end.

 @trutourism

