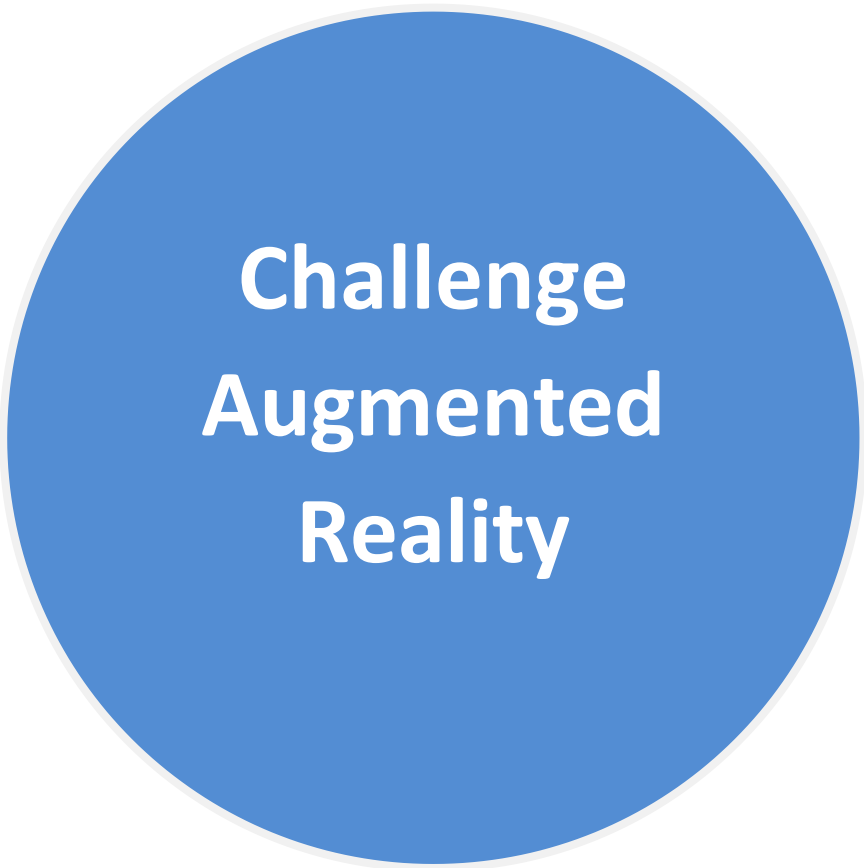


Activity 3 – Augmented Reality in the tourism sector	
Duration: 51 hours from 11/12/23 to 8/01/24	Organization: 4 groups



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1. Introduction

CEBANC works to promote knowledge, skills and key competencies for professional growth through methodologies, contents, programs and teachers in continuous evolution, and incorporating Information Technologies in line with the reality and needs of the society in which we live. The way of learning is based on four main principles:

1. Learning by doing
2. Personalized follow-up
3. Teacher-student proximity
4. Active and dynamic methodology

These four axes result in the application of the ETHAZI method.

Through this High Performance Methodology (ETHAZI) based on challenges, students simultaneously acquire technical competencies, specific to the specialty, and transversal competencies, developing skills and competencies for teamwork, communication, involvement, initiative, proactivity, creativity and a long etcetera.

In this context, we participate in the Aurora Augmented Reality project and it has been framed in one of the challenges based on digital tourism that the students have faced.

Although throughout this report the steps followed to carry out the proposed challenge are developed in depth, the following is a summary of the same:

1. Approach
2. Obtaining and analyzing information
3. Execution
4. Presentation
5. Conclusion

2. Planning

As a first step, the students were divided into 4 teams of 4 people, the companies for which each team was going to work were indicated and then they were shown the starting point of the challenge:

You are the owners of a tourism consultancy located in San Sebastian and commercial advice to hotels, tourism companies and museums is one of your strengths.

You offer, among other services, advice on setting sales strategies (national and international), advice on Revenue Management, representation in specific events of the sector (fairs and congresses), advice on marketing campaigns, commercial training for the teams of the hotel or the tourist company

In this challenge, one of your clients needs you to help them improve their level of digitalization through augmented reality.

However, to be able to do all this you need to be motivated, treat well the staff working with you in the consultancy and comply with the quality standards of ISO 22483 in order to get the best out of your workers because your customers will certainly notice it.

Do you dare? Well, let's get started!

Introductory text of the challenge

Then, the tasks to be performed to carry out the challenge were indicated, as well as the final product to be presented to the client, which consisted of a brochure where augmented reality was applied (Annexes I, II, III, and IV). In addition, the timing of the challenge was shown.

Timeline				
11 DEC Team creation and challenge approach.	12 DEC Preparation of meetings	13 DEC Preparation of meetings	14 DEC Meetings in companies	15 DEC Sport Day in Cebanc
18 DEC Generate alternatives, present and select proposals	19 DEC Execution	20 DEC Execution	21 DEC Execution	22 DEC Delivery of final written paper.
25 DEC Christmas Holidays	26 DEC Christmas Holidays	27 DEC Christmas Holidays	28 DEC Christmas Holidays	29 DEC Christmas Holidays
01 JAN Christmas Holidays	02 JAN Christmas Holidays	03 JAN Christmas Holidays	04 JAN Christmas Holidays	05 JAN Christmas Holidays
08 JAN Presentation of final work. Handout.				

3. Obtaining and analyzing information

The first task that the students had to carry out was the organization of the event, for which they had to arrange and plan a meeting with the company/client they were going to work with.

The different teams made appointments with the people in charge, prepared scripts with questions to structure meetings with the aim of resolving doubts and getting to know the clients in depth. They also gathered information about the companies and set objectives for the meetings.

Throughout the visits to the companies, in addition to the meetings, the students collected different audiovisual material of the areas of interest of the companies to be able to work later with augmented reality and finally present a brochure where augmented reality was applied.

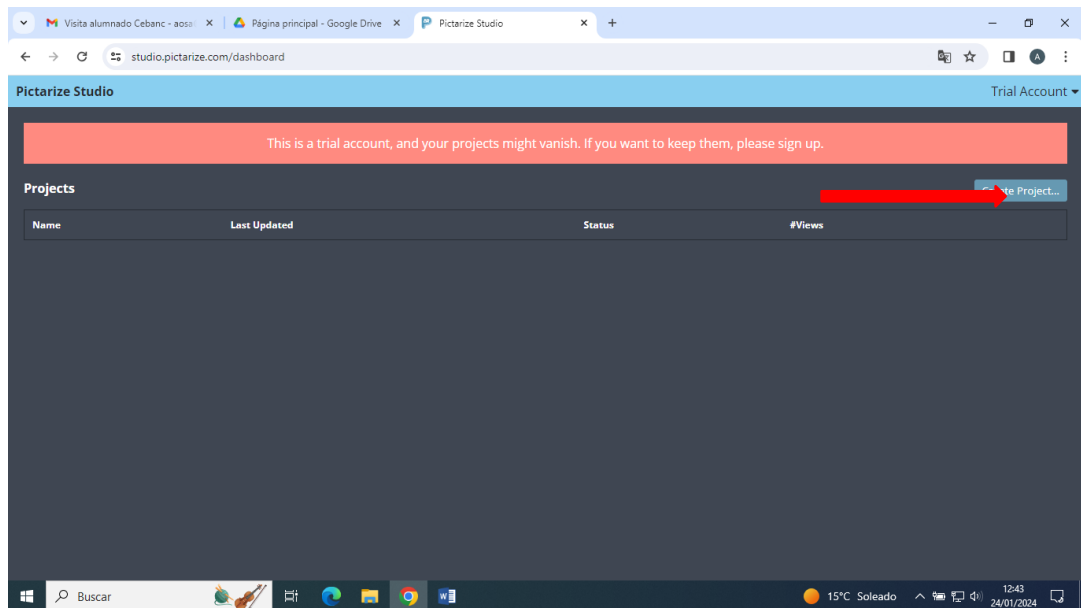
This material was gathered through the Matterport application. That is to say, all the photos and videos were recorded with this application since it is the standard for capturing 3D spaces. The platform transforms real spaces into immersive digital twins. It allows to capture and connect rooms to create fully interactive 3D models. The Pictarize Studio program was used to create the Augmented Reality.

4. Execution

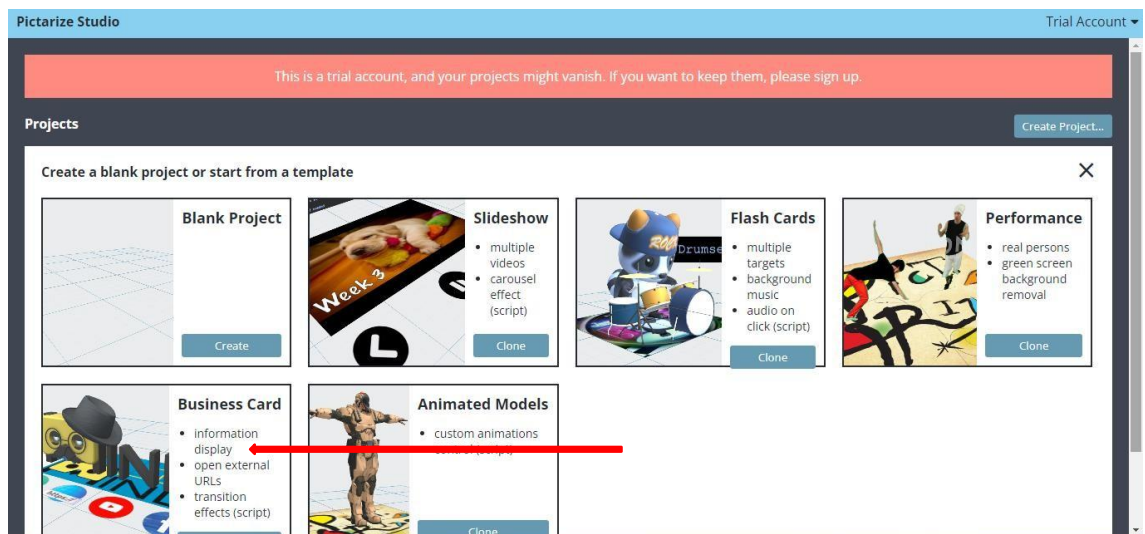
Once all the material was collected, the students detected which were the most important sections for their client and those to be included, for example, as points of interest in the virtual tour. The app itself recommends points of interest when taking panoramic views of the hotel.

With the virtual tour prepared the students had to create a project in Pictarize. The steps followed were as follows: Acceder a la página web <https://studio.pictarize.com/login> y darse de alta.

Create Project

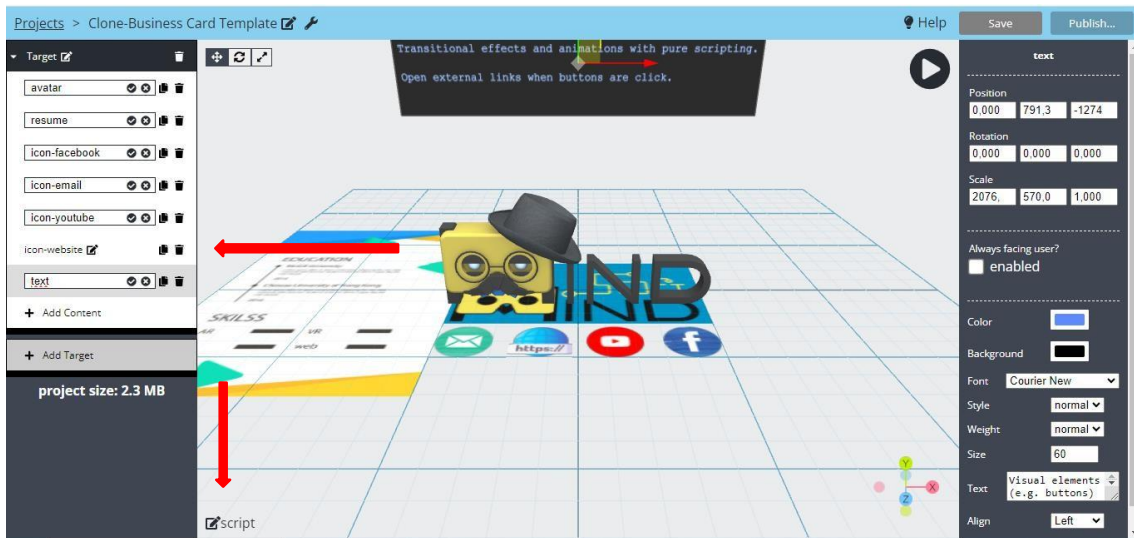


5. Select option “Business Card”.



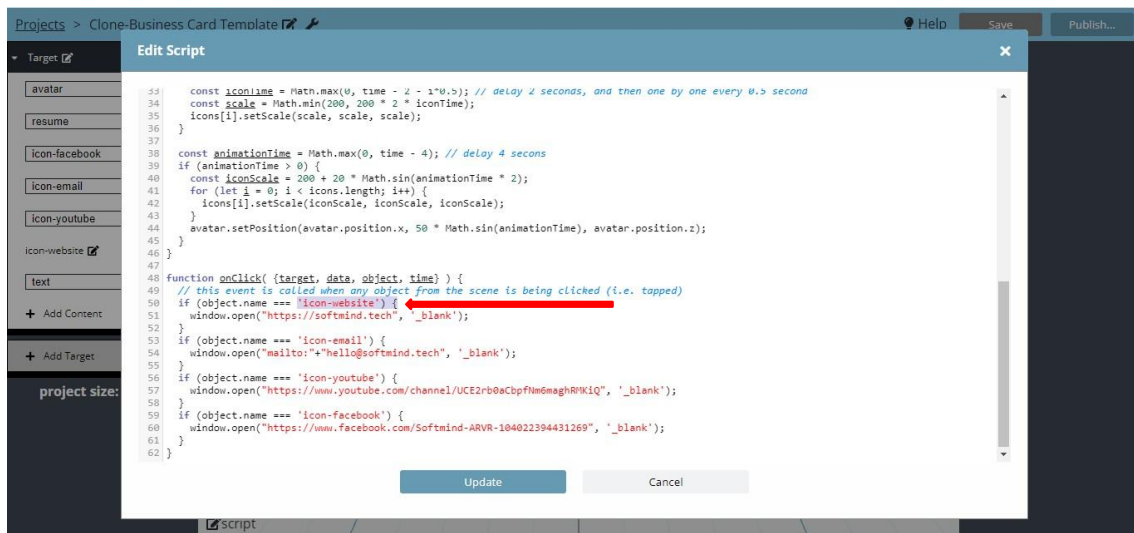
6. Deactivate the options that are of no interest (e.g. Facebook, avatar, etc). At a minimum, all teams have left the web page option active.

7. Guion (*Script*).



Once in the script, the students had to edit it to insert the link to the virtual tour they had already prepared. To do this, they first had to go to the section called "icon website".

8. Go to the section *Icon website*.



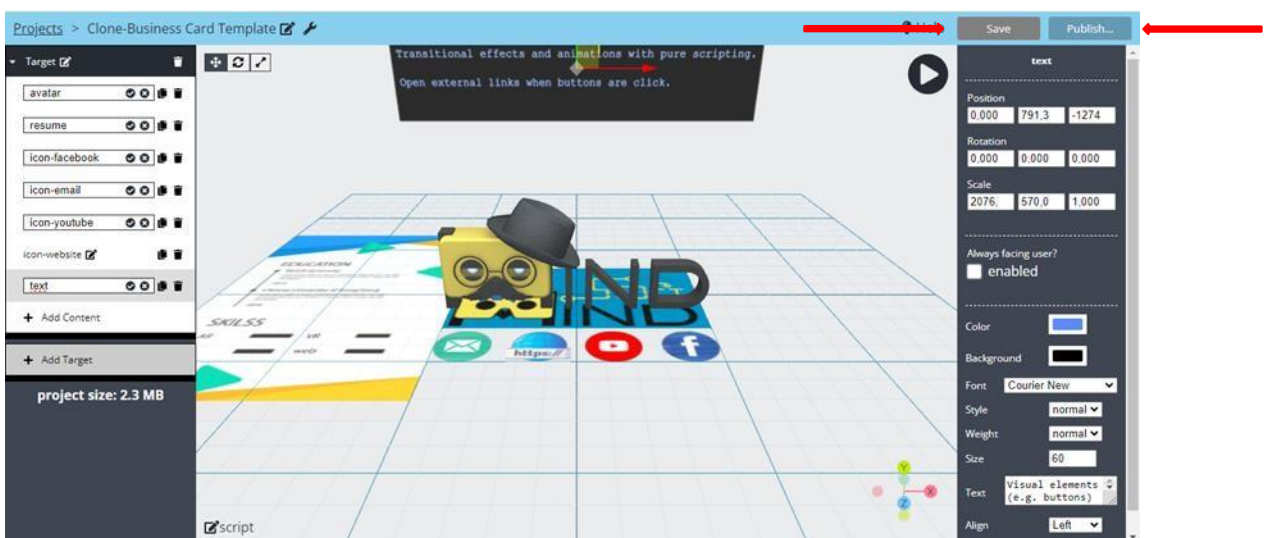
9. In it, they had to insert the link to the virtual tour that they had previously prepared by deleting the previous link and inserting the new one. In other words, they had to remove the text in quotation marks shown in the image and insert the new Matterport address. Introducir nueva dirección web.

10. Update.

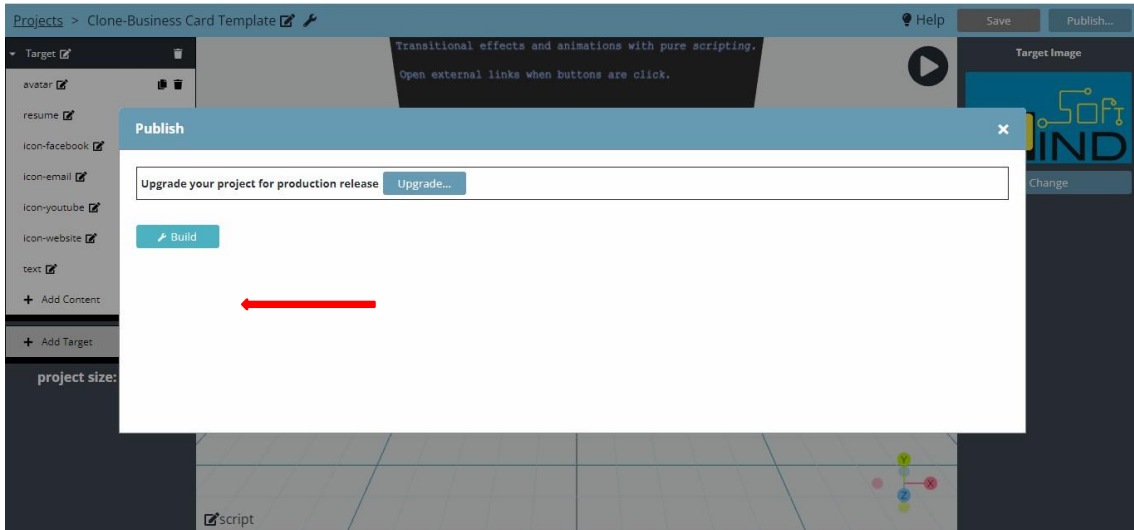


11. Save.

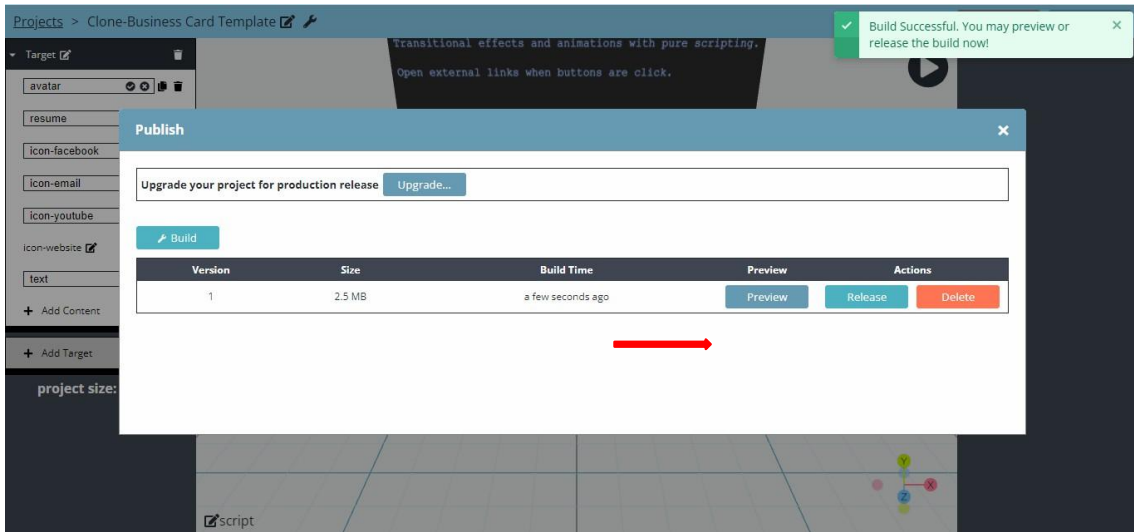
12. Publish.



13. Build.



14. Preview.



In this step, as can be seen in the following image, Pictarize itself dumps a QR code, which facilitates access to Pictarize and once inside, pass the QR reader over the company logo and click on the option to take the virtual tour.



5. Presentation

Finally, the students presented the final product, which consisted of a brochure using augmented reality.

In it, in addition to relevant information about the companies they had worked for, a QR code and a company logo were included.

When presenting the product (brochure), the students explained how it works as follows:

1. Escanear QR
2. Go to the Pictarize website to which the QR redirects.
3. Scan the company logo next to the QR on the brochure.
4. Once in the 3D logo, click on the internet icon.
5. Welcome to our virtual tour!

6. Conclusion

The students have been very satisfied and highly motivated working with Augmented Reality as they have seen its usefulness in the hotel sector.

The teams have been aware that AR can enhance guest experiences whether in accommodations, museums or intermediary agencies.

They have observed interactive and engaging ways to explore facilities and services, as well as to improve navigation and offer unique and immersive experiences, thus improving customer satisfaction.

7. Annexes (next page)


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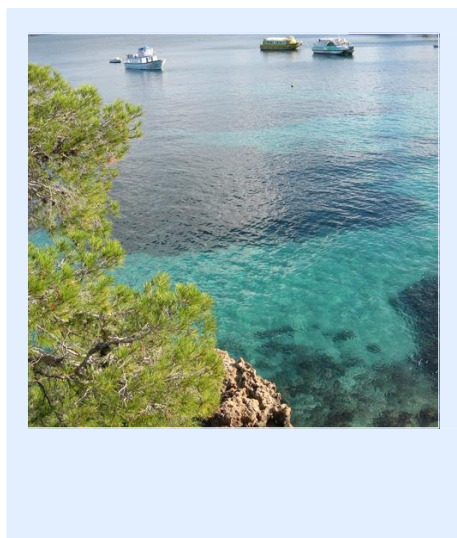
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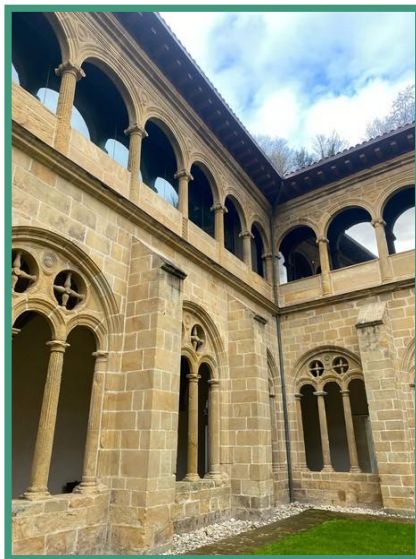


SOBRE NOSOTROS

El Museo San Telmo, es el museo municipal de la ciudad de San Sebastián, consagrado a ilustrar la evolución de la sociedad vasca, mayormente mediante piezas de etnografía y Bellas Artes. Se abrió en su actual sede en 1932, el cual fue fundado treinta años antes, en 1902, por lo que es el museo más antiguo de la Comunidad Autónoma del País Vasco

STM

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De martes a domingo.

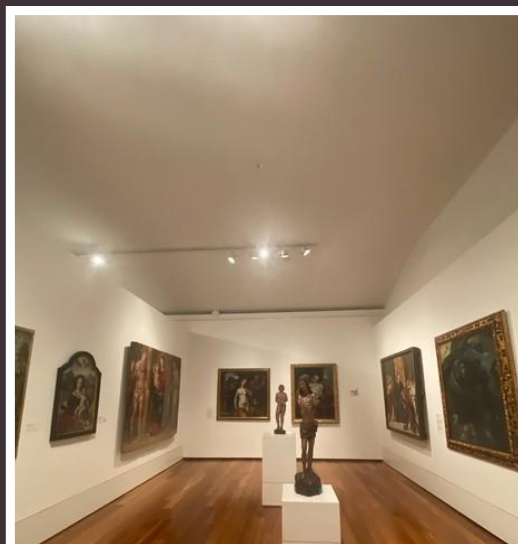
Invierno (noviembre-marzo):

10:00 - 19:00

Verano (abril-octubre):

10:00 - 20:00

Lunes, si son festivos o puentes.



CERRADO

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