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**The use of augmented reality and virtual reality for immersive tourism experiences**

Category	Date	Time	Location
Presentation	March 6, 2019	11:30 - 12:00	Hall 10.2 / 108

The CreativeARVR Hub will introduce AR and VR for the tourism and cultural heritage context, discuss its opportunities and challenges and provide a number of use cases, its outcomes and lessons learned. Future scenarios and possible developments will be highlighted as part of this talk.

**Speaker:**

- **Dr. Mandy tom Dieck**, Project Manager, Creative AR & VR Hub, Manchester Metropolitan University
- **Dr. Timothy Jung**, Founder and Director, Creative AR & VR Hub, Manchester Metropolitan University

