The effect of augmented reality in enriching the interactive experience of visitors to institutional events related to national events

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Abstract:
The research aims to assess the impact of employing augmented reality technology in enriching the components of experiential value for visitors to events related to national events (Visual attractiveness - knowledge - emotional attractiveness - ease of use), The research hypothesis that there is a relationship between the employment of augmented reality and the enhancement of the components of experiential value for visitors to institutional events. To achieve the goal of the research, the experimental method was relied on by holding an interactive exhibition which is the Saudi Foundation Day. The exhibition was designed and held within the celebration of the College of Media and Communication, Department of Graphics and Multimedia, Female Section, at Al-Imam Mohammad Ibn Saud Islamic University in Riyadh, Posters were designed that simulate the stages of the establishment of Saudi arabia and link these posters to augmented reality technology through a application ARTVIVE This is done by generating greater immersion in the experience of visiting the exhibition. The experimental value of the event visit was measured on a sample of 80 individuals by designing a questionnaire tool to evaluate the interactive experience of the exhibition and to identify their tendency towards using augmented reality technology in rooting the history of the emergence of the Saudi. The research results There is a relationship between employing augmented reality and enhancing the components of experiential value. The researcher recommended the necessity of conducting more research on event marketing by using interactive techniques as a type of corporate communication program.

Keywords:
Augmented Reality, institutional events, visitor experiences, experiential Value

Introduction:
The characteristics of the digital age are the rapid development and change in various aspects of life, depending on the improvement of information presentation and the introduction of interactive technologies in all fields. Digital generations rely heavily on the use of digital technology in daily life, and this shows the inevitability of digital transformation and the use of interactive technologies in everything that surrounds society. Augmented Reality (AR) is an interactive technology that integrates digital information with live video presentations in a real-time environment for the user. Augmented reality plays a crucial role in the exchange of knowledge, which allows spaces to generate an interactive experience with the user. Many governmental and private organizations and institutions in each country carry out many events, especially events related to celebrating national occasions and events. The organization of these events requires study and planning, and therefore the use of technology Interactivity in the

events provides a set of opportunities to create more interests among the visitors and raise the level of the experience of visiting the event for them, especially the activities related to national events and occasions related to the history and cultural heritage of the state, which represent a legacy that each country seeks to show and preserve. From the above, the current research was based on the experience of employing reality Al-Moazez in holding an exhibition for the event of the celebration of the Saudi Foundation Day affiliated with the Department of Graphics and Multimedia, College of Media and Communication, Imam Muhammad bin Saud Islamic University - Riyadh - in the Kingdom of Saudi Arabia to explore the impact of technology on adding comparative advantages in terms of enriching the visitors' experience of the event.

Research problem:

The research seeks to answer the following question

What is the effect of augmented reality on enriching the interactive experience of visitors to institutional activities related to national events?

Research Objectives: Research Objective The research aims to:

1- Evaluation of the effect of employing augmented reality technology in enriching and enhancing the components of the experiential value for visitors to activities related to national events (visual appeal - knowledge - emotional attractiveness - ease of use).

Research Hypothesis: Hypothesis Research The research assumes that:

1. There is a relationship between employing augmented reality and enhancing the components of experiential value (visual appeal - knowledge - emotional attractiveness - ease of use) for visitors to institutional activities related to national events

Research limits:

Objective limits: The research was limited to studying the effect of augmented reality in enriching the interactive experience of visitors to institutional activities related to national events.

Temporal limits: the applied experience of the research during January and February 2022 AD

Human and spatial boundaries: a sample of the university community of female students, faculty members, and administrators at Imam Muhammad bin Saud Islamic University in Riyadh - Kingdom of Saudi Arabia.

Research Methodology:

The research relied on the descriptive approach to support the theoretical aspect of the research, and the experimental approach in order to obtain direct results for the subject of the research through an applied experience to employ the technology of augmented reality in holding an exhibition for the effectiveness of the celebration of the Saudi Foundation Day affiliated to the Department of Graphics and Multimedia, College of Information and Communication, Imam Muhammad bin Saud Islamic University in Riyadh - Saudi Arabia, to explore the impact of technology on adding comparative advantages in terms of enriching the visitors' experience of the event.

Research Tools:

To achieve the goal of the research, the following was relied on: Holding an art exhibition by employing the technology of augmented reality in the posters displayed in the exhibition, as part of an institutional event of Imam Muhammad bin Saud Islamic University to celebrate the anniversary of the Saudi founding day corresponding to 2/22/2022 AD, and to measure the experimental value gained for visitors to the exhibition through Designing the questionnaire tool and analyzing the results

research sample:

The research sample consisted of (80 individuals) from the university community of female students, faculty members, and administrators at Al-Imam Muhammad bin Saud Islamic University, and they were questioned through 6 paragraphs that were built using the questionnaire tool to verify the effect of the components of the experimental value of augmented reality on the behavior of visitors to the Foundation Day activity held at the university (gravity visual - knowledge - emotional appeal - ease of use).

Research Results

That digital technologies are a huge market and industry alike, and therefore the principle of virtual digitization has become an inevitable necessity for the digital transformation of all analog systems in order to become more efficient and create new existential value, and augmented reality is a technology that helps empty the human mind and release it from the problem of cognitive load resulting from the advancement of technology Digitalization and the comprehensive digitization of social life, and through the applied experience of research on the impact of employing augmented reality in enhancing the interactive experience of the effectiveness of the Saudi Foundation Day. A set of results have been reached, which can be clarified through the following:

1. There is a relationship between employing augmented reality and enhancing the components of experiential value (visual appeal - knowledge - emotional attractiveness - ease of use) for visitors to institutional activities related to national events

2. Visual attraction and access to knowledge are more effective with the effect of employing augmented reality technology

3. The application of interactive technologies in organizing institutional events helps to enrich the experience of visitors and creates interest for them.

4. Employing augmented reality technology in interactive presentations of institutional events helps to maintain a high level of knowledge and exchange experiences for event visitors.

Recommendations

1- The need to provide coordinators of institutional events with insights to design events using interactive technologies and techniques effectively to enhance the experience of visitors

2- The need to conduct more applied/experimental experiments using augmented reality technology in museum shows or institutional events to enhance the quality of life and entertainment in the digital age.

3- Organizing activities related to national events/occasions using interactive technologies to enhance the knowledge, historical and cultural value of visitors to these events.

4- The necessity of conducting more research on event marketing using interactive techniques as a type of institutional marketing communication program and its impact on enhancing the experiential value of visitors.

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