This presentation draws on a recent REF Cluster research project, in order to offer audience members an opportunity to reflect upon their own interactions with research partners - especially with SMEs and within the Public Sector. Beginning with some research issues from that project, which should resonate with the experiences, expectations and aspirations of audience members, the presentation shares key findings and insights from focus groups – comparing and contrasting these with the wider literature on Tourist Experiences (Pine, 2011). Concluding insights arise from setting the outcomes of these focus groups against the cutting-edge of emerging technologies – for instance:

- the Google Glass project (BBC, 2012a)
- the Google Art project (BBC, 2012b)
- the Exeter University Augmented Reality projects (Exeter, 2012)

Audience discussion can focus on the challenges of research partnerships, on the focus group findings and/or on the applicability of emerging technologies, according to personal preferences.


