**ROOTS TO REALITIES**

**Problem Statement:**

South Africa’s rural areas are often excluded from the rapidly growing tourism industry, which according to **World Travel & Tourism Council** is expected to contribute over $11.7 trillion to the global economy in 2025. These communities hold a wealth of cultural heritage yet face significant barriers ranging from inadequate infrastructure and limited technology to social challenges that hinder their participation and potential economic growth.

While initiatives such as **South Africa: Bridging the Digital Divide and Chemical Industries Education & Training Authority Smart Skills Centers** have aimed to integrate rural communities into the tourism sector, there is still a gap. These existing initiatives lack immersive, adaptable, and commercially connected solutions that not only showcase cultural heritage but also directly link rural communities to sustainable income-generating opportunities.

**The Solution:**

Roots to Realities is a unique tourism innovation that transforms passive learning into deeply immersive emotionally engaging experiences. Using AI to adapt content based on each visitors interests, emotions, and accessibility needs, it is delivered inside modular, relocatable domes that can be customized by theme making it ideal for areas with limited infrastructure. Unlike traditional tourism technology that focuses on marketing, Roots to realities directly connects visitors with rural entrepreneurs and hosts, enabling immediate bookings and purchases. The spacious, inclusive domes ensure comfortable participation for all, while motivating and equipping local businesses to grow. By blending AI-driven storytelling, digital upskilling, and immersive tourism, Roots to realities preserves cultural heritage, boosts local economies, and creates sustainable, inclusive opportunities that address long-standing gaps in rural tourism.