

Meta-tourism

Touch nature in a way that is...

Immersive, Interactive, Convenient, Innovative, infinite possibilities...



Tourism has been one of the sectors worst affected by the Covid-19 pandemic, which is also a kind of opportunity.



Tourism

In post-pandemic era, people have strong and growing will to touch nature.

However, the ecotourism industry has been severely hit

Block/Challenge

70% Workers in tourism industry are facing risk of losing their job.

30.9% In the first half of 2022, tourism profit decrease 30.9%

90% Nearly 90% tourist attractions are shut down

Needs to travel

800% Vloggers and hashtags in tourism is increasing



Government released encouraging policies to tourism

Besides, there are also many **operating problems** of traditional ecotourism.



High Operation Costs



Marketing difficulties



Limited way to display



Lack of Connections between tourists



Hard to visualize story/ culture



Exceed the carrying capability



Gap between warm and cold season



Risk of breaking balance of eco system

Sites Operator

- Pay a lot for development
- Highly rely on tourists
- Keep a balanced system

Tourists

- Can't access enough beautiful views
- Tourists can't enjoy multiple activities,
- Hard to go over each interesting sites

Metaverse

Physical

Real Objects
Real Places
Real People
Real Time

Virtual

Photorealist VR Worlds Game Worlds Digital Twin Stylized Avatars

Key points to define Metaverse



Participation is the King



Virtual place Combines Physical Reality



Crypto Currency System powered by NFT



A Decentralized System



A New Social Order and Relationship



Immersive experience, Interaction, Creation

It's the best time combining them, Operators will be benefited facing the turning point.



Tourism x Metaverse

Current Problems



- High Operation Costs
- High cost to introduce new facilities
- Hard to monitor eco system state



- Not enough experience
- Hard to explore everywhere as wish



- Stay blocked, closed many medium enterprises
- Physically blocked
- Isolated, no relationship
- Simple lifestyle

Metaverse provides

Digital Twin Model shows the whole site dynamically

Virtual beautiful view, no need to buy or construct anymore

Digital Cryptocurrency,
Digital NFT product

Introduce virtual world
Add interactive activities lively

Go destination quickly, no need to walk in person

Stylized Avatar, Unique identity,
Customized space

Break Spatial barrier, build new social network

More connection online, build a new social network

Vision with Metaverse

*Less Investment
Diverse profitability
More Convenient*



*More Interesting activities
More sense of participants*



*More accessibility
More Connection*



Application Case One : Disney Land

Time:2022

Technology: SLAM – Simultaneous Localization and Mapping.

Vision: This would theoretically track guests' movements through a real-world environment – a theme park. Similar technology is already used during live performances and parades at the parks; the visuals will be personalized to specific visitors, creating unique experience.



Application Case Two: Seoul

Time: September 2021, Seoul announced plans to go "meta" by 2023.

Name: "Metaverse Seoul".

Technology: AR,VR and edge computing

Vision: Tourists will feel as though they're walking through Gwanghwamun Plaza, or Namdaemun Market, in Virtual Tourist Zone, without hassles in-person travel.

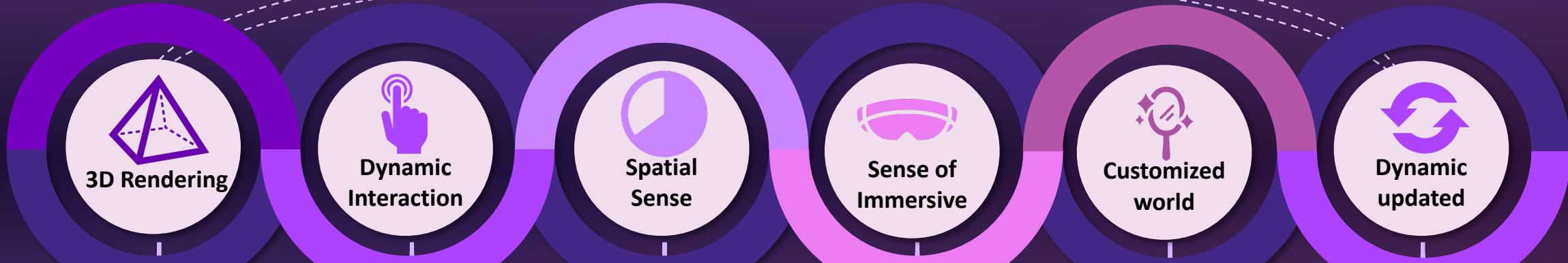


Although applying metaverse is beneficial to sites and visitors, it's not simply digital products on Phone or Web App, but *Immersive Experiences*.



'No Contact Tourism' should emphasize realistic virtual experience in six fields

Essentials



Description

Through multi-layer image control and processing, to depict visual picture	The atmosphere and experience of the scene change	Simulate the real space experience of various scenic spots and different scenes	Aside from sense of space, establish interaction with local attractions and culture	Customized Tours with personalized services and stylized identified avatars	Let visitors feel real (Multiple feelings) in virtual space
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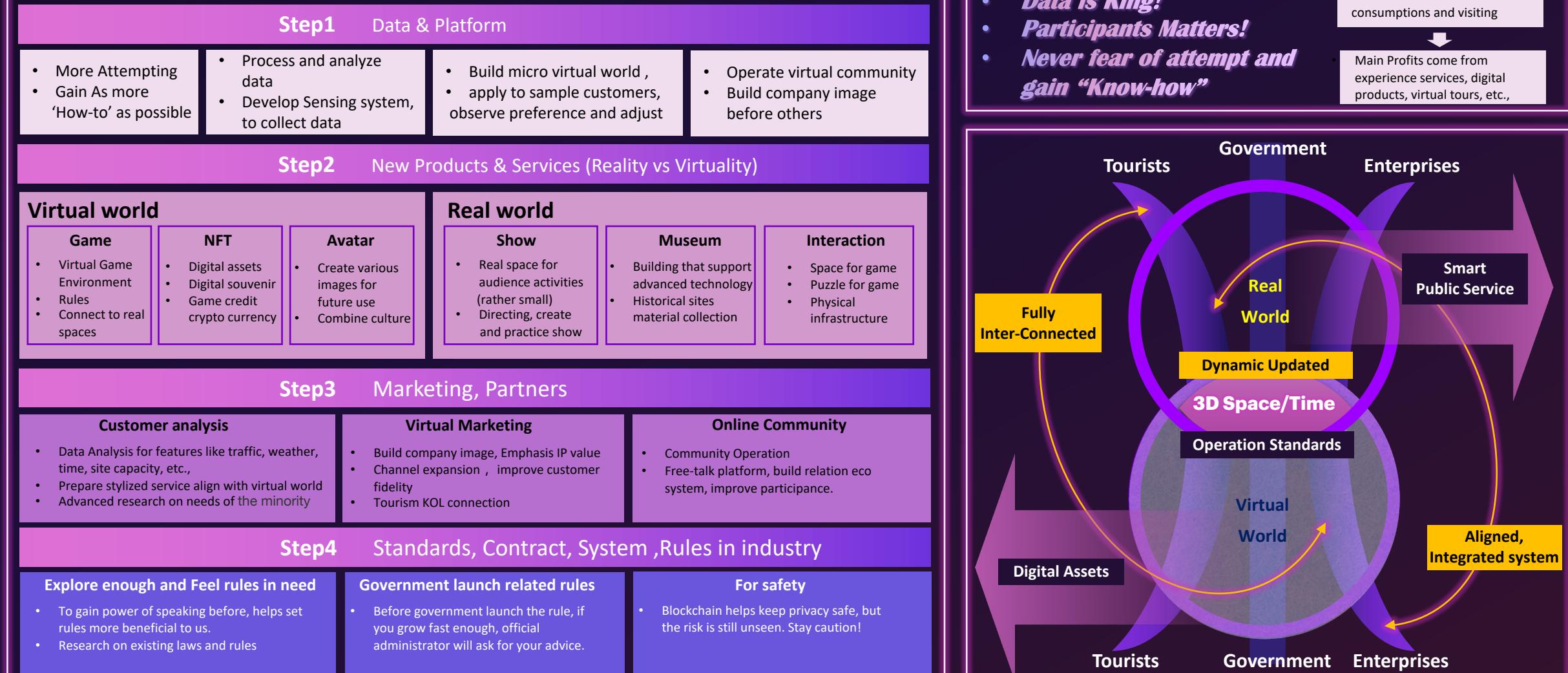
Related technologies

<ul style="list-style-type: none">Automated rendering enginemassive computing power	<ul style="list-style-type: none">sensitive motion-capture technologyAI generate motionMachine learningNPL	<ul style="list-style-type: none">Digital twinDigital cognitionVirtual buildingMulti-dimensional sensory device	<ul style="list-style-type: none">Communication technologyWearable deviceSimulations	<ul style="list-style-type: none">3D modelingInteractive web	<ul style="list-style-type: none">360-degree image collectionweather perception massive sensorsTransmission, storage and processing of massive data
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Based on the opportunities and challenges, tourist site operators should follow the development strategy as follows



The development process proposed by trends and emergence, following timeline.



Even the site operator enjoy the benefits, there are also some risks for the value chain we should be concerned about

