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di Lingue, Letterature
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Metaverse

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Planning and Management of
Tourism Systems



Metaverse presentation – Connect 2021
«I wanna share what we *imagine* is possible»



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«Avatarization» of the self



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Interactive and augmented social spaces



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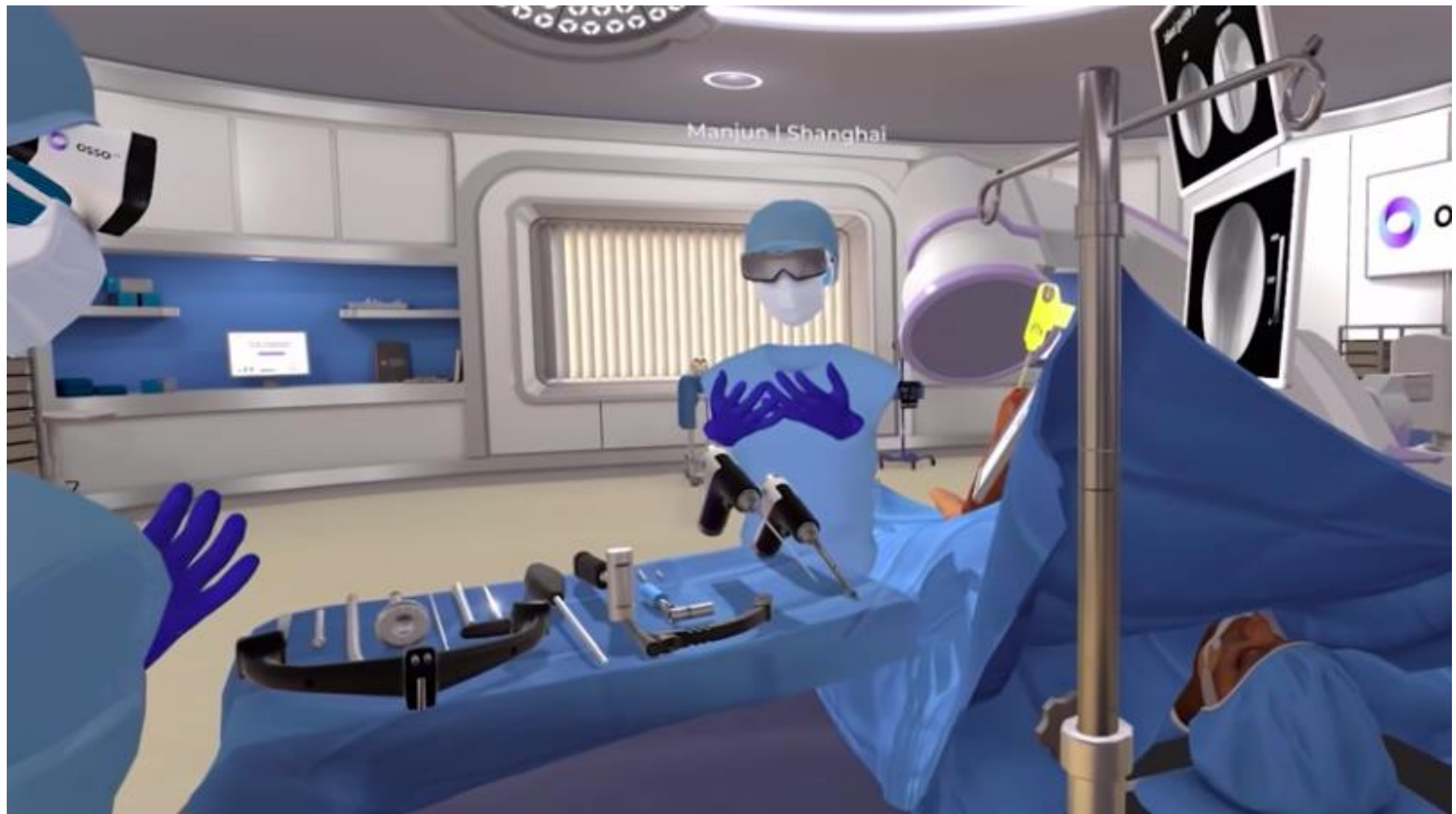


Ariana Grande Metaverse concert (August 2021)



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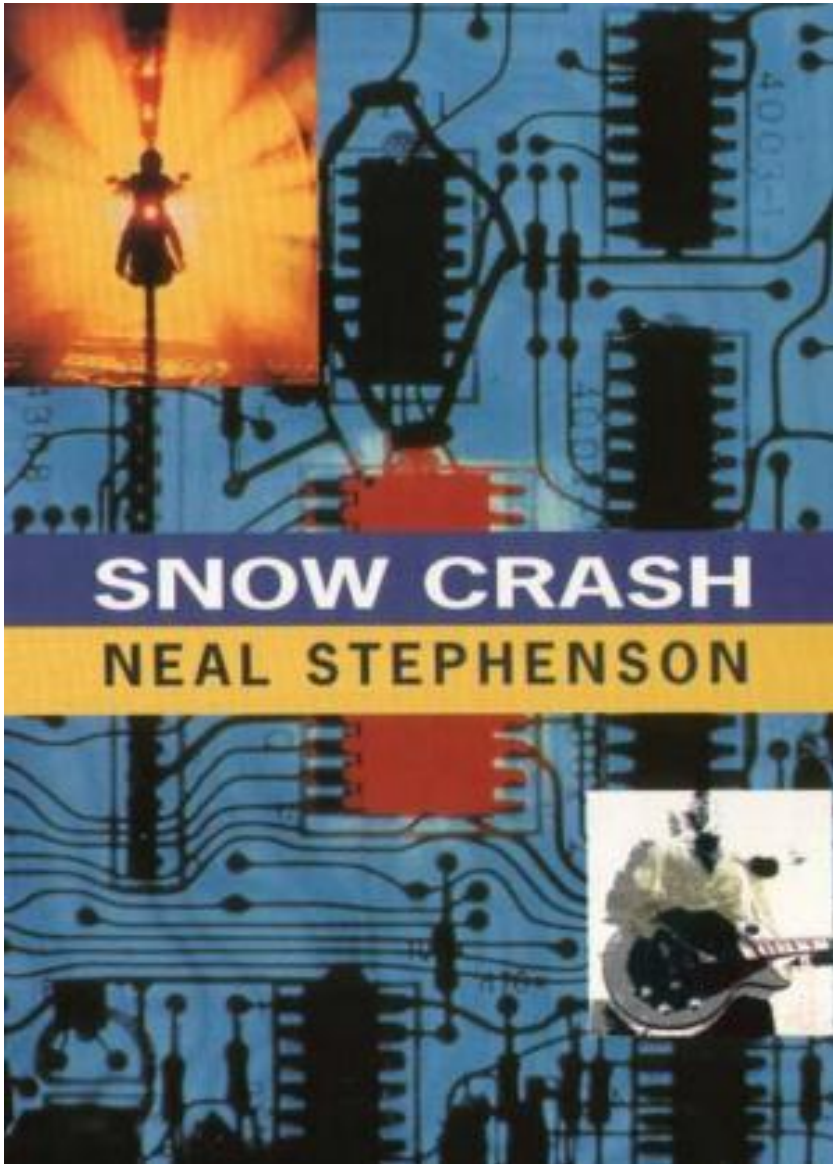


Teaching and Learning



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So Hiro's not actually here at all. He's in a computer-generated universe that his computer is drawing onto his goggles and pumping into his earphones. In the lingo, this imaginary place is known as the **Metaverse**. Hiro spends a lot of time in the Metaverse. It beats the shit out of the U-Stor-It.

That's why Hiro has a nice big house in the Metaverse but has to share a 20-by-30 in Reality. Real estate acumen does not always extend across universes.

Hiro walks straight through the display, and it vanishes. Amusement parks in the Metaverse can be fantastic, offering a wide selection of interactive three-dimensional movies. But in the end, they're still nothing more than video games.

N. Stephenson, *Snow Crash* (1992)



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Ready Player One (Steven Spielberg, 2018)



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Sherlock Jr. (Buster Keaton, 1924)



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The Purple Rose of Cairo (Woody Allen, 1985)



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Videodrome (David Cronenberg, 1983)



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eXistenZ (David Cronenberg, 1999)



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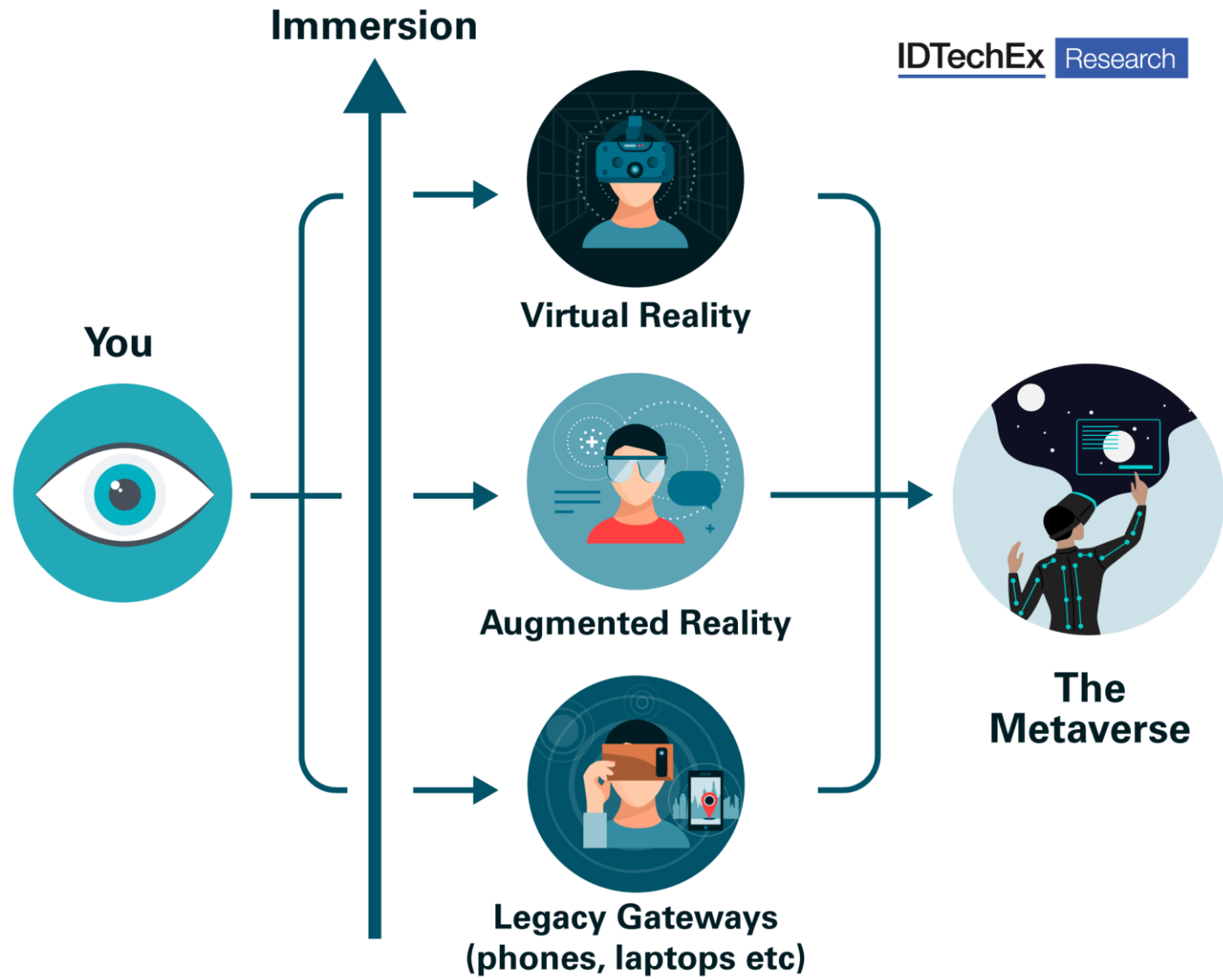


Second Life (Linden Lab, from 2003)



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This has potential to revolutionize the way we explore new worlds: already, you can attend concerts, shop, test products, visit attractions, and take workshops, all without physically traveling anywhere. Currently, the user demographic trends very young, but it's crucial for the tourism sector to appeal to this segment.^[1] After all, these are the travelers of the future—and players not keeping pace with their interests will lose out.

M. Constantin, G. Genovese, K. Munawar, R. Stone, «Tourism in the Metaverse. Can Travel go Virtual?», *McKinsey&Company*, 4 May 2023





NOTRE-DAME DE PARIS

THE AUGMENTED
EXHIBITION

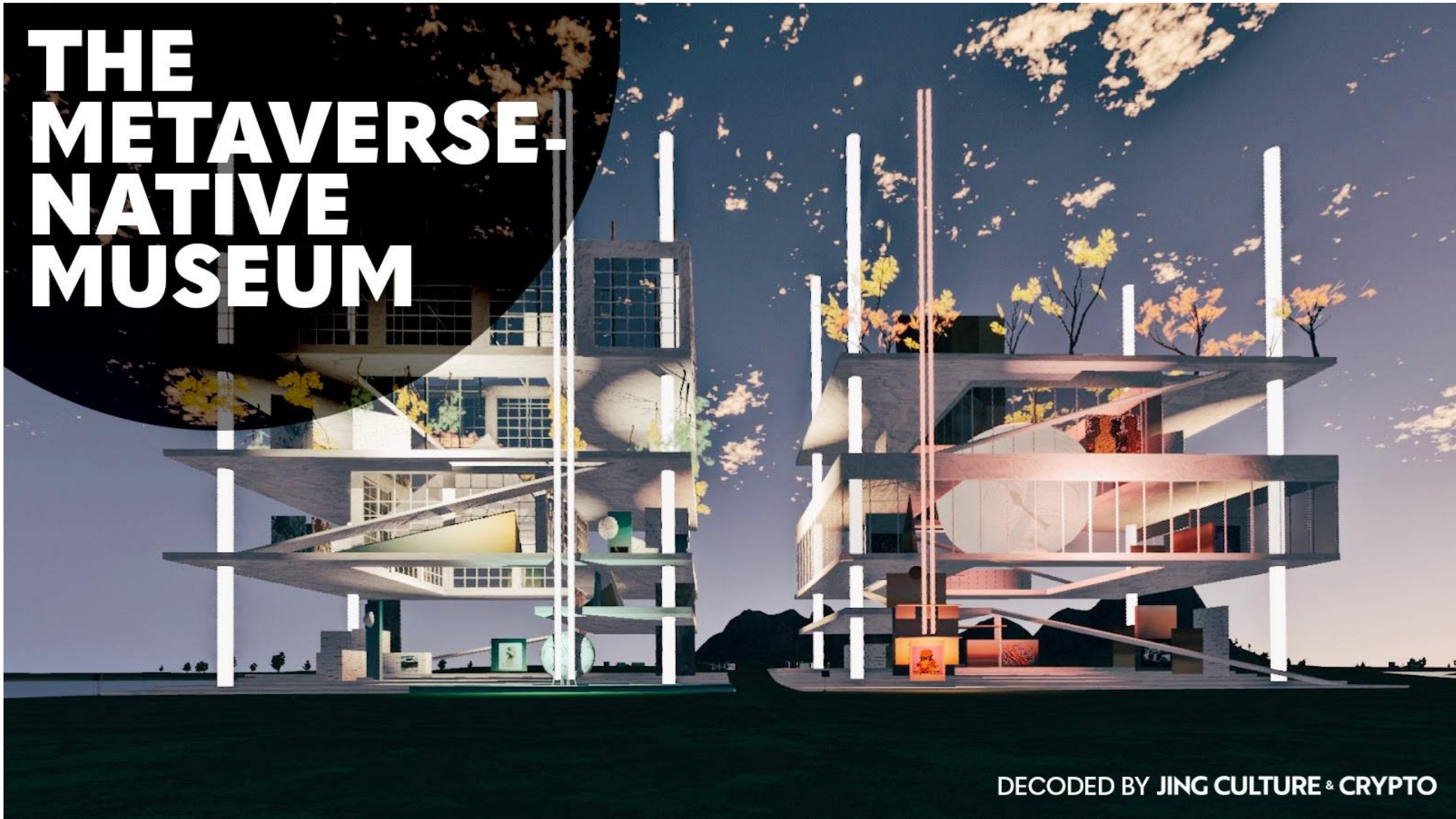
<https://notredameexpo.com/en/>



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THE METAVERSE- NATIVE MUSEUM



DECODED BY JING CULTURE & CRYPTO



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What is a metaverse-native museum?

In short, these are spaces that have been built in and for the metaverse, not just transplanted from the physical to the virtual. A metaverse-native museum contains content that has been designed or adjusted specifically for the usage, interaction, and existence within the metaverse.

<https://jingculturecrypto.com/decoded-metaverse-native-museums/>





<https://studio.zepeto.me/>



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BCB (crypto banking group) VR City: <https://embryo.com/case-studies/bcb-group/>



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Hegra in the Metaverse: <https://www.rcu.gov.sa/en/hegra-in-the-metaverse/>



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