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Influencer Marketing Applications Within the Metaverse

Exploring the Metaverse: The Future of Tourism Through AI and Virtual Reality

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Abstract

The definition of the metaverse, a virtual space where people can interact with each other and computer-generated environments, is gaining traction. With the help of artificial intelligence (AI) and virtual reality (VR) technologies, the metaverse is being transformed into a highly immersive and interactive experience. This chapter explores the potential of the metaverse as a new form of tourism. By examining current trends in the development of AI and VR technologies, the authors explore the possibilities of creating highly realistic and personalized travel experiences that can be accessed from anywhere in the world. They also discuss the potential and benefits of the metaverse as a new tourism industry and the concerns that must be addressed in its development. Ultimately, this chapter argues that the metaverse has the potential to revolutionize the tourism industry by offering innovative and immersive experiences that will attract a new generation of travellers.