



RESEARCH ARTICLE

Exploring the metaverse: a new era for hospitality

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Abstract

The customer experiences are transformed into immersive encounters through the metaverse, which blends the real and virtual worlds. This study aims to examine the extent of the Metaverse's potential benefits and risks for the Indian hospitality sector in providing an engaging guest experience. This study also discusses how the Metaverse's development and expansion could change how guests interact with hotels. Conceptual developments in Metaverse technology worldwide were examined by a thorough literature review, regression analysis, and correlation analysis. The metaverse offers the hospitality sector several incredible opportunities as well as some formidable challenges. In order to develop and personalise virtual and actual experiences that allow customers to interact, hospitality companies purposefully use the Metaverse. There are also a plethora of research opportunities for the implementation and adoption of the Metaverse. This article highlights forthcoming solutions for the hospitality sector while examining early Metaverse applications in the sector. Many stakeholders benefit from this study's improved comprehension of the Metaverse's development, justification, and promise in the hospitality sector. This study conceptualises the potential of the Metaverse in the context of the hotel business. Based on the body of research on technology-enhanced experiences, this study illustrates how the Metaverse has affected the hospitality sector and offers a research strategy for further navigating the opportunities for both customers and the hospitality business.

Keywords: Metaverse, Customer Experience, Hospitality Industry, Technology, Digitalization.

Introduction

According to Forber (2021), the label "metaverse" is a portmanteau of the term "meta", meaning beyond and the universe. The metaverse is a contemporary digital tool that employs virtual reality, augmented reality, and other internet technologies to offer online experiences to individuals. McKinsey & Company published a report on Value Creation in the Metaverse in June 2022, and this report was based on surveys of consumers and executives and interviews with top leaders and metaverse experts. On the basis of the research, the metaverse is perfectly described as an evolution of the internet, in which one is profoundly immersed rather

than something one mostly observes. It is a confluence of digital technology that combines and expands the scope and application of cryptocurrencies, artificial intelligence, augmented reality and virtual reality, spatial computing, and other technologies. The enterprise metaverse converges and opens up far more possibilities than merely functioning as a virtual space for people to communicate. The complete metaverse vision comprises the platforms and devices that function flawlessly together; thousands of people connect simultaneously. The Metaverse, a hybrid of technologies like augmented reality and virtual reality, is among the fundamental components of the digital world. The Metaverse universe will include features of a virtual world such as artificial intelligence, blockchain technology, non-fungible tokens, and even cryptocurrency. Metaverse offers enormous potential for developing an interactive system that enables digitally driven social interactions.

Hospitality is a service and experience-driven industry, and the metaverse enables many future functions, such as virtually visiting a hotel for booking purposes or hosting meetings in a virtual hotel environment. The Metaverse is used to organize worldwide summits, weddings, music performances, and even virtual stadium sporting games. Customers are drawn to an immersive experience while booking tour packages, hotels, resorts, and recreational facilities in the hospitality business. Filling out physical

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How to cite this article: Choudhary, S., Chauhan, V. (2025). Exploring the metaverse: a new era for hospitality. *The Scientific Temper*, 16(7):4570-4578.

Doi: 10.58414/SCIENTIFICTEMPER.2025.16.7.08

Source of support: Nil

Conflict of interest: None.

forms or conversing with chatbots would become obsolete in the Metaverse. Hotel workers would be more focused on cognitive and metacognitive thinking and empathy for clients, while the rest of the procedures would be automated. Customers in the future will be concerned with the quality of their experiences during their journeys and stays. Many hoteliers have already begun to embrace new metaverse technologies. The position of hotel workers will shift as the metaverse becomes more mainstream in the coming time.

The Metaverse contains an enormous data acquired from customers, allowing organizations and even governments access to user behavioural patterns. The Metaverse global proceeds are approximated to expand at a compound annual growth rate of 44% between the year 2022 and 2030, stretching to US\$1.5 trillion and modifying an array of sectors. Technically, the metaverse is an interactive virtual world in which users construct virtual identities by mixing several modern technologies such as virtual reality (VR), augmented reality (AR), artificial intelligence (AI), spatial computing, and so on. According to a recent Gartner report, "by 2026, 25% of people will spend at least one hour per day in a metaverse for several purposes like work, retail, education, social, and entertainment, and 30% of enterprises will have metaverse products and services". Unsurprisingly, many international firms have already started creating a presence in the metaverse by collaborating with different digital platforms.

In terms of technology innovation and adoption, the Indian hotel business has historically trailed behind many other industries. This position has been restored in the previous years as a result of diverse industry participants effectively distinguishing themselves from the competition. The Indian hotel industry cannot ignore the metaverse due to its wide range of applications in the hospitality and travel industries. Because the metaverse is still developing, businesses have a tonne of creative potential to expand their product lines from the physical world to the virtual one. For hotel companies, now is the ideal time to investigate, research, and comprehend this expeditiously innovating technology.

The Indian hospitality industry has made tremendous strides recently. Following the pandemic, the sector has switched to digital payment, bookings, and the incorporation of technology into other activities. The industry is rapidly adopting Web 3.0, Non-Fungible Tokens (NFT), and AR/VR settings. The industry is looking into topics such as marketing, advertising, and guest interactions with the metaverse. The emergence of the metaverse differs from the logic hospitality workers are concerned about. The virtual experiences in the metaverse will not replace physical trips. Vacationers prefer to ignore the technology temptations and go for digital detoxing, where can freely walk away from the deluge of digital information. Hospitality

and tourism will continue to be thriving sectors, but they now have a new channel for communicating with customers. Although metaverse travel will not reinstate actual travel, virtual tourism enhances the travel experience. The platform offers people worldwide new opportunities to experience travel from the comfort of their homes. The platform offers room to manoeuvre for customers and travellers to visit attractions, attend events, compare products, and engage with hospitality brands they may have yet to associate with otherwise. The eminent hospitality brands like Accor, Budweiser, Millennium, and Marriott Bonvoy allied with the metaverse early.

Individuals in the hospitality business, including hotel employees, are recognizing the different ways in which the metaverse's power might be used. Hoteliers are closely monitoring metaverse developments and working out how to use the platform to enhance their customer service, revenue management strategies, sales and marketing strategies, and operational practices. To increase revenue, expand audience reach, and engage new target markets, virtual tourist hoteliers enhance their metaverse offerings. Hospitality employees in the metaverse buy ad spots, run several product placements, host several virtual events, sell brand non-fungible tokens, and build their metaverse. The metaverse offers vacationers contemporary ways to plan holidays and getaways. Customers will be able to walk through the lobbies of competing hotels.

The metaverse is soon becoming an unavoidable parallel realm, several industries have noticed its significance and are probing its vast potential. Similar efforts have been taken by the hospitality industry, comprising hotels, restaurants, and diners. Some well-known hotel chains are expanding their online presence, while restaurants and diners are incorporating cutting-edge technologies into their offerings. However, as the metaverse evolves, new opportunities for the hotel industry will emerge. The metaverse is an intriguing new option for the hospitality industry to provide customers with services. Although the technology is still in its initial stages, it has immense potential. Recognizing this, hotel brands are collaborating to develop virtual digital twins and are also integrating technology into their offerings to guarantee a smooth transition to the metaverse. While the metaverse is still in its early stages, businesses across industries, including the hospitality industry, recognize its promise.

The following are some brands that are already utilizing metaverse-related concepts:

- A luxury hotel, Atlantis, Dubai, provides visitors with a virtual reality tour of the hotel's surroundings in 360 degrees. Visitors may see the hotel's largest suite, Royal Bridge, as well as unique underwater suites, the pool, aquarium, and waterpark, and wander around the beautiful gardens. As a result, the hotel is on its way to the metaverse.

- The TUI Hotel Group is researching the metaverse in order to educate its employees. These hotels provide the following services: virtual locations for corporate meetings, incentives, conferences, and events; virtual nightclubs with music, dancing, and socializing; and virtual banquet halls. Hotels may monetize the experience by allowing guests to customize their avatars and listen to new music. Casinos can also operate in a similar atmosphere, letting patrons interact and enjoy realistic recreations of real-world experiences while playing virtual games. Users will be placed in a realistic virtual recreation of a music venue or event in video-game settings during Metaverse concerts.
- Disney has authorised the usage of the most recent metaverse technology in its theme parks. For its theme parks, Disney has secured the copyright to a novel metaverse technology that enables guests to design their own 3D graphics. The Disney theme park is also investigating ways to add an augmented-reality-like atmosphere that does not require the use of a headset. Disney was also given a patent for its virtual-world simulator. This technology displays 3D images and interesting virtual effects in real-world situations.
- Several companies are developing digital twins in the metaverse, like Atlantis, Marriott, Anantara, and Movenpick, and the metaverse platform RendezVerse, is aiding them in this attempt.

Objectives of The Study

The following are the major objectives of the study:

- To study the effect of the metaverse on customer experience.
- To study the relationship between the metaverse and customer experience.

Review of Literature

The metaverse was first envisaged in 1992 in *Snow Crash*, a fictional novel (Joshua, 2017), and it has since evolved as a critical universal paradox for academics and marketers. The metaverse is a fascinating virtual setting that offers an experience resembling the real world. Similar virtual environments like "Second Life (Gent, 2022) and SIMS (Bobrowsky & Needleman, 2022)" are regarded as the first metaverse forerunners because they allowed users to live lateral virtual lives. (Dwivedi et al., 2022). In order to provide a captivating virtual experience, particularly in the context of gaming, the forerunners of the metaverse were constructed during the Web 2.0 era. The extension of prior platforms with augmented reality is now possible because of improvements in Web 3.0 technology and metaverse platforms, enabling user dialogues that are grounded in reality. The metaverse has developed as a result of developments in artificial intelligence (AI), deep learning, extended reality technology,

content-related services such as captivating and interactive content created specifically for the metaverse, payment options such as digital currencies and cryptocurrencies, and more captivating features (Ball, 2021).

Kim (2021) defines the metaverse following the advances as "an interoperated persistent network of shared virtual environments where people can interact synchronously through their avatars with other agents and objects." According to Buhalis and Karatay (2022), "the metaverse is a seamless merging of digital and physical universes that uses ambient intelligence to improve physical locations, products, and services." Damar (2021) delineated "the metaverse as a 3D virtual shared world where all activities can be carried out with the help of augmented and virtual reality services," enumerating it as "the layer between individual and reality." Metaverse common explanations describe "it as a world of virtual reality that complements the real world by offering opportunities for interaction with other metaverse users in a mesmeric context" (Dwivedi et al., 2022). It is believed that the Metaverse pertains to the virtual realm, the majority of existing definitions regard the Metaverse as the merger of the virtual and physical universes. As a result of this, the Metaverse is fundamentally different.

Metaverse is a robust and immersive digital platform for advertising tourism destinations, attractions, events, and hospitality services. From the standpoint of tourist suppliers, Metaverse offers an excellent platform for promoting products and services through engaging participation. It helps businesses better understand the requirements, wants, and preferences of potential customers. The metaverse is swiftly growing, and it provides enterprises with new options for comprehensive brand interaction as well as the possibility of scaled direct sales (Dwivedi et al., 2023). Customers get digital and physical services from Metaverse throughout the clock. According to Buhalis (2020), smart and competitive businesses must utilize the interconnectedness and ability of integrated technologies to succeed.

According to Buhalis et al. (2023), eMarketer (2021), and Hollensen et al. (2022), hotel companies utilize virtual tours and customization as a means of promoting their businesses and enhancing digital brand recognition. In real-time, they communicate with sales or concierge staff on-site and arrange immersive virtual tours and experiences. Conversely, the Metaverse might present a feasible alternative to travel, enabling both virtual and real-world travel at different times. According to Rubio-Escuderos et al. (2021) there is a possibility that people with certain disability can participate in virtual excursions. Metaverse offers support to individuals who face various obstacles that prevent them from accessing resources or visiting websites. It can facilitate virtual travel for groups that are economically, physically, or socially disadvantaged (Schiopu et al., 2022; World Economic Forum,

2022). For example, government executives, as well as eminent researchers, with extremely busy schedules, can use virtual travel to engage in many activities across multiple locations promptly.

Travellers utilize the Metaverse to explore the servicescape of hotels and have unique travel experiences before they depart (Flavian et al., 2021). Travellers will be able to plan their journey, obtain insider information, seek content from a range of sources proactively, and comprehend the present conditions of the sites they have their sights set on. By giving travellers a realistic preview and a chance to explore other options, metaverse helps significantly reduce trip anxiety and, consequently, modifies the inspiration for travel that comes from social media. Exciting information is supplied to travellers by other travellers who have been to the selected locations (Fan et al., 2022). Also, they use immersive media to communicate with locals in the places they like to visit as well as travel agencies and groups like travel boards, attractions, Using their virtual stores, travel suppliers market their products and personalize value for customers. Subsequently, tourists enjoy highly tailored and engaging immersive experiences.

Metaverse research has started to be used in academic work in several sectors, such as “information technology (Ge, 2022), marketing (Chen & Yao, 2022), education (Makransky & Mayer, 2022), tourism and hospitality (Gursoy et al., 2022), and psychology” (Mandolfo et al., 2022). Despite its rapid expansion in numerous subfields, the literature on metaverse marketing is still in its early stages. The retail sector is the busiest. As for the future of the metaverse, masstige and luxury companies (Joyet et al., 2022) will be followed by lower-end retail brands (Hollensen et al., 2022). Understanding user behaviour and consumer culture may be greatly aided by utilizing the metaverse, a new platform with novel metrics and degrees of intrusiveness.

The success of brands will depend on the effectiveness of their marketing plans when they enter the metaverse. Thanks to the metaverse, marketers will have more chances to connect with both potential and current customers and provide them with an engaging experience. Although yet in its infancy, marketing in the metaverse poses particular difficulties for practitioners (Hazan et al., 2022). These include cultural challenges, technical and infrastructure limitations pertaining to the price and availability of equipment, and strategically important barriers for marketers. Marketers seek to develop an all-encompassing approach for metaverse commerce’s many locales and values.

Metaverse retailing research has primarily concentrated on improving virtual retail service quality (Gadalla et al., 2013) and eloquent ambient components that offer superior service to consumers (e.g., Hassouneh and Brengman, 2015). Some characteristics extend beyond VR applications even when the metaverse is not considered. Understanding changes in consumer behaviour in the metaverse as a result of medium adjustments is also critical. According to

their attitude towards the platform, (Oyedele & Minor, 2011) present three types of clientele in the 3D virtual world: virtual sceptics, virtualizes, and virtual centrists. A three-pronged approach to brand communication in the metaverse will aid marketers.

Long-term business success depends on cultivating customer loyalty, and brands in the metaverse represent another critical frontier for marketers. Members of brand communities will be able to communicate with each other more readily in the metaverse than they can currently through online blogs or chat rooms. Moreover, advertisers have additional options to interact with their target audience because the metaverse makes it possible to organize competitions and events in a way that is similar to the actual world (Jin & Sung, 2010; Miao et al., 2022). The utilization of metaverse strategic tools facilitate the efficient analysis, assessment, and formulation of suggestions for the improvement of brand operations in the future.

Brands that cater to this demographic will benefit immensely from the metaverse. The metaverse, in conclusion, provides customers with unique experiences and possibilities. Throughout the metaverse, customers can communicate and engage with both brands and other customers. The Metaverse’s highly dynamic features allow customers to enjoy shopping as a wonderful adventure in the comfort of their own homes (Vargo, 2022). The metaverse, in conclusion, provides customers with unique experiences and possibilities. In the metaverse, customers communicate and engage with both brands and other customers.

New virtual goods will be available for purchase by customers in the metaverse. In addition, they ought to be able to buy and obtain outfits for their avatars that match (Belk et al., 2022). To enhance users’ virtual experiences, the metaverse is undergoing numerous developments. Accessibility and cost improvements will help the metaverse get more acceptability, which will transform consumer behaviour and experience. In addition, numerous consumer categories will enter the metaverse, as evidenced by its increasing appeal in terms of social networking prospects, professional and personal collaborations, the platform’s interface and interoperability, and ongoing efforts to enhance the real-world experience. That means that as the metaverse develops and companies refine their marketing strategies, a lot of previously unrealized potential will present itself. New undiscovered opportunities will emerge as the metaverse evolves and brands tighten their marketing techniques, benefiting both brands and customers.

Research Hypothesis

The following are the hypothesis of the study:

H₁: Metaverse has a significant impact on customer experience.

H_2 : There is a significant relationship between the metaverse and customer experience.

Objectives Achievement and Hypothesis Testing

Impact assessment of metaverse on customer experience

To examine the impact of the metaverse on customer experience regression analysis was conducted here, the dependent variable is customer experience, and the metaverse is the predictor variable. The results of the regression analysis showed that the metaverse explained a significant amount of variance in customer experience in the hospitality industry ($R=.649$, $R^2 = 0.396$, Adjusted $R^2 = 0.395$, $p < .001$). Thus, the model was statistically significant and metaverse accounted for approximately 39% of the variance in customer experience refer to (Table 1). Further, the unstandardized coefficient for metaverse implies that for a unit increase in metaverse, a 0.678 unit increase in customer experience can be expected.

The regression results indicate that the Metaverse has a strong, positive, and statistically significant impact on Customer Experience ($\beta = 0.678$, $p < 0.05$). With an R^2 of 0.396, Metaverse alone explains about 39.6% of the variation in Customer Experience, meaning other factors not included in the model also influence Customer Experience. The T-statistic of 14.895 and p-value of 0.000 confirm that the Metaverse variable is a highly significant predictor. Hence H_1 was supported "Metaverse has a significant impact on customer experience". Our results were deemed significant and in accordance with the previous researchers' findings (Sundaram et. al, 2023; Rane, 2023; Vasista & Zamil (2023).

Metaverse and Customer Experience: Correlation Analysis

To examine the relationship between the metaverse and customer experience pearson's bivariate correlation analysis was performed. The results as depicted in (Table 2) reveal that the relationship between is highly positive with .779 value. Hence, the objective of the study is accomplished, and H_2 "There is a significant relationship between metaverse and customer experience" is supported.

ANOVA: Metaverse and Customer Experience

Since the p-value (0.046) is less than 0.05, the null hypothesis (H_0) is rejected. This indicates that *Metaverse usage has a statistically significant impact on Customer Experience*. There is a meaningful difference in Customer Experience scores across different levels of Metaverse usage (Low, Medium, and High). Metaverse usage influences Customer Experience, suggesting that higher engagement in the Metaverse could enhance customer satisfaction.

Discussions

Decision-makers can gather and research real-time interaction data in the metaverse on a scale that would be impossible in the actual world. Real-time reactions to products and services before they are manufactured, avatar-based sensory data collected through interactions with current brands and promotions, and unique segmentation options based on sensory interactions and behaviours are some examples of this. Businesses that approach these problems strategically and design-thinkingly, creating marketing campaigns from a virtual and physical standpoint, are likely to benefit the organization (Dwivedi et al., 2022; Rauschnabel et al., 2022).

Dimensions of Metaverse

(Gursoy, Malodia and Dhir, 2022) envisioned a tourist experience in a two-dimensional metaverse. The first dimension involves customers engaging passively with virtual goods and services in sparsely interactive environments. Consumers may look for information passively or engage in other activities without actively participating. Highly engaging experiences demand customer involvement in a live virtual environment. The second feature of metaverse experiences is the differentiation between hedonic and utilitarian aims that the experience fulfils for the users. Hedonistic individuals seek virtual interactions for pleasure and delight, whereas utilitarians strive to satisfy their functional needs. On the contrary, the metaverse satisfies customers' practical demands to try things before purchasing or making a reservation.

Table 1: Regression analysis of metaverse on customer experience

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.649 ^a	.396	.395	.66124	
a. Predictors: (Constant), Metaverse					
Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	β	Std. Error	Beta		
(Constant) metaverse	1.385	.182		7.924	.000
	.678	.056	.639	14.895	.000

a. Dependent Variable: Customer_Experience

Table 2: Correlations analysis of metaverse and customer experience

		MV	CE
MV	Pearson Correlation	1	.779**
	Sig. (2-tailed)		<.000
	N	286	286
CE	Pearson Correlation	.779**	1
	Sig. (2-tailed)	<.000	
	N	286	286

** Correlation is significant at the 0.01 level (2-tailed).
Here, MV = Metaverse and CE = Customer Experience

Customers will have the chance to study hotel and restaurant interiors, tourist locations, airfares, and other services from the comfort of their homes after these efforts are put into action since they will be able to try things before making a purchase. People experience flights, hotel rooms, cooking, and food preparation at restaurants, tours, conferences, meetings, and conventions in a virtual manner via the metaverse. As a result, clients will be able to use the aforementioned services electronically.

While the metaverse offers crucial marketing and customer interaction opportunities for businesses, it also saves clients time and finances when arranging travel. Furthermore, the possibilities for transforming traditional hospitality experiences into virtual ones are practically unlimited. People shop, travel to museums and art galleries, concerts, and browse online stores in the digital world. Although it's unlikely that virtual interactions will ever fully take the place of in-person hospitality experiences, the metaverse appears to have a bright future because several major corporations are making investments in the virtual world.

Metaverse Enabling Immersive Customer Experience

Hotels may make use of the metaverse's advantages to build virtual hotel experiences for both current and prospective visitors, giving them new ways to engage with your hotel brand without having to leave their homes. Visitors to this virtual environment can book a table at your hotel's restaurant, tour an establishment or the nearby tourist attractions, search for hotels, attend meetings and conventions, and even visit museums. With a new target group now available, it is possible to think about designing unique experiences to convert virtual customers into actual paying ones.

A multitude of future features, such as virtually visiting a hotel for booking purposes or holding meetings in a virtual hotel environment, can be enabled by the metaverse for the service and experience-driven industry of hospitality. Global meetings, musical performances, and even sporting activities can be held in virtual stadiums thanks to the metaverse. Booking vacation packages, hotels, resorts, and recreational facilities may entice customers with an engaging

experience. Talking to chatbots or completing paper forms would become obsolete with Metaverse. Employers in hotels would concentrate more on cognitive and meta-cognitive thinking and customer empathy, automating the remainder of the operations. Future clients would evaluate the quality of their travel and lodging experiences. Many hoteliers have already begun integrating new technologies. Numerous hoteliers have already begun to adopt new metaverse technologies. In the next years, as the metaverse becomes more widely used, hotel worker roles will likewise shift.

Although the idea is still in its infancy, it would assist in streamlining the process, improve the customer experience, and ultimately boost consumer loyalty. Technology has changed how people book experiences. Booking hotels used to be done in person at the hotel, but with the development of the internet, reservations are now made online while comparing different brands and interacting with chatbots. It was lacking, though, in the experience department. However, metaverse fills in this vacuum by offering a virtual setting for consumer interaction where reservations may be made by "meeting without physically meeting" the hotel management. For instance, a consumer might visit a hotel from the comfort of their home while interacting with a hologram of the hotel employees and viewing nearby attractions. A virtual connected world has worked so well. In this way, a virtual linked client who would otherwise be challenging to reach becomes a real revenue-generating client.

Utilizing NFTs (non-fungible tokens) is one of the fundamental aspects of the Metaverse. NFTs can take the place of access codes, room keys, or check-in tags because of their singular nature. A room key, cruise ticket, aircraft ticket, or even a music pass are just a few examples of the many different types of NFTs that exist on the blockchain. Utilizing the capabilities of the metaverse, it seeks to engage customers in novel ways. Hence, this way metaverse may enable immersive customer experiences.

Opportunities for Hospitality Industry

The entire customer experience, from booking to check-out, is improved by the hospitality sector's utilization of the metaverse. A comprehensive virtual tour of a hotel's space might be made available, showing off all of the different room types and extras like spas, gyms, and swimming pools. They provide events, training, conferences, and meeting spaces that are all virtual. For instance, restaurants can show guests around their kitchens to demonstrate how their cuisine is prepared; coffee shops can enable customers to digitally order their coffee before entering the store; and restaurants in the metaverse offer interactive activities like "cook with the chef." These strategies could help them turn virtual tourists into real-world visitors.

Several digital marketing strategies are used by the hospitality sector, including product virtual events. They

produce non-fungible tokens for their company as a way to reward loyal customers with discounts. The majority of hotels and restaurants will have a great opportunity to create digital twins. These twins will act as a foundation for synthetic avatars that can perform the same functions as genuine ones. Such check-ins information will help hotels tailor their offers to their visitors. Metaverse's hotelier assistance helps them operate their operations more efficiently. The Metaverse's prospects are vast, and hotel groups must begin analyzing and investigating futuristic technology in order to remain competitive in the future. Metaverse would help hoteliers improve their sales and marketing strategies, increase income, and aid with day-to-day operations. The Metaverse enables hoteliers to reach a larger audience with minimal investment. Sales stakeholders use this universe to reach out to new and existing customers. The Metaverse is useful for revenue generation and administration.

As the metaverse helps to provide a more enhanced booking experience, the likelihood of clients completing their bookings without cancelling will rise. The usage of augmented and virtual reality will make the procedure more fun. Consider the possibility of a customer viewing a hotel reception virtually before physically visiting it. Customers will be able to tour museums, reserve restaurants, visit and explore casinos, compare various hotels, and even dance at nightclubs in a metaverse setting. Finally, the metaverse would make day-to-day operations easier for hoteliers since professionals could connect with colleagues or managers in virtual real estate. The Metaverse would facilitate real-time collaboration to solve possible difficulties efficiently.

Though the notion is still in its infancy, it would aid in expediting the process, improving the customer experience, and thereby increasing customer loyalty. Booking experiences have evolved with the advancement of technology. Hotel bookings were previously made in person at the hotel, but with the introduction of the internet, bookings were made online, comparing different brands and interacting with chatbots. It needed more experience factor, though. However, the metaverse bridges this gap by providing a virtual environment for communicating with consumers in which bookings can be made by meeting without physically meeting the hotel management. For example, a customer can sit at home, engage with a hologram of a hotel employee, and take a tour of the hotel as well as nearby attractions. As a result, a virtual linked client becomes a real revenue-generating client, which would otherwise be difficult to contact.

The metaverse aggrandizement has offered an advanced instrument for driving income in the business and is also giving way to a new marketing channel for hospitality professionals. Hotels employ the metaverse to ameliorate working-day bookings, prolonged-stay bookings, target

leisure travellers, and achieve a range of other management goals. Hoteliers and other industrial experts utilize the metaverse as a contemporary upgrading weapon. The metaverse is an exhilarating technique that hospitality professionals employ to engage with their customers, but it is also an immense tool for internal communications. Thanks to the metaverse, hospitality professionals now interact digitally with remote employees, corporate managers, off-site teams, and high-level executives. Roomza Hotels a tech-enabled hospitality business, is introducing a hotel model with new rooms-only that will fully incorporate metaverse travel and digital tendencies. The keyless hotel rooms will be offered with a metaverse twist, there will be no actual lobbies or meeting places for guests to explore at Roomza Hotels. Instead, hotel guests will be able to interact with shared hotel spaces. Technology will never replace human resources as the true heart of hospitality; it can only help businesses increase their efficiency by further automating customer booking and purchasing processes. Instead, guests will be able to connect to shared hotel spaces online in the metaverse without leaving their rooms.

Challenges of Metaverse

While the metaverse offers the service sector a wealth of opportunities, certain downsides need to be considered. Digital entities in the metaverse are gradually outfitting services, raising worries about issues like loss of autonomy, dehumanization, social exclusion and dignity, social engineering, addiction, and other issues. Focusing on digital corporate responsibility, it is essential to thoroughly assess any potential adverse and unexpected repercussions of service delivery in the metaverse (Wirtz et al., 2022).

Future Research

Marketers are striving to modify their marketing efforts as the globe enters the metaverse age. In this environment, many questions remain unsolved. First, marketers must develop segmentation methods that provide benefits for their consumers and themselves. To help business owners properly segment and focus on their target customers, researchers in the hospitality and tourism fields should offer a road map and strategic frameworks.

The following query needs to be the focus of additional significant research: What kind of advertisements will there be in the metaverse? A conceptual framework that explains the ecology of marketing and how effectively it works in a decentralized environment facilitated by blockchain-based platforms would be highly beneficial. In contrast to digital marketing, the user's metaverse must visit booking websites and hotel websites before the metaverse may interact with the customer. Marketing professionals must therefore come up with creative ways to include their customers in the metaverse. Thus, there is an urgent need for research that focuses on marketing strategies unique to the metaverse,

including the development of content, interaction with influencers, SEO, and more.

The metaverse is a 3D virtual world that is participatory and immersive. Consequently, these interactive models enable scholars and researchers to identify the traits of messages and avatars as well as their interactions with one another (Taylor, 2022). The several types of interactive marketing communications that can be used in the metaverse, notably in the tourism and hospitality industries, can also be recognized by academics. The study of hospitality and tourism, as well as its application, will be advanced by these projects. It is also possible to test different advertising methods experimentally and develop new performance metrics for metaverse marketing campaigns.

Conclusion

Several challenging marketing questions remain unaddressed, even though there are significant opportunities in the metaverse, such as how to connect real-world buying with the metaverse to ethically establish an endless marketplace, it is important to know whether there are any risks or ethical issues related to virtual interactions between brands, platform providers, and actual consumers as well as whether businesses have a reliable computing infrastructure. To conquer these problems, marketers must eliminate the ethical and moral violations in the metaverse through the development of responsible metaverse governance. The metaverse is deliberately drawing the attention of industry professionals, and the metaverse approach is rising at an exponential rate. Therefore, in order to gain a permanent competitive advantage, it is imperative that clients in the hotel sector are aware of this innovative phenomenon and make strategies for actively engaging in this modern world. The metaverse will not take the place of real-world hospitality experiences, but it will surely alter how people use hospitality goods and services. This study has investigated that metaverse will form the foundation for the hospitality industry. As the metaverse amplifies and aggrandizes, various opportunities for the hospitality industry to engage and mesh with present and latent clients will become available. Hotel owners can make use of contemporary marketing tools to attract customers and build brand awareness.

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