

Subversive Innovation in the Cultural Tourism Communication Path in the Metaverse Perspective

-The Example of the Temple Grand Magic Cube

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Abstract: The phrase "Metaverse" has recently become a well-known one, appearing in customers' brains more and more frequently. As a consequence of the integration of cutting-edge digital technology, Metaverse is applied to various operation scenarios of the entire civilization in order to accomplish high-quality digital economy development, which will definitely open up a new area of the human digital world. This article evaluates the Metaverse's breakthrough into the traditional rural tourism industry, and introduces a new cultural path "play" based on the Metaverse perspective ---Temple Grand Magic Cube, an experience scene of cultural tourism business integration, rural revitalization, and Metaverse depth combination, and rationalization of resource allocation in urban and rural areas. It examines the feasibility and workability of integrating cultural tourism with "Metaverse" virtual reality, and makes policy recommendations.

Keywords: Metaverse, cultural tourism, virtual reality, Temple Grand Magic Cube

1. Introduction

1.1. Research Background

2021 is the year of the Metaverse, and as an emerging concept, it has attracted widespread attention from industry, academia, the media, and the general public [1]. The New Crown Pneumonia epidemic has had a massive effect on all types of actual sectors, and individuals are beginning to participate in many experimental financial markets at home, which is catalyzing the creation of the Metaverse based on the web and blockchain.

The Metaverse, which is the next-generation Internet, is at the heart of future digital technology, supporting the actual economic and social growth while actively promoting the convergence of the digital and physical worlds. The digitalization of cultural tourism has become a crucial exploratory force in the current industrial transformation and upgrading, and in the context of the normalization of epidemic prevention and control, it is the trend of the times to realize the landing of Metaverse cultural tourism instances.

1.2. Purpose of Research

The "Metaverse" not just to incorporate various new media technologies, but it also drives cross-cultural communication into a new arena by breaking through geographical and spatial barriers, perhaps causing a new round of struggle for the world communication order [2]. People need better experience scenes to stimulate the motivation to spend in today's cultural travel business-consuming consuming environment, so how to play the "scenario" card becomes essential [3].

Currently, National Arts China Union Technology Group, which is undefeated in scene warfare, has launched a new species of cultural tourism called "Temple Grand Magic Cube," which seizes the opportunity to create an immersive cultural tourism business city, and creates an immersive cultural, business, and tourism local super IP by capturing elements of regional history and humanities, local cuisine, folklore, natural landscape, and architectural features.

1.3. Innovation and Improvements

This paper, at the moment of Metaverse development boom, closely follows the list of Metaverse industries, releases the opportunities of Metaverse urban scenes, and promotes Metaverse opportunity sharing. This paper compares the bottlenecks of traditional cultural development, unearths the development opportunities of Metaverse, and takes Temple Grand Magic Cube as an example to explore how to integrate the sublime parallel world of cultural expression with real life, and use service thinking to build the thematic, experiential and interactive nature of the space, so as to achieve regional cultural confidence and value identity. The in-depth interview method was also used to explore the four stages of the Temple Grand Magic Cube formula, and finally to give the path of disruptive innovation under the influence of the future social Metaverse in the context of the case.

This paper only selects the case of Chengdu Temple Grand Magic Cube, whether it can become a nationally promoted immersive cultural, business, and tourism super IP business space in the future remains to be proven, and this model has just been launched in 2022, so far there is no first-hand data to visualize and accept the rationality of the performance.

2. Combination of Metaverse, and Cultural, Business and Tourism

2.1. Combination among Culture, Business and Tourism in the Metaverse

Traditional tourism is a cultural and sensory experience in a specific space and time, where one can only go to one place at one point in time, with time and geographical limitations. In traditional cultural tourism experience, tourists only have a single label experience, i.e. "tourist", with a one-way, one-dimensional tour experience based on passive viewing and acceptance, which is difficult to form a real immersion experience.

In contrast to traditional tourism, which has limitations and bottlenecks, immersive Metaverse tourism can compensate for these limitations and has more advantages.

First and foremost, the Metaverse is a collection of technologies that can create virtual worlds, immersive experiences and ease of use that can help travelers and travel organizations achieve their goals. It can create an unlimited number of travel resources, which means that any number of virtual attractions can be created without any impact on the real world. Tourism in the Metaverse of the future will perfectly fit the development goals pursued by the travel industry below in the digital era, which are the combination of reality and imagination, high frequency and instant, and immersive experience. Whether it is the physical tourist attractions around the world or the "destinations" in the virtual space, they all pursue to root the cultural experience in the hearts of the audience, meet their multiple needs, and then derive more cultural tourism products.

Second, the Metaverse tourism concept has the potential to deliver more experiences. This is due to its ability to generate a wide range of virtual worlds and scenarios. It is feasible, for example, to develop experiences that imitate space travel or allow visitors to experience life during the dinosaur era. Cultural tourism scenes are no longer a single viewing process in the Metaverse cultural tourism experience; through interactive and even multi-linear, multi-narrative experiences, each visitor can enjoy very different scenes, storylines, and character identities, allowing them to generate a strong sense of self-realization and a more qualitative cultural tourism experience.

Finally, since it allows tourists to tailor their trip experience, the Metaverse tourism model can give outstanding service. For example, it can create personalized virtual travel itineraries for tourists based on their preferences, resulting in an all-encompassing interaction consisting of a deep fusion of multiple senses such as color, sound, taste, and touch, which becomes the key point of the combination of reality and reality, giving the audience a genuine sense of experience.

2.2. Development Opportunities for the Metaverse

The Metaverse is a completely new and modernized field, and if it can be further integrated with applied practicalities by 2023, it will boost cultural tourism development as well as the transformation and upgrading of industrial structures.

Cloud tourism is the foundation for the tourism industry's revival, and in the age of big data, the number of digital media expressions is expanding. The concept of "cloud tourism" is not new, although it gained popularity about 2011. Specifically, it refers to the employment of cloud computing technology in the entire process of tourist resources, services, and other online and intelligent data. Tourism is a typical experience economy; during the outbreak of the new crown pneumonia epidemic in 2020, tourist attractions that could not be opened to attract traffic, through video, live, online interaction, VR experience, and other ways to give consumers a rich online experience; consumers use the Internet online mode for scenic tours, "cloud tourism " comes into play. As a new "seeding" model, "cloud tourism" can convert digital "flow" into "retention," meeting the demands of tourists who are unable to visit the field due to the epidemic. It overcomes the constraints of time and location, as well as the physical reception capacity of scenic spots, boosting the offline and online integration of tourism. Under this social trend, the tide of cloud tourism, cultural and cultural attractions around the world are increasingly focused on the enrichment of content, graphics, panoramic, short video, and so on, but also on establishing its virtual reality, ARVR museum tour collections, and so on, to create a new industry of human-computer interaction in cultural tourism.

To accomplish an interchangeable blend of virtual and reality, we must create a parallel virtual world that is highly compatible with the real world. We must perfect the trip experience, making it more fascinating and participatory, and transforming the Metaverse concept and technology into a source of inspiration for people to explore real life.

3. Analysis of the Application of the Temple Grand Magic Cube

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Every city has a vanishing temple festival, and everyone is filled with nostalgia. The Temple Grand Magic Cube, an activity carrying traditional Chinese folk culture, has ushered in a brand-new development opportunity, and the Temple Grand Magic Cube of National Arts China Union Technology Group has come into being, with the increasing nostalgia and the continuous development of rural revitalization. The Temple Grand Magic Cube is a well-known scene that blends

cultural, tourism, and business integration, rural rehabilitation, and the profundity of the Metaverse. The Temple Grand Magic Cube, with the "City Magazine" as the bearer of rural regeneration and culture, utilizes the Metaverse scene to reinterpret a city's past, present, and future.

Unlike the usual approach, Temple Grand Magic Cube aims at localized regional culture and employs the directors' ideas to realize differentiated explosive product development, as opposed to the comparatively single expression of regional culture. Encourage the value of regional cultural features.

3.1. Top Ten Highlights of the Temple Grand Magic Cube

- First, the mode of Temple Grand Magic Cube should concentrate heavily on the site advantage, in order to establish a new tourism card and city living room, thereby empowering the entire area's tourism.

- Second, the temple fair concept not only boosts tourism revenue, but also has a ripple impact on transportation, lodging, catering, retail, and other connected industries, resulting in multi-industry growth. It will drive the development of food, lodging, transportation, cultural creativity, the digital economy, and other industries in addition its own revenue.

- Third, utilizing the Metaverse scene, the Temple Grand Magic Cube greatly restores the Metaverse space in reality, employing VR, AR augmented reality lighting projection, architecture projection, and other technological methods, secondary creation, and scene mood.

- Fourth, a new immersive interpretation of dynamic planning, a subversion of the industry's dynamic design. From a planning standpoint, this design has caused a lot of subversion. On the other hand, the design of the entire performance, as well as the notion of the interpretation itself, have created a great deal of subversion, which is now the immersion interpretation method.

- Fifth, the Temple Grand Magic Cube's design combines the expression of the stage and the model of the theme block, as well as some of the original elements of technology that are very popular in the Z era, as well as the very popular elements of the national trend, such as the concept of two dimensions, so that visitors are integrated into it.

- Sixth, by hosting major temple-related theme festivals on a regular or irregular basis, picturesque sites will be empowered..

- Seventh, in the context of promoting the deep integration of cultural tourism throughout the country, "immersive experience," just like represented by immersive performance, immersive exhibition, immersive entertainment, immersive film and television, is becoming an important element to expand the development field of the cultural tourism industry and lead the future.

- Eighth, in addition to the main performance, the Temple Grand Magic Cube extends the cultural aspects into the theme block, generating a number of tiny performances weaving in and out of the audience, interspersing large and small acts from day to night to meet the demand for entertainment.

- Ninth, the "box" maze theater in the enormous lattice maze is a live stage, where the audience can see different time and space tale performances from multiple entrances into the theater, through diverse forms of the theme space.

- Tenth, the night tour content as the core, systematic night tour content design, ideal night tour support based on a unique selling point to promote the night attraction, and increase the city's night economic development.

3.2. The Four Stages of the Temple Grand Magic Cube

According to interview, Liu Lei, chairman of the Icing on the Cake Travel Group, said that the Temple Grand Magic Cube model has four stages:

- Initially, there is the creative stage. The objective at this stage is to exhibit the cultural content, the integration of different things together, through the integration of diversity, so that the entire product has some new value and visitors have a lot of exciting new experiences.
- The second stage is the design stage. Choose the best design team and design mode for this project, and prioritize the operations and engineering departments.
- The third stage is engineering advancement. The content comprises a variety of packing procedures, choreography processes, lighting effects, ground paving, gardens, and some unique constructions.
- The fourth stage is the operating stage. Temple Grand Magic Cube uses a unified operation and management model and incorporates a world-class lighting and illumination system, phenomenal Netflix performance, a mature business model, and modern scientific expression into the project to create an international tourism market and a world-class tourist destination.

3.3. The Innovative Significance of the Temple Grand Magic Cube

A city history is a book that documents local products, nature, public opinion, humanities, and history, among other things. Several cities also have Fangzhi Museum exhibition rooms, however regional culture is expressed in a limited number of ways. The advent of the Temple Grand Magic Cube will create a beautiful memory space of the city that may be tasted, roamed, and intensely lived, captivating consumers' thoughts with "Previous Memories".

The city has reached the era of narrative as consumption enters the fourth era and Generation Z becomes the primary consumer, combined with the Metaverse boom. The primary logic of Temple Square is to take local culture as the mother and utilize architectural language to build a new social consumption area that is engaging, fun, good-looking, and unique in order to create a new era of urban history. Temple Square is distinctive in three dimensions: scene power, content power, and cultural power, resulting in an excellent and popular cultural, economic, and tourism city journal.

Temple Grand Magic Cube can be considered the track's pioneer as a non-standard effort with regional culture at its center. Only sharp knife items that meet the visitors' minds, the goods can actualize the brand's quick development, thus Temple Grand Magic Cube is researching the equilibrium point of the combination of seven-dimensional space structure, core content, construction module, and non-standard cultural presentation.

4. Conclusion

4.1. Research Conclusion

The year 2021 has been dubbed the "Metaverse year," and the cultural travel industry is salivating at the prospect of profiting from the Metaverse boom. From the standpoint of the travel industry, this is a multi-dimensional experience, a port to seek a breakthrough in the transition from the Internet era to the Internet of Things era, and the cultural travel industry is eager to embrace the Metaverse in order to open up a new space for cultural travel consumption.

The implementation of "The New City of Culture, Business, and Travel" in Temple Square may become an advanced version of the entertainment and scenario of shopping centers, demonstrating that more cultural business empowerment is required in the synergistic development of China's urbanization and rural revitalization, providing a new exploration for the change of folk culture and shopping centers in the era of stock and city renewal. Direction. In today's environment, the first hurdle to change may be the difficulty of "cognition". To achieve disruptive innovation, we must move beyond the typical cognitive framework of the traditional offline field tourism sector, as well as have more bravery to be "new" and dare to try.

4.2. Research Recommendations

- Policy: strengthening the Metaverse's infrastructure. In the post-epidemic age, the Chinese government plans to expand online social governance and public service capabilities, as well as take a more dominating position in society-wide Metaverse infrastructure.
- Technology: We have to decide whether to grow alongside technology and applications. We must adhere to the values of "make, share, and govern" and organize our virtual reality tourist sites in a systematic manner. Digital technology is a significant driving factor for industrial integration, and rural tourism will absorb the disruptive innovations offered by the Metaverse to encourage internal integration as well as integration and innovation with other industries. Simultaneously, efforts should be made to establish a nationwide Metaverse intellectual property certification and knowledge achievement-sharing system to ensure the timely transformation and widespread application of relevant accomplishments while fully stimulating enthusiasm for Metaverse scientific and technological innovation.
- In terms of urban cultural scenery building, optimize carrier construction. The government encourages districts (cities) and counties to develop Metaverse professional attractions by combining industrial advantages and cultural bases, lands pilot Metaverse cutting-edge technologies in new urban areas, gathers Metaverse application scenes in the entire region, and builds Metaverse demonstration zones.
- In terms of industrial elements, implement the strategy of giving priority to talent development, incorporate the demand for Metaverse talents into talent development guidelines, establish a mechanism for collaborative training of Metaverse talents in government, schools, and enterprises, establish a Metaverse industry development fund, and guide existing cultural industry funds and tourism funds to jointly participate in the development of Metaverse talents.

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