	Discussed
1) Ask respondent approval to use recording systems **Ask respondent to sign and acknowledge consent form**	

2) Ask Background questions
Confirm information about;
 	
    •   name of the organization
    Aryan Mahmoudi
    • Male
    • 29
    • Software ENG	

• respondents position founder	
• years working for the organization 1.5	
3) Background and Experience	
Can you tell us about your background in the metaverse industry? I have been active in cryptocurrency, NFT, Metaverse for about 4 years.	
Is there a particular area in the field that you are especially interested in? AI is definitely my favorite	
Tell us about a successful and lucrative project of yours in the field. I experienced many failures in the field of digital currencies, but after a while I felt that I was looking for creation, that's why I entered the NFT market and I'm still active in this market, but I believe that artificial intelligence is what it should be. He invested in it.	
Walk us through an experience you had working on virtual tourism. During the time of Covid, I felt that the time has come to create a new type of tourism in the world, that's why I have been working on my startup focused on virtual tourism for about 2 years.	
4)Tourism Facilities and Resources in the Metaverse	

Tell us about the opportunities you have had in metaverse tourism.

Metaverse has created several opportunities for the tourism industry. These include:

1. Virtual tourism, where travelers can explore various destinations from the comfort of their own homes using virtual reality and 3D environments. This offers an immersive experience without having to physically travel.

2. Interaction and engagement with locals, such as virtual city tours guided by people who live there.

3. Trip planning and booking, which can be facilitated through the Metaverse.

4. Marketing and advertising of various tourist destinations through the Metaverse.

Where do you think the tourism industry in the metaverse is headed?

he Metaverse could offer virtual tourism experiences, interactive engagement with locals, and new marketing opportunities for businesses. Additionally, the Metaverse could provide travelers with more immersive and sustainable ways to explore various destinations. Ultimately, the trajectory of the industry will depend on factors such as technological advancements, consumer preferences, and regulatory frameworks. However, it is clear that the Metaverse offers many new possibilities for the tourism industry.

Regarding virtual tourism, what conditions would you say have a bigger impact on tourist attraction?

the success of virtual tourism will depend on several factors, including the quality of the experience, the availability of suitable technology, the marketing strategies used, and the accessibility and affordability of the experiences.

5)Potentialities and Opportunities in Metaverse Tourism

How do you see the future of metaverse tourism?

Some experts believe that virtual tourism in the metaverse could provide people with new ways to explore different destinations in an immersive and interactive way without the need to travel physically, which could have numerous benefits. However, several challenges must be addressed for metaverse tourism to reach its full potential, including technological advancements, marketing strategies, and user adoption. As companies and organizations continue to explore this space, we can expect to see new tourism experiences and opportunities emerging in the metaverse in the years to come. It is also important to note that the metaverse will likely complement, rather than replace, physical travel and tourism.

How can metaverse expand tourism and become a worldwide hub in the industry?

Metaverse has the potential to expand tourism by providing new and immersive ways for people to explore different destinations without needing to travel physically. By creating virtual experiences that are personalized and interactive, metaverse can attract a wider audience and increase accessibility to different tourist destinations. In addition, metaverse can be a platform for the tourism industry to market their destinations and services, and to connect with potential customers from all around the world. The implementation of metaverse can enable tourists to experience and learn more about different cultures, landmarks, and attractions in a new and engaging way. Furthermore, digital experiences could help mitigate the negative impacts of traditional tourism, for example by reducing environmental impact or preserving fragile or vulnerable sites. As companies continue to invest in emerging technologies, the potential for metaverse to become a worldwide hub for tourism industry is becoming more and more feasible. However, to achieve this goal, there are still many challenges, including technical limitations, marketing strategies, and user adoption, that must be addressed.

What are some factors that can make virtual tourism more popular among tourists?

virtual tourism is expected to remain a significant and growing segment of the tourism market, as it provides an alternative form of travel that can meet the needs and preferences of a diverse range of travelers. As technology continues to evolve and improve, virtual tourism experiences are likely to become even more sophisticated and interactive, attracting an even larger audience and generating more interest in travel destinations around the world.

What are some factors that make virtual tourism more accepted by the public?

factors such as technological advancements, accessibility, social interaction, and effective marketing can contribute to the increased acceptance of virtual tourism by the public. These factors play a significant role in shaping public perception and adoption of virtual tourism experiences.

6)Challenges in Metaverse Tourism

What are some obstacles and challenges you have faced in metaverse tourism?

The most important challenge facing virtual tourism can be its not being accepted by the people. If in the future, virtual tourism cannot provide an experience closer to the physical one, there is a possibility that people will not accept virtual tourism as an alternative to physical travel.

What are some factors that could discourage tourists to experience virtual tourism?

It is a difficult question. It can have many reasons. But the most important thing can be people's lack of interest and some tourists may prefer the physical experience of traveling to a new place and experiencing it firsthand, rather than experiencing it virtually.

What are some weaknesses in the metaverse that prevent further expansion and development of virtual tourism?

Perhaps virtual tourism's inability to provide an all-encompassing travel experience will lead to people not accepting it, and there is practically no reason for progress.

7)Entrepreneurship and Virtual Tourism

SEMI STRUCTURED INTERVIEWS

What sort of entrepreneurial opportunities exist in metaverse tourism? I belive that, There are various entrepreneurial opportunities that exist in metaverse tourism. For example, some entrepreneurs may focus on creating and selling virtual travel experiences, such as guided tours or immersive cultural experiences. Others may create virtual travel platforms or tools that allow users to plan and book their own virtual trips.	
How can one best take advantage of the tourism potentialities in the metaverse to develop entrepreneurial tourism? To exploit the potential of virtual tourism, a thorough market research and analysis must first be done to identify the demand for the virtual tourism product or service. The needs, preferences and behaviors of the audience in Metaverse should be understood and the offers should be adjusted based on the customers' wishes.	
What factors can contribute to the progress of entrepreneurial virtual tourism? Advancements in virtual reality (VR), augmented reality (AR), and other immersive technologies can greatly enhance the quality and realism of virtual tourism experiences. Improved graphics, sound, and interactivity can create more engaging and immersive virtual travel experiences, leading to increased adoption and growth of entrepreneurial virtual tourism.	
How can you make investors take interest in virtual tourism? Considering the potential in Metaverse, it is possible to attract investors to virtual tourism by presenting a plan that showcases market potential, innovative technology, revenue generation opportunities, unique content, and market differentiation.	
8)The Impact of Virtual Tourism on Real-life Tourism	
To what extent do you think virtual tourism can affect real-life tourism? The extent to which virtual tourism can affect real-life tourism depends on several factors. While virtual tourism provides a convenient and cost-effective way to experience different destinations, it is unlikely to replace the unique and immersive experiences offered by real-life travel.	

SEMI STRUCTURED INTERVIEWS

What do you think are some of the social, cultural, and marketing effects of metaverse tourism on real-life tourism? Metaverse tourism can provide opportunities for social inclusion and accessibility, as it can offer virtual experiences that are accessible to travelers with physical disabilities, health restrictions, or other limitations that may hinder their participation in real-life tourism. Furthermore, Metaverse tourism can contribute to the preservation and promotion of cultural heritage, as virtual worlds can recreate historical sites, cultural landmarks, and endangered destinations that may no longer exist or are difficult to access in real life. I believe Metaverse can change marketing in general for example Metaverse tourism can contribute to destination branding and promotion, as virtual worlds can be used as marketing platforms to showcase real-life tourism destinations, experiences, and offerings.	
Do you think virtual tourism can ever replace the real-life experience? While virtual tourism offers convenience and accessibility, it cannot fully replicate the sensory and emotional experiences that come with physically being in a place.	