

Review of: "A Survey of Large Language Models in Tourism (Tourism LLMs)"

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Potential competing interests: No potential competing interests to declare.

The submitted paper titled "A Survey of Large Language Models in Tourism (Tourism LLMs)" explores the potential of LLMs in revolutionizing the tourism industry. While the topic is relevant and promising, the paper lacks depth and critical analysis, leading to its recommendation for rejection.

The paper begins by discussing the increasing digitalization of the tourism sector and the potential for LLMs to enhance various aspects of the travel experience. However, it fails to provide substantial evidence or empirical data to support its claims. Concrete examples of successful LLM implementations in tourism are notably absent, weakening the paper's credibility.

Furthermore, the paper briefly mentions challenges such as data privacy concerns and cultural sensitivity but does not offer a comprehensive discussion or propose viable solutions. These issues are crucial considerations in the integration of AI technologies in tourism and should be addressed more thoroughly.

The lack of a clear research methodology and theoretical framework is another significant drawback of the paper. It is unclear how the authors conducted their survey or selected their sample, making it difficult to assess the validity and reliability of the findings. Additionally, the paper lacks a cohesive structure, with ideas presented in a fragmented and disjointed manner.

Overall, while the topic has potential, the paper falls short in providing a rigorous analysis of the integration and application of LLMs in the tourism sector. Without substantial evidence, critical analysis, and a clear research framework, the paper does not meet the standards for publication in this journal. Therefore, I recommend rejecting the paper in its current form.